



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Shape of '71: broadcast curves on the upswing again  
Recap of the wildest year in radio-TV station trading  
FTC and FCC: double trouble for children's programs?  
'Telestatus': how affiliates deliver network audiences

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# For AP Members Only

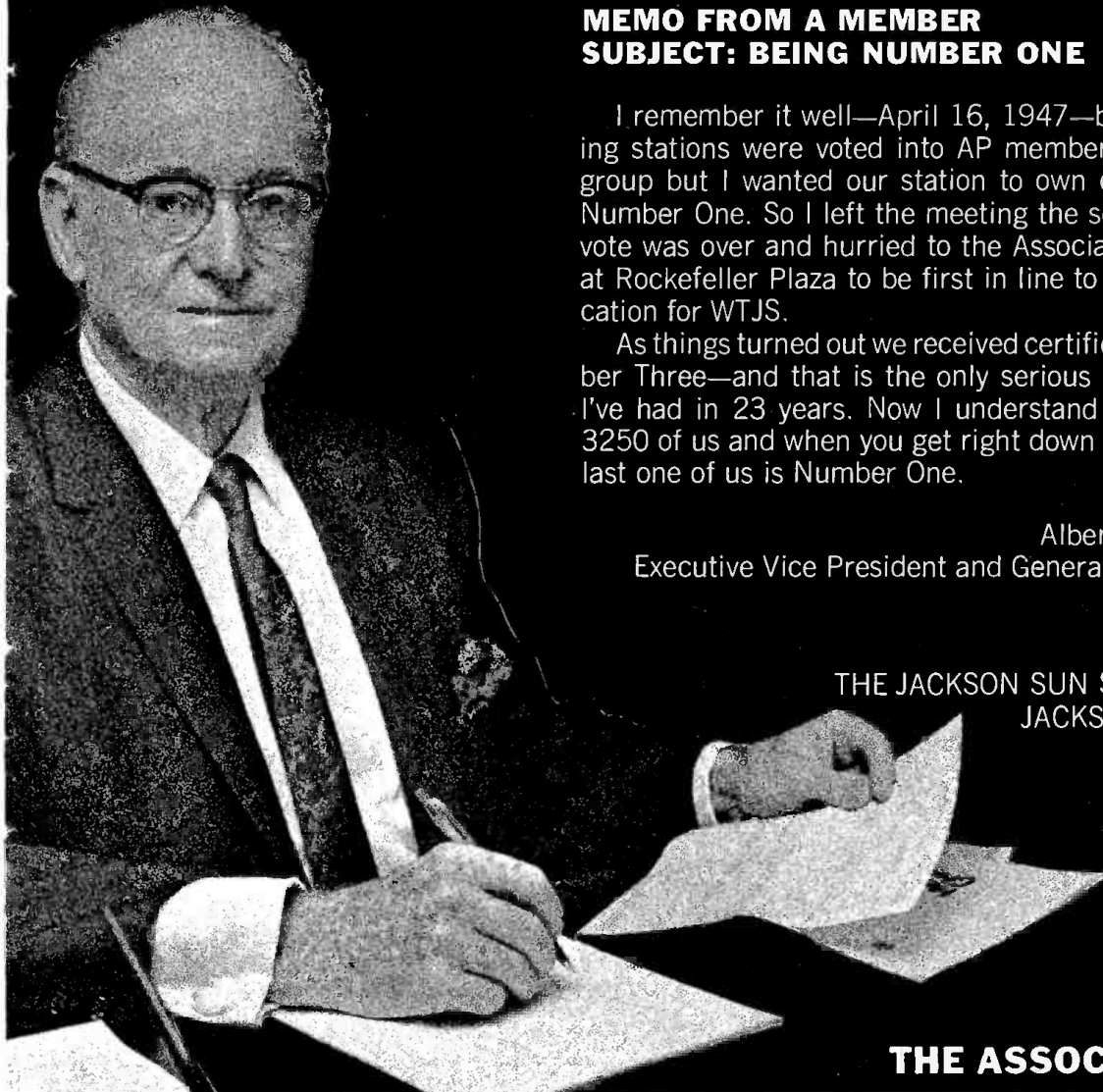
## MEMO FROM A MEMBER SUBJECT: BEING NUMBER ONE

I remember it well—April 16, 1947—broadcasting stations were voted into AP membership as a group but I wanted our station to own certificate Number One. So I left the meeting the second the vote was over and hurried to the Associated Press at Rockefeller Plaza to be first in line to file application for WTJS.

As things turned out we received certificate Number Three—and that is the only serious complaint I've had in 23 years. Now I understand there are 3250 of us and when you get right down to it every last one of us is Number One.

Albert A. Stone  
Executive Vice President and General Manager

WTJS  
WTJS-FM  
THE JACKSON SUN STATIONS  
JACKSON, TENN.



**THE ASSOCIATED PRESS**





# TOM JONES


ALBERT FINNEY  
SUSANNAH YORK  
HUGH GRIFFITH  
DAME EDITH EVANS  
JOAN GREENWOOD  
DIANE CILENTO

**UA Showcase Six**

OFFERS YOU TOM JONES.

ONE OF 30 OUTSTANDING FILMS FROM

**United Artists Television**

 *Entertainment from Transamerica Corporation*



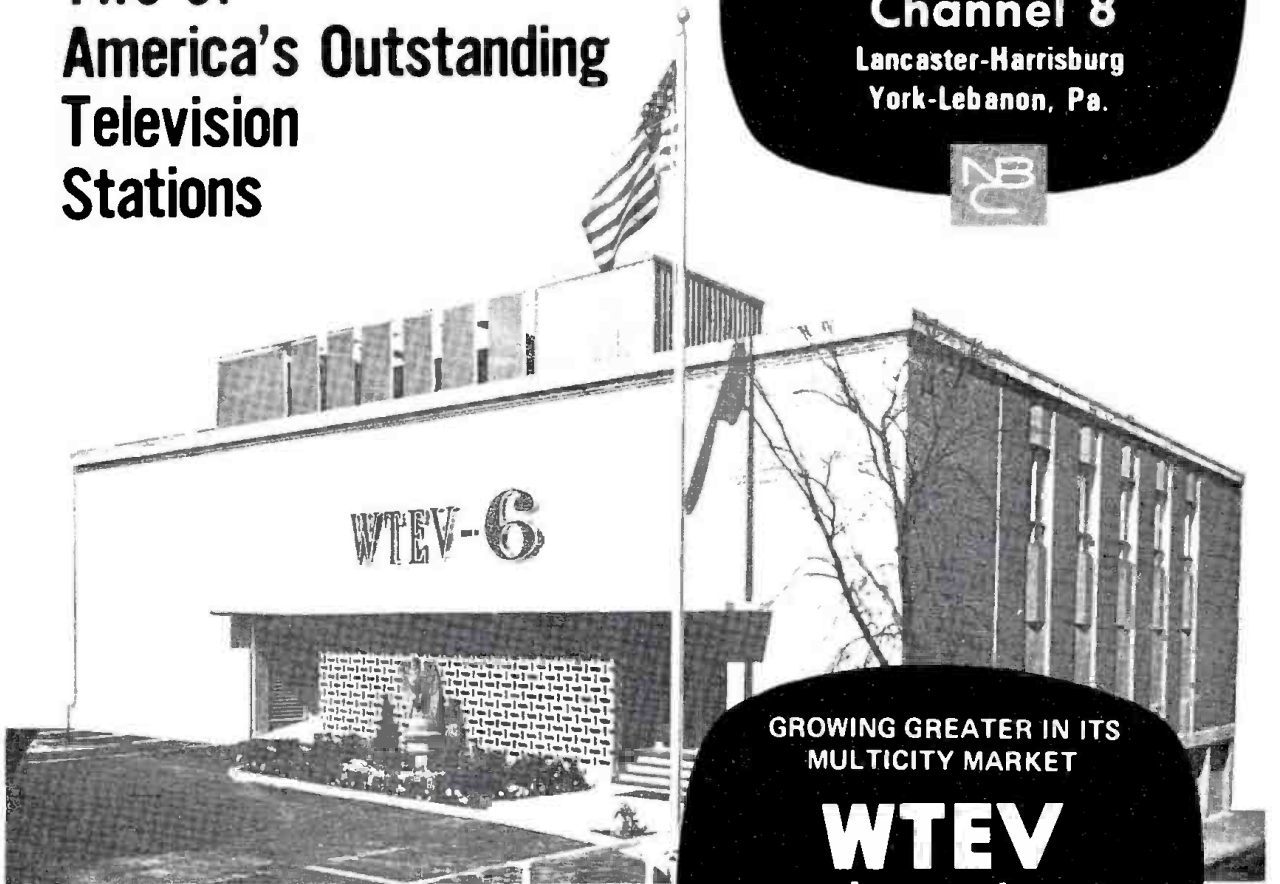


**Two of  
America's Outstanding  
Television  
Stations**

**DELIVERS MOST VIEWERS  
IN ITS MULTICITY MARKET**

**WGAL-TV  
Channel 8**

**Lancaster-Harrisburg  
York-Lebanon, Pa.**



**GROWING GREATER IN ITS  
MULTICITY MARKET**

**WTEV  
Channel 6**

**Providence, R.I.  
New Bedford-Fall River, Mass.**



**STEINMAN STATIONS  
Clair McCollough, Pres.**

## Seven at last

FCC in week beginning Jan. 4 is expected to get full crew of seven members for first time since Commissioner Kenneth A. Cox left on Sept. 1 and to have Republican majority for first time since 1961. With Congress preparing to adjourn without Senate action on President Nixon's nominations of Commissioner Robert Wells to full term succeeding Mr. Cox and of Thomas J. Houser to six months remaining in Mr. Wells's term, which ends June 30, White House reportedly will make recess appointments after 91st Congress ends, perhaps as late as Jan. 3. This would permit Mr. Houser to begin serving immediately. President will have to re-submit names to Senate within 40 days after new Congress convenes, if they are to continue being paid.

Meanwhile there were authoritative reports that Mr. Houser will be more than six-month wonder. He's still slated to be replaced by Representative Charlotte Reid (R-Ill.), who is to get full-term appointment. But commissioner may serve until successor is nominated and confirmed, and White House sources say Mr. Houser may be left in job for close to year.

## Burch's last year?

Whispered about FCC is report that Dean Burch will be bowing out of FCC chairmanship this year. But it lacks corroboration. When Arizona attorney assumed position 14 months ago he said FCC wouldn't be his career. There's speculation he would be logical successor to Senator Barry Goldwater, his mentor, who has announced he contemplates retirement to spend more time with his family, but hasn't said when. Mr. Goldwater's term doesn't end until 1975; Mr. Burch's FCC term runs until 1976. It's no secret that life at FCC has had its frustrations for Mr. Burch, aggravated by his inability to muster Republican majority. He has been hampered by other personnel problems, too.

## New entries

Off-network TV market is due to perk up this month with release to syndication by 20th Century-Fox of *Bracken's World* and by Screen Gems of *I Dream of Jeannie*. Dropped last month by NBC-TV, *Bracken's World* has 41 one-hour episodes. *Jeannie*, which went off ABC-TV at end of 1969-70 season, consists of 139 half-hour segments and

already has been licensed in 15 top markets.

## How big a bite?

FCC finds itself faced with complex problem in determining fee to impose on transfer of Plough Inc. stations involved in merger of that company into Schering Corp. (BROADCASTING, Dec. 14). However, figures being bandied about inside commission indicate effort will be worthwhile, in terms of return to U.S. treasury. Principal question to be resolved is whether 2% fee should be levied against value of stock involved that could be attributed to five AM-FM combinations (if so, what value should be placed on stock) or against fair market value of stations or against Plough's current net assets. Whatever yardstick is decided on leaves question as to whether 2% should be imposed on total value involved or 60% of it, since Plough shareholders own 40% of merged company.

In any case, one formula suggested at staff level, one that involves value of stock, would produce fee of some \$750,000. Others would be less costly to new Schering-Plough Corp.; they would produce fees in \$140,000-\$155,000 range.

## Mass of media

American public is surfeited with channels of information, special research project for National Association of Broadcasters shows. Compilation, ready to be filed Jan. 15 with FCC in one-to-market proceeding—unless commission grants 90-day extension requested by NAB (see "At Deadline")—is contained in four volumes totaling 3,000 pages and is result of study by M. H. Seiden & Associates for all TV markets in U.S. Some examples: Major Eastern metropolis that is commonly said to have only three daily newspapers is shown to be served by 48 dailies and 376 weeklies. Small Southwestern community that is generally believed to get only one TV and 14 radio signals is shown to be getting eight TV and 23 radio.

## Same futures

Nothing has happened during past month to alter speculation that two of three new executive vice presidents of National Association of Broadcasters will be Paul Comstock, incumbent vice president-general counsel, for govern-

ment relations, and Grover Cobb, vice president-broadcasting, of Gannett Co., Rochester, N.Y., for station relations ("Closed Circuit," Nov. 30). President Vincent T. Wasilewski is expected to recommend to his executive committee which meets in Houston Jan. 6 that these appointments be approved and subsequently ratified at full 44-member board meeting at LaQuinta, Calif., Jan. 19-22.

Third EVP appointment—in area labeled public relations—is still up for grabs. It isn't likely that appointment can progress beyond discussion stage at Houston. Hope is that prospects can be interviewed on neutral ground between then and full-board sessions. But chances are no final action will be taken even then.

## Pinch is easing

Banking source in New York engaged for years in making loans to broadcast entities reports money is loosening up. His bank gives both AM radio and TV high marks for immediate future.

## In the wings

If Senator Robert Dole (R-Kan.) gets appointment to chairmanship of Republican National Committee, it might hasten patronage shake-up at upper levels of FCC staff. He would be privy to inside of FCC because his constituent and friend, Commissioner Robert Wells, has been on that troubled agency more than year. It's hardly secret that intra-party complaints have been made about slow turnover in super-grade and other influential positions. Mr. Wells, who was drafted from broadcasters' ranks, not only knows where patronage bodies are, but also those who foment mischief.

## Ineligible receiver?

FCC may have problem in handling donation by Post-Newsweek Stations of WTOP-FM Washington to Howard University. University, which has placed valuation of \$750,000 on station (BROADCASTING, Dec. 14, 1970) is adjunct of U. S. Department of Health, Education, and Welfare. Question arises whether FCC legally can allot facility in broadcast spectrum to federal government, which cannot qualify as licensee. Government gets its spectrum allocation directly from President and now under newly constituted Office of Telecommunications Policy.

REPRESENTED BY  
EDWARD PETRY & CO., INC.  
THE ORIGINAL STATION REPRESENTATIVE



## Thanks ABC and Jacksonville! We love you!

We went into Jacksonville in '66, aware of the challenge facing us as a UHF channel competing with two long-established V's. But it didn't take long for us to show our impact on Florida's largest city! Last year we added even more to our effectiveness by doubling the size of our tower. And today . . . wow! . . . we enjoy 95% penetration in our metro area, which is saying a lot when you consider that our home county alone represents 56% of the ADI. Also, our percentage of distribution in prime-time day parts of the ADI ratings virtually parallels that of one of our competitors.\* With ABC's programming, Jacksonville's acceptance and Rust Craft's ingenuity, we have become one of the most successful UHF operations in the country!

**WJKS  TV17**



ANOTHER RUST CRAFT SUCCESS STORY

\*Feb./Mar. '70 ARB audience estimates subject to limitations.



Sampling of broadcasters' economic appraisals shows forecasts of rising volume, tighter cost control, better profits, yet no boom in sight. Expert foresees 4-5% rise in radio sales, 5-6% in TV for 1971. See . . .

## Shape of '71: curves on upswing again . . . 21

Industry leaders predict slow first half for TV as it faces task of replacing nearly \$200 million in cigarette advertising in troubled economic climate. However, they look for upturn in second half of 1971. See . . .

## TV may run strong last half of 1971 . . . 23

Sampling of representation firms, advertising agencies, networks and other industry organizations suggests radio may weather, better than other media, economic sluggishness predicted for first half of 1971. See . . .

## Conservative gains expected for radio . . . 30

FCC's rule restricting network prime-time programing to three hours nightly beginning in fall is not expected to foster diversity first year. Program suppliers think it will take hold in 1972-73. See . . .

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Broadcasting's 'Shape of '71' seminar looks hard at 30's, clutter, consumerism, cable, cassettes, radio's appeal to young and more tough issues facing broadcast advertising as one of roughest years ends. See . . .

## Changes facing broadcast advertising . . . 44

Broadcasting has felt sting of attacks from Vice President, citizens groups and suffered under regulatory approaches of FCC and Congress. And, more problems emanating from administration may be on way. See . . .

## No break in the Washington weather . . . 52

Agreements between Corinthian and Dun & Bradstreet, Triangle and Capital Cities, and Time-Life and McGraw-Hill, and NBC's consideration of bids for its radio stations and radio network top trading business in 1970. See . . .

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## P&G takes back its spot-TV crown . . . 66

Tempest surrounding children's programing and commercials causes FTC and FCC to explore feasibility of agencies holding unprecedented joint hearing. Respective staffs study legality and value of venture. See . . .

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### Broadcasting

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SALES  
REPRESENTATIVE  
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RICHMOND, VA. ABC  
A NATIONWIDE STATION

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## CBS wins first round

Federal district court judge in San Francisco has denied preliminary injunction sought to block CBS's spin-off of its cable-TV and syndication divisions into Viacom International Inc., though he said "plaintiffs' position may have merit."

However, FCC was preparing to rule last week on two petitions, including one from parties in court case, aimed at blocking spinoff. With distribution of Viacom shares to CBS stockholders scheduled for Dec. 31, commission was planning to meet on petitions Dec. 30.

CBS, in response to petitions filed with FCC, said spinoff itself does not "raise questions now cognizable" by commission. It noted that principal rules with which it is seeking to comply through establishment of Viacom—one requiring networks to divest themselves of CATV holdings; other, ordering them out of domestic syndication business—will not become effective for some time. Effective date of CATV divestiture rule is more than two years off; effectiveness of syndication rule has been stayed pending litigation.

Accordingly, CBS said, commission would not be precluded at later date from considering claims that establishment of Viacom constitutes violation of rules. (However, one rule now in effect that CBS might be violating through Viacom bans networks from acquiring new CATV franchises.)

CBS also disclosed for first time that its board members will put their Viacom stock in voting trusts with independent trustees and that Viacom board will be enlarged to include independent majority of directors having no present or past connection with CBS.

Last week, Viacom announced addition of three board members: John F. White, former president of National Educational Television, now president of Cooper Union in New York; Najeeb E. Halaby, president of Pan American World Airways, and Richard L. Schall, president of Josten's, Minneapolis store, and one-time executive vice president of MGM.

Plaintiffs in court case who also filed petition with commission are three minority stockholders in San Francisco CATV system 81% owned by CBS. They charged that spinoff violates anti-trust laws and Securities Exchange Act. (BROADCASTING, Dec. 14, 21, 1970.) Other petition to FCC was filed by

seven program producers and syndicators.

## Nixon 'Conversation' set

Four TV networks, including Public Broadcasting Service, will take part in one-hour *Conversation with the President*, to be broadcast live tonight (Jan. 4) at 9 p.m. EST. *Conversation* will originate at White House. Eric Sevareid will represent CBS-TV; John Chancellor, NBC-TV; Howard K. Smith, ABC-TV, and Nancy Dickerson, whose contract with NBC expired last month, PBS. CBS will handle pool telecast.

At NBC, where *Conversation* will preempt first hour of Monday movie,

second hour will be filled by repeat of *Rapping with Brinkley*, conversation between David Brinkley and high school students on current issues.

*Conversation* is second televised interview of its kind to which President has submitted since assuming office. First was in July. Tonight's program will be on broad subject, President and presidency, and is expected to range over international and domestic affairs.

Idea for program originated with Herbert G. Klein, White House director of communications. He told networks last week President would be available for interview program, and networks promptly began making arrangements.

## Hughes files for CATV satellite system

Asks for seven receive stations, sees more

Long-expected plan to interconnect CATV systems by domestic satellite system came alive with filing by Hughes Aircraft Corp. of applications with FCC, making third for domestic satellite system. Fourth proposal is expected to be filed jointly by Lockheed Aircraft Corp. and Microwave Communications Inc.

Hughes, which has built communications satellites for Communications Satellite Corp. and is building them for projected Canadian system, proposed cable-TV-oriented system with two satellites, each capable of providing about 10 TV channels, which will be offered to other users, including TV networks.

Hughes announced simultaneously that it had signed lease agreement with General Telephone & Electronic Corp. for eight channels for seven years at \$50-million charge. GT&E is parent firm for largest independent telephone system. GT&E said it was asking FCC for permission to build four ground stations at cost of \$27 million.

Hughes asked for permission to construct two transmit stations, one at Califon, N.J., and another at San Juan Capistrano, Calif., with operation control centers (to process and edit programs) at Greenbrook, N.J., and Fullerton, Calif. It asked for authority to construct seven receive-only stations—at New York, Los Angeles, Denver, Atlanta, Elmira, N.Y., and St. Petersburg, Fla.

Total cost, Hughes said, would be \$46.5 million; yearly operating costs, \$8.55 million. Hughes said it would

launch first satellite 19 months after FCC approval, begin CATV program service 30 days later, and have full, two-satellite service operating 24 months after authorization.

Hughes said it has been talking to Teleprompter Corp., New York-based multiple CATV owner, about programing for cable-TV service. Hughes is 14% owner of Teleprompter. Hughes also owns Hughes Sports Network. It said that it sees programing also from independent sources.

Programing, Hughes said, might consist of special channels for news, sports, music, cultural, public affairs, minorities. It said extra cost would amount to from 25 cents to \$1 per month per subscriber.

Hughes said one channel would be allocated free to Corp. for Public Broadcasting.

In two earlier filings, Western Union last July asked FCC for permission to put up \$95-million, three-satellite system to provide 10 TV channels, plus telegram, telex, TWX, data and voice circuits. This was followed last October by AT&T-Comsat filing, proposing \$114-million, two-satellite system, with AT&T leasing system from Comsat for seven years at \$205-million charge, and with AT&T building five ground stations at cost of \$65 million.

Lockheed-MCI filing apparently would be aimed at linking various private intercity common-carrier microwave systems, building and proposed. MCI is parent holding company of number of systems throughout country.

More "At Deadline" on page 10

*Conversation* comes less than month after President's last televised news conference, at time when he has come under criticism for not submitting to news conferences more frequently. President has made it clear he will not be locked into one manner of communicating with public, but will use variety of means.

## NAB asks for more time

National Association of Broadcasters has asked FCC to extend for 90 days deadline for filing comments in FCC multiple ownership proceeding. Motion, filed Dec. 23, 1970, seconded by American Newspaper Publishers Association, asks new deadline of April 16 (from Jan. 15) because of researchers' need for time to complete studies.

Among these: M. H. Seiden & Associates, basic study of channels of communications in all markets; Professor C. H. Sterling, Temple University, 50-year history of separate media voices in major metropolitan areas; Professor Buren Robbins, Southern Illinois University, media entry into various fields of broadcasting.

Seiden report, NAB said, will be filed on time, but analysis requires additional weeks; Professor Sterling's is promised end of this month. Professor Robbins, association reported, has been delayed because of difficulties in getting FCC reports from archives.

Earlier last month, FCC modified deadline to require NAB and ANPA to file Jan. 15, with others given 30 days later to submit their comments that, it was noted, may be based in large part on NAB and ANPA research documents.

## Last quarter 'best'

RCA's operating results during final quarter of 1970 will be "best" for any quarter during year, but 1970 sales will be slightly below 1969's record \$3.4 billion, and net profit will drop about 45% below 1969's \$160 million.

In broadcasting, economic decline reduced RCA's revenues as advertisers cut costs. RCA noted that 1971 income will be affected by ban on cigarette advertising, but new business attracted to subsidiary NBC has offset much of loss.

These highlights emerged from year-end report to RCA by Robert W. Sarnoff, board chairman and president, who predicted that economy will recover gradually in 1971 but will not have "substantial effect" upon RCA's performance until second half of year.

## FCC disqualified: Burden

Group owner Don Burden says "illegal" ex parte activities of House Com-

## Week's Headliners

**Kensinger Jones**, senior VP and creative director, D. P. Brother & Co., Detroit, named senior VP of parent agency, Leo Burnett Co. He moves to Chicago to head creative work on national advertising for Oldsmobile. Burnett also named **Don A. Reed** senior VP, client services division, Chicago.

**Sidney J. Sheinberg**, VP of Universal Television in charge of studio's TV production, elected president of company, in charge of TV production worldwide. Mr. Sheinberg joined MCA in 1959 as member of legal department of Revue Productions (MCA's TV operation which later changed its name to Universal Television). He was elected VP of MCA Inc. in June 1969.

*For other personnel changes of the week see "Fates & Fortunes"*

merce Committee and its allegedly improper influence on FCC have made it impossible for that agency to act impartially in hearings it has ordered on renewal applications for five AM and FM stations 76% owned by Mr. Burden.

Accordingly, he has made what appears to be unprecedented request that commission disqualify itself from proceeding further in five hearings.

Solution he suggests is that commission renew licenses of KOIL-AM-FM Omaha, KISN(AM) Vancouver, Wash., and WIFE-FM Indianapolis, for sole purpose of permitting stations to be sold. He says license of remaining station, WIFE(AM) should be renewed to permit its assignment to Indianapolis Broadcasting Inc., which has filed competing application for WIFE's frequency.

Commission last month designated renewal applications for hearing on number of issues, including questions whether stations violated equal-time law and fairness doctrine, and whether licensee companies were lacking in candor in responding to commission inquiries.

Burden petition grows out of House subcommittee's actions, and those of subcommittee members, after commission gave short-term renewal to WIFE-AM-FM on Oct. 3, 1969, but while that case was still in adjudicatory status and governed by rules banning off-record contact with commission members.

Petition and accompanying affidavit by Mr. Burden trace history of subcommittee's criticisms of commission's actions. At one point committee cited former Chairman Rosel H. Hyde for contempt because of his refusal to turn over nonpublic records dealing with

Burden stations while WIFE-AM-FM case was still subject to commission reconsideration.

Petition says that Chairman Dean Burch, who succeeded Mr. Hyde on Oct. 31, 1969, "was compelled to meet" with Committee Chairman Harley O. Staggers (D-W. Va.) on two occasions, and that at second meeting Chairman Burch "apparently" persuaded committee to "desist from further intervention into" commission affairs so that agency could conduct its own inquiry into Burden stations. But last meeting, petition says, occurred at time when such contact "was prohibited by the commission's ex parte rules."

## Counters Clancy comments

Counsel for winning applicant in WHDH-TV Boston case says Herald-Traveler Corp. president Harold Clancy "is really stooping to very low level" in comments he made concerning former commissioner James J. Wadsworth's legal assistant, late Joseph Kessler.

Benite Gaguine, counsel for Boston Broadcasters Inc. last week was referring to remarks president of parent corporation of WHDH-TV made in interview with New England advertising newspaper concerning WHDH-TV case (see page 71).

Mr. Gaguine said Mr. Clancy had implied that Mr. Kessler, who had worked for Gaguine firm, Fly, Schuebruk, Blume & Gaguine, before joining commission, had persuaded Mr. Wadsworth to vote against WHDH (Mr. Wadsworth rejected implication as untrue earlier.)

Mr. Gaguine said that Mr. Kessler had left firm in May 1966, began work at commission, in Broadcast Bureau, month later, and was not picked by Mr. Wadsworth as his legal assistant until that September. He also said that Mr. Kessler, while with firm, had played only insignificant role, if any, in WHDH-TV case.

Furthermore, he said, it is not uncommon for commission staff members as well as commissioners to disqualify themselves from cases—as Mr. Wadsworth says Mr. Kessler did in WHDH-TV matter.

Meanwhile, Mr. Wadsworth last week clarified impression left in earlier interview concerning what if any advice he received before deciding on his vote in WHDH-TV case. He said that while he did not discuss case with Mr. Kessler, he did confer with his engineering assistant, Daniel Jacobson, veteran commission employee. "He knew all the precedents and I always discussed cases with him," Mr. Wadsworth said. He also said he discussed case "with one or two members" of commission staff, though only briefly.



**Families who can view  
PGW represented  
TV stations  
will spend \$2.2 million  
on plastic wrap  
this month.**

**Do you sell plastic wrap?**

**You can sell more  
with spot TV.**

...and we can show you how  
...market by market

**PETERS GRIFFIN WOODWARD INC.**

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

# What does Frank Zeo have to do with WHDH Boston?



"One of my primary functions is to inform the general public about taxes and spending. So often, our success is dependent upon early and effective communication to the taxpayers.

"Without question, WHDH has been a long-term leader in helping us to continually communicate our message of economical and responsible government. Their co-operation in providing news, interviews, panel discussions and much other such public affairs programming on the finances and management of the Commonwealth of Massachusetts has unquestionably helped to create both a concerned and educated public. WHDH has shown a long standing commitment to community involvement, and as such has made our task that much easier."

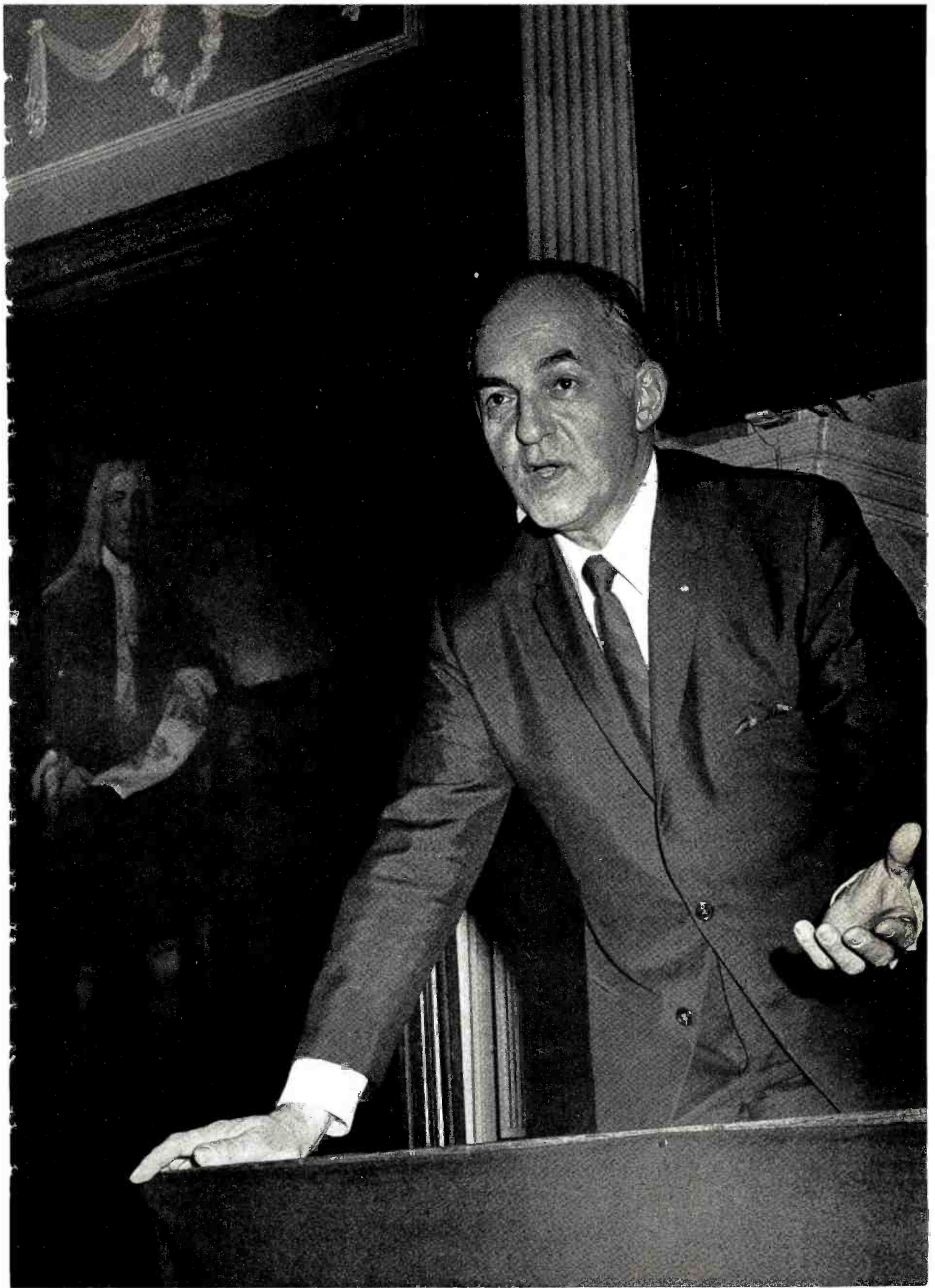
*Frank J. Zeo, Executive Vice President  
Massachusetts Taxpayers Foundation, Inc.*

**Serving community needs  
with its facilities and its people has been  
a WHDH tradition for a quarter century.**

## **WHDH BOSTON**

**AM/FM/TV/CBS TV IN BOSTON**





# M&H

## "HOW SMALL CAN YOU GET?"

It may be of interest to know that though we have had clients in 18 of the top 25 markets (currently we are working in 11 of them) we now have two clients below the top 125 markets.

Why? . . . Although it's important to know how you are doing competitively if you own a station in the top 25, it's even more important to know how you are doing in smaller markets. Fewer dollars go into smaller markets and with increased costs of operation, that coveted No. 1 position is more important in a small market than a big one. The truth is you can't get too small to need to know how you are doing attitudinally in any market.

It might also be interesting to know that at any given time, about half our client list is No. 1 in their respective market, and they use the information we gather and recommendations we make to keep them that way.

The balance of our client list is composed of aggressive stations that are working toward that No. 1 position.

Our methods are both simple and complex. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

# M&H

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Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9200

## Datebook

A calendar of important meetings and events in communications

### January

- Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.
- Jan. 8—Entry deadline, *Northwest Broadcast News Association* news awards competition. Contact Lowell Ludford, PR department, 3M Co., 3M Center, St. Paul 55101.
- Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.
- Jan. 11-17—Triannual meeting, *Unda*, international Catholic association for radio and TV. Loyola University, New Orleans.
- Jan. 12—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.
- Jan. 13-16—Annual meeting, *Rocky Mountain Cable Television Association*. Sheraton Motor inn, El Paso.
- Jan. 14-15—32d annual New England marketing management conference and sales rally, *Sales & Marketing Executives of Greater Boston*. Statler Hilton hotel, Boston.
- Jan. 16—Organization meeting, steering committee, *Women Broadcasters of America*. Conrad Hilton hotel, Chicago.
- Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).
- Jan. 18-20—Program origination seminar, sponsored by *National Cable Television Association*. Burlingame hotel, Burlingame, Calif. Contact Larry Bowin, NCTA, 198 16th St., Washington.
- Jan. 18-20—First *Broadcasting Industry Symposium*. Kenneth A. Cox is chairman of conference; Richard W. Jencks and Donald H. McGannon are among speakers. Washington Hilton hotel, Washington.
- Jan. 19—Radio Commercials Workshop, *International Radio and Television Society*. Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.
- Jan. 19-22—Board meeting, *National Association of Broadcasters*. LaQuinta hotel, LaQuinta, Calif.
- Jan. 21—*Printing Week* banquet. Eric Severeid is featured speaker. Bellevue-Stratford hotel, Philadelphia.
- Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament House, Birmingham.
- Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.
- Jan. 24-25—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.
- Jan. 24-26—Midwinter convention, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.
- Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton inn, Oklahoma City.
- Jan. 24-27—Annual convention, *National Religious Broadcasters*. Washington Hilton hotel.
- Jan. 27-28—Meeting of *Georgia Radio and Television Institute*. University of Georgia, Athens.
- Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Indianapolis.
- Jan. 28—*Federal Communications Bar Association* luncheon, with Dr. Clay T. Whitehead as featured speaker. Army-Navy Club, Washington.
- Jan. 31—Entry deadline, American Research Bureau's 3d annual contest to honor innovative uses of audience research data. Entry blanks obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammendale Road, Beltsville, Md. 20705.

1971 Radio Advertising Bureau management conference schedule:

- Feb. 1-2—Hyatt House, San Francisco.
- Feb. 4-5—Marriott motor inn, Dallas.
- Feb. 11-12—White Plains hotel, White Plains, N.Y. (New York area).
- Feb. 18-19—Sheraton Four Ambassadors, Miami.
- Feb. 22-23—O'Hare inn, Chicago.
- Feb. 25-26—Carrousel motor inn, Cincinnati.

### February

- Feb. 1—Deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891).
- Feb. 1—Deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894).
- Feb. 1—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892).
- Feb. 1—Deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A).
- Feb. 1-2—Meeting, *Arkansas Broadcasters Association*. Sheraton Motor inn, Little Rock.
- Feb. 2—Annual stockholders meeting, *Walt Disney Productions*. Wiltern theatre, Los Angeles.
- Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.
- Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.
- Feb. 4-5—Spring meeting, *Louisiana Association of Cable TV Operators*. Ramada Inn, Monroe.
- Feb. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.
- Feb. 5-6—23rd annual seminar, *Northwest Broadcast News Association*. University of Minnesota, Minneapolis.
- Feb. 8—FCC hearing on license renewal of WFOQ(AM) Jacksonville, Fla. Jacksonville (Doc. 19126).
- Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.
- Feb. 15—New deadline for filing comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Dec. 14 (Doc. 18877).
- Feb. 15—Deadline for filing comments in FCC's one-to-a-market rulemaking proceeding. Deadline applies to all parties except National Association of Broadcasters and American Newspaper Publishers Association, who must file by Jan. 15 (Doc. 18110).
- Feb. 15-16—Program origination seminar, sponsored by *National Cable Television Association*. Dallas-Hyatt House, Dallas.
- Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.
- Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.
- Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.
- Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astroworld, Houston.
- Feb. 22—FCC hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOL-AM-FM Omaha, and KISN(AM) Portland, Ore. Washington (Doc. 19122-5).
- Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.
- Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by *Practising Law Institute*, New York. Harry R. Olson Jr., CBS, chairman. Barbizon Plaza hotel, New York.

### March

- March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1 (Doc. 16495).
- March 1-3—*National Cable Television Association* cablecasting seminar. Boston.
- March 5-6—Convention, *Georgia Cable Television Association*. Augusta Towne House, Augusta.
- March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.
- March 9—Meeting of *New York Association of*



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March 15—Deadline for reply comments in FCC's  
one-to-a-market rulemaking proceeding (Doc.  
18110).

■ March 15—New deadline for filing reply com-  
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coded information in aural transmissions of radio  
and TV stations for purpose of program identifica-  
tion. Previous deadline was Jan. 18 (Doc.  
18877).

March 15—FCC deadline for ABC, CBS and  
NBC to submit statements of intent to apply for  
satellite system (Doc. 16495).

■ Indicates first or revised listing.

## OpenMike®

### Amen to radio suggestions

EDITOR: Blair Vedder's "Monday  
Memo" (BROADCASTING, Dec. 14, 1970)  
is the best summary I've read on the  
underuse of radio and what can be done  
about it.

His program isn't easy but it would  
surely lead to more radio advertising.  
*John Landreth, president, Media-Man-*  
*agement Consultants, Kensington, Md.*

### Sees shortcomings in plan

EDITOR: This so-called "streamlining"  
of billing procedures (BROADCASTING,  
Dec. 7, 1970) appears to be much less  
of an improvement in accounting pro-  
cedures than an economy measure in  
allowing the advertisers and the adver-  
tising agencies to defer payment in  
the last days of a month after a Sunday  
for another 30 days at least.

The agreement described prevents the  
station from billing earned income for  
the last days of the month therefore  
causing a loss in cash flow. This agree-  
ment is punitive for smaller stations or  
for stations that live off broadcast reve-  
nues without the benefit of a subsidy  
from a substantial holding company.

Last but not least, as an accounting  
practice it does not meet the good ac-  
counting standards established by vari-  
ous CPA associations. For the stations  
this practice results in an understatement  
of earned revenues. For the adver-  
tisers and the agencies it results in  
an understatement of liabilities. It forces  
the auditors on both ends to prorate  
subsequent invoices and increases audit  
fees.—*George Vajda, president, WGGO-*  
*(AM) Salamanca, N.Y.*

### Triangle was the big buyer

EDITOR: In your Dec. 14 story on Four  
Star's modernized version of the *Juvenile*  
*Jury* series and the hour specials,  
*The Seven Seas*, I was quoted as say-  
ing that the Kaiser group of stations  
was among the sales of *The Seven Seas*  
to 35 major markets. This was an error.  
Triangle is actually the group that  
should have been mentioned.—*Richard*  
*Colbert, executive vice president, Four*  
*Star Entertainment, New York.*



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And among 18- to 49-year olds our stations total over 28½ million, compared to approximately 21 million for CBS and NBC combined.

But even more than numbers, each of our Four Demographic Networks—Contemporary, Information, Entertainment and FM—offers you an ideal selling environment. Each network's programming is patterned to fit the demographic group it serves. The result is programming with a pace and tone exactly suited to its own special audience—a perfect selling medium to get results for an advertiser's message.

Which, even more than our numbers, may be why 56% more advertisers are using our networks than a year ago.



**Howard Cosell**  
of the American Contemporary Radio Network. Skeptical... tough-minded, this renowned sports-caster is famous for telling it like it is.



**Chuck Leonard/  
Jim Nettleton**  
of the American Contemporary Radio Network are tuned in. Contemporaries know they understand them, their hang-ups, their needs and more than just their music, but the attitudes that created it.



**Howard K. Smith/  
Harry Reasoner**  
of the American Information Network are giants of electronic journalism. With perceptive commentary they explore both the short-range consequences and long-range implications of the news events of the day.



**Lou Bouda**  
of the American Information Network is the voice of "Information Radio's World of Sports". Heard daily, Lou covers major happenings on the national and international sports scene.



**Alex Dreier**  
of the American Information Network looks for the human side of the news with comments that are colorful, witty... sometimes ascerbic but always thought-provoking.



**Edward P. Morgan**  
of the American Information Network brings more than 36 years of experience to his commentary "The Shape of One Man's Opinion". One of the most honored men in broadcasting, his awards include the coveted Peabody Award.



# Radio Networks have more



**Paul Harvey**  
of the American Entertainment Network is perhaps radio's most popular commentator. He emphasizes the personal qualities that have made America great. He talks straight—even though sometimes it hurts.



**Bill Boutei**  
of the American Entertainment Network. Until recently he was ABC News' London Bureau Chief, and now adds his vast experience to our daily news line-up.



**Keith Jackson**  
of the American Entertainment Network broadcasts "Sports World" nightly. He has covered the Olympics, the play-by-play for the National Football League and did the first direct radio broadcast of sports events from the Soviet Union.



**Jerry Coleman**  
of the American Entertainment Network. This ex-New York Yankee great handles week-end sports news and commentary highlights. Jerry's vast experience as player and play-by-play announcer adds new insights to the week-end sports news.



**Ed Kane**  
of the American FM Radio Network is a winner of the Alfred P. Sloan Award. "Big Ed" believes in getting outside to cover the stories as they happen.



**Bill Lawrence/John Scall**  
are heard on the American FM Radio Network. Mr. Lawrence is ABC News National Affairs Editor. Mr. Scall is diplomatic correspondent.



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AMERICAN  
ENTERTAINMENT  
RADIO NETWORK



AMERICAN  
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NETWORK

The Four ABC Demographic Radio Networks  
Any resemblance to traditional radio networks is purely coincidental.

## How an agency advertised itself on television

When as president of Lloyd Advertising Inc., I speak to my clients about the impact of TV advertising, I am speaking from first-hand experience. Lloyd Advertising is one of the few agencies in the country to use television for a saturation campaign to spotlight on our own talents and services.

It's strange that although we had been a staunch advocate of TV advertising for many of our clients, we had never really tested the medium for our own purposes. Like many other agencies throughout the country, we touted the medium but never utilized it ourselves.

Lloyd Advertising decided to test it and test it thoroughly in August of this year. We have been one of the fastest growing agencies in Omaha—which incidentally is the home of several nationally known agencies, including Bozell and Jacobs—and for this reason I wanted to tell the Lloyd Advertising story as well as that of the local advertising industry in general.

My partner, Doug Wall, and I thought that an institutional approach to the behind-the-scenes activities of an ad agency might make an interesting TV campaign, and that a sports event would be a natural tie-in to reach the people we felt would be most interested in our expansion and growth.

We were looking for new business, but only as a by-product of our basic theme of gaining greater local recognition of our activities.

We selected KMTV(TV)'s ninth annual amateur golf tournament as the vehicle around which our month-long campaign focused. The tournament was created by Omaha's NBC affiliate several years ago and it is one of the most popular amateur golf tournaments in the Midwest, drawing top amateurs from five surrounding states each year. We knew we were shooting for a small segment of the public but felt if we could get our message across to sports-minded businessmen we would have achieved our goal.

A month prior to the actual telecast of the golf tournament—which was fully sponsored by Lloyd Advertising—the firm exerted its energies in producing a spot-television campaign which would build an image of the agency as a young, dynamic growing group of creative Omahans with a tremendous potential.

We produced over 36 commercials

and put as much effort into them as we do for our clients. As a matter of fact, we used many of our clients to show how our agency operates. We showed one-minute spots of our copywriters working with a client, photographers on location, meetings with printers and engravers and a number of other facets of the agency business.

Among the commercials we put together for our own campaign was a tribute to the other agencies in the Omaha market and to the advertising business itself. We opened with a shot of New York's skyline and then panned to Omaha's skyline. We followed this with a roll-up of 18 agencies operating in Omaha with copy saying: "Mr. Businessman, if you are not using the services of an Omaha advertising agency and need advice about marketing, media selection, creative design, copywriting or any of the other areas connected with telling your story to the public, get in touch with any of these good Omaha advertising agencies."

The ad-agency commercial ran six times before, during and after the tournament, and the comments were gratifying. We worried about whether it might be considered presumptuous but the reaction, particularly from other agencies, was extremely pleasing.

Lloyd Advertising, in cooperation with the promotion department of KMTV, which presents the amateur tournament annually, put on a tremendous supplementary promotion campaign geared around the final play-offs of the tournament championship, which were televised. We distributed streamers, table-top cards for restaurants, promotional

tie-ins with sportswear manufacturers, golf caps with our "L" logo on the crest, billboards, a golf sweepstakes and myriad other reminders of the sponsorship of the finals by Lloyd Advertising.

We didn't expect too much in the way of direct or immediate results as far as new business was concerned but the results we did get were pretty amazing. We picked up six new accounts immediately following the campaign.

Granted, they were accounts we had been working on for some time but I'm sure the exposure we received via our TV campaign made a strong impression and may have been the key determining factor in the selection of our agency by some of the accounts.

The television exposure also projected Lloyd Advertising into the "over one million" billings category, which is a major milestone for a local agency.

Full sponsorship of the KMTV amateur golf tournament and the saturation campaign that went with it was a big financial gamble for us but it paid off in spades. I've been aware of the various success stories that have been generated by television for some time and it's nice to know that it can happen to you too.

For other advertisers and even agencies who may be reticent about taking the plunge into TV advertising, I would say we proved that television advertising can produce results for an advertising agency as well as for other businesses. I have been so pleased with the reaction and results from my advertising expenditure and my association with KMTV that I have asked for first refusal on complete sponsorship of the golf tournament next year.



Lloyd Berg has been president of Lloyd Advertising Inc., Omaha, for the past eight years. A 20-year veteran of advertising, public relations and journalism, Mr. Berg received his master's degree in psychology from the University of Omaha. He has worked as a teacher; editor of weekly community newspapers; advertising and public-relations director for Omar Inc.—which was at one time the world's largest door-to-door bakery—and in executive positions with three Omaha advertising agencies.



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## Shape of '71: curves on upswing again

As experts see broadcast outlook now: no boom in sight, but rising volume, tighter cost control, solid profits

Happy new year. It may be a better one than currently expected.

That is the greeting that emerges for broadcasters from a sampling of economic appraisals, with special attention to the economy of television and radio.

It is inherent in the current outlooks of two of broadcasting's best-known forecasters, Dr. David M. Blank, economics and research vice president of the CBS/Broadcast Group, and Richard P. Doherty, independent economic consultant.

Mr. Doherty, who hit with considerable precision a year ago when he predicted 1970 would be a progressively "dismal experience" for broadcasters and for media generally, as well as for the economy as a whole (BROADCASTING, Jan. 26, 1970), thinks that 1971, by comparison, will be "a pleasant broadcast year."

"Even making allowances for the end of broadcast cigarette advertising," he said, "I anticipate a 1971 expansion in over-all station revenues in the order of a 4-5% rise in radio station sales and a 5-6% advance in TV station sales."

More than that, considering that broadcasters spent a good part of 1970 learning ways to operate more economically, he thinks the predicted sales gains should mean "a significantly better net operating profit" for most stations this year.

Dr. Blank is satisfied that the general economic slowdown is over and that the question now has to do with the underlying vigor of the economy—now whether it will rise, but how much and how fast. He also notes that broadcasting faces an imponderable without historical precedent—the loss of cigarette advertising—and that television will face a second one unless the FCC's prime-time access rule, deleting a nightly half-hour of network programming as of next Oct. 1, is overturned.

Even so, he thinks total TV revenues

should rise 6-7% this year, with network billings approximating 1970 levels and perhaps advancing a few points while spot increases by 5-10% and local by at least 10%.

The year's growth, he feels, should make up—or a little more than make up—the loss of cigarette revenues for the networks and should more than compensate for national spot's cigarette loss. As for local, he noted that it was growing at a strong annual rate for an extended period immediately before the recession set in.

For radio, Dr. Blank foresees an overall gain of 5-6%, mostly in local—be-



Dr. Blank



Mr. Doherty

cause two-thirds of radio's billings are local—but with spot and network showing some advances, too.

Dr. Blank also feels that cost controls introduced by broadcasters during 1970 will strengthen profits in 1971. He is not sure that network profits will rise, but thinks the reduction of network programming under the prime-time access rule could help offset network cigarette losses and tend to minimize any decline in profits.

Mr. Doherty, who is president of TV-Radio Management Corp., Washington, believes all-media advertising revenues in 1971 will increase by 4-5%—about the same advance that he projects for

radio, not quite as good as the one he envisions for TV. By comparison, his preliminary estimates indicate there was an actual dollar decline approaching 1% in all-media revenues in 1970.

"It is no consolation to broadcast station owner-managers that, as a total group, both radio and TV fared relatively better in 1970 than did other advertising media," Mr. Doherty said. The "fundamental resiliency" of TV and radio are best seen, he feels, against a backdrop of other 1970 economic developments. Among these he cited:

"(A) Corporate profits fell by 9-10% and, as is customarily true, advertising

budgets were generally trimmed as the year produced successively poorer corporate profit/loss results, quarter by quarter. (B) Total all-media advertising achieved its most dismal cyclical change since 1961. (C) While dollar-expressed gross national product (GNP) rose by about 4.8%, real GNP (corrected for cost-of-living increases) fell by nearly 1%.

"(D) Industrial production sagged below 1969. (E) The automobile sales record was bad, abetted by the General Motors strike, and both nationally and locally, automotive advertising is highly important to radio-TV. (F) The durable goods and appliance industries, responsi-

## 1970: biggest grosses but not biggest gains

The rate of gain of revenues in both television and radio perceptibly slowed in 1970, but even so there were other businesses that might wish they had it so good.

However either medium might have felt the pinch between rising costs and

decelerating increases in revenues, the truth was that both did the biggest volume of business in their history. Judged by volume alone, 1970 was a record year. The 1970 figures are estimates based on a national survey by BROADCASTING.

All categories of advertising, network, spot, and local, expanded in 1970, though by varying degrees. For

television the biggest advances were made in local advertising, up 13.2% over 1969. Television spot, which still accounts for nearly twice the volume that local brings in, gained only 1.8%. In radio the reverse was true. Spot volume was up 8.8% and local up 5.3%, but local was still running at more than twice the level of spot advertising.

Not shown in the tables below, but

### Television revenues 1959-70

Year	Total		Network			Spot			Local		
	(\$ Million)	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change
1970†	\$3,371.2	+ 4.2%	\$1,613.5	48%	+ 2.8%	\$1,138.9	34%	+ 1.8%	\$619.8	18%	+13.2%
1969	3,235.5	+11.0	1,569.6	48	+10.2	1,119.1	35	+10.8	546.8	17	+13.4
1968	2,916.1	+10.7	1,424.3	49	+ 4.8	1,009.8	35	+14.4	482.0	16	+22.8
1967	2,634.4	+ 3.0	1,359.1	52	+ 4.4	882.7	33	+ 0.05	392.6	15	+ 5.3
1966	2,557.6	+12.9	1,302.4	51	+14.1	882.2	34	+10.8	373.0	15	+13.6
1965	2,265.9	+ 9.6	1,141.7	51	+ 9.3	795.9	35	+10.4	328.3	14	+ 8.8
1964	2,067.8	+12.6	1,044.8	50	+10.6	721.2	35	+15.2	301.8	15	+13.6
1963	1,836.4	+ 7.7	944.7	52	+ 6.6	626.0	34	+10.9	265.7	14	+ 4.7
1962	1,704.7	+12.6	886.6	52	+10.6	564.4	33	+15.3	253.7	15	+13.8
1961	1,514.3	+ 4.0	801.9	53	+ 7.4	489.5	32	+ 4.3	222.9	15	- 7.3
1960	1,456.2	+ 9.0	746.6	51	+10.3	469.1	32	+ 8.1	240.5	17	+ 7.1
1959	1,335.4	—	677.1	51	—	433.8	32	—	224.5	17	—

\*Compared to previous year.

†BROADCASTING estimate. All other years from FCC.

Note: Figures for 1969 are exact amounts reported by networks and stations to the FCC under a revised reporting form. Figures for years back through 1959

were recomputed by the FCC from earlier reports and from ratios obtained in the 1969 survey. Financial reports for years preceding 1959 are still in original form and are not comparable to figures shown above.

ble for important local advertising revenues through retail stores, had a most lackluster sales record. (G) The broadcasting industry and its commercials were pummeled with regulatory adversity and activist 'group' criticism. Probably 1970 was the worst year to date.

"By this time," Mr. Doherty added, "we should admit that 1970 was a true recessionary year."

For 1971, however, he sees things looking up—though not enough to make broadcasters, businessmen generally or the public exuberant in the belief "that we have come out of the valley." He thinks the economy will "get out of the 1970 valley" but "only part way up the mountain" in 1971, but suggests that "for most businessmen—and broadcasters—this will be a reasonably pleasant experience after 1970."

"In 1971," he said, "we should not expect to witness a resumption of the strong economic growth trends to which we became accustomed during the 1962-69 era. Nevertheless, 1971 should prove out as a 'pleasant' year of modest economic revival from the dismal 1970."

On the up side, Mr. Doherty anticipates gains of 6-7% for dollar-volume GNP, 6.5-7% for personal income, 8-10% for corporate profits and about 12% for corporate profits after taxes, 6% for retail-sales dollars and 8-10% for durable goods and appliances.

He also feels the cost of living will continue to rise and be a chronic con-

cern, advancing by no less than 3.75% for the year and probably averaging out at about 4.25-4.5%. The unemployment ratio, he feels, will decline from 5.8% now to possibly 5% by the end of the year.

He expects that "a variety of big and disturbing strikes will unquestionably ensue during 1971 including, quite likely, an industry-wide steel strike." Achieved wage increases, in his view, will continue to exceed improvements in productivity, and the imposition of some form of wage-price and profit controls, "or at least curbs," appears "almost certain." He also feels that mounting government spending at all levels, with rising deficit financing, is "practically certain to prevent any significant easing of tight-money and credit conditions."

In Dr. Blank's view, one problem about predicting 1971 is that, while the economy has responded to changing variables as economic theory says it should, it has taken an unexpectedly long time to do so. Cooling the economy, for instance, took longer than anyone thought it would, and now it's taking longer to get it in stride again.

But Dr. Blank is confident that the slowdown is over and the economy is advancing, however slowly. Actually, he said, the slide bottomed out last summer and the economy was inching upward—and then the General Motors strike occurred. Exactly what effect that had is unclear, but Dr. Blank says there

is no question about the slowdown's being over and he anticipates a reasonably vigorous expansion in 1971.

In his view, "the key ingredient in assessing the economic outlook is the consumer." Retail sales maintained a modest uptrend in 1970, but the consumer savings rate rose sharply and when that declines—as he feels it inevitably must, "although I can't tell you what month it will happen"—substantial advances in consumer spending will result.

This movement, he feels, will be strengthened by anticipated gains in personal income, and as it occurs he believes that, "as is typical in periods of business recovery, consumer outlays on durable goods should rise faster than spending on nondurables."

Another important contributor to business activity in 1971, he says, should be homebuilding, already on the uptrend as interest rates have been declining during recent months.

Dr. Blank foresees little or no growth in business expenditures on plant and equipment and in federal defense spending in 1971. Otherwise, however, he feels that "the economy will be moving ahead in 1971 at the rate of around 6-7%. Real growth will be higher and the rate of inflation lower than in 1970. The consumer and the home-building industry are expected to be the main propellants of the 1971 rise, while corporate pre-tax profits show an improvement over the 1970 level."

computed from BROADCASTING's national survey, were gains in network compensation to stations in both radio and television. Radio-station payments from national, regional, and special networks rose from \$9.66 million in 1969 to \$9.87 million in 1970. Television-station payments rose from \$255.7 million to \$271.1 million.

All revenue figures in the tables, in

all categories, represent amounts paid by advertisers for the use of broadcast facilities. The figures include commissions paid to advertising agencies and to sales representatives. They also include charges for broadcast time and for programs, materials, facilities and services supplied with the sale of time.

(Previous annual surveys by BROADCASTING have been confined to estimates

of the sale of time alone and are not comparable with the new criteria of reporting, adopted to conform to changes in the annual FCC reports).

As customary, the 1970 BROADCASTING survey was tabulated by Sinrod & Tash, certified public accountants of Washington. Official FCC figures for the same year will not be available until some time in 1971.

## Radio revenues 1959-70

Year	Total		Network			Spot			Local		
	(\$ Million)	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change*
1970†	\$1,274.5	+ 6.2%	\$ 51.9	4%	+ 2.0%	\$ 380.4	30%	+ 8.8%	\$642.2	66%	+ 5.3%
1969	1,200.4	+ 6.2	50.9	4	- 6.9	349.6	29	+ 2.2	799.9	67	+ 9.1
1968	1,130.4	+13.3	54.7	5	- 6.0	342.2	30	+14.7	733.4	65	+14.4
1967	997.6	+ 4.2	58.2	6	+ 1.4	298.3	30	+ 1.9	641.2	64	+ 5.5
1966	957.7	+10.2	57.4	6	+ 5.7	292.6	31	+12.0	607.6	63	+ 9.9
1965	868.7	+ 8.3	54.3	6	+ 0.6	261.3	30	+ 7.0	553.0	64	+ 9.7
1964	802.3	+ 7.3	54.0	7	+ 4.9	244.1	30	+ 5.7	504.2	63	+ 8.4
1963	747.6	+ 7.2	51.5	7	+14.7	231.0	31	+ 5.9	465.0	62	+ 7.1
1962	697.3	+ 7.1	44.9	7	- 5.9	218.2	31	+ 6.1	434.2	62	+ 9.2
1961	651.0	- 0.5	47.7	7	+ 6.2	205.6	32	- 1.2	397.7	61	- 1.0
1960	654.5	+ 6.9	44.9	7	+ 2.3	208.0	32	+ 7.3	401.6	61	+ 7.2
1959	612.3	-	43.9	7	-	193.8	32	-	374.6	61	-

\* Compared to previous year.

† BROADCASTING estimate. All other years from FCC.

Note: Figures for 1969 are exact amounts reported by networks and stations to the FCC under a revised reporting form. Figures for years back through

1959 were recomputed by the FCC from earlier reports and from ratios obtained in the 1969 survey. Financial reports for years preceding 1959 are still in original form and are not comparable to figures shown above.

## TV may run strong last half of 1971

### Slowdown won't last long most authorities believe; selling effort urged

Television faces a stern challenge to its ingenuity, creativity and vaunted sales prowess in 1971 as it faces the task of replacing more than \$200 million in cigarette advertising during a period of general economic travail.

Television has had to confront myriad problems during its history, but has flourished. Though there would seem to be ample reasons for pessimism at this point, a cross-section of opinion from industry leaders at the networks, stations, national representatives and advertising agencies points to 1971 as a year that will start slowly but could wind up at a reasonably good pace.

There is a general belief that the first quarter and the first half of 1971 will be marked by economic sluggishness but that the business barometer should rise by mid-year. There is optimism that the upturn will be followed by expanded TV advertising allotments during the second half.

Television steps into 1971 from a year that saw a slowdown in the gains it had become accustomed to. Total television revenues in 1970 were the highest in history, \$3.2 billion. But they

represented a gain of only 4.2%, a considerable drop from the 11% gain of the previous year.

Television networks, stations and national representatives are preparing for an aggressive sales effort this year. They aim to expand in advertising sectors that have been the primary domain of non-broadcast media (retail, leisure time, corporate, insurance and foreign automotive, to cite a few examples)—but admittedly there is expected to be evidence of internecine strife. Television representatives have expressed concern that networks are moving in to garner a portion of spot-TV's billings.

Network representatives are hopeful that their adoption of the basic 30-minute sales unit would encourage advertising by companies that had considered themselves too small to use network TV and would increase usage of the medium by multi-brand advertisers. There are strong indications (from agencies) that stations will have to make the 30-second their basic sales unit and price the unit at 50% of the minute rate (instead of 60% as is frequently the case now).

The three TV networks are quick to admit that they are entering 1971 at a time when condition of the economy is uppermost in everybody's mind, but all stressed that the medium is in good shape with expectations of a healthy sales record.

ABC-TV Network President James E. Duffy said his network's first-quarter

1971 sales are "satisfactory" and for the rest of the year "the sales picture is sound." CBS-TV Network President Robert D. Wood summed up CBS's outlook as "[our] sights are set on making 1971 as good or better than 1970." NBC-TV Network President Don Durgin said TV now "is doing well economically—and will do very well when we are out of the recession."

Mr. Duffy pointed to ABC-TV's growth in the "competitive ratings position," ability to target in on the adults-under-49 audience ("prime market for most advertisers"), introduction of professional football in prime time, and in this—the first—quarter of 1971, the consolidation of prime-time in anticipation of the FCC's three-hour prime-time rule next fall and introduction of four new program series.

All three presidents are cognizant of the loss in cigarette revenues in 1971 but they cited other possible sources for billions. Mr. Duffy said ABC is continuing actively to seek new clients. He noted that ABC formed a new-business unit in late 1969—and that still more new advertisers could be expected to join those already gained in such areas as the service industry, retailing, franchise, insurance, industrial and corporate categories.

Mr. Duffy warned that while the TV networks' sale of 30-second commercials will attract new advertisers, it will also serve to continue the problem of clutter, thus demanding new solutions. He indi-



## Business use of TV grows in importance

Television no longer can be separated from advertising in the minds of the public or in the opinions held by government and business. And that's going to affect TV advertising significantly in 1971 and beyond, according to Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

This was one of several predictions offered by Mr. Cash, who also envisions several continuing trends. Among these is the increase in social consciousness of business affecting the latter's use of TV, of techniques now developed for retailers as to how they should use TV being adapted for the needs of other advertisers such as product manufacturers, and of further standardization in buying and selling methods. Mr. Cash said:

"When someone starts predicting what's going to happen, ask him what ever happened to his earlier predictions. So before we say anything about the future, let's look at a few past TVB predictions.

"For years we've been saying that advertisers would see the business reasons to attack social problems with advertising skills and that television would play an important role when they did. And now it at last looks as though our prediction has come true. Witness the commercials of Ford, the insurance people, the oil people and Faberge.

"When social problems such as crime

cut into business they become business problems. If a company is losing dollars to theft and if a retailer can't stay open at night in his section of town, helping cut crime is a good business reason to do something and television is being proven the effective way to do it.

"A new prediction for 1971: Television will see a lot more such messages, many of them sponsored by companies that the public doesn't know . . . yet. And a lot of older companies, still talking only about themselves in their advertising, will learn that it's not the commercial that tells what you've done that counts, it's the one that shows what you are doing now.

"Second old TVB prediction: When the retailers finally discover the values of television, the salesman expert at telling people why to use television will then need to know how to use television. Why isn't how. And how isn't a matter of personal opinion, not with the dollars retailers are investing in TV these days.

"We have just completed the second wave of what may become a continuing series of research studies of retail commercials. We have been measuring the many things each commercial does and finding the retailer is doing many more jobs per commercial than he thought possible. Helps him save money by having fewer commercials, helps him say things he didn't think he knew how to say.

"This retail research covered 19 different department-store commercials and may be the first step in helping store management apply marketing con-

cepts to their future advertising in all media. I'll predict that some of the techniques we've been using with the retailers will be used by product manufacturers to test their own television messages—and that an inter-media test will be done by someone in 1971.

"Last year about this time, we predicted that the shortage of manpower would lead business to television to find employes. The reverse seems to have happened. People are looking for business rather than business looking for people. While unemployment levels may stabilize, I'll predict that 1971 will see continued demand for certain types of people needed in such different industries as the department stores (remember the last clerk who didn't wait on you and you'll see why stores need a new way to recruit) and service companies (who fixed your TV set last?) and investment houses (how interested is your son in being a broker?).

"When business needs people, we'd suggest it go where the people already are: watching television. The growth of schools of all kinds using television illustrates this unique kind of TV pulling power. For 1971, we'll predict a lot more of it.

"When business has staggered in the past, we've predicted that both buyer and seller would learn how to be more efficient, how better to keep a larger share of each sales dollar as profit. The 1970 dip did it. Look at the number of stations coming to the standardized forms, the acceptance of the standardized weeks and commercial codes and

cated that most likely there should be a "premium" placed on the sale of 30's. But, said Mr. Duffy, though the sale of 30's will directly affect billings, one indirect result may be a swing back by some advertisers to program sponsorship.

A vigorous upswing in the economy this year is forecast by CBS's Mr. Wood, "with advertising budgets keeping pace" and "CBS getting the biggest share of the business that goes to network television."

Mr. Wood said he wears "rose-colored glasses because, for one thing, our prime-time lineup has done exceptionally well this season." He said it was "especially heartening" that CBS's schedule has succeeded in delivering audiences with a "composition mix that fits the marketing target of most national advertisers."

He said that with adoption of the 30-second commercial as the network's basic sales unit, CBS can attract single-brand advertisers who previously were unable to afford the medium, while multibrand advertisers will be able to

use network TV more efficiently by selecting target audiences with greater precision.

NBC's Mr. Durgin said the effects of the cigarette advertising loss will be on a short-term basis as network and local TV move into new-business areas. Among these he cited retail automotive, especially foreign (Volkswagen, Toyota, Datsun and Mercedes Benz); oils (lead-free gasoline); and financial (insurance, charge cards, banks).

Mr. Durgin said NBC-TV will continue to emphasize program sponsorship, specials, sponsorship and the longer commercial forms. He pointed out that NBC-TV is "not happy" with the changeover to the 30-second selling unit but was forced to make the adjustment because of competitive pressures.

Mr. Durgin said one of the serious pressures facing network TV is the FCC's prime-time access rule, which will result in the loss of about 500 hours of network television in a year and the withdrawal of about \$60 million of production financing. He said he was hopeful the rule may eventually be over-

turned.

Television's "clutter" and "lack of product protection" are cited by agencies as continuing problems of the medium, and some agencymen attacked the sameness of the programming. In this last connection, a number of agencies mentioned they were now involved with or contemplating the syndication of programming to stations to achieve demographic values, selected market exposure and program identification.

Jack Fritz, vice president and general manager, broadcasting, John Blair & Co., characterized the first quarter of 1971 as a period that "is likely to be flat" or grow by about 2%. But he said that, depending on the state of the economy, "it could turn around and be a good year."

Mr. Fritz said the cigarette loss for Blair amounted to about 6% of its volume and there is hope that new business can be obtained in the retailing area and a larger 1971 share from the automotive field.

With respect to the prime-time access rule, Mr. Fritz envisions that stations



Mr. Cash

our industry is learning the profitability of standardizing some of its ways of doing business. Agencies and their clients have done it too.

I'll predict for 1971 a continuation of this trend toward standardization of the less important functions of our business with more emphasis upon the more important things—like making the sale in the first place.

"Then there's a prediction we've made in the past that needs to be expanded. We've said that as television grew larger, it became more and more a part of total advertising, and that anything which happened to advertising, would happen first to television. This is true.

"But today, I believe television is advertising—TV is advertising in the minds of the public, of government, of the critics. When someone has an opinion of advertising's value or contributions or tastes, listen and you'll find they are talking about television advertising. We in television are advertising, whether we like it or not. And this has all sorts of problems and opportunities attached to it.

"For example, I don't think we in television can compare ourselves with the tastes or practices of other media simply because we have become the basis of comparison, replacing older media as the standards. So when someone says that magazines carry a higher

advertising-to-entertainment ratio than television, it's true—but it doesn't mean much because who's considering magazines as a worthy basis of comparison with television? Our own research shows the public doesn't.

"This new stature of television means that any complaint against advertising will be aimed at television—whether the advertising is on TV or not. And so perhaps it'll become our job to police other media as we police ourselves if only to help protect advertising—the advertising that we have become. I'm not certain too many of us telecasters would like this new responsibility.

"So let me predict for 1971—and the years that follow it—that television's greatest problems will not be the attacks of other advertising media or the swings in the business economy. Instead, it may well be the opinion the public (and business and government) have of advertising and its role that will determine how well advertising on television is allowed to grow.

"Perhaps that brings me back to the first point of these predictions: we'll see business using its advertising more often for the total good of society than we've seen in the past. And this trend will reflect a new business awareness of a new consumer view of business.

"Television, as the bridge between business and this public, will have a far more vital role to play than ever before. The future of advertising will depend upon it. And the future of business. And perhaps the future itself. And there's a prediction if I ever made one!"

are likely to expand their news programming and produce children's and locally oriented shows to fill the extra time periods.

Lloyd Griffin, president of Peters, Griffin, Woodward, said the shape of the national economy looks encouraging for 1971 and that the upturn would be reflected in increased sales for his firm.

He predicted that the year would see a "reduction, and the possible elimination of the pre-emptible fixed concept of discounts and rotation plans, both to the advantage of advertisers and stations."

He said his firm had lost most of its cigarette billing in spot almost six months ago and did not foresee any specific new investments in the offing to cover the loss. He speculated, however, that the year would see an increase in new-product development and that increased color penetration would attract more advertisers.

Herbert Zeltner, senior vice president, international, and director of marketing services, Needham, Harper & Steers, estimated that TV billings by agency

clients would increase slightly in both network and spot, and credited the projected rise, in part, to the networks' new 30-second policy. He expressed the opinion that the policy would make network daytime advertising even more competitive with spot.

Aside from the economy, Mr. Zeltner listed these as problems that will affect the usage of television in 1971: Growing fractionalization of the audience: increased commercialization and "clutter," and losses in product protection and the network prime-time rule, which he believes may reduce the quality of programing in the vacated time period.

Mr. Zeltner foresaw an increase in first-run syndication but stressed it would not be high-cost, prime-time programing, but could be sports, game shows and talk-interviews. In the commercials area, he suggested the possibility of additional "clustering" to result in fewer program interruptions.

Al Ritter, vice president and national sales director of H-R Television, charted a "slow start" in business during the first quarter of 1971 but was optimistic that

H-R's represented stations on the average will increase sales by 5%-7% over 1970. He noted that packaged-goods advertisers (Colgate and General Foods) have started to come in for January starts with slightly reduced budgets, but felt that activity will pick up in the second and subsequent quarters.

Mr. Ritter said H-R stations have been selling 30's at 55% to 60% of the minute rate, but believes that the trend will be to offer the 30's at 50% of the minute cost because of advertiser insistence. He said there is, as there generally has been, advertiser pressure to reduce rates but that cards seem to remain firm. With an extra half-hour in prime time turned over to stations next fall, he speculated that the resultant increase in commercial inventory may have an effect on pricing. But he was "basically optimistic because I feel the economy will turn around."

Warren Bahr, executive vice president and director of media services, Young & Rubicam, New York, said he expected television billing of Y&R clients to increase in 1971, though he felt that total



dollar advertising in all media might decline. He based this projection on the view that in spite of the faltering economy, the added flexibility of network TV as a result of the new policy on single 30's would make that medium more attractive and would prompt national spots to take the same route.

He said there would be a continued emphasis upon the advertiser syndication of programing (Y&R has been in the forefront in this practice) but warned that suitable properties must be chosen to meet both cost and qualitative considerations. Mr. Bahr said advertisers are looking for "new dimensions in TV programing and are turned off by the sameness of the medium."

Edward Flynn, senior vice president and director of broadcast, Lennen & Newell, said that the agency will be spending markedly less in television because the ruling against cigarette advertising affects its Lorillard brands, Newport and True. Aside from cigarettes, he said, L&N expects to add at least slightly to its 1970 television investment.

He believed that the 30-second commercial unit would help network-TV advertising by attracting smaller-budget spenders to the medium. He was hopeful that the second half of 1971 would see an upturn in the economy and result in a possible increase of advertising expenditures for the final quarter.

Edward Tashjian, vice president in charge of media planning, BBDO, said that the advent of the 30-second unit would attract new one-brand advertisers that couldn't afford one-minute spots



Mr. Griffin



Mr. Durgin



Mr. Duffy



Mr. Wood



Mr. Fritz



Mr. Tashjian

before, but that commercial effectiveness might suffer because of less separation from competing announcements.

He said that BBDO had created a special unit to develop programing for network or syndication placement that would be in keeping with the product or services that advertisers had to sell and the audience they had to reach.

The president of a leading television group representative said he expected to see a 3-5% increase in sales for 1971 as the economy "picks up steam."

He said the loss of cigarette revenues had opened up more time than his stations are able thus far to fill. He doubted that any new products or increased spending among retailers could fully replace the loss.

In addition, he said that the salesman's job has become an increasingly

more frustrating and strenuous one as pressures mount to lower rates. He hoped, however, that when the economy stabilizes advertisers will return to heavier commitments and a more orderly type of business.

Michael Membrado, president of Katz Television, said the company expects the first half of 1971 will be "off a percent or two" for spot television because of slightly reduced budgets and continued sharpening of the negotiating "edge", and the continuing competition for television dollars between network and spot. Network sales efforts will be intensified by the obvious increase in inventory due to the loss of cigarette advertising, he stated.

"There are hopes that an improvement in the general economic climate during the latter part of 1971 will have a salutary effect on spot budgets and contribute to an increase in rate levels," Mr. Membrado said.

He added that the only long-range solution to the "clutter" problem is absolute reduction of commercial-time allowances and number of impressions.

The "clutter" problem, he said, "begs for a resolution" this year, but in his opinion advertisers have shown "considerable inconsistency," in challenging clutter while at the same time "attempting to further fractionalize [commercial time] with the use of integrated and piggyback 30's."

Dick Cox, vice president in charge of television programing, Doyle Dane Bernbach, said that the prime-time access rule and wider use of the basic 30-second unit would expand opportunities for DDB clients in 1971.

He felt that adoption of the 30-second unit base by the networks would attract money previously spent elsewhere.

Pressures to reduce the costs of programing, he said, will force people to use their ingenuity and deliver quality programing inexpensively. He said DDB was looking into barter because it offered the opportunity to better control the environment of their commercials.

## A critic of critics praises TV as art

In a feature article in the *New York Times* late last month, Martin Williams took television reviewers to task for letting "much of what is good on television [pass] by with little critical attention."

When a New York educational station presented an anthology of dramatic sketches by William Saroyan last November, Mr. Williams observed, "most of our reviewers gave the show their obedient, even reverent attention," and star Pat Hingle "came in for his share of praise in the notices."

But when Mr. Hingle appeared in an episode of CBS's *Medical Center* last season and "brought off a well-conceived and magnificently acted scene in which a basically inarticulate, successful businessman tried to explain himself, across the generation gap, to an alienated daughter," Mr. Williams continued, "I did not read much about that accomplishment in the TV columns."

Television is "popular art," Mr. Wil-

liams asserted, and the man who fails to understand that "will no more truly understand Shakespeare than he will understand Louis Armstrong, no more truly appreciate Rabelais than he will Duke Ellington, Dickens than he will Fred Astaire."

Plumping for a museum-film repository of popular-television fare including "the best of Phil Silver's *Sergeant Bilko*;" "Ernie Kovac's gorilla-suited *corps de ballet* doing 'Swan Lake';" "the opening *Defenders* show, which raised, and faced, the moral consequences of a violent act," "and, yes, the best of *Huckleberry Hound* and *Rocky, the Flying Squirrel*," Mr. Williams suggested that "whatever museum has all that will have a record of some of the best theater our time and our country have produced."

Mr. Williams, a freelance writer, is better known in the music field and is author of three books on the history of jazz. It was reported that Mr. Williams has applied for a Guggenheim Foundation grant to explore in more depth the theme of his *Times* article on television.



*Now that CATV is  
finally coming of age,  
who do you think  
was there helping  
it along all the time?*

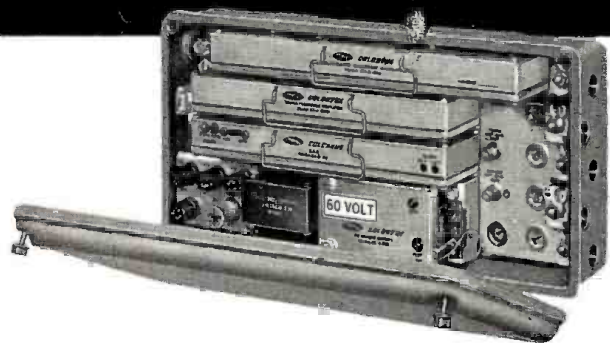
*AEL Communications  
Corp.*

That's who.

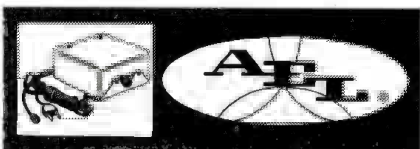
Because, at AEL, we realized long ago that CATV was something special. That it wasn't going to be a passing fancy. And now that CATV is finally coming of age, AEL is proud! We've helped it come a long way.

Since the beginning, AEL has produced, through research and development in the laboratory and the field, advanced electronic designs for today's CATV systems. Advanced designs such as the new AEL SUPER-BAND® *Tunerless* CONVERTER that expands any SUPER-BAND CATV system to 19 channels quickly and easily.

It's been developments such as this that has enabled CATV to come as far as it has.



If you're contemplating a CATV system, let AEL help you too. In this way you'll be turning on to the best.

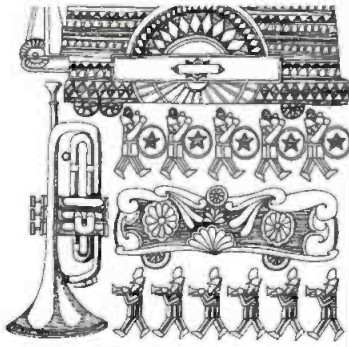


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**IN JANUARY  
IF IT'S REALLY  
"SPECIAL,"  
IT'S ON NBC**



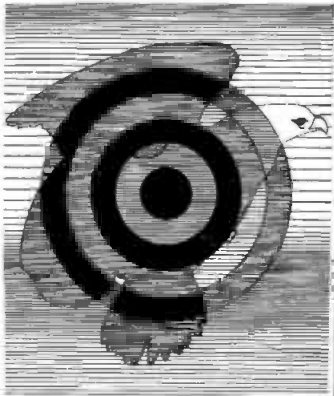
Friday/Jan. 1

**Tournament of Roses Parade (11:30 AM-1:45 PM)** Raymond Burr and Betty White co-host the great pageant. Earlier, see the New Year's Parade Salute (10:00-11:30 AM). With Michael Landon, Bert Parks and marching bands.



Friday/Jan. 1

**Rose Bowl and Orange Bowl (4:30 to concl.)** Ohio State meets Stanford on the coast. The Orange Bowl (immediately following) pits high-ranked Nebraska against LSU under the lights in Miami.



Friday/Jan. 8

**Say Goodbye (7:30-8:30)** Poet-performer Rod McKuen is off-camera narrator of an ecology special that focuses on the imminent extinction of many animal species.



Saturday/Jan. 9

**Senior Bowl (2:00 to concl.)** This showcase for professional football candidates brings together a roster of outstanding college players who've just completed their varsity careers. From Mobile, Ala.



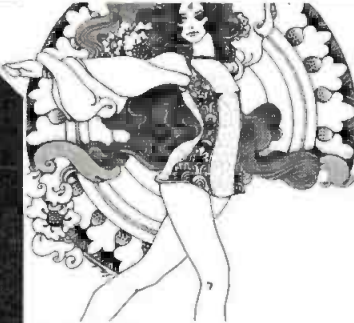
Sunday/Jan. 10

**Projection 71 (5:00-6:30)** NBC News reporters from world news centers gather to ponder the year just past and the one ahead. John Chancellor is the anchorman.



Friday/Jan. 22

**The American Wilderness (7:30-8:30)** Through breathtaking camera work, NBC News explores some of our nation's remaining wilderness and describes man's efforts to preserve it.



Sunday/Jan. 24

**Timex Presents Peggy Fleming At Sun Valley (9:00-10:00)** Ski champion Jean-Claude Killy will be Peggy's guest on this ice-oriented variety show. Earlier (5:00-6:00), watch the encore of "What Color Is The Wind?", as NBC Experiment in Television launches its fifth season.



Wednesday/Jan. 27

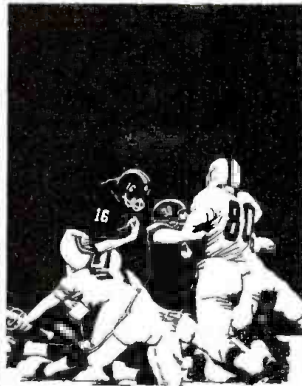
**Man's Thumb On Nature's Balance (10:00-11:00)** A study of the methods (some controversial) man uses to control and preserve wildlife. Much of the program was filmed in the Pribilof Islands, center of the annual seal fur harvest.





Saturday/Jan. 2

**Gator Bowl (2:00 to concl.)** Auburn's Pat Sullivan, the country's number-one passer, faces Mississippi's fabled quarterback, Archie Manning, in this aerial duel from Jacksonville, Fla.



Sunday/Jan. 3

**NFL-AFC Championship Game (time to be announced).** This one determines which AFC team meets the NFC champ in Super Bowl V.



Tuesday/Jan. 5

**First Tuesday (9:00-11:00)** A highlight of this much-acclaimed, two-hour NBC News series is an examination of the build-up of Japan's military-industrial complex.



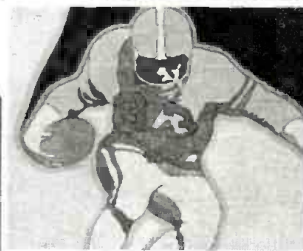
Thursday/Jan. 14

**The Bob Hope Christmas Special (8:30-10:00)** Highlights of Bob's 20th annual Yuletide tour of overseas bases. With Lola Falana, Bobbi Martin, Johnny Bench, Gloria Loring, and the Goldiggers.



Friday/Jan. 15

**Elephant Country (7:30-8:30)** An intimate look at the social habits and life style of elephants in Africa's Kenya-Tanzania region. Filmed by producer Ivan Tors.



Sunday/Jan. 17

**Super Bowl V (1:30 to concl.)** This is the one for all the marbles. The NFC champ meets the AFC titleholder for the world's professional football championship. Preceded by "A Man Called Lombardi" (12:30-1:30). Later in the day, watch the final round of the **Bing Crosby Pro-Am Golf** tourney (5:30-7:00) from Pebble Beach.

Note: All times are NYT.



Friday/Jan. 29

**Highlights of Ringling Bros. & Barnum and Bailey Circus (7:30-8:30)** Jack Cassidy hosts this all-new colorcast of outstanding circus acts. One of this season's "Bell System Family Theatre" specials.



Saturday/Jan. 30

**Mattel/NBC Children's Theatre presents "Super Plastic Elastic Goggles" (noon-1:00)** Using color as its subject matter, this special employs experimental techniques to give youngsters a new concept of seeing and learning. Cameo appearances by Walter Abel, Judy Carne, James Earl Jones and Tom Poston.

**THE FULL  
COLOR  
NETWORK**





# Conservative gains expected for radio

## Cigar ads may be better than cigarettes in 1970 say agencies, reps

The radio industry views the faltering business economy with a widespread ambivalence, underlining the medium's efficiency values to clients in a tight-money environment and, at the same time, bemoaning the tendency of some advertisers to reduce or eliminate radio in times of fiscal stress.

A sampling of radio representation firms, advertising agencies, networks and other industry organizations suggested that radio might weather better than other media the economic sluggishness that is generally predicted for at least the first half of 1971. Radio has considerably little to lose in the vital cigarette area inasmuch as this category had pruned sharply its investment in AM and FM in 1970. And the medium can be highly flexible in adjusting to supply-and-demand considerations by restructuring rate cards through package plans.

There was a general acknowledgment that pressure is considerable to reduce rates. And, though few stations or representatives will concede that they sell off the rate card, they acknowledge they can devise package formulas that hopefully will attract advertisers to stations on a more continuous basis.

Spokesmen were generally reluctant to project the course of business in 1971 with any exactitude. With few exceptions, they ventured there would be increases in radio investments but some qualified their predictions with such adjectives as "slight," "modest" and "slim," and a few mentioned such figures as 2%, 3% or 4%.

They were often quick to add that their estimates could be conservative if the business climate brightens considerably in the second half of the year, as some specialists have suggested. But they are realistic enough to realize that, unless the economic tide turns dramatically, they are not likely to have substantial gains in 1971.

Several agency and representative sources pointed out that in 1971, more than in previous years, radio must battle more vigorously with television which is determined to recoup at least part of the sizable expenditures it is losing in the cigarette sector.

Following the pattern of recent years, local radio is expected to show comfortable gains in 1971 but spot radio and network radio will have to rely on an impetus from an upturn in the busi-

ness cycle to register meaningful advances.

In spite of the prevailing sentiment among some radio leaders, radio networks unanimously sounded an optimistic note for 1971. Typical was the comment of Walter A. Schwartz, president of ABC Radio, who said billings for the first quarter are "substantially ahead" of 1970 and indications are that the year will show "a healthy increase" over last year.

He said that cigar advertising in the first quarter "far outweighs" cigarette billing in the 1970 first quarter and on a yearly basis should offset some of the



Mr. Schwartz



Mr. Diehm



Mr. Digges



Mr. Rich



Mr. Watson

cigarette loss. In general, ABC radio is seeking added dollars from products advertised in supermarkets. Network radio's main problem is to rekindle and/or generate enthusiasm for the medium, and he is optimistic about potentialities in the new year.

"Our affiliated lineups were stronger in 1970 than in 1969," Mr. Schwartz said, "and will be stronger in 1971 than in 1970. Advertisers' acceptance of ABC's network marketing approach grows every day."

Sam Cook Digges, president, CBS Radio Division, forecast that CBS radio network's first quarter will show slow progress but accelerate as the year progresses. He said new sources of business may come from "old-friend" advertisers such as General Foods, Nabisco, General Mills, Gillette, Texaco and Lever Brothers and such "new friends" as Sun Life of Canada, Edgeworth Pipe Tobacco, Heinz Soups, Terminex, Milton Bradley, Owens-Corning and Dow

Chemical.

Mr. Digges said CBS radio will go into 1971 with a strengthened lineup and a "new look" in programming. He stated that improved economic conditions should set the stage for "what we feel can be an exciting year for growth in both our audiences and in advertising revenues." He said advertisers are developing a keener awareness of radio's values, and added:

"This is particularly gratifying to us for we have spent many hours in meetings and presentations preaching 'radio's effectiveness' and the value of radio in a 'media mix' with TV and magazine advertising. It appears the hard work is starting to pay off."

Victor C. Diehm, president of Mutual Broadcasting System, said he remained "bullish" about the future of radio-network operation and of the national economy. He acknowledged that network radio and the industry as a whole have had "rough years" in both 1969 and 1970, but was optimistic about 1971.

"Billings in the first quarter for networks and stations alike should show an upward trend now with the lessening of a major threat to the economy, the automotive industry's management-labor negotiations," Mr. Diehm stated.

"Meantime, manufacturers of national distributed goods are beginning to see clearly the importance of network radio as part of their advertising plans, so I see no real threat in the loss of cigarette advertising insofar as networks are concerned. Mutual carried relatively little [cigarette advertising] and I am confident our sales people will be able to make up the difference in other areas, particularly from companies finally aware of the reach and low cost of radio networks."

Arthur A. Watson, president, NBC radio division, predicted "a very good year" for his unit. He said the network is assured of first-quarter billings "substantially greater" than a year ago. He continued:

"A number of major new advertisers have joined NBC radio, many under long-term agreements. Their business, along with renewals from many of NBC radio's regular advertisers, leads us to feel very optimistic about the coming year."

"If this sales pace continues, the loss of cigarette advertising will have very little, if any, effect on NBC Radio Network's gross revenue in 1971."

Barring a spurt in the economy, spot radio at the Blair Stations can expect to make only modest gains on an overall basis in 1971, according to Tom Harrison, president of Blair Radio. His estimate was an increase of 2-3%, varying in different markets and the contemporary stations appealing to the younger



Photo by Rubman Photographers, Inc., Cleveland, Ohio

# NOW HEAR THIS! WNCR, CLEVELAND HAS APPOINTED BLAIR RADIO

There's an exciting new sound vibrating throughout the Cleveland market. It's WNCR, coming on stronger than ever among young adult Ohioans. With 50,000 watts of live stereo 24 hours a day, WNCR booms into 39 counties where almost \$4 billion in retail sales are registered. Now this colorful station has appointed the industry's number one representative, John Blair & Company. So, when you want to get with the station targeted on big-spending young adults, get with your Blair man. He'll help you discover the "Electric Renaissance" in Cleveland radio.



**BLAIR RADIO**

America's Leading Radio Representative  
A Division of John Blair & Company



audiences likely to register the largest percentage rises.

"This is the most difficult year to predict the course of spot radio since the mid-1950's," Mr. Harrison remarked. "Advertising funds are scarce, comparatively speaking, and radio must fight even harder than other media. There is pressure to reduce rate cards, and we must come up with even more flexible package plans to attract advertisers."

James Alspaugh, president of H-R Representatives, expressed "cautious optimism" about prospects for 1971 and expressed confidence that stations on the H-R list can top the 3% over-all gain achieved in 1970 over 1969.

He was especially sanguine that automotive business would perk up after the first of the year and said there were indications that the gasoline companies would expand their budgets in 1971 because of an incipient "price war." H-R is gearing up for a "tough, hard-selling year," Mr. Alspaugh said. He felt that another prospect for radio is the tobacco companies for their chewing and smoking-tobacco products.

Mr. Alspaugh said agencies and media services are negotiating more vigorously for reduced rates and stations are offering contract packages to accommodate the need for frequency and efficiency.

Robert Coppinger, president of Petry Radio Sales, estimated that sales volume last year on comparable stations had increased 8-10% over 1969 and he was "reasonably optimistic" that 1971 would show proportionate gains.

He acknowledged that larger-market outlets and those with contemporary formats are more likely to flourish in the tight economy, adding that flights have been shorter and station lists smaller. He said there is "considerable pressure" for lower rates, not only from independent media services but from conventional agencies which have been emphasizing negotiating by their media personnel.

"There's a lot of restlessness at stations," Mr. Coppinger observed, "and I foresee quite a bit of turnover in representation in 1971."

Though the economy should continue "sluggish" in first-quarter 1971, Jim Greenwald, president, Katz Radio, said, he would expect sales at his company to move ahead 10% over the like period in 1970. Pressure on rates in radio should continue, he said, observing that "negotiating is the rule for all buys these days."

Mr. Greenwald said Katz is working with stations toward flexibility in rate cards "to cope with this [negotiating] situation so that we may continue our policy of selling from rate cards." He said that was a "tradition worth saving." While there may be pressure to reduce

rates, "they are generally holding up well," he concluded.

John Barry, vice president of marketing, Major Market Radio, said it was difficult to predict what shape the economy would take in 1971 because there were "so many ifs" involved, but felt that business would either equal 1970 levels or go slightly ahead.

William Abbott, director of radio sales, Avery-Knodel, predicted that an upturn in the national economy in 1971 would produce a 10% increase in his firm's business, though sales for 1970 appear to have been about the same as 1969's, he said. Mr. Abbott said the economy is "cyclical" and as a matter of course should reverse its downward trend.

He said he deplored the practice now in fashion among many reps of negotiating off their rate cards and said that A-K tried to accommodate its clients

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### Gillette makes record ABC buy

The Gillette Co. Boston, through BBDO, New York, has purchased a 48-week schedule on ABC Radio's American Contemporary Network. ABC said the buy is the largest since the four network services were originated in January, 1968. Spots for Gillette's Right Guard, Soft & Dri and Techmatic products, the first on network radio, and Dry Look are scheduled to begin Jan. 18 on an alternating schedule Monday thru Sunday on news and Howard Cosell sports programs.

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within card rates.

Mr. Abbott also noted an increase in the volume of piggybacks and mounting pressure to lower the 30-second rate from 80% of the minute price to 65%.

Adam Young, president of Adam Young Inc., said he felt "moderately bullish" about his firm's prospective radio business for 1971, and expected a "fairly good" year. He said it was difficult to get a sharp reading on radio trends but claimed the lowering of interest rates would "propel investments into the industry."

"As a result of the soft year, people are pricing for lower rates, and off-card rate deals have become the fashion of the times," he said. He noted that Adam Young had been subject to increased pressure for new rates but had designed a rate card that adapted itself to competitive situations. "Some reps have the courage to keep within their rate cards and others are more opportunistic," he said.

Charles Warner, CBS Radio vice president and general manager of CBS Radio Spot Sales, was "cautiously optimistic" about 1971, coming of a fourth

quarter that was "better than expected" and embarking on a first that looks "just OK."

The trouble with predicting in spot radio, he said, is that lead times in radio buys have become so short—particularly in New York, less so in other major buying centers—that a forecast can be outdated almost as soon as it's made. In New York, he said, the average lead time is less than a week and sometimes as little as two days or even overnight.

But he appeared reasonably confident that spot radio's traditionally heavy users would maintain or increase their budgets and that new advertisers would be moving into radio, partly as a result of the "operation acceleration" that the Radio Advertising Bureau has been conducting in cooperation with station reps to sell radio generally, partly from new-business presentations that the major reps have been making individually, partly because of radio's price attractions in a tight economy.

Gerald Baldwin, vice president-broadcast supervisor, Young & Rubicam, suggested that agency clients would probably spend "slightly more" in radio in 1971 than in 1970. He explained that in periods of economic sluggishness clients are more likely to turn to a medium such as radio with its efficiency characteristics.

Mr. Baldwin has felt strongly for several years that one of radio's problems is that it offers single 30 announcements only at 80% of the minute cost. He said a more equitable pricing policy could increase radio budgets.

Y & R uses FM radio, he said, but it looks upon this medium as radio and places business on FM stations when they fit in with clients' marketing requirements.

Sanford Reisenbach, vice president-media director, Grey Advertising, indicated that radio spending by Grey clients is expected to grow slightly over 1970, but he predicted that it's "going to be a tough year" for the medium. He felt that the first half would be "especially rough" because of the sagging economy, but he was hopeful that advertising in the second half of 1971 would pick up and predicated in an upturn in business in general.

Mr. Reisenbach said radio might not suffer to the extent of other media since it is priced economically and advertisers with smaller budgets may turn to it for efficiency buys. He felt that FM would continue to grow, since it operates from a lower base and often reaches the specialized audiences that advertisers require.

Jack Caplan, vice president and director of media services, Kenyon & Eckhardt, reported that agency clients generally will be increasing their use of ra-





## **Public service isn't always a happy job.**

Recently, a young man was accidentally struck and killed by a train in Missouri. The police sought help in locating the next-of-kin — and as a result of announcements on the Fetzer TV Stations in Nebraska, the family was located. Writing to the stations, law officers cited "the essential part your stations play in community life." There was no way for this public service job to have a happy ending—but it does represent another example of how the community is served through responsible communications.



## *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	<b>WJEF</b> Grand Rapids	
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

- 1. **Jim Reid**  
Program Manager  
says:
- 2. **Les Corum**  
Operations Manager  
says:
- 3. **Barbara Fisler**  
Promotion Assistant  
says:
- 4. **Paul Weber**  
Engineering Assistant  
says:
- 5. **Dave Wygant**  
Manager of Sales  
says:
- 6. **Don Plumridge**  
Director of  
Creative Services  
says:
- 7. **Don Doughty**  
Chief Engineer  
says:
- 8. **Jim Anderson**  
National Sales Manager  
says:
- 9. **Milton Grant**  
V.P. & General Manager  
says:



# WDCA-TV on the 'cart' machine:

Now that station WDCA-TV in Washington, D.C., has been using a TCR-100 cartridge video tape recorder for almost six months, we thought you might like to hear what they have to say about it.

1. "With this new cartridge VTR, one man can run the station, as far as on-air presentation is concerned...three or four taped commercials in a row is easy, because you just don't run out of tape machines."

2. "There's no degradation of quality in the cartridge tapes, even after more than 100 plays...I've been tickled to death with this 'cart' machine; it just sits there and works."

3. "The TCR saves us time during station breaks...We're actually logging 30% more promos since we got it. And we're starting to piggy-back our promos."

4. "I'd say the TCR-100 is a bigger advance over reel-to-reel VTRs than the audio cartridge was over reel-type audio recorders...

and reliability has been terrific."

5. "It can help sell prospects because it really gives the station more production time...and that's going to help us become the most cooperative station in town."

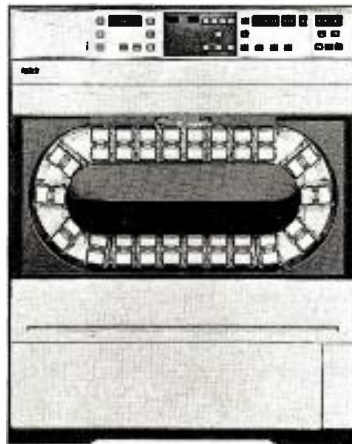
6. "We're changing our station's whole visual image. We're redoing all promos and slides...and the 'cart' machine is giving us the extra production capability to get the job done."

7. "The TCR-100 is the equivalent of at least three reel-to-reel VTRs...I frankly don't think any of our engineers would trade it for five regular video tape recorders."

8. "It's the world's best machine for programming commercials. They run so smoothly that we sold more national accounts."

9. "Our staff—Production, Engineering, Traffic, Promotion, Sales—is united in enthusiastic acceptance."

Thank you, lady and gentlemen.



# RCA



## Radio picture mixed, but favorable, David believes

"With no qualification, we believe 1971 will be an excellent year for radio," Miles David, president, Radio Advertising Bureau said, adding: "Forget the economy."

"If that's too strong," Mr. David reflected, then "take [the economy] into account and use it, because radio as a medium fits the situation the economy will most likely be in during the next six to 12 months—whichever way the economy moves. If it's more of the same—more of hesitant consumer sales—then radio is the ideal medium for any advertiser because it stretches his dollar and expands his impact. It's profit-protective.

"If, on the other hand, the economy for many consumer businesses (and I personally think this is the case) is turning around, then radio is the ideal medium to be using. This is because of the speed with which radio can be deployed to fit a changing marketplace. Radio is a rapid-reaction medium. It doesn't require weeks before hard-hitting creative campaigns can be on the air.

"In 1970 among most consumer media, radio in all forms combined probably moved against the tide. The total dollars expended in radio by preliminary estimates moved up slightly while total dollars expended in all advertising media went down or held even. Radio in 1971 will do better.

"In all of the many meetings and informal conversations we've had with radio executives and salesmen around

the country, we've never seen people in a more 'up' frame of mind. Up, not in the sense of wearing rose-colored glasses, but up like a football team that knows its own potential.

"Does that mean there are no problems, no radio industry sectors that are troubled?

"It would be totally lacking in perspective not to list some troubled areas squarely. As we see them they are:

- "Radio's successes are unevenly distributed. Some in radio are up substantially in 1970. Others are down or just holding their own.

- "Meanwhile, costs are up. It takes better revenue gains than in the past to hold profits even or improve.

- "And suddenly radio is the target of more unsophisticated "anti" selling by competitive media than we've experienced in many years. I believe it is a tribute to some of the work that everyone in radio has been doing to sell national advertisers on the positive values of radio that recently Television Bureau of Advertising has commissioned and published dubiously constructed research that lines up TV and radio against each other in a very artificial battle. And it's no accident that in recent months the newspaper Bureau of Advertising has similarly begun to focus on radio in some of its 'anti' promotion. Newspapers have felt it as radio had made progress with large retailers in many markets.

"RAB has refrained from this kind of selling because we believe that today's advertising executive wants positive information that's actionable and not, as in the case of the TVB project, a simplistic study in which consumers were asked to play a 'card game' with short

phrases on cards which could be used as their flash reaction to various media (BROADCASTING, Nov. 23, 1970). It's not what consumers do when they are asked to play with what we suggest was a 'stacked deck' that matters to advertisers. It's what they do with their time and their money that matters.

"Just to cite one example in rebuttal to the TVB 'card playing' project, every study commissioned in recent years has placed the amount of time spent listening to radio by individual consumers at an average of well over two hours daily.

"A study released in 1970 which was conducted by a distinguished research team found adults listening to radio over three hours daily on average. (Other studies find two-and-a-half hours.) The study with the three-hour figure was conducted jointly by Dr. Harold Mendelsohn of the Communications Arts Center of the University of Denver and by The Gallup Organization Inc. of Princeton, N.J.

"The study was under excellent impartial auspices as between TV and radio in that it was sponsored by an association of both television and radio broadcasters, namely the National Association of Broadcasters. But TVB, with a much less costly study done by the deck-of-cards method, found radio listening averaging only about an hour-and-a-half per day.

"Reactions we've had from a number of advertisers have been to the effect that negative media research is self-destructive. Whether it is or not, radio broadcasters in 1971, and RAB in particular, will be truth-squading other media on a regular basis.

"If newspapers in a market run a 'house-ad' blasting radio inaccurately—

radio modestly in 1971, partly because the economy makes this medium a good buy. He said radio could expand through more creative uses of the medium.

Mr. Caplan said K & E buys FM strictly as a radio medium in competition with AM outlets. An exception, he said, is a buy that may be made to reach an ethnic audience on FM.

FM's problems in the year ahead would appear to be manifold, though several gains were seen by industry leaders. A chief conundrum in the FM business is how agencies or advertisers regard the stature of FM—as a grownup national medium or as a specialized offshoot of radio advertising that is primarily AM?

FM's aggressive attempts to attain stature in the marketplace are precisely the plus factors stressed by FM's principal spokesman, the National Association of FM Broadcasters. According to its president, John Richer, WFIL-FM

Philadelphia, the association has been "encouraged" by a continued increase in FM home receiver sales, of the association's growth in membership, and in the ability of FM broadcasters to turn up the volume of their "voice" as an industry.

But, balancing off these upbeat factors, Mr. Richer ticked off such problems as Madison Avenue's "lack of awareness of the medium's unique stereo ability to sell product and Detroit's failure to give the American public a well-engineered, reasonably proved FM-AM auto radio." Also challenging FM, according to Mr. Richer: "lethargy in government" in meeting effectively with problems affecting broadcasters in general and FM development in particular, and the attitude of FM broadcasters "who are still fighting windmills when many of the solutions are at hand."

In short, said Mr. Richer, FM, paced by such activities as those of NAFMB, can look to a better 1971.

## Trial period seen for prime-time rule

### 1972 forecast as key year for new policy; 1971 seen as year of experimentation

The new FCC policy restricting network prime time to three hours a night, starting in the fall, is not expected to achieve the objective of fostering program diversity in peak hours during the first year. But it holds out promise of broadening television's programming landscape during the 1972-73 season.

A canvass of leading program suppliers last week suggested that 1971-72 will be a year of experimentation by stations adapting to the new rule. They stressed that the fall season cannot be a true testing ground for the diversity concept since the FCC ruling provides



*"Have Success Story, Will Travel" has been the motto implied by RAB President Miles David as he traveled to practically every corner of the U.S. last year extolling radio's power. Here he is with Fred W. Bliesner, advertising manager, of Montgomery-Ward, in their Chicago offices.*

as they've begun to do in 1970's economy—every RAB member in that market will be out on the street rapidly with a point-by-point statement of the facts. (This has been done a number of times during 1970 thus far with excellent results.) The same holds for attacks from other media.

"We will not, on the other hand, initiate research studies designed to measure radio against other media merely to develop a 'negative' story but rather to determine how media play their own roles separately and together.

"Our outlook and our sales and research agenda for 1971 is positive. These are some of the things we're doing that we believe will contribute to radio's growth potential:

■ National sales. We have been emphasizing a marketing-oriented approach among national advertisers with a presentation titled 'Radio and Your Bottom Line.' This presentation is individualized by company but always relates today's corporate battle for profits to the inherent advantages of expanding a company's use of radio. The presentation has been successful in many cases in directly selling expansion of advertiser budgets in radio.

"The presentation is followed up on many levels by RAB sales executives—with marketing executives, with advertising management, with product managers, with creative executives at the agency, and with the media department. We stay with a prospect on many levels

that between October 1971 and October 1972, network affiliated stations in the top 50 markets may fill the pre-empted half-hour between 7 p.m. and 11 p.m. with either new or old programming.

"This means that we don't have to worry until October 1972 to come up with first-run programs," one distributor observed. "Up until then stations may insert off-network shows or any kind of rerun show. After October 1972, syndicated shows that previously played in a market cannot be played in the recaptured half-hour in that market. And stations cannot play features in that half-hour time, except if the features are first run or have not played in that market for a period of two years. After two years, repeat features can be played in the recaptured time."

Distributors have been sounding out stations on the type of programming they plan to insert this fall in the pre-empted half hour. They reported that there

seemed to be a scarcity of definitive information, but outlets most often appeared to have been considering the addition of a news program, the production of locally oriented and children's programming and syndicated (repeat or first-run) product.

There seemed to be virtually unanimous agreement that producers-syndicators cannot fashion syndicated programs that, because of prevailing economics, will find prime-time slots on a large number of stations. Distributors pointed out that quality, first-run syndicated series should cost almost as much as network programs and that there is no indication that stations are prepared to pay the required prices.

One effect of the FCC rule appears to be that there will be a spate of first-run programming that is relatively low in cost and mainly specialized in appeal. Much of this programming will be offered to stations via so-called advertiser syndi-

when reactions to our presentations indicate this is a prospect and not a suspect.

"In 1971 we're adding an innovation that we think will help motivate our own sales force more sharply than ever before—a compensation plan based on closes. When the advertiser goes on the air, this affects the compensation of our RAB account executives.

■ Local sales. Motivating salesmen in every way—compensation as well as through effective management—is vital to progress in 1971. For this reason the key theme of RAB's 1971 Management Conferences (to be held in February) will be motivating salesmen for profitable sales against the tide of the economy.

"A distinguished industrial psychologist, Dr. Harry Sherman, has been retained by RAB to prepare and give the motivation portions of the program which will include role-playing by station executives attending.

■ "Retail sales. We're referring to chains and larger retailers. This is one of the vital growth sectors for radio and the competition is tougher. Newspapers, for example, are fighting back harder. We're going to be stressing ways to help the retailer get the most effective use of radio with better copy and better internal coordination.

■ "Sales tools. The 1971 sales-tool program at RAB will be sharper, more close-oriented, more basic than ever before.

"Reread those last three phrases. That's what we've been saying in all the preceding words about what we think the whole industry is going to be doing—fighting harder and sharper and closing harder than ever before. And it will be a good year."

tion, under which the program is given free to stations in return for a specified number of spots for the sponsor.

Among the major companies that said they definitely would not attempt first-run production of any type for the fall of 1971 are MCA-TV, United Artists Television and Warner Bros. Television. Group W Films, a subsidiary of Westinghouse Broadcasting Co., which was a forceful proponent of reducing network prime time, does not plan to offer a first-run series for peak viewing hours next fall, a spokesman said.

One probable effect of the ruling, it was said, will be that first-run series with modest budgets may find time slots in fringe periods now occupied by off-network series. Several syndicators noted that, if stations shift some of the off-network productions to prime periods, they will be making room for potential first-run series that are presently being

**“Hello. I called to tell you I’m going to kill myself.”**





This is Maggie. She's 14. A pretty, fresh, bright American Kid. A lot like other kids. Except for one thing. She's a junkie.

Maggie's luckier than most addicts, though. She got help.

Some kids don't. Like Eddie, for instance. Eddie sniffed airplane glue at 13. Shifted to pot at 15. Switched to Methedrine at 16. By the time he was 17 he was "Maining".

Eddie was no ghetto kid. He lived on a nice, clean, middle-class street in Providence, Rhode Island.

He lived there for 17½ years. Then he died. Eddie's no special case. Neither is Maggie.

Right now, in the United States there are more than one million kids experimenting with pot, pills, speed, horse and LSD.

Some try drugs once or twice. And then drop it. They're either smart. Or lucky.

Then there are the other kids. The hooked kids. The kids too scared to talk. Too stoned to beat it. What do they do?

Where do they go?

Most young junkies can't face a community health center, a teacher, a doctor. And they sure as hell can't face their parents.

But what they might face is an anonymous, immediate hot line for help. WPRO in Providence dreamed up that one. A 24 hour phone line for addicts in trouble. Not just kids. Anyone. On the other end of the line was a man or woman from the local drug rehabilitation center.

Talking to this man or woman was the addict's first step towards coming back. He received encouragement. Comfort. Advice. And 9 chances out of 10 he didn't end up like Eddie.

The WPRO Narcotics Hotline was just one small part of a massive anti-narcotics drive started last year by the 11 Capital Cities radio and television stations.

In 1969, for example, Houston's KTRK

TV broadcast award-winning public service series like "Experiment in Disaster" and "Probe". Hundreds of letters poured into the station after each broadcast. And one ironic gift. A "Death Kit" with pills, spoon, razor, needle and powder. (KTRK-TV found out two programs aren't enough.)

KPOL radio in Los Angeles moved into the drug effort after a young girl was found unconscious in a Los Angeles park. She had taken an overdose of "Red Devils". She was 12.

KPOL prepared an appeal for parents of young children. It ordered 900,000 informative "Help" brochures to be distributed to three school systems. And then to make certain that parents would be aware their children were bringing home the pamphlets, a monumental information campaign was put into high gear.

Other radio and TV stations joined with Metropolitan and Suburban newspapers in passing the word. It worked. Parents who had thought drugs only happened to other people's kids were suddenly, shockingly shaken out of their apathy so they could warn, teach and guide their children as early as 4th or 5th grade.

The Capital Cities narcotics project is time-consuming and frustrating and often depressing.


But then, all at once, you begin to hear about things.

About the girl on the Hotline who said she was ready to attempt suicide and was quietly talked out of it. And found her way back at Marathon Center.

And about the bunch of former addicts who taped promos on the WPRO Narcotics Line.

And about the hundreds of thousands of kids now delivering "Help" brochures all over the country.

So we guess what we do it for is Eddie.

One dead boy is one too many. 

**Capital Cities Broadcasting**

**We talk to people.**



Mr. Nathan



Mr. Silverbach



Mr. Moore



Mr. Picard



Mr. Burrud



Mr. Mandell



Mr. Hart



Mr. Fries



Mr. O'Sullivan

offered to them.

MGM-TV is one of the major companies that is accentuating first-run production for 1970 but whether its offerings obtain prime slots on a substantial basis is a moot point. Paul Picard, vice president, MGM-TV, said the company is preparing five shows for first-run syndication: *Man To Man*, a half-hour sports interview; *High Speed Living*, half-hour racing action films (land, sea and air); *Four and Who Now*, half-hour variety; *The Green Scene*, half-hour gardening series, and an untitled half-hour game show. He added that MGM-TV is also developing a half-hour daytime dramatic serial, *The Bad and The Beautiful*, intended for either network or syndication.

Bill Burrud, president of Bill Burrud Productions, said his company has two half-hour syndicated series, *Challenging Seas*, produced with NBC Films, and *Safari to Adventure*, now being telecast on KCOP(TV) Los Angeles, but not released in other markets. Mr. Burrud reported that he has discussed fashioning similar series for advertiser placement but has made no deals as yet.

Metromedia Producers Corp. has several series in the pilot or development stage, according to Chuck Fries, vice president in charge of production. MPC has a 90-minute pilot of *Over And Under 30*, a talk show; a half-hour program for the Lennon sisters, designed either for daytime or nighttime; and *Ice Palace*, a one-hour special to serve as a pilot for a regular series, co-produced with CTV in Canada. Mr. Fries said the Lennon Sisters program is being prepared for Wm. Esty Co. for Chesebrough-Pond's; *Ice Palace* for Young & Rubicam, with no sponsor named, and a five-minute strip, *Kitchen Palace*, for Colgate-Palmolive Co.

Dick Clark Enterprises reported it has two syndicated shows being sold via the advertiser-syndication barter route. One is a half-hour daily show,

*Mantrap* (three female panelists quizzing a male guest), that is scheduled to begin on 50 stations in early January. It is sponsored by Exquisite Form Industries, Pelham Manor, N.Y. The other property is *Like Young*, a half-hour contemporary music-talk show, set to begin on 43 stations under the sponsorship of Noxell Corp., Baltimore. Both of these programs are produced in Canada.

Bill Hart, vice president in charge of syndication for Screen Gems, said the company recently set up a first-run production unit under Dan Enright and is in the process of developing several properties in the audience-participation, talk and children's areas. He stressed that programing depends largely on the needs of the major markets and their willingness to buy.

ABC Films is preparing a series of one-hour variety programs to feature a name personality as host. Kevin O'Sullivan, president, said the production is designed for prime-time airing on a network or on stations via syndication.

Alan Silverbach, vice president in charge of syndicated sales for 20th Century-Fox Television, noted that the company set up its tape-production division two years ago under Bob Kline to produce especially for the syndication market. Out of this unit, already has come *Beat The Clock* and *Famous Jury Trials*. In development for the fall season are talk, action and variety shows, which he could not identify further.

Independent Television Corp., part of Associated Television, London, plans to release to stations in 1971 a first-run action adventure half-hour series and a half-hour musical variety series with American headliners. Abe Mandell, president of ITC, also said the company is exploring the possibility of producing new half-hour series tailored to the proposals of national spot advertisers that would be offered to stations on an exchange basis.

Hughes Sports Network recently alerted TV stations that it plans to become active in the production of general programing for syndication but said it had no specific properties to announce. Several weeks ago the General Electric Co. formed an entertainment subsidiary headed by former ABC-TV president Tom Moore to finance and co-produce all types of motion picture and TV productions. Mr. Moore said the prime-time rule creates "a good opportunity for a new company such as ours."

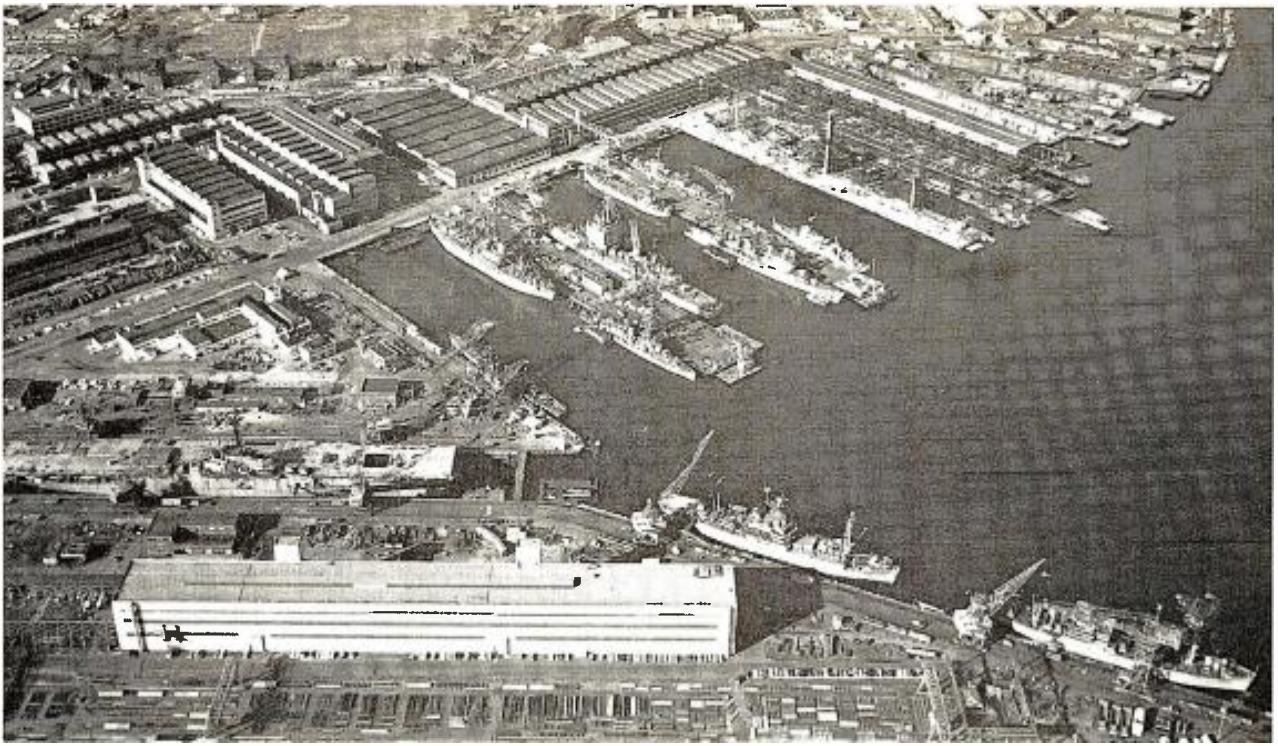
Though producers-distributors would concede privately and some openly that the FCC prime-time rule would produce few prime-time first run series for 1971, they were virtually agreed that the new policy should help syndication sales. There was no unanimity of opinion on the extent of sales increases, but most syndicators remarked that the ruling at least opens up another option.

To garner a wide assortment of prime slots in the fall, syndicators will have to offer programing that can compete with network shows. From many years of bargaining with station officials, distributors have come away with the attitude that not many outlets want to pay the top dollar that is required to fund a first-run series of prime-time caliber.

Distributors cited the upcoming *This Is Your Life* series as the sole syndicated offering that is likely to obtain a sizable number of prime periods. Spokesmen for Ogilvy & Mather, New York, agency for Lever Bros., which is offering *Your Life* to stations on an exchange basis, said substantially more than half of the 100 outlets signed are placing it in prime periods. The series begins this month.

In short, 1971 will be a year in which questions will be raised and some answered: how will stations decide to fill the extra half-hour—locally or via syndication? Which time periods will be opened up? And will stations be willing to pay satisfactory prices for prime-time syndicated productions?





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# The changes facing broadcast advertising

## A special panel takes hard looks at 30's, clutter, consumerism, cable, cassettes, radio's appeal to young

The 30-second commercial as the basic unit of television network sale: Will it increase network-TV billings? Increase spot-TV billings? Draw off money from print? Or enable advertisers to spend less?

As the transcript below indicates, the answer to all of those questions may be yes, in the opinion of one or another of the panelists in a "shape of '71" seminar conducted by BROADCASTING editors. It depends on who's talking.

So do answers to such other questions as the likely effects of the FCC's prime-time access rule, future levels of advertiser spending, TV clutter and radio's efforts—and problems—in getting a bigger share of the advertising dollar.

There also was general basic agreement in other areas, such as that there is little pressure for breaking 30's into shorter combinations, that "consumerism" may pose special problems for broadcasting, that cable television and video cassettes are unlikely to make serious inroads into TV-radio audiences in the next five years, that a young breed of agency copywriter is emerging that understands and likes radio.

Panelists (see photo below) were John F. Dickinson of Harrington, Righter & Parsons, Jules Fine of Ogilvy & Mather, Archa O. Knowlton of General Foods, Stephen B. Labunski of WMCA(AM) New York, Robert Liddel of Compton Advertising, Herb Manelovog of SFM Media Service Corp., and Fred Pierce of ABC-TV. The seminar was arranged by Erwin Ephron, vice president and director of marketing services for Carl Ally Inc. and research adviser to BROADCASTING, and was conducted by BROADCASTING editors.

The transcript that follows was reviewed by the participants for accuracy and clarity and edited by BROADCASTING for duplications and extraneous matter.

**Q:** CBS has indicated that it is going to the 30-second commercial as the basic unit of sale. What effect is that going to have on network sales and spot sales? Who would like to start?

**Mr. Pierce:** I'm going to speak for my own company, the ABC television network. We are not in favor of the 30-second unit of sale. We think this is a further fragmentation of the values of the television medium. However, obviously, if either CBS or NBC goes to 30-seconds, we will have to follow suit. (Editor's note: Both ABC and NBC

subsequently did.)

We have seen the trend toward increasing usage of piggyback announcements anyway by most major advertisers. Anywhere from 50% of your 60-second spots in certain day parts up to a high of 80-some-odd percent are now using 30-30 in one form or another: Either piggybacks or splits or matched 30's as a unit sale.

The only advantage the 30-second unit will have, frankly, is to give a lot of single-brand advertisers an opportunity to buy into prime time on as efficient a basis as the bigger multibrand corporate advertisers. Eventually it may siphon money away from spot in certain size markets.

I don't think it will affect the very large television markets. It may affect the markets that are now beyond, say, rank 30. It will initially, I believe, attract additional clients, however. It won't be significant amounts out of spot into network. Some of the dangers down the road might be that national advertisers may tend to reduce some of their spending for specific brands.

I think long-term that the efficiency that advertisers use as yardsticks for buying time will start out at half the minute rate and eventually it will evolve so that the 30-second unit of efficiency will gradually escalate above half the minute rate—to what point I don't know.

I think it is something that might have

been inevitable, based on the fact there is more and more emphasis on efficiency rather than impact in terms of values of advertising. The emphasis is increasingly on head counting. It becomes increasingly more sophisticated when you break it down by demographic units; but basically it is how many homes you are reaching for how many dollars. And I think that the value of effectiveness of the editorial framework of where your commercials run will have become less and less a factor, if not nonexistent.

**Q:** John, what do you think it will do?

**Mr. Dickinson:** Well, we deplore any kind of increase in inventory that is going to create clutter and add to the total inventory of spot, network and local.

It seems to us that this will pull off some spot dollars, certainly in terms of accessing the network to the small advertisers. After all, I don't know what the going rate of a minute in the *Tonight* show is; but if he can pick it up at 50%, it is going to be quite a savings and make the network accessible to him.

Any increase in the inventory, no matter what the size of market, at this point with cigarettes going off the air, and with the kind of inventory explosion we've had in the latter part of the nineteen-sixties where we've gone from piggy-backs to 30 seconds and UHF be



Panelists for BROADCASTING's "shape of '71" seminar are shown here as they gathered to have a go at tough issues facing broadcast advertising as it emerged from one of its toughest years. Transcript giving their views, sometimes in agreement, often differing, starts

above. Left to right: Jules Fine, senior vice president and director of marketing services, Ogilvy & Mather; John F. Dickinson, president, Harrington, Righter & Parsons; Robert Liddel, senior vice president and director of media, Compton Advertising; Fred



ginning to get a good share of the market in certain times of day and the effectiveness of the very-high-frequency independent station, has certainly increased total inventory in the marketplace. I think that probably I agree with Fred that it was inevitable. It had to come. I'm sorry it did come.

**Q:** You say, Fred, that eventually it may cause a reduction in advertiser expenditures?

**Mr. Pierce:** I say I think that this could be one of the long-range negatives of going to 30 seconds for certain advertisers—it's all still based on creative copy needs—but as the pressure mounts in their own companies for bottom-line profits and they are after a certain amount of impressions in messages, it may compromise the creative copy approaches. Instead of the need being for campaigns for a hundred 60-second spots, they may find they can get away with a hundred and seventy-five 30's rather than spend the amount of money for two hundred 30's. I think this is one of the negatives that could come out down the road. I don't think we will see that initially.

**Mr. Fine:** If that possibility would happen, it is perhaps a salvation for spot. Budgets are established on sales, not on advertising a number of spots. People will be able to achieve network objectives with less money. We have seen it happen in daytime in the 30's. You can go back and target in on the markets that you want and to the extent that you now have more flexibility in network to achieve the kind of rating points or schedules you wanted nationally. It could throw some extra money back into spot which before was eaten up in longer-length commercials.

**Mr. Knowlton:** Are you suggesting



*Pierce, vice president in charge of planning and assistant to the president, ABC-TV network; Herb Maneloveg, president, SFM Media Service Corp., Archa O. Knowlton, director of media services, General Foods; Stephen B. Labunski, managing director, WMCA(AM).*

maybe that even in the short run this might cut down the number of dollars going to the network as opposed to increasing it? I guess you are suggesting that if you were an insurance company and you had a million dollars in network, now you can spend \$750,000 and put the remainder in spot.

**Mr. Dickinson:** I think we tend to look at the network dollar as if it and the spot dollar were interchangeable. They are not interchangeable in the sense that you have certain objectives for your spot dollar based on your network activity; but at the same time you have different sales levels in different markets throughout the country; and you are committed to advertising in that fashion: at different levels throughout the country. You've got to use spot. So if network costs are reduced by the 30-second you are still not going to take all your money and put it in network.

**Mr. Maneloveg:** If I have to generalize I am kind of against the 30-second as a trend; but at the same time I see a number of interesting opportunities. I think what it proves is that you just can't generalize in this situation. Some products will move away from network. Others will move to network because of it.

I think it really works out to what is the creativity of the media planner. I can envision how he might build perhaps an even more unusual program. and rather than losing impact gain it for a certain type of account. There is now the possibility of perhaps taking dollars that you have for only minutes and being able to bunch them all in a three-day period, you know, prior to a shopping day, and be on many more shows. Or maybe combine network and spot together in unique ways. It boils down to how creative you are in your planning.

You know, there remains a tendency for everybody to do it the way they've been doing it, only in 30's. And that is the danger. But I think if you have creative people working you may come up with very interesting innovations, maybe minutes, maybe more.

**Mr. Labunski:** Do you know what the creative people think of this?

**Mr. Maneloveg:** Today the creative people love 30's. Six or seven years ago, when some of us here in this room and others pushed, for economic reasons, into 30's the creative people detested the idea. They said you couldn't do it. But now they love it. In fact, they only want to do 30's.

**Mr. Fine:** I think a major issue as a result of all this, aside from the dollars and cents, is product protection. I understand the CBS policy at the moment is that they are going to break up their shows into segments and sell by units. And if you buy two units for a brand

in a segment you get product protection.

Well, obviously, that gives us a tough decision as to what is the value of the product protection versus dispersion. We've been given lip service to product protection for the last four or five years. I think it is going to be a real critical issue next year.

**Mr. Pierce:** There is no question about it. When you buy a minute you get protection in your own segment for your products. Now you are saying in effect we are going to sacrifice product protection—to hell with our competitors, to hell with protecting our franchise. Whatever value that has, we're going to buy frequency and efficiency.

**Mr. Maneloveg:** Shouldn't the networks as well as the agencies and the client check on this unit concept? Shouldn't there be some studies made? Maybe what should be done is that if you knew that there were certain periods that were better, maybe you should reward the minute buyer by giving him a better position in the show. Allow 30's, okay, but at the same time reward the people who buy minutes. I think we accept things and abhor things too quickly. No one ever does any study to find out what is right and what is wrong.

**Q:** Mr. Knowlton, do you think that General Foods would be able to spend less on television because of 30's?

**Mr. Knowlton:** Well, we are running over 90% in 30's right now, and we have been for some time. So that this will not have any impact on us. I think maybe some of our brands found out a long time ago that they could get a little more effectiveness as well as efficiency by going to the 30-second format.

**Mr. Maneloveg:** Can I ask you a question, Arch? You made the statement that you found out a long while ago that by going the 30 route you would do better. Does that same research hold today? We all did that research when everyone first made furtive steps toward the 30, and at that time we determined they were a hell of a lot more effective. Are they as effective today as they were six years ago when we did the tests?

**Mr. Knowlton:** That's a real good question, because I think a lot of people are beginning to wonder if they are anywhere near as good as they were five or six years ago. Chances are that they may even be worth less than half of the minute.

**Mr. Pierce:** Maybe it is the other way around. Maybe the minutes are worth more than twice the 30's today.

**Mr. Fine:** I'd like to ask whether radio is ever going to price its 30's at half the minute.

**Mr. Labunski:** I've been looking at

our rather unrealistic 30's at 80% and because of a lack of interest in 10's on radio for some time, we price anything less than a minute at 80% of the minute. I'm looking at this during the sluggish business economy with a very skeptical eye. It seems to me that there is some opportunity for radio to price its 30's differently and give advertisers some incentive to use them.

The preponderance of radio advertisers want 60's. I think there is a feeling that radio's impact is better achieved through 60 seconds. I'm not sure that is entirely true. Impact is a combination of many things, including position, nature and environment of the station—the kind of music or the kind of conversation, or news, or other program thing involved—how the commercials are positioned, where they're clustered.

**Mr. Fine:** I can't tell you how many radio plans lost out because it required a comparison of TV 30's with radio 60's.

**Mr. Labunski:** That's right. But the question is whether it should be half or whether it should be 60% or something.

**Mr. Maneloveg:** Certainly not 80%.

**Mr. Labunski:** Not 80, probably. I think we were driven into this; we backed into it. It is not a well-thought-out policy; it came about primarily because most advertising on radio has been 60's for some time now. And certainly the pacesetters in radio have used 60's. I'm not sure why, by the way. I'm not aware of any definitive studies of the relative impact of 30's and 60's as there are in television.

I think the assumption is that the 60 is, in many cases, better than the 30 because it is twice as long. But I'm not sure that is the whole story. There is new data in radio on reach, frequency, and creative approaches. I think that maybe we have been too simplistic about all this, and I think we have been mistaken.

May I ask this . . . I know I am ignorant about television. Does the CBS announcement say what the pricing is going to be? Is it 50%?

**Mr. Liddel:** Yes, it is.

**Mr. Labunski:** But everyone suspects it will not stay 50% forever?

**Mr. Maneloveg:** No, no, no. It will stay 50. But they will raise the prices.

**Mr. Knowlton:** A lot of people are worried about the ultimate base. It is just half as high, so they then can start raising the price, and you won't notice the difference as much in the loss of efficiency.

**Mr. Liddel:** There was never the economic need for piggyback in radio that there was in television.

**Mr. Knowlton:** Are rates in radio as firm?

**Mr. Labunski:** As in television? Radio

rates are not very firm today. The television guys are much smarter than we are on this subject because they change their rates when their program values change. If the show is a hit, it is \$60,000 a minute; and if it is not much of a hit, it is \$45,000. If it has smaller circulation, they revise their rate cards frequently. And they revise their programs frequently every 13 weeks, every 26 weeks.

In radio the feeling has been that programing ought to be stable, the format ought not to be changed often; and the rate card ought to be firm; that rates ought not change from season to season; should not be higher in the summer when we have more outdoor audiences, or lower in the winter when we have less business. And I'm beginning to believe that some of this is foolish and short-



*Mr. Maneloveg*

sighted. I don't know why we have to be so different from a department store when it chooses to have a sale and then goes back to regular prices when the sale is over.

I think that the natural supply-and-demand pressures have created some flexibility in rates. By and large the stations that value their reputations and have some success behind them are in a position to enforce, I think, very firm and stern rate cards. Some advertisers tell me that certain radio stations are too hard-nosed about their rates and about their terms and conditions. But that is not an industry-wide view.

But I think because of the pressure exerted on radio, either by some failure on our part to sell it well, or the other side to grasp it well, it has become a bargain kind of medium in many, many eyes. And I regret that.

**Q:** What effect do you think the network 30's will have on spot prices, if any?

**Mr. Dickinson:** It depends entirely on how much national business is attracted to the networks because of the 30's. We are very sensitive to what the networks do in terms of sales, and we are sensitive to major pricing moves of this kind. We are very much interrelated media. Few major advertisers use spot exclusively. Few use network exclusively.

In terms of our own 30-second structure, we've tended to continue—I'm speaking for my own company—to use the minute as the base. And the reason for that is that in the past too small a percentage of our business has been in the 30's. Now they are becoming very important. We are looking very hard at making the 30-second the base rate. Timing is important. In converting to a 30-second-based rate the station currently on a 60% of-the-minute formula will, if it is well sold, lose dollars by pricing 30's at one-half its current minute rate. If, on the other hand, it doubles its 30-second rate it is penalizing the single-product minute advertiser. So it is a sensitive thing. With the network move to selling 30's, more stations will go to the 30-second base.

**Mr. Knowlton:** I got a question on this one. It has to do with the impact of truncated prime time and the relationship of pricing in spot versus network.

**Mr. Dickinson:** Again, I think in your major markets the three-hour rule is a benefit to the network station because I think over the long haul the demand is going to hold up at night in the top 35 markets.

What I think it is going to hurt is the smaller station in the smaller market which is going to have to program this time—to buy programing to fill that time or to program it itself on a live basis, and I don't think the manager needs that inventory in Chattanooga at this point. I think in large markets like Boston and Washington, extra inventory in evening time will be quite welcome.

**Q:** Do you think the extra half-hour will significantly increase the amount of money spent in spot?

**Mr. Knowlton:** Aren't you really talking about demand? In other words, all of a sudden he's got more to sell and the networks have less to sell. Your question has to do with what is it going to do to the prices of the two?

**Mr. Dickinson:** I think the answer here probably lies in the fact that if we are in a depressed economy, and if we all of a sudden get this inventory, I don't think the additional local time is going to do much to increase our take. If, on the other hand, the advertising economy takes off like a wounded bird, we are



inevitably going to do well, because with demand the additional time will move well without borrowing income from other time periods.

**Mr. Pierce:** You'll find that broadcasting as a whole, particularly towards the last part of this year, will begin to grow at a very accelerated pace, whether it be television, radio, network or spot. I think the economy is starting to pick up now. In the fall the demand for time will exceed the supply, in terms of network TV.

**Mr. Fine:** I am far from an economist. But my guess is that it will never go back to the days we were in before. I think that we were operating on an economy of totally blind optimism. Everyone has learned his lesson on how to be a very tight business operator. And they benefited from that lesson. I mean, if you can put it in gracious terms, they are learning that they can operate their business more efficiently. They are taking some 20% water out that they were never really paying attention to. I don't think we will ever go back to a rampant spending policy again.

**Mr. Liddel:** Well, especially when you consider that the majority of reflex action in the economy has been in non-package-goods advertising. Package-goods advertising, which is really the basis of our particular form of industry, hasn't varied that much from the "good" times to where we are at right now. And the water that Julie speaks of that is out there is water that was spent in an industry fashion not a package-goods fashion. And they are not going to do it any more.

**Mr. Pierce:** I don't particularly share that viewpoint. I think we are in a period where the multiplicity of new brands is going to accelerate. We're seeing it occur in many different hard and soft goods now. We have brand proliferation that is essential to maintaining market shares. The threat of foreign imports alone is going to bring about an increment in advertising expenditures from Detroit.

**Mr. Maneloveg:** You have to have three or four sizes or variations to maintain your brand share. And the dollars allocated to advertising are related to sales. So you end up with the same amount of dollars. Brand proliferation does not necessarily generate more advertising.

**Mr. Pierce:** We are talking to BROADCASTING magazine. You are assuming that the advertising expenditures, as a breakdown in terms of ratio, print versus broadcast, would remain static.

**Mr. Maneloveg:** Oh, no. We're not discussing that at all.

**Mr. Pierce:** Well, I am.

**Mr. Fine:** The other day, for example, I asked you whether you were benefiting

from the onrush of new cigarette introductions. And you told me that it was all coming from existing brands—they're just shifting dollars.

**Mr. Pierce:** I told you?

**Mr. Fine:** Yes. You said . . .

**Mr. Pierce:** For the fourth quarter? Everything's sold out.

**Mr. Fine:** But I am talking in terms of brand expenditures. And I think this is what Herb is saying. You take some from the going brands to pay for the new ones. It is not totally incremental.

**Mr. Maneloveg:** I do agree with the idea that perhaps other media will suffer because of this movement to 30-seconds by CBS. I believe the advertiser who has been running pages in *Life* or *Look* or *Reader's Digest* at forty, fifty thousand dollars a page is now able to buy a 30-second commercial on a single



*Mr. Knowlton*

show for \$26,000 or \$27,000 or even a little less. He'll say that maybe I should be in network television rather than a magazine. Unless there are some sound marketing, demographic and copy reasons why it is absolutely essential to remain in print, I think there is a good chance that he might very well move into the network area.

**Mr. Dickinson:** I think the other day Don Durgin [president of NBC-TV] addressed himself to this situation when he said that "by 1974, 26% of all advertising would be in television or all forms of television." And this is considerably more optimistic than the previous forecast I recall Hugh Beville [NBC vice president for planning, now retired] in 1967 when he said that by 1977 20% of all advertising would be television advertising. It is clear TV is going to get it from some place. And

one of the places television is going to grow and grow very rapidly is in local; at the expense of print.

The department-store advertising, the kind of activity we see at Sears and Woolworth's and Montgomery Ward; and we have, for instance stations which today are doing in relationship to spot dollars 50% of their revenue—their local dollars equal 50% of their national-dollar figure. We have one that is doing equal dollars, local versus national spot. I think it is fair to say that five years ago, six years ago, it would have been 25% local versus national.

**Mr. Fine:** You are seeing the same thing in radio, aren't you? Once you've broken the newspaper syndrome in retailing, both media benefit.

**Mr. Labunski:** Yes. Radio is very strong with retailers. Every time you mention a Sears television campaign you should also add radio. Because it is almost always there in the same market with a comparable expenditure. Plus a lot of smaller people. We still are a small business in many ways, and we appeal to small businessmen. We do business with people who really can't afford television or don't feel they can. Or cannot afford enough to make much noise. And they are substantial radio users. We can even compete for the man who spends modest amounts of money in the split-run edition of a metropolitan paper or a even in a major neighborhood or borough paper. We can show him how he can spend his money better with us than with somebody else.

A 50-50 ratio of national spot versus local is really comfortable and healthy in a major market. The thing that fluctuates is the local. When national is not being spent—and there is a limit to what you can do about that—you pick up the slack with an extra push for local business. If you don't know how, and you are not prepared to do that, then your volume comes down. But it doesn't need to.

**Mr. Dickinson:** Despite the fact we don't draw commission on local business, we are delighted to see it grow because with the growth of retail-TV dollars will come rate stability.

**Mr. Fine:** I'm interested in whether—I know it exists perhaps more in radio than in television—whether we will see retail rates in broadcast like we have in newspapers.

**Mr. Liddel:** God forbid.

**Mr. Fine:** I think we will. The broadcast business has a unique characteristic. When they get hungry, and they find a way to make a buck, they will do it. And keep talking about retailers as a big replacement category. One way is rates.

**Mr. Maneloveg:** Julie, do you think it is possible to work it the other way around? If retailers do indeed go heavily



into spot television—say they do have a good season, say television and radio have done the job for them—might not the newspapers, losing all this lineage, then offer the local rate to the national advertiser, and perhaps the national advertisers move into newspapers because their rates are sliced in half?

**Mr. Fine:** It would take more than that. There is a commission difference which you mention which perhaps is a built-in opportunity for a differential rate. There are all kinds of coverage reasons and so forth. I think it is going to happen not on as broad a basis, but I think there will be stations, particularly the new U's and the independents, that see this as an easy direct sale, that will go out there and do it. Because a lot of retailers are buying cost per spot.

**Mr. Pierce:** It is funny on the national level they buy good quality merchandise and pay the rate.

**Mr. Fine:** Because they have a national agency buy them for them, rather than the personnel of the store.

**Mr. Dickinson:** It is a matter of economics for the station. It costs the station more to make a sale locally than it does nationally. The trend has been the other way. The trend has been to a firming up on one rate card rather, I think, than going in the other direction. Depending on the economy, this can always change. But we did a survey of our stations not too long ago; and those that we talked to indicated their costs were considerably higher—that is to create the local sale than to make the national sale. So maybe this is going to be one of the things that upholds the single rate card.

**Q:** One last question about this 30-seconds: What effect, if any, do you think it will have on what is called clutter?

**Mr. Fine:** It isn't going to help.

**Mr. Pierce:** I'd like to make a point about clutter which I think is getting a little overblown—and I'm talking on the national level. The amount of commercial time that appears in different day parts currently on a national level is no different than it was 15 years ago. The only difference I'm aware of in the last 15 years is that where you have feature films in prime time you have 14 commercial minutes—without billboards—on a network basis as against 12 in a typical two hours of entertainment with billboards. What has happened is that with the advent of piggybacks—you know where that started, how they started, how they accelerated is anybody's guess—you have more messages within the same amount of over-all commercial time on a national basis than you had 15 years ago. There really hasn't been any increase in commercial time to speak of by broadcasting standards. I don't know what has happened

at the local level.

**Mr. Fine:** But you don't know what the perception of the viewer is.

**Mr. Liddel:** Well, it is still clutter.

**Mr. Pierce:** From the broadcasters' point of view you hear a lot about clutter. Now, are they addressing themselves to the point of view of what the consumer is seeing or what they themselves in the industry feel is the reaction to what they are putting out to sources other than the consumer? That is what keeps on bothering me.

**Q:** I think Archa Knowlton can answer this.

**Mr. Knowlton:** I say I think it could be both. You are right in that the amount of commercial time hasn't increased perceptibly, although it is a little more than you said. I mean, for example, station-break time has gone from 30 seconds to 42 seconds. Right?

**Mr. Liddel:** That's right. Seventy-two.

**Mr. Knowlton:** The consumer is being exposed, just in individual commercial messages alone, to something like 77% more in the last five years.

**Mr. Pierce:** Because of piggybacks.

**Mr. Knowlton:** Because of piggybacks and when you throw in all the other interruptions . . .

**Mr. Pierce:** Who has pressed for the piggyback?

**Mr. Maneloveg:** You're arguing about responsibility, and I agree with you. I think that the clutter problem is being made more by the advertiser and the agency than it is by the network or by the local broadcaster. But that does not overrule the fact that there is going to be more clutter. And that is a bad thing. It is causing a diminution of effectiveness. You network people, rightly so, feel that everybody points a finger at you and it's wrong. It should not be pointed solely at the broadcaster. It is more our fault. But it does exist and is growing; and something has got to be done about it.

**Mr. Labunski:** I'm sorry I can't talk about television, I'm not sure of myself. But in radio "overcommercialization," which is our nomenclature for clutter . . .

**Mr. Maneloveg:** You allow 18 minutes in there.

**Mr. Labunski:** Eighteen minutes maximum and most stations permit no more than 22 units in a given hour. You know very well if television interrupted as often as we did—because of length of records in radio versus segments of shows in television—it would be a disaster. We can integrate commercials a lot better. Nevertheless, if we emerged with a policy of saying our commercial content was going to be no more than 10 minutes an hour but we would charge proportionately—suppose we came out with identical dollars for

10 minutes as for 18. How would we fare?

**Mr. Maneloveg:** Well, I think you would lose right away.

**Mr. Labunski:** That's right.

**Mr. Maneloveg:** But that gets back to salesmanship. You haven't sold your medium as a medium of impact.

**Mr. Fine:** I would disagree slightly, because we sat down two weeks ago with about 15 station managers—we have monthly meetings with them—trying to see what the policies are. We went around the room. On what their news formats are. They range from five minutes to eight minutes every half-hour. And we asked the five-minute guys if they were hurt in sales. They said no. And the eight-minute decisions may have to do with the strength of the stations, and so forth and so forth. But here was a range of five, six, seven, and eight minutes.

**Mr. Labunski:** A difference of 60%.

**Mr. Fine:** Right. And the dividing line in delivery was what the traffic would bear. And they were all happy with their commercial format. So it depends on the product that you have, what you do with it. I think generally for an industry to do it, you'd get hurt.

**Mr. Labunski:** We have to prove somehow that it is worth "x" percent more to you to buy an uncluttered spot.

**Mr. Maneloveg:** Right.

**Mr. Labunski:** Since people are used to multiple spotting—thanks in part to television—a double spot is nothing unusual any more in radio. But suppose I came to you and I said, "Any schedule you place with us is never double-spotted. You're always by yourself. There is programing on both sides of your announcement; and therefore, I am charging you twice the current price." How do I prove to you that it is worth twice the price?

**Mr. Fine:** I think I would say to you: "Will you take 10%?"

**Mr. Labunski:** You mean 10% more? It seems to me the issue is: Is a single spot with programing on both sides—not just a little pad like the temperature, but either a record or a listener conversation or a news item—is it worth anything approaching twice as much? Would you buy that concept? In this day of bargain hunting and intense competition for getting the best deal, my hunch is that you wouldn't. Even if you wanted to do, I'm not sure you could do it.

So our motivation for going to such a pattern is low, to put it mildly. But I think that we have to consider the long-term feelings of the public on this subject. I think the public is getting very tired of clutter, very tired. And we all know this. Don't we all get tired of it?

**Mr. Fine:** How many times do you go into the movies and you keep walk-

ing out about 20 minutes into the movie because it is a natural break and you think a commercial is coming on?

**Mr. Labunski:** Oh, I know, Julie. We've all been conditioned.

**Mr. Knowlton:** You know, I got one thought, Freddy. And that is if the networks all go to 30, and, as you say, you hope they won't—if they do, you'll also say—this is as far as we are going to go—15's are ruled out, 20's are ruled out, and so forth. I think it is real important that this fractionalization of commercial time be stopped. And you do have the opportunity to put a hold on it.

**Q:** How much pressure is there for shorter units than 30's?

**Mr. Fine:** Minimal.

**Mr. Pierce:** It's insignificant.

**Mr. Fine:** Fred made the point that

duct in the same audience. That isn't the name of the game. In this society anyway, it is to get a leg up on your competition, not only to buy efficiently, but to sell more for your dollars.

**Mr. Fine:** You can't really generalize. Procter & Gamble was a notable hold-out in using 30 seconds of piggy-backs. But after a certain point in time when competition is getting twice as much out there, forget whether it is right or wrong.

**Mr. Liddel:** You can't hold off any longer.

**Mr. Fine:** Just as you don't want to go to 30's but you may have to if the others do. You can't really generalize. For some advertisers, cars or corporate advertising or some hard-goods stuff, maybe minute advertising makes sense; but in high-velocity package goods you

**Mr. Liddel:** How foreseeable is the future?

**Q:** Next five years.

**Mr. Maneloveg:** No.

**Mr. Fine:** No.

**Mr. Pierce:** No.

**Mr. Liddel:** No more so than long-playing records cut into radio.

**Mr. Fine:** I think you'll see an awful lot of experimentation. We'll get some knowledge, but it is not going to turn the business upside down in the next five years.

**Mr. Labunski:** Any medium that appeals to a substantial number of people and is free, is in pretty good shape for some time to come.

**Mr. Maneloveg:** I think you will see video cassettes and CATV as a force. I think it is going to live along with TV. Very important, but it is not going to



*Mr. Dickinson*



*Mr. Liddel*



*Mr. Pierce*

the responsibility for our current 30-30's was that of the agencies and advertisers. I think they are concerned, and we are concerned, about the monster that we created. I don't think we want to push it any further. That is why the demand is not there. If concern wasn't here, you would have people now pushing for the next step. I think consciences are starting to come in.

**Mr. Pierce:** The advertising agency that finds the unique vehicle, the unique way of carrying this clock back might have an advantage over his competitor who has not that ability. The job of the commercial is to persuade the viewer. It is also to give you some visibility over your competitors. It doesn't do you as an advertiser a damn bit of good to have a 30-second spot for a product on a hit show, with your competitor two spots away selling the exact same pro-

really have to look at yourself in relation to competition.

**Mr. Maneloveg:** It sometimes seems P&G's hold-out was Machiavellian genius because I think they just didn't want their competitors to have twice as many sales opportunities.

**Mr. Dickinson:** It is interesting that at the recent TVB meeting, John Cairns, vice president of merchandising for A&P said that part of his interest in using television, locally, was that he hoped he would be able to get smaller units than 30's because he has two problems: one, to sell his store, and the other to sell goods within the store. So there may be pressures from the retailer in that respect.

**Q:** Changing subjects: Do you think that video cassettes and CATV are going, within the foreseeable future, to cut into radio and television audiences?

replace it.

**Q:** Do you think there will be an increase in the number of syndicated or advertiser-owned programs placed on a barter basis?

**Mr. Liddel:** Increase over what?

**Q:** Over now.

**Mr. Pierce:** Yes.

**Q:** General Foods has done a little of this.

**Mr. Knowlton:** Yes, we have a little bit. But to answer the question whether you'll see a lot more of it, not necessarily us.

**Mr. Pierce:** I think it will accelerate the first year, 1971-72. Then it will begin to recede. The values from everybody's standpoint will decrease.

**Q:** Why?

**Mr. Liddel:** Lack of flexibility. It has an inherent lack of flexibility that network television and local television don't



have. You can move in and move out very quickly in reaction to what the marketplace offers. But you can't and syndicate.

**Mr. Fine:** I think there is a need out there. Stations need products to cover the extended programming hours they need. I don't think that all the stations are in the position to ante up the money or find the product. I think advertisers and agencies are going to go out and try to find ingenious ways to solve it, and if flexibility is a problem, they'll find a way to get around it with spin-outs and other tactics.

This business is in such a state of flux at all times; there are no rules and if there's a demand for something, people are out filling the demand and finding a way to manage it. I don't know how it's going to be done, but it will be done.



*Mr. Fine*

**Mr. Pierce:** I think it will grow in '71-'72, but I think when you get beyond that and as the economy grows, the stations will realize that it is not in their best interest, long-range, to continue this barter-type arrangements. This won't be evident till then—'72-'73 season.

**Mr. Dickinson:** There's another area of business that I believe is going to be interesting which may develop, and this has to do with the question of the environment, where there is an enormous public concern. I have the distinct feeling that business is going to come from two directions, one in the area of the guy who's cleaning up whatever damage he's done, and if he's going to spend a couple of millions to do this, I think he's going to tell the public about his good works through television—he's going to tell it through spot and network.

And the other source of TV business is right in my own kitchen. The other day, someone in our family purchased a product called "Ecology." It's a low-sudsing detergent, and it doesn't have phosphates. I think we're going to see the introduction of new brands. This is going to be good for television, particularly spot. Spot TV is the workhorse for new brands, and we haven't had a hell of a lot of new-brand introductions in the last 18 months. This is a whole area that's subject to change.

**Mr. Fine:** So-called corporate advertising is going to be found money because the companies who have never thought of doing "corporate advertising" are now going to be in corporate advertising.

**Mr. Dickinson:** You can't reach them in *Business Week*. You still have to use the media that reach a lot of people.

**Q:** Let's switch to radio for a moment.

**Mr. Labunski:** Hurray!

**Q:** Everybody seems to agree that it's very flexible and it's good for frequency. What does it need or need to do to get more people to use it?

**Mr. Labunski:** I can give the party line easily.

**Mr. Maneloveg:** What is the party line?

**Mr. Labunski:** I don't know if it's the party line, but I think we have to continue to do what we've been doing, only better. It doesn't sound very glamorous to say that. I wish I had a rabbit to pull out of the hat. We have to continue to persuade advertisers that we are many things. We are a mass medium if you consider that in terms of demographics and targets; you can buy radio in a wide variety of formats—more than one kind of contemporary music, several kinds of middle-road stations. You can buy telephone conversation; you can buy interviews, at least two kinds of country-and-western stations and in a few cities, two different kinds of all-news stations. The result is, you have a smorgasbord of specializations.

**Mr. Liddel:** Can you buy smorgasbord stations, too?

**Mr. Labunski:** Just about. And you can combine them, it seems to me, very adroitly, with other radio stations and with other media.

**Mr. Maneloveg:** I think you hit a point there: Combining. I've always supported radio. Why? Because of combinability, I don't think there's any question that you have all these things, but somehow there is a lot of agency nonthinking in terms of how to combine and how it can supplement or work together with other media forms. But let me just ask it another way: Would you recommend, Steve—the answer from you is going to be pretty obvious—radio as the only medium?

**Mr. Labunski:** Radio as the only

medium? I think there are situations in which you might do that, more often locally than nationally. For example, if you have someone who is in a field that is dominated by giants, and the giants have occupied extremely important franchises in television, and they're very effective in its use, and our guy has a relatively small budget, he might decide to put it all in radio. I think that makes some sense.

**Mr. Maneloveg:** But you're saying in effect that where radio's biggest opportunity is, is in working with other media?

**Mr. Labunski:** I think so.

**Mr. Fine:** But I think the strengths of radio that you have enumerated are almost at the same time its weaknesses. For example, selectivity is a nice word and fragmentation is a naughty word.

**Mr. Labunski:** Yes.



*Mr. Labunski*

**Mr. Fine:** Both are the same thing, said by negative or positive people.

**Mr. Maneloveg:** That's what I mean by combinability.

**Mr. Fine:** Labels mean one thing to you, a different thing to me. For example, what is contemporary music to me may be rock music to you. You suffer from categorization, and you suffer from myths and simplifications.

**Mr. Liddel:** Excuse me, but what we do know from what Julie said, is that what we must have in order to get reach in a market is the combinability. We can't just buy one station. We've got to buy five.

**Mr. Labunski:** That's right. With rare exceptions. Once in a while, you can buy something in a community where the signals are sparse and there's only one really great facility in the market. You might be able to do a hell of a



job on one radio station, but even that isn't a very good idea. In New York, you have to buy four or five or six to do any kind of a job in radio. But beyond that, there isn't any mystery as to how to do that.

**Mr. Liddel:** Except that it costs an awful lot of money.

**Mr. Fine:** Radio doesn't lend itself to generalization in anything. Television does, and it's easy to make a sale on generalization. I say to someone, "X, Y, Z" about television—easily understood, accepted. In radio, you have to spend two and a half hours giving a radio primer. By that time they're bored to death and don't even want to listen to your plan.

**Mr. Labunski:** But that has nothing to do with the media value. It only has to do with. . .

**Mr. Fine:** Adaptability, the question being why isn't there more being done in radio.

**Mr. Labunski:** It is tougher to sell at every level.

**Mr. Fine:** But that doesn't have anything to do with the value of the medium. It has to do with perceptions of the value.

**Mr. Labunski:** And how it is viewed and how it is sold from every level from me to you and you to your client, and from the client to his people that he has to interest and excite or dealers or anyone else. There is a hazard at every step; I understand that.

**Mr. Fine:** I say one thing, and this may be a long time coming, but I think the younger people today are radio-oriented.

**Mr. Labunski:** And radio listeners.

**Mr. Fine:** And many young copywriters coming up. They like the medium. They have an enthusiasm about it. They understand it. To that extent, you may see the youth development in copy departments benefiting radio in the creative sense.

**Mr. Maneloveg:** I also think that you can give some plaudits to the Radio Advertising Bureau. They consciously try to work on the creative man, and I think they have done it. Their creative workshops are a great step forward.

**Q:** Where is all this consumerism—the Firestone case, High C and Chevron—what's that going to do for advertising and for broadcast advertising specifically?

**Mr. Fine:** Make everyone very uncomfortable.

**Q:** You think the FTC will go through with it?

**Mr. Maneloveg:** Oh, yeah.

**Q:** The negative disclosures?

**Mr. Fine:** Our president was on a panel up in Canada with Mary Gardner Jones. And he kept saying, "Why are you forcing us into negative advertising?" And she kept saying, "Why do

you call it negative advertising? Don't I have a right to disclosure? Shouldn't I know how long the refrigerator is going to last? Shouldn't I know whether I've got to worry about this or that? Why is that negative?" It's a pretty tough question to answer.

**Mr. Maneloveg:** You know, we're entering an era of militant consumerism. We've got to be able—the agencies and the broadcasters to a lesser degree—but the agencies and the clients have to recognize that.

**Mr. Maneloveg:** Copy is going to be different, has to be.

**Mr. Pierce:** I don't know that much about it, but I think that there's a tremendous desire for information and knowledge about products.

**Mr. Fine:** Yes, but there's a difference between advertising and a label. They're trying to make labels out of advertising.

**Mr. Labunski:** They say the revolutions are created by the half-satisfied on the curve up, and not by the totally disaffected. When somebody in a black slum of New York sees Dean Martin's Christmas party, I think it may raise real issues with him. And about why his grocer's prices go up on welfare-check day.

**Mr. Fine:** But I think in answer to one of your questions, if or when this comes to pass, it's got to benefit print, for two reasons. One is you're further removed from regulation in print, and two, it's easier to get all the 35 qualifiers squeezed into print than to clutter up a commercial with 17 supers.

**Q:** You'd still be required to devote 25% of your space to disclaimers.

**Mr. Fine:** But when you see the kind of commercials they have today, and you see all the qualifiers on supers such as "available in limited areas" or "this contest and so forth," there's just so much you can do in a commercial to meet the regulatory demands. In print, I just think it's more manageable.

**Mr. Maneloveg:** If 25% of your unit of advertising has to be disclaimers, there are ways creatively to do a print page so that the 75% truly overwhelms. But I must tell you, that if you have a minute, or a 30, it's pretty hard to hide anything in broadcast.

**Mr. Pierce:** I think it's about time we start taking a stand on what we believe in. If the thing is wrong, we ought to admit it and correct it, and not just try to find a way to compromise, so that we don't get any additional pressure.

**Mr. Maneloveg:** I think it's true. I said that we're facing militant consumerism. That doesn't make their claims, their arguments, right. They are more often wrong than they are right. They really don't know what they're screaming about. But I think we too often have a tendency to sort of fold up, too quickly, and we shouldn't.

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# No break in the Washington weather

## Heat's on from administration, independent agencies, Congress and courts as NAB wonders how to cool it

For broadcasters, Washington midway in the term of Richard Nixon continues to generate one crisis after another. If it isn't Vice President Spiro T. Agnew scolding broadcast newsmen for alleged lack of objectivity in their reporting, it is the FCC going against the grain of broadcast-industry thought and adopting rules limiting network programming in prime time, or coolly considering a restructuring of broadcast-station ownership and an unshackling of CATV; or it is Congress passing legislation broadcasters feel discriminates against them.

If this were not enough—and for most broadcasters it is—the courts have become a favorite arena for citizen's groups wishing to alter broadcast programming or policies. And in the final analysis, it may be the courts that have the greatest impact on broadcasting's future as a journalistic medium.

True, the FCC in January adopted a policy statement that broadcasters welcomed. It made clear that in a comparative hearing involving a renewal applicant the commission would favor the incumbent if he could demonstrate "substantial" service to his area. But the statement was an effort to establish that the commission's freakish 3-to-1 decision in the WHDH-TV Boston case a year earlier did not constitute broad new precedent that would make incumbents with other media interests easy prey for locally owned challengers without side interests. (And it worked; where eight challenges were filed in the wake of the WHDH-TV decision, none was filed following issuance of the policy statement. Indeed, in the view of some citizen's groups and renewal challengers it has worked too well; they have gone to court in an effort to overturn it.)

For broadcasters grown accustomed to hearing critics of their calling—FCC Commissioner Nicholas Johnson comes to mind—talk of its pervasive power, of its "ownership" of the FCC, the actions of their government, other than that involving the policy statement, are undoubtedly difficult to comprehend. What's going wrong?

The short answer is that broadcasters' influence is limited. When their interests run up against those of other powerful groups and institutions, it is theirs, not infrequently, that give way. Or, to use the kind of figure of speech popular in Washington these days, no one has an open field in running for the goal line.

President Nixon, who had won broadcasters' cheers when he redeemed a campaign pledge and named a broadcaster, Robert Wells, to the FCC, was himself responsible for some of the hazards broadcasters faced last year. He sanctioned, if he did not direct, Vice President Agnew's attacks on the media, specifically including broadcasting, when there appeared to be political capital to be gained.

There may be other problems for broadcasters emanating from the administration in the months ahead, though in a wholly different context from that involving the Vice President. The new Office of Telecommunications Policy was created to give the President a voice in the formulation of national communications policy, and Dr. Clay T. Whitehead, the OTP's first director, has made it clear that voice will speak with clarity and power—and in matters having a direct bearing on broadcasting.

Dr. Whitehead, a cool young professional, is concerned with broadcasting principally as it fits into the national telecommunications picture. He has already begun to speak out on land-mobile radio's spectrum-congestion problems—a sore point with broadcasters who feel the FCC gave away too much last May, when it decided to permit land-mobile radio to share the seven lowest UHF channels with television in the 10 largest urban areas and reallocated upper-band frequencies, including channels 70-83 to the land-mobile service.

But he has also begun discussing a problem at the heart of the controversies developing over broadcasting—the question of the public's access to radio and television. In a speech last month, he offered no conclusions as to what policy should be followed, but he said the question of access is at the center of the challenge government faces in providing the kind of broadcast service he says is needed without, at the same time, infringing on broadcasters' freedom of speech (BROADCASTING, Dec. 21, 1970.)

At the FCC, Chairman Dean Burch, in his first year in office, has demonstrated that he is the kind of conservative politician—he headed the Republican National Committee and ran Barry Goldwater's presidential campaign in 1964—who generally regards government regulation as distasteful. Along with Commissioner Wells, for instance,

he attempted to head off the prime-time access rule, which bars major-market stations from taking more than three hours of network programming between 7 and 11 p.m. He contended that the rule, designed to promote development of a healthy syndication market and to break the networks' domination of prime time, was misguided and likely to fail—a position taken by most broadcasters, station owners and networks alike.

But Mr. Burch is no broadcasting partisan. He is aware of and sensitive to demands and arguments of others. If he had had his way, land-mobile radio operators would have gained wider access to the UHF spectrum than they did last spring. And there is reason to believe that he will attempt to persuade the commission to open the major markets to CATV expansion—possibly with no restriction other than that cable systems pay copyright fees for the material they use.

Commission officials in private discussions on the matter cite what they say is the "demand" of the public for the kind of services CATV can provide. They also question the feasibility of the plan the commission has proposed as a means of protecting UHF stations against CATV competition: The systems would black out distant commercials and permit local stations to sell time in those spots. And they question the evidence broadcasters submit by the carload as to the harm UHF would suffer from unlimited CATV activity.

Furthermore, the chairman has frequently cited CATV as one of the technological developments he feels should be fostered as a means of providing the public with greater diversity of programming. And in this he is reflecting views similar to those that the Justice Department has expressed in urging the commission to encourage, not inhibit, CATV in competing with television broadcasting.

Besides CATV, the other major issue confronting the commission as it moves into 1971 is its proposal to break up multimedia holdings within individual markets—to limit a company to ownership of one or more daily newspapers, one television station or one AM-FM combination.

The National Association of Broadcasters and the American Newspaper Publishers Association are preparing massive studies aimed at per-





Mr. Johnson



Mr. Bartley



Rex Lee



Mr. Houser



Mr. Wells



Robert Lee



Chairman Burch

At the FCC a seventh member is needed to break the tie that binds. The seventh seat has been vacant since Kenneth Cox, Democrat, left after his term ran out last June 30. Incumbent Robert Wells, Republican, has been nominated to take over the six and a half years left of the Cox term. The White House hasn't had much luck in filling the short term, ending June 30, that is Mr. Wells's present assignment. Sherman Unger withdrew after his nomination was stalled for

four months by an internal-revenue dispute. Tom Houser, now deputy director of the Peace Corps, is the new nominee but can't take his seat until confirmed by the Senate or given a recess appointment. Meanwhile the FCC splits on such key matters as the Corinthian merger with Dun & Bradstreet (see page 57) with Democrats Nicholas Johnson, Robert T. Bartley and H. Rex Lee against and Republicans Wells, Robert E. Lee and Dean Burch, chairman, for.

suading the commission to drop the divestiture proposal. And while forecasts of commission actions are hazardous, there are several factors present that appear to give broadcasters and publishers cause for cheer. First, there is no strong pressure discernible outside the commission militating in favor of the proposed rule—at least not yet.

Second, the commission that acts on the rule will probably look considerably different from the one that proposed it and thus would not have the same commitment to it. Kenneth A. Cox, who voted for issuance of the proposed rule-making, left the commission in September, and Thomas J. Houser, deputy director of the Peace Corps, has been named to fill a resulting six-month vacancy, the remainder of Commissioner Wells's term (Mr. Wells has been named to the seven-year term, succeeding Mr. Cox). But it is exceedingly unlikely that the issue will be ripe for decision before the end of Mr. Houser's anticipated tenure. According to unconfirmed speculation, Representative Charlotte Reid (R-Ill.) is ticketed for the seven-year appointment available at the end of the Houser term June 30. (Mr. Houser's chief function, it seems, will be to provide a seventh vote if the package of CATV rulemaking proposals comes up for decision before July, and

to break the 3-3 tie votes that are plaguing the commission on diverse subjects.)

Indeed, it could well be that a second member of the commission who supported the one-to-a-market rulemaking will be gone when the issue is resolved—Chairman Dean Burch. Few FCC chairmen in recent times have stayed more than a couple of years or so before moving on. Mr. Burch has been on the job about half of that time already, reply comments in the one-to-a-market proceeding will not be filed until March 15—and the commission's record provides no basis for assuming fast action after that. On other major decisions, deliberation has been the rule: The prime-time access restriction was five years in the making; the one-to-a-customer rule, barring the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted two years after it was proposed, in what was to have been an "expedited" proceeding. (Of course, this record also raises some question as to whether Mr. Burch will be on hand when the CATV proposals are ready for a vote: however, the commission has indicated a determination to push forward on them as soon as it gets its seventh member.)

Even more than at the FCC, it has

been on Capitol Hill where broadcasting's political power was found to be less than pulverizing when countervailing forces are at work. By comfortable margins, Senate and House voted to outlaw cigarette commercials after Jan. 1. No matter that cigarettes are legally sold and that Senate and House regularly vote subsidies for tobacco growers or that other media could continue to advertise oigarettes; the moral fervor behind the legislation was not to be denied. For broadcasters, that meant finding new advertising to make up for the \$230-plus million that cigarette companies used to spend with them annually.

Broadcasters were unable to persuade anything resembling a majority of Congress to oppose the political-broadcasting bill. The measure would have required broadcasters to sell time to political candidates at minimum rates, set limits on the amount of money candidates could spend on radio and television and repealed the equal-time law so far as presidential and vice presidential candidates are concerned. To the strapped Democrats in Congress, the bill not only served the public interest, it served theirs. The bill was finally killed, by veto, which the Senate failed by four votes to override.

However, as part of the price for sup-

port of the veto, the White House promised to work with Congress in writing what it said would be a more equitable and effective bill. (President Nixon said the vetoed legislation discriminated against broadcasting and failed to deal with the over-all question of campaign spending.) And Senate Minority Leader Hugh Scott (R-Pa.), who is the White House's chosen instrument in the matter, has promised to introduce a bill early in the next Congress, which convenes late in January 1971.

There has already been some action as well as words on the House side. The House Ethics Committee in December conducted hearings that are expected to produce legislative recommendations on campaign spending. John B. Anderson (R-Ill.), chairman of the House Republican Conference, introduced a campaign-spending bill calling for even tighter restrictions on radio-TV expenditures than those contained in the vetoed bill. He has said he will reintroduce the measure in the new Congress.

And while the National Association of Broadcasters may claim some credit for helping to round up Senate support for the President's veto, its lobbying on the issue irritated members of both the Senate and House Communications Subcommittees who had backed the political-spending bill. In the House Chairman Torbert H. Macdonald (D-Mass.), predicts that any new bill ultimately adopted will be even less to broadcasters' liking than the one the President vetoed and that it would be unlikely to contain an equal-time law repealer—the one provision of the original bill broadcasters favored.

It is in the courts where issues between broadcasters and activist members of the public are being drawn most clearly, and it is in the courts that some of the most disturbing news, for broadcasters, may be written. For it is the FCC policy of affording broadcasters wide discretion in making journalistic judgments that is under challenge.

Three months ago, the U.S. Court of Appeals in Washington overturned a commission decision that WREO(AM) Ashtabula, Ohio, had not violated the fairness doctrine in canceling spot announcements that a union had purchased to urge a boycott of a store it was striking (BROADCASTING, Nov. 2, 1970). The court decision centered on the contention that the commission should have held a hearing to determine the facts in the case. But in its discussion, the court provided considerable ammunition for a growing number of groups—the Democratic National Committee, among them—seeking the right of access to radio and television to present their side of controversial issues.

For these groups, it is not enough that

## Pioneer library starts

Broadcast Pioneers library is now under construction on the ground floor of the National Association of Broadcasters Building in Washington and should be completed by next spring.

It also was announced that the Broadcast Pioneers Educational Fund Inc., New York, has raised \$700,000 of a minimum goal of \$750,000 to cover both construction and several years of operation of an industry reference library.

G. Richard Shafto, president of BPEF and retired president of Cosmos Broadcasting, said Charles H. Tompkins Co., which contracted for the NAB building at 1771 N Street, Northwest, is also doing the library. The library will be designed entirely of teakwood by Mills, Petticord & Mills, Washington architects, and will be equipped for microfilm copying and storage, with automatic instant retrieval providing graphic display of stored documents.

broadcasters exercise "good-faith judgment" in presenting different sides of such issues. As the appeal of one of the groups—the Peace Committee of the Baltimore Yearly Meeting of the Religious Society of Friends—put it, the "overly broad discretion" that the commission grants broadcasters violates the constitutional rights of due process and freedom of speech of those who complain they have been treated unfairly.

The court suits are not the only sign that citizens groups are taking seriously the assertion that the airwaves belong to the public. Hardly a license-renewal period goes by without the filing of a batch of petitions to deny various renewal applications. Some are obviously prepared by laymen. But many are drawn with sophistication and legal skill, usually by lawyers for the United Church of Christ, a pioneer in the field of aiding citizens groups with complaints about local broadcast service, or by such public-interest law firms as the Citizens Communications Center, of Washington. And virtually all emphasize demands for a voice in programing and hiring-practices decisions.

The trend has not only alarmed broadcasters, it has also caused dismay at the FCC, for the agency's license-renewal machinery has become almost hopelessly clogged with scores of petitions to deny and with complaints that require detailed analysis.

The result may be commission rules aimed at opening up a dialogue between citizen groups and stations during the life of the stations' licenses—and thus at avoiding a confrontation before the commission at renewal time. The commission is considering such proposals in

connection with its current effort to streamline its license-renewal procedures (BROADCASTING, Dec. 7, 1970).

The FCC is not the only agency gearing up to give the consumers more say in broadcast matters. The Federal Trade Commission's new chairman, Miles W. Kirkpatrick, is sticking to the tough line on "clear and conspicuous" disclosure laid down by his predecessor, Caspar W. Weinberger. FTC staffers say that additional moves against allegedly deceptive spots, like those taken against television advertising for duPont's Zerex antifreeze and Mattel Co. and Topper Corp. toys late last year, are expected soon. The trade commission is also expected to seek confessional "corrective" ads from companies whose advertising it determines to be fraudulent, as it did in cases involving Coca-Cola Co.'s Hi-C and Standard Oil Co. of California's Chevron additive ads.

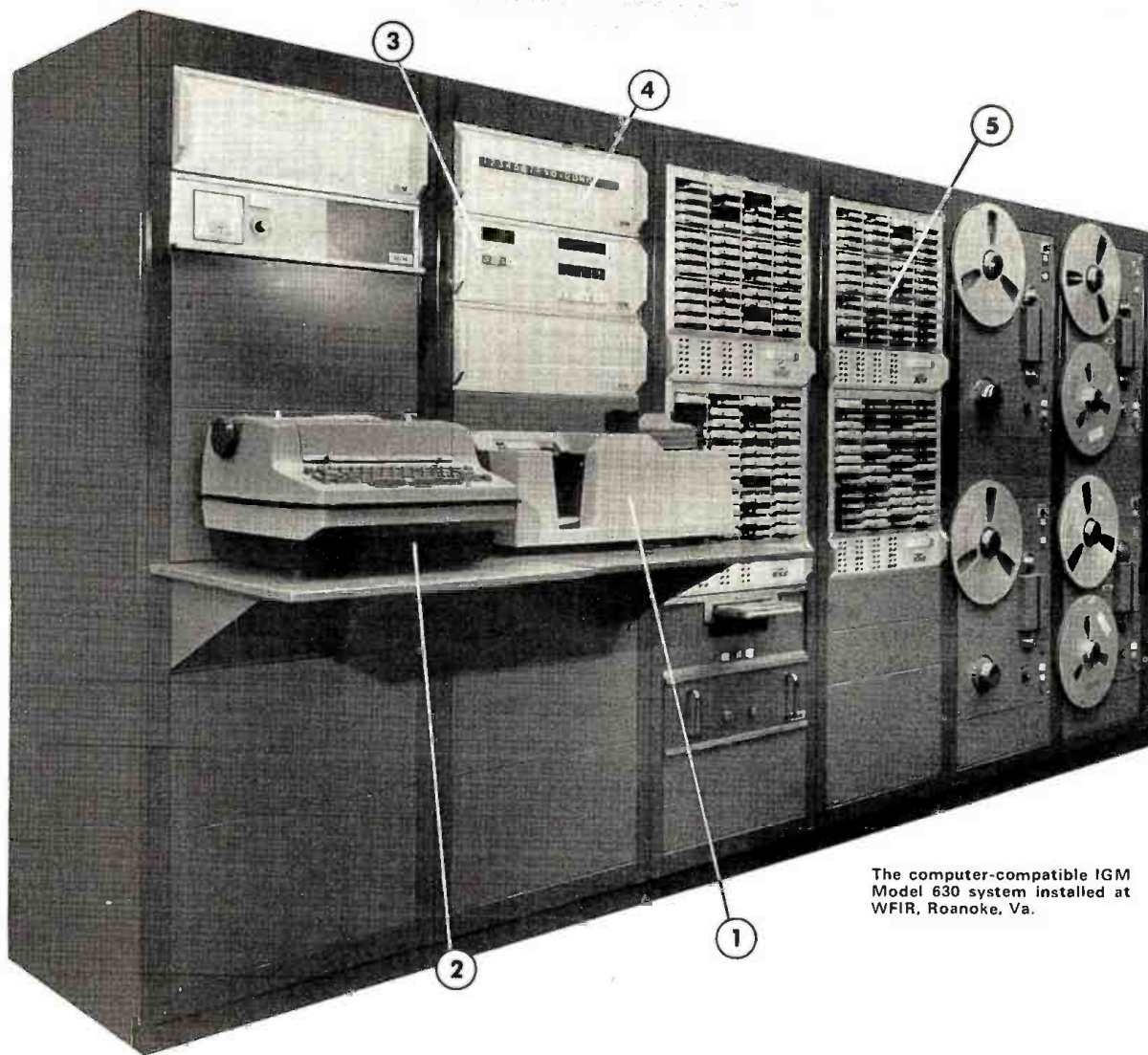
What's more, consumers—and that includes members of the public unhappy about broadcast service—may get from the new Congress a spokesman within the government to represent them before administrative agencies, including the FCC, and the courts. The consumer-protection bill that died on a 7-to-7 vote in the House Rules Committee in early December would have given that responsibility, among others, to a new consumer-affairs agency within the executive department. The bill is expected to be reintroduced in the new Congress.

The administration opposed the measure and advocated a rival proposal of its own, one that would have established a consumer-protection division within the Department of Justice. But that division, too, would have been authorized to represent consumers before federal agencies and the courts. The administration will offer another consumer-protection bill in the new Congress, but Justice Department officials have yet to divulge its details.

What of efforts to protect broadcasters' interests in Washington? In the past several months, the NAB has been working on a reorganization aimed at providing it with some of the muscle its critics in government say it already has. It is establishing three new departments—government relations, industry relations and public relations—each to be headed by an executive vice president, whose collective job would be to sharpen the NAB's ability to ward off the kind of blows the broadcasting industry has been taking from Congress, the commission and the public.

In addition, its Future of Broadcasting Committee has established a political-action group composed of 60 NAB members—10 regional directors and a chairman from each state—which will provide a cadre of broadcasters available for contacting senators and con-





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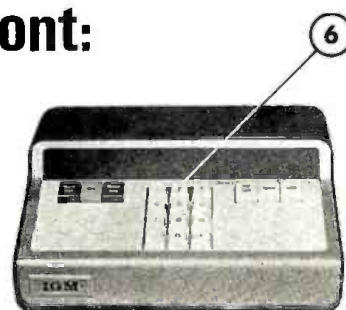
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Call it the Political Action Committee or the Congressional Liaison Committee. Whatever it is, it's the National Association of Broadcasters' first organized attempt to professionalize its relations with Congress through a grass-roots organization of broadcasters.

The committee was formed last fall as one element in the NAB's drive to persuade Congress to legislate CATV policy that would require the FCC to maintain cable TV as subordinate to over-the-air broadcasting. It met for the first time in Washington early in November 1970.

But almost immediately Senate Democrats began organizing to attempt to override President Nixon's veto of the political-spending bill. The full resources of the NAB were thrown into the battle to sustain the veto and it was to this fight that the political-action committee was committed.

The President's veto was sustained by four votes. Much of the NAB's success, it is evident, was directly attributable to the activity of its corps of local broadcasters communicating directly and often in home territory with congressmen

gressmen on legislation affecting broadcasting. The group was originally created to deal with CATV matters, but was pressed into service to help develop support in the Senate for the President's veto of the political-broadcasting bill.

Similarly, the FOB's functions, once limited to CATV, have been expanded to encompass all matters affecting broadcasting's future.

Of all the steps the NAB is taking, that involving the appointment of an executive vice president for public-relations appears to be regarded by the association as the most critical. Indeed, the entire reorganization plan grew out of a proposal to strengthen the NAB's public-relations potential. And in listing job qualifications, the committee recommending the reorganiza-

and senators. NAB's executives intend to use them again and again, but, as NAB President Vincent T. Wasilewski cautioned, they must be used only for the most pressing issues.

The group is composed of 10 regional directors and a chairman for each state.

Above are the 10 directors and the regions for which they are responsible:

David M. Baltimore, WBRE-AM-FM-TV Scranton/Wilkes-Barre, Pa., New England; Fred Weber, Rust Craft Broadcasting Co., Margate, N.J., mid-Atlantic; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., South Atlantic; A. Louis Read, WDSU-TV New Orleans, Southern; Terry H. Lee, Storer Broadcasting Co., Miami Beach, central; Richard D. Dudley, Forward Communications Corp., Wausau, Wis., Midwest; Jack Harris, KPRC-TV Houston, Southwest; Richard W. Chapin, Stuart Enterprises Inc., Lincoln, Neb., west central; Dale G. Moore, KGVO-AM-TV Missoula, Mont., Rocky Mountain; Carl Fisher, KUGN(AM) Eugene, Ore., West Coast.

tion said they must include "an excellent working knowledge of our industry and its problems."

In providing the industry with new clout, then, it seems the NAB is seeking to give fresh meaning to what used to be broadcasting's proudest boast. In the past, when broadcasters were assailed from all sides. They used say: "Nobody likes us but the people."



# Are FCC threats spur to sales boom?

## No matter what the reason, many of 1970's biggest station trades stall at slow-moving commission

It may have been the wildest year for station trading in broadcasting history: Corinthian stations merging into Dun & Bradstreet at a stock value of \$134 million at the time of the original deal; Triangle stations going to Capital Cities for \$110 million; Time-Life selling out its broadcast properties to McGraw-Hill for \$80 million. And to cap 1970 with the least expected deal of all, NBC put on the block its radio stations and its radio network, the original on which all others—radio and television—have been modeled.

Why all the action in the trading of major-market station groups?

The answers are numerous and sometimes conflicting: strains in the general economy; a hedging of bets in broadcast futures; changes or the possibility of change in federal regulations. Whatever the fundamental motives, the unarguable fact of federally regulated life was that of the major sales listed above, not one had cleared the FCC at the end of 1970.

The Corinthian merger with Dun & Bradstreet, after awaiting FCC action for 10 months, was extended beyond its original deadline after the commission, at the last minute, deadlocked at 3 to 3 on the application for transfer. (The seventh FCC seat had been vacant since Sept. 1, 1970 [see story, page 52].) The Triangle-Capcities exchange, including related spin-offs of radio and television properties to meet the new one-to-a-customer rule and old multiple-ownership quotas, had been awaiting action for six months. Time-Life's sale to McGraw-Hill had not yet been submitted for FCC approval; the T-L radio properties associated with the TV stations that McGraw-Hill wanted to keep had not been disposed of to meet the new federal requirements.

Central to these and lesser transactions was the FCC's one-to-a-customer rule already adopted (prohibiting acquisitions resulting in the ownership of more than one full-time broadcast station in any market [BROADCASTING, March 30, 1970]) and one-to-a-market rules under consideration. The latter threatened, if ultimately adopted, to break up all media crossownerships within the same markets.

The effects of the one-to-a-customer rule and of the one-to-a-customer policy that had been operable preceding the rule's adoption could be seen in the decrease in value and number of com-

bined radio-and-television-station sales approved by the FCC during 1970 (see table, page 58). Only three combinations priced at a total of slightly more than \$1 million got through the FCC that year. Five combinations valued at \$35 million passed the agency in 1969.

A classic example of the one-to-a-customer rule at work was the acquisition of the Times Herald Printing Co. (*Dallas Times Herald*, KRLD-AM-FM-TV Dallas) by the Times Mirror Co., owner of the *Los Angeles Times* and other interests.

The whole collection of Dallas properties was included in the original contract of merger into Times Mirror for stock worth \$91 million at the time. Of the total price, \$43,650,000 was ascribed to the AM, FM and TV stations. As part of the transfer package presented to the FCC, Times Mirror spun off the AM and FM stations, for a combined price of \$6,750,000, to Philip R. and Kenneth A. Jonsson and Mrs. George V. Charlton, sons and daughter of Dallas Mayor John Erik Jonsson. A condition of the radio spin-off was that the buyers would, in turn, sell off one of the stations within a year to attain full compliance with the one-to-a-customer rule.

On a smaller scale the same break-ups were now standard in the transfers approved at the commission. But one-to-a-customer and one-to-a-market rules and rulemakings were not alone among factors propelling broadcast owners to reduce their broadcast holdings and buyers of various origins and interests to pick up what the departing broadcasters were willing to drop. The market was full of complexities.

Broadcasters are "unnerved" by the FCC's regulatory actions and proposals, said one lawyer associated with major clients. "They can see the handwriting on the wall with respect to the one-to-a-customer rule," he said. On the other hand, he added, those acquiring properties feel that now is a good time to get into broadcasting. He predicted more entries into station ownership as the general economic climate improves.

The officially stated reasons for some of the large transactions range widely.

In selling its stations to McGraw-Hill, Time-Life Broadcast said it felt that "the time was right for us to undertake a reallocation of our resources." Time-Life is retaining its large holdings in CATV. McGraw-Hill said it "concluded

some time ago" that it should expand into broadcasting.

Capital Cities said it wanted to acquire Triangle's broadcast properties "to broaden both the scope and the character" of its broadcast operations through expansion into other markets. Triangle's decision to sell was made by its owner, Walter H. Annenberg, after he became U.S. ambassador to Great Britain and "analyzed his ownership obligations."

Corinthian Broadcasting has stated that its merger with Dun & Bradstreet would help it strengthen its broadcast operations while retaining its autonomy as a subsidiary of D&B "with its greater financial, personnel and other resources." Corinthian pointed to the "common thread" between the two companies in communications, data, and marketing services, and added that the merger would give Corinthian shareholders opportunity for growth "without posing risks for the continued sound operation" of its stations.

On the other hand, NBC said it was considering bids to purchase its owned radio stations "in view of the trend in regulatory policy," referring to the FCC's proposed rules against common ownership of radio and TV stations in the same market.

What is the outlook for station trading during 1971? Some brokers are predicting an active year, particularly in radio station sales.

According to one broker, the problem of tight money is beginning to ease and interest rates should decrease from their present 10% to 6% or 7%. "Political factors" may also increase business, he said, referring to the switch from a Democratic to a Republican FCC if the nomination of Thomas J. Houser to the commission vacancy receives Senate approval. He said station values will hold, and there will be a greater turnover in major market radio properties with most of these stations being sold for personal reasons. As for divestiture because of the FCC's proposed rules on crossownerships of media in the same communities, he said, "I don't look for it to happen."

In addition, he predicted some exchanging of major market radio properties but said it will be difficult for parties to reach agreements in this area.

Another broker foresees a "very, very bright future" for station trading because of the FCC's actions and proposals on crossownership and multiple

## A 17-year record of station trading

Dollar volume of transactions approved by FCC

	Total	Radio only	Combined Radio-TV	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	203,785,442	86,292,899	1,038,465	87,454,078
<b>Total</b>	<b>\$2,298,352,364</b>	<b>\$941,910,421</b>	<b>\$636,657,439</b>	<b>\$675,084,504</b>

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV." All sales have been approved by the FCC.

Number of stations changing hands

	Radio only*	Combined Radio-TV†	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
<b>Total</b>	<b>5,612</b>	<b>230</b>	<b>436</b>

\* Note: In computing the number of stations traded an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.

† Includes single properties consisting of radio and TV stations.

ownership of TV, radio, newspapers and CATV. There is the feeling at the FCC staff level, he said, that divestiture must take place.

However, he added, divestiture will be a gradual process. The commission may have trouble forcing broadcasters to divest, he said, but it can "wear them down." He said many major station owners will fight and gradually be forced to sell, but many others will sell rather than undergo lengthy and costly legal proceedings. The beginning of this divestiture trend first showed up when Post-Newsweek Stations announced it would donate its WTOP-FM Washington to Howard University, he stated (BROADCASTING, Dec. 14, 1970). There will be attempts at station swapping, although making such deals will be difficult, he predicted.

Sales will increase, but not substantially, said another. He said a seventh FCC commissioner is needed to expedite sales. The economic slump has hurt station sales, but may ease during 1971, he added. Radio, he said, is in the best position now because it is producing more per dollar invested than other media, including newspapers.

"The FCC's multiple-ownership rules are causing a lot of talk but little action," commented another broker. He predicted sales on a par with 1970 and added that the asking prices for many stations are not decreasing. "Buyers aren't reaching for those prices," he said. "They are looking for bargains and not finding many."

Another said 1971 could see a strong demand for CATV because it looks like the fight over cable regulation is nearing its end. He said there will not be very much activity in TV station trad-

ing because "a large number of the most desirable properties are in the hands of people who have a history of holding onto them, particularly newspaper-owned TV's." "I will believe newspaper-station divestiture when I see it," he added. AM-FM radio will continue to show a small increase in trading, he said, predicting that ownership rules will be grandfathered to exempt present ownership.

Following are some of the transactions receiving FCC approval in 1970:

The deadlock on the merger of Plough Inc. into Schering Corp. was finally broken last month when the FCC approved the transaction by a 3-to-2 vote (BROADCASTING, Dec. 14, 1970). On two previous occasions, the commission informally split 3-to-3 with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee arguing that the one-to-a-customer rule would bar the transfer of Plough's stations to a merged company. But, when the merger came to a formal vote, Commissioner Bartley was absent.

The commission's action authorized the transfer of Plough Broadcasting Co., from Plough Inc. to a new corporation, Schering-Plough Corp. Plough Broadcasting is the licensee of WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago, WMPS-AM-FM Memphis and WPLO-AM-FM Atlanta. No cash was involved in the transfer, which was done by an exchange of stock. Under the merger plan, Plough Inc., manufacturer of proprietary drugs and other products, and Schering Corp., manufacturer of ethical drugs, will retain their independent identities as subsidiaries of Schering-Plough. Plough shareholders

will own 39.3% of the new company; Schering stockholders, 60.7%.

In what is said to be the biggest class IV sale in history, WVON(AM) Cicero (Chicago), Ill., was sold by the estate of Leonard Chess and his brother Philip to George Gillett, Potter Palmer IV and Rose P. O'Neil for \$9 million.

Columbia Pictures purchased WNJU-TV Newark-Linden, N.J., from Henry P. Becton, Fairleigh S. Dickinson Jr. and others for \$8.1 million. Messrs. Becton, Dickinson and others bought WKIP(AM) Poughkeepsie, N.Y. from Star Broadcasting Corp. for \$100,000 plus up to \$500,000 in liabilities. Star's Poughkeepsie FM—WSPK—went to Lance Communications for \$125,000.

Scripps-Howard Broadcasting picked up KVOO-TV Tulsa, Okla., from Central Plains Enterprises for \$6.6 million.

KOCO-TV Oklahoma City was sold by Cimarron Television Corp. to Combined Communications Corp. for \$6.5 million.

United Artists Broadcasting bought 80.1% of WRIC-TV Ponce, P.R., from Alfredo Ramirez de Arellano III for \$6.1 million.

Starr Broadcasting Group acquired WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., from Appalachian Broadcasting Corp. for \$5.2 million (WCYB[AM] went to James S. Ayers for \$250,000), and KEIR(FM) Dallas from William Robert Elkins for \$300,000. Starr sold KOZN(AM)-KOWH-FM Omaha to black-owned Reconciliation Inc. for \$375,000, but that sale is pending the outcome of a lawsuit by others contending they had an oral agreement to purchase the station.

Boston attorney John Giannetti, who bought WKNR-AM-FM Dearborn (Detroit), Mich., last year, acquired KRKD-



(AM) Los Angeles (now KITS) from the International Church of the Foursquare Gospel for \$4,525,000.

Horizons Communications (Edward W. Wood Jr., Jerome Feniger and William Mulvey) purchased three TV's and an AM-FM last year. It bought WKOW-TV Madison, WXOW-TV La Crosse and WAOW-TV Wausau, all Wisconsin, from the BFR station group for \$3 million. Horizons also bought KPAT-AM-FM Berkeley, Calif., from Dickens J. Wright for \$1,325,000.

Field Enterprises, 50% owner of WFLD-TV Chicago, bought the other half for \$2.5 million from a joint venture comprising five companies: H & E Television Inc. (Harry and Elmer Balaban), Irwill Inc. (William, Irwin and Rosalind Dubinsky), Schefco Inc. (Herbert Scheffel), Willand Corp. (Cecile E. Burger) and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland).

Originally, the transaction was to have been a two-step affair, with Field buying the 50% interest from the joint venture, then selling the station to Metromedia for \$10 million. However, Metromedia pulled out of the deal because its agreement to acquire the station expired and it would have had to pay \$200,000 per month to keep the agreement in effect (BROADCASTING, Feb. 9, 1970).

Mooney Broadcasting Corp. bought WUNO(AM) Rio Piedras, P.R., for \$1,642,000 from W. M. and Hope Carpenter and William and Ramon Antonio de la Cruz.

KCBH(FM) Los Angeles was sold by Arthur A. and Jean E. Crawford to Louis Marx Jr. and Dan W. Lufkin for \$1.6 million, the highest price ever paid for an FM station.

WAPE(AM) Jacksonville, Fla., went to Stan and Sis Atlas Kaplan from Mrs. Francis U. Brennan and others for \$1,480,000 and liabilities.

WMTR(AM) Morristown, N.J., was sold to Peter L. Arnow and others by George and Kenneth Croy and families for \$1,350,000.

WLTW(TV) Bowling Green, Ky., was sold by George A. Brown Jr. and others to D. C. Combs, John M. Berry Sr. and others for \$1 million.

WQAL(FM) Philadelphia was sold by Abe and George Voron to United Artists for \$950,000, giving UA its first radio station.

Capital Cities sold WSAZ(AM) Huntington, W. Va., to the Stoner Broadcasting System Inc. (KSO[AM] Des Moines, Iowa) for \$900,000.

Walter, Jack, Milton and Daniel Diener sold WUST(AM) Washington and WJMD(FM) Bethesda, Md., to San Juan Racing Association for stock valued at \$941,000. San Juan Racing Association also bought WKLS(FM) Atlanta for

\$750,000 from Donald Kennedy, James B. Latham and D. R. Jones.

Television Communications Corp. bought two properties: WBNB-TV Charlotte Amalie, Virgin Islands, from Robert Moss, Robert Noble, Faye Russell and Kenneth Granger for stock valued at \$750,100; KNWA(FM) Fayetteville, Ark., from Maupin Cummings and Harold R. Lindsay for stock valued at \$90,025.

Not all of last year's station transfers involved cash or stock. Metromedia donated KNEW-TV San Francisco to Bay Area Educational Television Association. The value of the channel 32 facility has been informally estimated at between \$1.5 million and \$2,250,000. Still subject to FCC approval is the gift of Post Newsweek Stations' WTOP-FM Washington to predominantly black Howard University. That facility is valued at more than \$750,000.

Here is a look at other transactions pending FCC approval:

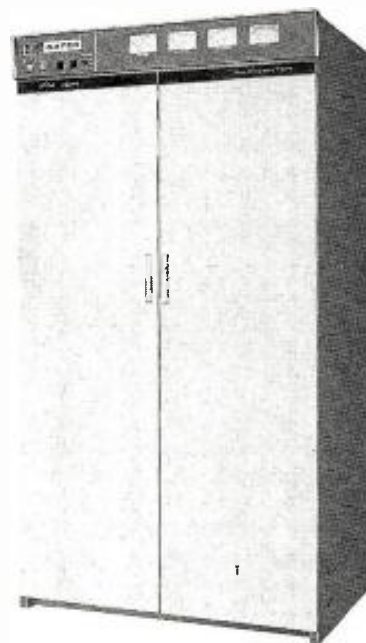
The proposed merger of Corinthian Broadcasting, group owner of TV stations, and Dun and Bradstreet, a broadly based data and business-information-service company, came close to being approved by the FCC last year.

After the transaction had been hung up at the commission for nine months, the dissenting votes of Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee brought the commission to a 3-to-3 deadlock on whether to approve the transfer of the five TV-station licenses involved and also on whether to set the applications for hearing (BROADCASTING, Nov. 30, 1970). Instead, on the eve of the Nov. 27 optional termination date of the merger, the commission called for more information from the parties. The commission requested further data in support of the "compelling public-interest showing" required under the FCC's top-50 market policy when more than two VHF's are acquired in the top 50 markets. Corinthian has three stations in the category—KHOU-TV Houston, KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis (its other stations are KOTV(TV) Tulsa, Okla., a V, and WANE-TV Fort Wayne, Ind., a UHF).

In addition, the commission asked for information on competitive practices to be followed, interlocking directorates, and the nature and extent of proposed programing improvements—particularly in the area of children's programing. The commission also wanted statements from the Justice Department and the Federal Trade Commission indicating that the proposed merger would not be "objectionable under any of the anti-trust laws or policies of the U.S." Merger will be considered further when the information is received, FCC said.

Subsequently, the boards of Corin-

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thian and D&B voted to extend the optional termination date to May 1 (BROADCASTING, Dec. 7, 1970). Under the merger agreement, Corinthian would become a wholly owned subsidiary of D&B. It would involve the exchange of a 0.675 share of D&B stock for each of Corinthian's 3.4 million shares outstanding. The indicated market value of the transaction was about \$117.8 million last month.

Capital Cities' \$110-million deal with Triangle is for WFIL-AM-FM-TV Philadelphia; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif.; Triangle's syndication division and certain Philadelphia real estate.

Separately Triangle has proposed to sell the rest of its stations—WFBG-AM-FM-TV Allentown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WBNF-AM-FM-TV Binghamton, N.Y.—to George A. Koehler, general manager of Triangle's radio and TV division, for \$16 million, contingent on FCC approval of the other sales. Mr. Koehler plans to offer the AM and FM stations for sale to groups interested in local radio, but has not yet announced buyers for the outlets. The Triangle-Capcities portion of the transaction has been filed with the commission.

Capcities proposes to spin off the WFIL, WNHC and KFRE radio stations and sell two of its own VHF TV stations (along with one UHF satellite) to comply with FCC multiple-ownership rules.

Of its own stations, Capcities will sell WSAZ-TV Huntington, W. Va., to Lee Enterprises for \$19 million, and WTEN-TV Albany, N.Y. (and satellite WDCD-TV Adams, Mass.) to Poole Broadcasting for \$19 million.

Following is a list of the agreements Capcities has made to sell the Triangle radio stations:

- WFIL(AM) will go to LIN Broadcasting for \$11.5 million.

- WFIL-FM will be sold to John Richer, the station's general manager, for \$1 million.

- WNHC(AM) is to be transferred to Westerly Broadcasting Co. (WERI-AM-FM Westerly, R.I.) for \$850,000.

- WNHC-FM will be spun off to the station's general manager, Robert Herpe, for \$125,000.

- KFRE(AM) will be sold to Walter Lake of McGovern-Guild-PGW for \$875,000.

- KFRE-FM is to be transferred to Richard A. Ingraham, Richard A. Wagner and Mr. Wagner's father, Richard W., for \$105,000. Mr. Ingraham formerly owned KLGs(FM) Los Gatos, Calif.—now KTAO(FM). Richard A. Wagner has been chief engineer and program director for KREP(FM) Santa Clara, Calif.

Triangle's TV's are being assigned

## Walbridge really winging it

Willard E. Walbridge, senior vice president of Capital Cities Broadcasting, and board chairman of National Association of Broadcasters, claims some sort of media air-travel record. In calendar year 1970, he has logged 103,000 miles for speeches, meetings and other activities exclusively on NAB business. He still makes his home in Houston, where he had been executive head and part owner of KTRK-TV before it was sold in mid-1967 to Capcities.

directly to Capcities. However, the radio stations are being assigned to the ultimate buyers designated by Capcities. Capcities requested this procedure.

In another transaction, Time-Life Broadcast has agreed in principle to sell all of its U.S. TV and radio stations to McGraw-Hill for \$80.1 million.

The Time-Life stations are WFBM-AM-FM-TV Indianapolis; KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif. McGraw-Hill plans to spin-off all the radio properties to comply with the one-to-a-customer rule. Unofficial estimates of their combined market value have ranged from \$8 million to \$12 million.

Time-Life's deal with McGraw-Hill, a major publishing organization, is dependent on preparation of a definitive agreement, approval by the two boards of directors and approval by the FCC. Applications for the station transfers have not yet been filed with the commission. None of Time-Life's extensive CATV franchises and systems or its minority holdings in foreign broadcasting properties are involved.

*The New York Times* plans to acquire a number of Cowles Communications Inc.'s properties, including WREC-TV Memphis; *Family Circle*, and a number of other magazines and newspapers. The transaction is subject to federal tax rulings and approval by the stockholders of both companies. The transfer of WREC-TV is subject to approval by the FCC, although the transfer application has not yet been filed.

Cowles will receive 2.6-million shares of the *Times*' class A common stock, worth over \$50 million. Brokers and others familiar with the market estimate the Memphis channel 3 property to be worth between \$12 million and \$15 million.

In another development late last year, NBC announced it would consider bids for the purchase of its owned radio stations. The network said it has received expressions of interest from a number of bidders (BROADCASTING, Dec. 7, 1970).

NBC officials said independent esti-

mates putting the market value of the radio properties at \$40-45 million were "much too low," but they denied they had established an asking price. Asked whether \$55 million would represent a fair price, they said that "that's better" than \$40-45 million.

They made clear that the fate of the NBC Radio network would be a critical if not decisive factor in any decision.

Although some sources have indicated that the NBC-owned radio stations have been experiencing difficulties in recent years and may be costing NBC substantial sums, NBC's official reason for considering sales offers was the FCC proposal to break up crossownerships in individual markets. The proposal, if adopted, would force NBC to sell or swap most of the stations anyway.

The NBC-owned radio stations are WNBC-AM-FM New York, WMAQ-AM-FM Chicago, KNBR-AM-FM San Francisco, WRC-AM-FM Washington, WKYC-AM-FM Cleveland and WJAS-AM-FM Pittsburgh.

Other station sales pending at FCC: KFDX-TV Wichita Falls, Tex., will be sold by D. A. Cannan Sr., D. A. Cannan Jr. and Howard Fry to the *Charleston* (W. Va.) *Daily Mail* for \$5,050,000.

WKJG-TV Fort Wayne, Ind., is being sold by the Communicana Group to Television Communications Corp. for stock valued at \$4 million.

Connie B. Gay is retiring from broadcasting with the sale of WGAY(AM) Washington; WQMR(AM) Silver Spring, Md.; WTCR(AM) Ashland, Ky., and WVQM(FM) Huntington, W. Va., to group owner Greater New York Media for \$3.3 million.

Jack Roth is buying WOAI(AM) San Antonio, Tex., from Avco Broadcasting for \$2-3 million.

Reeves Telecom is selling WUSN-TV Charleston, S.C., to State-Record Publishing Inc. for about \$2 million.

WKIS(AM) Orlando, Fla., will go to Susquehanna Broadcasting Co. from Thompson K. Cassel, J. McCarthy Miller and Boris Mitchell for \$1,475,000.

Camden, N.J., will sell WCAM(AM) to Starr Broadcasting for \$1,450,000.

Storer Broadcasting is selling all of its FM stations except KGBS-FM Los Angeles. WDEE-FM Detroit and WJHR-FM Miami are being sold to Bartell Media Corp. for \$1,225,000; WSPD-FM Toledo, Ohio, will be sold to Susquehanna Broadcasting for \$225,000, and WCJW(FM) Cleveland and WPNA-FM Philadelphia are to go to San Juan Racing Association for \$700,000 each. Biola Schools and Colleges Inc. will sell KBBI(AM)-KBBW(FM) San Diego to Pacific Southwest Airlines for \$1,150,000.

John Wheeler and associates are selling KRIZ(AM) Phoenix to Doubleday Broadcasting Inc. for \$1,050,000.



# CATV operators chafing at the bit

## Cable reviews its history of opposition and pressures and wonders when it will be able to flourish freely

What chills CATV owners in these first days of 1971 is an eerie feeling that history may be repeating itself and that the freeze (that's what the cable industry calls it) imposed by the FCC on CATV growth may duplicate the four-year hiatus that TV applicants suffered in 1948-1952. This was the TV freeze brought about by the commission's decision to reconsider its TV allocations and rules, which at the beginning was expected to run between three and six months.

The so-called CATV frost goes back to December 1968 when the commission proposed and instituted a series of regulations that hinged on the granting of retransmission rights by TV stations to cable systems. This put a virtual stop to cable TV's principal attraction to TV viewers, outside TV programs, because it was realized soon that individual TV stations had few, if any, program rights to authorize.

Cable operators grumbled for 18 months after that, until their 1970 convention in Washington when FCC Chairman Dean Burch promised them succor. So far that aid still seems distant.

Is it any wonder then that the bulk of CATV operators view the future darkly? Unless, they say, the commission finally comes through with some reasonable regulation and Congress with reasonable copyright legislation (and they stress the adjective "reasonable").

There's no question that since that December day in 1968 CATV has been corked. In that two-year period, cable TV's growth rate, once one of the most promising in the communications economy, has faltered. The early drive for franchises, the hustle for construction, the plans for expansion have demonstrably diminished.

Major statistics have changed since 1969. But not in degree. There are now about 2,500 systems in operation in almost 4,500 communities in 49 states and the Virgin Islands. Connecticut is the only state without a cable system, although franchises were issued three years ago by the state public utility commission.

Pennsylvania, where it all started commercially 22 years ago, and California, each have slightly more than 200 systems; West Virginia, Texas and New York follow, each with more than 100 systems. The average system has

about 2,000 subscribers and provides 10 channels of service, with seven of them TV programs.

As 1971 begins, almost 5½ million homes are wired into CATV. This is almost 9% of all TV homes, and 56% on the average of the 9½-million homes that potentially are within the reach of cable TV. It means also that from 18 million to 20 million people are enjoying their TV (and a few other services) via a cable. When 1970 began, there were 2,385 systems operating, serving 4.5 million customers—a relationship to 1971 that is taken to mean that what growth there is has come mainly from the increase of customers to existing systems.

It is no secret that in the last two years CATV has been hobbled. The once fabulous growth rate has slowed. Franchise seeking has diminished. Expansion has been unspectacular.

For all that cable operators blame the FCC, and, beyond that, television broadcasters. Broadcasters, through the National Association of Broadcasters and the Association of Maximum Service Telecasters, have continued and even heightened their pressures on the commission and on Congress to hold cable TV down, to maintain it as a supplement, but not a competitor, to broadcasting.

The NAB's Future of Broadcasting Committee, formed in 1969, has not only organized the fight against cable TV, it has intensified it through the formation of a "Free Television News Bureau" that has performed such public-relations efforts as issuing news releases, holding explanatory news conferences throughout the country, and writing and furnishing speakers to industry and outside meetings. And NAB has forged for the first time a national broadcast political-action committee that has as its prime purpose relations with local congressmen and senators on CATV legislation.

AMST has continued its customary path of battling CATV before the FCC and in the courts, as well as in Congress. Both organizations consider copyright legislation part of their mission.

Basic to the renewed growth of CATV is its ability to import distant TV signals to expand into the larger metropolitan markets. To go forward, cable operators claim they need the right of importation and a fair copyright law. No CATV entrepreneur will admit that

he can make a go of it by giving customers just local TV signals. Even though there are three operating systems in New York, and there are 16 applicants for franchises in Chicago and almost a dozen applying for Washington, the moves are considered preparations for the future when imports are allowed. So strong is this attitude that even now, six years after that many franchises were granted in Philadelphia, not one system has been built to provide purely local TV.

No cable owner will agree that local TV only will make a system viable. Not even, they insist, with the extra services (weather and time, news, stock market reports, and, in a few instances, local coverage [city council, school board, high school basketball]) that more than half the present systems purvey to their customers.

Nor will local origination do the trick, they say, even though, come April 1, those with 3,500 or more subscribers must provide full-fledged local programming under FCC fiat.

Most cable owners who fall under the origination order are grudgingly preparing to comply, although a challenge to the commission's authority to compel this move has been filed in federal court by Midwest Video Inc., a multiple CATV owner. So far, no argument has been held.

Cable operators see no good coming from that move. They see no added income, even though they are permitted, under the rules, to sell advertising (never a major factor in CATV profit and loss statements). They see only added expenses—for equipment, for personnel and for programs.

Nevertheless, the National Cable TV Association has sponsored cablecasting seminars over the nation during the last six months of 1970, helping to prepare their members for the April 1 date.

What buoys the hopes of the cable-TV industry is Mr. Burch's promise six months ago to do something for CATV. His move came a few weeks later and took the form of a series of proposals dubbed the "Public Dividend Plan." This would permit cable systems to furnish their customers with up to four outside TV signals in the top-100 markets. It would require CATV operators, however, to pay 5% of their revenues to the Corp. for Public Broadcasting. A most controversial element of the plan was the requirement that local

UHF stations be permitted to substitute their commercials for the commercials in the programs that the cable systems were importing. And the commission also suggested that it might impose a ceiling of 2% of gross revenues that a local municipality could charge CATV systems. The plan, however, was predicated on an equitable copyright law from Congress.

For more than a year, the cable industry had been heartened by the efforts of Senator John McClellan (D-Ark.), chairman of a Senate Judiciary Subcommittee, to resolve the CATV copyright issue. At one time last year, the Senate was close to considering the proposed copyright legislation which offered CATV a compulsory license, with quarterly fees ranging from 1% on the first \$40,000 of revenue up to 5% on revenue over \$160,000. In return, CATV systems in the top 50 markets would have been permitted to carry up to seven TV signals (three network, three independents and one noncommercial, educational), and in all other markets, six (three network, two independents and one noncommercial, educational). But the 91st Congress ended with no action on the bill and cable operators look to this year and next for the resolution of that element of their problems.

Cable operators were not all of one mind about the Burch proposals, although leaders of the industry noticeably brightened at the prospect of a break in the ice jam. Broadcasters and copyright licensees, on the other hand, protested, loudly.

The restored enthusiasm of the CATV industry was nourished in great part by the implied promise by Mr. Burch—or so the cable industry read him—that the FCC would move quickly—like the fall of 1970. But, as cooler observers knew from long history, the FCC moves with leaden feet. As the year ended, only the first rash of comments on the commission proposals had been filed. Replies were given a new deadline—Feb. 1. And if past history is

a guide, there will be oral argument 90 days or more after that date, with the same time factor before a final order is issued by the commission. And then there are the court appeals that normally follow any really significant controversial decision by the commission.

The future of CATV in 1971, therefore, is conditional. If the commission permits importation. . . . If Congress passes a copyright law for CATV. . . .

Pragmatists in the cable industry see the year of decision as 1972. By that time, they reason, the FCC will have established finally the principles that cable TV can follow (including importation), and Congress will have passed a new copyright law that includes provisions for CATV.

These hard-headed cable businessmen know that they must have the TV programs to entice TV viewers to sign for cable and after that, if the FCC requirements are onerous, or the copyright law too harsh, CATV can turn to other services, like meter reading, electronic mail delivery, facsimile newspapers and shopping displays.

In the interim, the CATV industry, which started out like a sprinter, has settled into a miler's jog. Particularly has this been true in those cable companies that are publicly held. They, more than privately held firms, feel the heat, not only of the FCC and Congress, but of the general economy.

One symptom of this has been the increase in the number of mergers that has taken place in CATV. It began in 1969, continued in 1970 and may well increase this year. For, it is obvious that if you cannot grow, you can at least combine.

The biggest, of course, was the \$80-million merger of Teleprompter Corp. and H&B American Corp. which became a reality last fall. This resulted in Teleprompter becoming the pre-eminent cable system, serving more than 350,000 customers.

The most recent move in this direction is the \$7.6-million merger of Centre

Video Inc., State College, Pa., owner of a group of cable TV systems in and around Pittsburgh, into Tele-Communications Inc., the Denver-based nationwide firm, that will result in Tele-Communications serving 140,000 subscribers.

Another gauge of cable TV is to look at its position in the financial world. Stock market price levels for publicly held firms that are principally CATV can be considered a barometer of sorts, although the state of the market in the last six months must also be taken into account.

Nevertheless, it is indicative of CATV's position in the world of investment that Teleprompter, for example, which had a high of 133½ and a low of 46 last year, closed on Dec. 10, 1970, at 80¾. Other examples: American Television & Communications, a high of 24 and a low of 10, closed at 16¾; Cox Cable Communications, a high of 25 and a low of 12, closed at 18¾; Tele-Communications Inc., a high of 16¼ and a low of 8½, closed at 12¼; Television Communications, a high of 19¼ and a low of 3¾, closed at 6¾; Cablecom-General, a high of 23¾ and a low of 7¾, closed at 14¾; Columbia Cable, a high of 15½ and a low of 6¾, closed at 10½; Communications Properties, a high of 10½ and a low of 6, closed at 8¼; Cable Information Systems, a high of 5 and a low of ¾, closed at 2¾.

Still, the investment community continues its interest, if not its cash, in CATV. It is evident that they stand ready to jump in, once the road ahead is clear—and of course, upward.

Martin F. Malarkey, a Washington CATV consultant who is one of the pioneers in the cable industry, estimates that even under present rules, there is still a market for CATV in many communities within a 50-mile radius of the leading TV markets, calling for a capital need of \$150 million to \$200 million. If, however, the FCC and Congress are good to CATV, Mr. Malarkey forecasts in the next decade an investment requirement that will run from \$2.5 billion to \$3 billion.

He's not the only one. Industry predictions for 1980, premised on liberalized restrictions on the part of the government, see between 25 and 30 million homes wired for CATV, with 5,000 systems in operation taking in annual revenues of \$4 billion and having a net worth of \$15 billion.

More than one cable TV observer has taken note that Time Inc., in selling its broadcast properties to McGraw-Hill in an \$80.1-million deal, is keeping its cable TV systems.

"If that's the way Time feels," said one CATV entrepreneur, "I'm sticking too."

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# Performance chart for TV-network affiliates

Station's share of network audience is coupled with population figures to yield index of effectiveness

How can the performance of a network affiliate be gauged? Absolute audience size and share of market are two obvious yardsticks, but they are clearly only part of the answer. To get a complete picture, a measurement that permits effective national comparisons is also necessary.

One such measurement is the size of the audience a station delivers for the network compared to the size of the population in its market. This relationship can be expressed as a simple index number. For example, Baltimore contains 1.09% of U.S. households. The ABC affiliate, WJZ-TV, delivers 1.18% of the ABC-TV network prime-time audience

for an index of 108 (1.18 divided by 1.09)—an above-average performance.

The following tabulations were prepared from the Nielsen station index. They provide a market-by-market summary of the relative value of each market to the network, a list of the affiliate stations within that market and the number of quarter-hours of network programming carried. The figures are based upon the four weeks ending March 11, 1970, and are reported for the average prime-time program, 7:30-11:30 p.m., Sunday through Saturday.

"Telestatus" appears in BROADCASTING each month.

	Market Household % U.S.	ABC					CBS					NBC				
		Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating
Abilene-Sweetwater, Tex.	.12	.12	142	KRBC-TV*	2	8	.13	108	KTXS-TV*	63	24	.17	142	KRBC-TV	98	28
Ada-Ardmore, Okla.	.07	.08	114	KTXS-TV*	52	16										
				KTEN(TV)	93	15	.04	57	**	—	—	.14	200	KTEN(TV)	14	9
Albany, Ga.	.12	.12	100	**	—	—	.09	75	**	—	—	.26	217	KXII(TV)	38	24
Albany-Schenectady-Troy, N.Y.	.67	.51	76	WAST(TV)	95	14	.70	104	WTEN(TV)*	78	22	.75	119	KTEN(TV)	14	9
Albuquerque, N.M.	.31	.32	103	KOAT-TV	97	19	.30	97	KGGM-TV	79	22	.30	97	KOB-TV	82	19
Alexandria, La.	.11	.06	55	**	—	—	.08	73	**	—	—	.21	190	KALB-TV	96	38
Alexandria, Minn.	.12	.16	133	KCMT(TV)*	10	11	.08	67	**	—	—	.24	200	KCMT(TV)*	86	39
Amarillo, Tex.	.25	.25	100	KVII-TV	97	18	.27	108	KFDA-TV*	89	24	.23	92	KGNC-TV	96	18
Atlanta	1.06	1.02	96	WATL-TV	4	2	1.00	94	WAGA-TV	81	21	1.02	98	WSB-TV	90	19
				WQXI-TV	93	14										
Augusta, Ga.	.24	.40	166	WATU-TV	8	4	.32	133	WATU-TV	10	2	.55	229	WATU-TV	34	2
				WJBF(TV)	81	23								WJBF(TV)	18	25
				WRDW-TV	34	17								WRDW-TV	34	17
				KHFI-TV	28	8	.29	161	KTBC-TV	71	35	.19	106	KHFI-TV	84	19
				KTBC-TV	30	19										
Bakersfield, Calif.	.15	.13	87	KJTV(TV)	97	10	.11	73	KBAC-TV	89	16	.17	113	KERO-TV	98	21
Baltimore	1.09	1.18	108	WJZ-TV	91	18	1.31	83	WMAR-TV	81	25	.98	89	WBAL-TV	74	16
Bangor, Me.	.13	.08	62	WEMT(TV)	97	11	.41	107	WABI-TV	89	24	.12	92	WLBT-TV	95	19
Baton Rouge	.24	.53	220	WAFB-TV	22	25	.33	138	WAFB-TV	77	29	.41	170	WBZ(TV)	88	34
				WBZ(TV)	8	12										
Beaumont-Port Arthur, Tex.	.21	.19	90	KBMT(TV)	85	16	.28	133	KFDM-TV	89	29	.22	112	KJAC-TV	82	19
Beckley, W.Va.	.13	.09	69	WOAY-TV	97	—	.09	88	**	—	—	.22	169	WHIS-TV	96	29
Billings, Mont.	.10	.15	150	KULR-TV	80	19	.14	140	KOOK-TV	85	26	.26	260	KOOK-TV	36	23
				KULR-TV	52	23								KULR-TV	52	23
Binghamton, N.Y.	.25	.13	52	WBJA-TV	97	8	.33	132	WNBF-TV	89	27	.19	76	WINR-TV	98	10
Birmingham, Ala.	.72	.98	136	WBRC-TV	95	25	.91	91	WAPI-TV	40	20	.77	106	WAPI-TV	54	17
				WBRC-TV	95	25			WBMG(TV)	32	6			WBMG(TV)	38	4
Boise, Mont.	.14	.34	248	KBOI-TV	22	18	.21	150	KBOI-TV	67	32	.20	143	KTUB(TV)*	64	28
				KTUB(TV)*	42	26			WHDH-TV	85	18					
Boston	2.55	3.19	125	WNAZ-TV	93	15	2.22	87	WHDH-TV	85	18	2.38	93	WBZ-TV	94	18
				WSBK-TV	4	—										
				WMUR-TV	97	6										
				WKPT-TV	97	3										
Bristol, Va.-Johnson City-Kingsport, Tenn.	.28	.12	43	WKPT-TV	97	3	.34	121	WJHL-TV	87	21	.33	178	WCYB-TV	90	21
Buffalo, N.Y.	.94	.99	105	WKBW-TV	91	34	1.01	107	WBEN-TV	70	24	.88	94	WGR-TV	88	18
Burlington, Vt.-Plattsburgh, N.Y.	.19	.08	42	WVNY-TV	97	3	.23	121	WCAX-TV	74	27	.15	79	WPTZ(TV)	98	16
Butte, Mont.	.06	.13	220	KXLF-TV	46	33	.12	200	KXLF-TV	75	42	.04	66	**	—	—
Casper, Wyo.	.06	.06	133	KTWO-TV	60	21	.09	150	KTWO-TV	20	32	.09	150	KTWO-TV	50	26
Cedar Rapids-Waterloo, Iowa	.39	.43	110	KCRG-TV	97	20	.52	133	WMT-TV	82	27	.34	87	KWWL-TV	90	16
Champaign-Decatur-Springfield, Ill.	.43	.48	111	WAND(TV)	97	16	.50	116	WCIA(TV)	81	24	.43	100	WICS(TV)	90	18
Charleston-Huntington-Parkersburg, W.Va.	.69	.54	78	WHTN-TV	93	13	.55	80	WCBS-TV	78	17	.87	126	WSAZ-TV	96	23
Charleston, S.C.	.20	.21	105	WUSN-TV	95	17	.25	125	WCSC-TV	72	27	.18	90	WCIV(TV)	88	17
Charlotte, N.C.	.65	.33	50	WCBC-TV	97	10	.90	138	WBTV(TV)	71	29	.53	82	WSOC-TV	72	14
				WCTU-TV	6	—			WDEF-TV	89	19	.40	118	WRCB-TV	98	22
Chattanooga	.34	.31	91	WTVC(TV)	97	16	.33	97	WDEF-TV	89	19	.40	118	WRCB-TV	98	22
Cheyenne, Wyo.	.10	.10	100	KFBC-TV*	40	13	.17	170	KFBC-TV*	73	37	.18	180	KFBC-TV*	35	35
Chicago	4.28	4.17	98	WLS-TV	97	18	3.92	92	WBBM-TV	89	20	3.82	90	WMAQ-TV	98	18
Chico-Redding, Calif.	.15	.35	233	KHSL-TV	46	13	.25	166	KHSL-TV	81	16	.23	153	KRCR-TV	98	23
				KRCR-TV	4	24			WCPO-TV	2	16					
Cincinnati	.96	1.09	114	WKRC-TV	93	16	.97	101	WCPO-TV	82	21	1.05	109	WLWT(TV)	82	19
				WXIX-TV	4	4										

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		Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating
Clarksburg-Weston, W.Va.	.10	—	—	WBOY-TV	—	—	—	—	WDTV(TV)	—	—	—	—	WBOY-TV	—	—
Cleveland	2.16	2.22	103	WDTV(TV)	97	18	1.94	90	WJW-TV	85	19	2.00	95	WKYC-TV	98	18
Colorado Springs-Pueblo	.22	.27	123	WEWS(TV)	97	23	.23	105	KKTV(TV)	81	23	.19	86	KOAA-TV	92	18
Columbia, S.C.	.23	.15	65	WAKR-TV	17	10	.19	83	WNOK-TV	89	31	.34	148	WIS-TV	68	21
Columbia-Jefferson City, Mo.	.19	.29	152	KRDO(TV)	28	7	.28	147	KRCG(TV)*	73	12	.25	131	KOMU-TV	96	29
Columbus, Ga.	.23	.31	135	WOLO-TV	83	23	.30	130	WRBL-TV	82	28	.38	165	WTVM(TV)	16	27
Columbus, Miss.	.08	—	—	KROG(TV)*	20	17	—	—	WCBI-TV	—	—	—	—	—	—	—
Columbus, Ohio	.76	.71	93	KOMO-TV	28	7	.95	125	WBNS-TV	79	27	.69	97	WLWC(TV)	78	18
Corpus Christi, Tex.	.18	.17	94	WTVM(TV)	97	17	.21	166	KZTV(TV)	89	25	.18	100	KRIS-TV	88	20
Dallas-Fort Worth	1.45	1.34	92	WCBI-TV	—	—	1.36	94	KDFW-TV	89	21	1.32	91	WBAP-TV	94	17
Davenport, Iowa	.44	.45	152	WTVM(TV)	83	23	.50	113	WHBF-TV	89	24	.45	102	WOC-TV	82	20
Rock Island-Moline, Ill.	.86	.46	69	WQAD-TV	95	17	.73	110	WHIO-TV	75	23	1.25	189	WHIO-TV	10	19
Dayton, Ohio	.72	.61	85	WKTR-TV	97	7	.74	102	KLZ-TV	85	23	.55	76	WLWD(TV)	84	17
Denver	.43	.40	93	KBTV(TV)	97	15	.52	120	KRNT-TV	82	25	.40	93	KOA-TV	92	15
Des Moines, Iowa	2.36	2.36	100	WOI-TV	95	15	2.09	89	WRBK-TV	81	20	2.36	100	WHO-TV	82	17
Detroit	.10	.11	110	WXYZ-TV	97	18	.17	170	WTVM(TV)	81	35	.09	90	—	—	—
Dothan, Ala.	.24	.26	110	WTVM(TV)	40	12	.29	120	KDAL-TV	89	27	.25	104	WDSM-TV	98	20
Duluth, Minn.-Superior, Wis.	.06	.07	116	WDIO-TV	97	19	.06	100	**	—	—	.10	166	WEAU-TV	94	36
Eau Claire, Wis.	.22	.18	82	WEAU-TV	16	19	.24	109	KROD-TV	68	24	.26	118	KTSM-TV	80	24
El Paso	.17	.17	94	KELP-TV*	95	14	.14	82	WSEE(TV)	89	16	.22	129	WICU-TV	98	24
Erie, Pa.	.17	.18	106	WJET-TV	97	16	.08	47	**	—	—	.24	140	KVAL-TV	96	29
Eugene, Ore.	.16	.16	266	KEZI-TV	93	15	.10	166	KIEM-TV	69	34	.09	160	KVIQ-TV	96	26
Eureka, Calif.	.27	.35	140	KIEM-TV	50	29	.29	107	WEHT(TV)	81	24	.21	77	WFIE-TV	96	16
Evansville, Ind.	.25	.18	72	WTVW(TV)	28	24	.29	116	KXJB-TV	89	25	.29	116	WDAY-TV	90	21
Fargo, N.D.	.54	.68	128	KTHI(TV)	97	12	.42	77	WKNX-TV	89	6	.62	114	WNEM-TV	88	20
Flint-Saginaw-Bay City, Mich.	.07	—	—	WJRT-TV	91	21	—	—	—	—	—	—	—	WOWL-TV	—	—
Florence, Ala.	.12	.03	25	**	—	—	.18	150	WBTV(TV)	85	33	.10	83	—	—	—
Florence, S.C.	.04	.03	75	**	—	—	.07	171	WINK-TV	85	31	.04	100	WBBH-TV	98	17
Fort Myers, Fla.	.10	.21	210	**	—	—	.23	230	KFSA-TV	43	46	.23	230	KFSA-TV	36	43
Fort Smith, Ark.	.27	.23	85	KFSA-TV	26	30	.30	111	WANE-TV	73	24	.27	100	WKJA-TV	90	20
Fort Wayne, Ind.	.42	.40	95	WPTA(TV)	93	15	.35	88	KFRE-TV	89	18	.47	113	KMJ-TV	98	22
Fresno, Calif.	.01	—	—	KJEO(TV)	97	17	—	—	—	—	—	—	—	—	—	—
Glendive, Mont.	.06	—	—	KXGN-TV	—	—	—	—	KXGN-TV	—	—	—	—	KXGN-TV	—	—
Grand Junction, Colo.	.67	.46	69	KREX-TV	—	—	.82	122	KREX-TV	—	—	.68	110	KREX-TV	—	—
Grand Rapids-Kalamazoo, Mich.	.10	.12	120	WZZM-TV	91	17	.20	200	WKZO-TV	89	25	.22	101	WOOD-TV	86	19
Great Falls, Mont.	.40	.41	105	KBLL-TV	10	3	.20	200	KFBB-TV	18	13	.22	101	KBLL-TV	90	4
Green Bay, Wis.	.52	.47	90	WLUK-TV	93	18	.62	150	KRTV(TV)	43	29	.41	105	KFBB-TV	12	12
Greensboro-Winston Salem-High Point, N.C.	.34	.26	76	WLUK-TV	4	7	.65	125	WBAY-TV	85	27	.41	105	WFRV-TV	90	20
Greenville-New Bern-Washington, N.C.	.61	.47	77	WFMY-TV	64	25	.42	123	WLUK-TV	4	7	.36	115	WSJS-TV	88	15
Greenville-Spartanburg, S.C.-Asheville, N.C.	.14	.33	236	WNBE-TV	97	6	.52	85	WNCT-TV	79	23	.60	98	WITN-TV	98	17
Harlingen, Tex.	.06	.09	150	WLOS-TV	95	14	.18	128	WSPA-TV	81	17	.19	135	WFBC-TV	70	19
Harrisonburg, Va.	.98	.98	102	KGBT-TV	42	22	.18	128	KGBT-TV	79	28	.19	135	KRGV-TV	76	28
Hartford-New Haven, Conn.	.06	.06	100	KRGV-TV	16	21	.03	50	**	—	—	.06	100	WSVA-TV	4	15
Hattiesburg-Laurel, Miss.	.31	.32	101	WSVA-TV	93	28	1.09	113	WTIC-TV	79	22	.76	79	WHNB-TV	98	10
Honolulu	1.12	1.05	97	WHNC-TV	—	—	.04	66	**	—	—	.14	233	WDAM-TV	90	4
Houston	.15	.13	87	KHVV-TV*	91	20	.36	116	KGMB-TV*	77	27	.17	54	KHON-TV*	90	11
Huntsville-Decatur, Ala.	.09	.13	144	KTRK-TV	97	17	1.01	90	KHOU-TV	74	20	1.08	96	KPRC-TV	96	20
Idaho Falls-Pocatello, Idaho	1.10	1.03	94	WMSL-TV	97	14	.19	126	WHNT-TV	81	27	.14	95	WAAY-TV	92	18
Indianapolis	.39	.89	228	KIFI-TV	48	27	.12	133	KID-TV	79	31	.12	133	KIFI-TV	74	27
Jackson-Greenwood, Miss.	.47	.29	62	WLWI(TV)	93	17	1.06	96	WISH-TV	81	21	1.13	102	WLBC-TV	74	26
Jacksonville, Fla.	.39	.38	97	WJTV(TV)	4	19	.47	130	WJTV(TV)	74	25	.49	126	WLBT(TV)	78	23
Johnstown-Altoona, Pa.	.21	.23	109	WLBT(TV)	24	21	.57	125	WJXT(TV)	77	27	.43	91	WFGA-TV	92	18
Joplin, Mo.-Pittsburg, Kan.	.26	.26	76	WJKS-TV	97	10	.39	100	WFBG-TV	89	19	.49	126	WJAC-TV	98	24
Kansas City, Mo.	.03	.07	233	WJAC-TV	4	8	.16	76	KUHI-TV	89	13	.29	138	KOAM-TV	98	27
Klamath Falls, Ore.	.43	.24	55	KODE-TV	97	17	1.08	108	KCMO-TV	79	24	1.11	109	KCIT-TV	14	3
Knoxville, Tenn.	.12	.08	75	KCIT-TV	4	2	.05	166	KOTI(TV)	65	36	.06	200	WDAF-TV	76	17
La Crosse, Wis.	.20	.27	140	KOTI(TV)	97	8	.51	118	WBIR-TV	83	25	.48	111	KQTV(TV)	4	—
Lafayette, La.	.07	.06	86	WTVK(TV)	—	—	.05	118	WBIR-TV	83	25	.48	111	KOTI(TV)	6	23
Lake Charles, La.	.58	.55	94	WTKB(TV)	8	5	.22	183	WKBT(TV)	87	38	.10	83	**	—	—
Lancaster-Lebanon-Harrisburg-York, Pa.	.26	.26	76	KATC(TV)	97	21	.27	135	KLFY-TV	77	30	.13	65	KLNI-TV	98	4
Lansing, Mich.	.03	.09	60	KATC(TV)	—	—	.07	100	**	—	—	.11	157	KPLC-TV	98	26
Laredo, Tex.	.15	.16	80	WTPA(TV)	97	13	.49	89	WHP-TV	89	8	.64	110	WGAL-TV	98	20
Las Vegas	.20	.20	140	**	—	—	.34	130	WLYH-TV	89	3	.26	100	WILX-TV	88	15
Lexington, Ky.	.09	.06	66	KGNS-TV	—	—	.34	130	WSBA-TV	89	2	.26	100	KGNS-TV	—	—
Lima, Ohio	.36	.32	89	KSHO-TV	85	11	.12	80	WJIM-TV	85	26	.26	100	KORK-TV	98	29
Lincoln-Hastings-Kearney, Neb.	.47	.55	117	WBLG-TV	86	13	.22	107	WKYT-TV	81	21	.21	111	WLEX-TV	78	18
Little Rock, Ark.	5.55	4.56	82	**	—	—	.09	100	**	—	—	.14	155	WIMA-TV	88	18
Los Angeles	.64	.52	81	KHOL-TV*	97	10	.46	127	KOLN-TV*	89	26	.22	61	KHAS-TV	98	6
Louisville, Ky.	.19	.11	52	KATV(TV)	93	21	.58	119	KTHV(TV)	74	26	.50	94	KARK-TV	84	20
Lubbock, Tex.	.17	.36	211	KABC-TV	97	15	4.23	76	KNXT(TV)	89	17	4.63	83	KNBC(TV)	98	17
Macon, Ga.	.21	.19	90	WLKY-TV	95	14	.69	132	WHAS-TV	85	23	.69	107	WAVE-TV	90	21
Madison, Wis.	.10	.09	90	KSEL-TV	89	10	.21	110	KLBK-TV	85	23	.20	105	KCBD-TV*	82	21
Mankato, Minn.	.09	.15	166	WCWB-TV	4	1	.29	170	WCWB-TV	4	1	.11	47	WCWB-TV	98	8
Marquette, Mich.	.16	.18	113	WKOW-TV*	97	15	.27	75	WISC-TV	82	27	.18	128	WMTV(TV)	98	16
Mason City, Iowa	.10	.09	90	**	—	—	.17	170	**	—	—	.05	50	**	—	—
Austin-Rochester, Minn.	.09	.15	166	WLUC-TV	42	24	.16	177	WLUC-TV	81	36	.07	77	**	—	—
	.16	.18	113	KAUS-TV	93	18	.22	137	KGLO-TV	89	26	.15	93	KROC-TV	86	17

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Medford, Ore.	.07	.17	242	KMED-TV	30	17	.09	128	KOBI(TV)	81	31	.09	128	KMED-TV	84	27
Memphis	.88	.74	89	KOBI(TV)	32	28	.98	111	WREC-TV	82	24	.72	95	WMC(TV)	92	16
Meridian, Miss.	.11	.16	145	WHBQ-TV	91	15	.21	190	WTOK-TV	83	41	.06	54	WHTM(TV)	88	5
Miami-Fort Lauderdale	.98	.85	87	WTOK-TV	52	27	.97	98	WTVJ(TV)	79	22	.99	106	WTMJ-TV	82	19
Milwaukee	.93	.96	103	WAJA-TV	6	2	.90	90	WISN-TV	85	20	.99	186	WCKT(TV)	78	19
Minneapolis-St. Paul	1.18	1.01	85	WPLG-TV	95	14	.18	100	WCCO-TV	89	21	1.06	84	WTMJ-TV	82	19
Minot-Bismarck-Dickinson, N.D.	.18	.39	216	WITI-TV	95	18	.23	127	KDIX-TV	89	5	.28	155	WVTV(TV)	4	3
Missoula, Mont.	.04	.08	200	KDIX-TV	56	2	.04	100	KFYR-TV	85	5	.07	175	KSTP-TV	94	17
Mobile, Ala.	.42	.40	95	KXMC-TV*	16	13	.53	120	KXMC-TV*	85	24	.36	86	KDIX-TV	4	3
Pensacola, Fla.	.22	.44	200	KGVO-TV*	36	24	.25	114	WEAR-TV	97	17	.25	114	KFYR-TV	74	28
Monroe, La.-El Dorado, Ark.	.25	.22	88	KNOE-TV	28	17	.39	177	KNOE-TV	83	36	.29	116	KTVE(TV)	66	17
Monterey-Salinas, Calif.	.18	.13	72	KNTV(TV)	89	14	.13	52	KMST(TV)	89	8	.28	155	KSBW-TV	98	24
Montgomery, Ala.	.76	.58	76	WKAB-TV	97	16	.15	83	WCOV-TV	81	15	.28	155	WSFA-TV	90	31
Nashville	.78	.99	127	WSIX-TV	97	13	.98	125	WLAC-TV	74	29	.80	105	WSM-TV	92	21
New Orleans	9.79	8.13	83	WVUE(TV)	89	17	.93	133	WWL-TV	75	24	.91	116	WDSU-TV	98	23
New York	.57	.67	112	WABC-TV	97	15	7.66	78	WCBS-TV	89	18	8.79	90	WNBC-TV	98	18
Norfolk-Portsmouth-Newport News-Hampton, Va.	.06	.11	183	WVEC-TV	93	21	.68	119	WTAR-TV	70	27	.46	80	WAVY-TV	88	16
Odessa-Midland, Tex.	.15	.11	73	KMOM-TV	97	10	.22	140	KOSA-TV	80	27	.16	106	KMIO-TV	90	19
Oklahoma City	.43	.50	116	KOCO-TV	85	16	.62	101	KWTU(TV)	82	21	.73	119	WKY-TV	70	24
Orlando-Daytona Beach, Fla.	.55	.50	90	KETV(TV)	97	21	.52	123	WOW-TV	80	26	.39	97	KMTV(TV)	98	18
Ottumwa, Iowa-Kirksville, Mo.	.06	.11	183	WFTV(TV)	91	17	.58	105	WDBO-TV	71	23	.55	100	WESH-TV	90	20
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	.36	.21	58	KTVO(TV)	93	33	.09	150	KTVO(TV)	2	17	.13	216	KTVO(TV)	12	31
Panama City, Fla.	.05	.04	80	WSIL-TV	97	9	.49	130	KFVS-TV	89	29	.43	119	WPSD-TV	98	23
Peoria, Ill.	.30	.33	110	**	—	—	.04	80	**	—	—	.10	200	WJHG-TV	94	39
Philadelphia	3.58	4.20	117	WIRL-TV	91	20	.30	100	WMBD-TV	82	20	.33	110	WEEK-TV	98	21
Phoenix	.54	.49	84	WFIL-TV	97	21	3.12	87	WCAU-TV	89	19	3.07	86	KYW-TV	96	17
Pittsburgh	1.66	2.01	121	WTWK(TV)	97	16	.50	93	KOOL-TV	60	20	.42	77	KTRR-TV	98	15
Portland, Ore.	.84	.80	69	WTAE-TV	97	20	2.07	124	KDKA-TV	81	26	1.57	94	WJIC-TV	88	3
Portland-Poland Spring, Me.	.33	.23	95	KATU(TV)	97	17	.75	89	KOIN-TV	89	20	.70	100	WFGH-TV	8	2
Presqua Isla, Me.	.04	.09	225	WMTN-TV	97	12	1.35	106	WGAN-TV	74	19	.33	321	KGSH-TV	96	16
Providence, R.I.	.81	.50	111	WAGM-TV	6	36	.09	225	WAGM-TV	71	46	.09	221	WCSH-TV	96	18
Quincy-Jacksonville, Ill.-Hannibal, Mo.	.21	.15	71	WTEV(TV)	97	15	.70	86	WPRI-TV	81	14	1.37	169	WJAR-TV	90	17
Raleigh-Durham, N.C.	.42	.49	110	WJYY-TV	97	4	.30	142	KHQA-TV	69	28	.29	138	WTEV(TV)	4	14
Rapid City, S.D.	.08	—	—	WRAL-TV	97	20	.54	129	WRDU(TV)	12	1	.47	119	WRDU(TV)	46	1
Reno	.11	.11	100	KOTA-TV	97	14	.12	109	WTVD(TV)	47	24	.13	118	WTVD(TV)	36	17
Richmond, Va.	.49	.43	87	KTVN(TV)	97	14	.57	111	KOTA-TV	—	—	—	—	KRSD-TV	—	—
Riverton, Wyo.	.02	—	—	WXEX-TV	95	14	.12	109	KOLO-TV	89	22	.13	118	KRRL(TV)	98	21
Roanoke-Lynchburg, Va.	.42	.28	60	WWRB-TV	—	—	—	—	WTVR-TV	85	26	.54	110	WBWB(TV)	90	15
Rochester, N.Y.	.45	.50	111	WVLE-TV	97	20	.46	104	WHEC-TV	77	18	.49	109	WXEX-TV	6	15
Rockford, Ill.	.25	.34	136	WOKR(TV)	97	24	.25	100	WCEE-TV	89	22	.23	92	WWRB-TV	—	—
Roswell, N.M.	.07	—	—	WREX-TV	—	—	—	—	KBIM-TV	—	—	—	—	WVTV(TV)	94	16
Sacramento-Stockton, Calif.	.89	.93	104	—	—	—	.89	100	KTXL(TV)	7	4	1.10	123	KCRA-TV	80	22
St. Louis	1.46	.09	225	KOVR(TV)	97	18	.09	225	KXTV(TV)	81	17	1.49	102	KSD-TV	98	21
Salisbury, Md.	.04	.09	225	WBOC-TV	10	28	1.49	102	KMOX-TV	89	42	.11	275	WBOC-TV	10	40
Salt Lake City	.52	.42	94	KCPX-TV	97	18	.44	85	WBOC-TV	69	23	.42	80	KUTV(TV)	76	17
San Angelo, Tex.	.04	—	—	—	—	—	—	—	KSL-TV	81	19	.42	80	KUTV(TV)	76	17
San Antonio, Tex.	.58	.51	88	KSAT-TV	97	16	.65	112	KCTV(TV)	77	25	.53	91	WOAI-TV	90	19
San Diego	2.39	.60	91	XETV-TV	97	15	.55	85	KENS-TV	87	17	.61	95	KOGO-TV	98	17
San Francisco	.13	2.00	84	KGQ-TV	97	14	1.70	71	KFMB-TV	85	16	1.99	83	KRON-TV	90	16
Santa Barbara, Calif.	.15	.13	100	KEYT(TV)	97	14	.10	77	KPIX(TV)	89	7	.13	100	—	—	
Savannah, Ga.	1.16	.47	313	WSAV-TV	28	23	.20	130	KCOY-TV	89	7	.22	147	WSAV-TV	92	27
Seattle	.49	1.30	112	WTOG-TV	4	31	.83	54	WTOC-TV	75	28	.22	147	—	—	
Shreveport, La.-Texarkana, Tex.	.23	.32	139	KOMO-TV	97	21	.57	116	KIRO-TV	85	12	1.03	89	KING-TV	92	18
Sioux City, Iowa	.29	.16	53	KTBS-TV	97	20	.57	116	KSLA-TV	82	26	.42	86	KTAL-TV	90	16
Sioux Falls, S.D.	.27	.26	96	KCAU-TV	97	23	.19	83	KMEG-TV	82	7	.27	117	KTIV(TV)	98	21
South Bend-Elkhart, Ind.	.39	.42	107	KORN-TV	97	7	.50	172	KELO-TV*	89	39	.21	72	KSOO-TV	98	14
Spokane, Wash.	.11	.46	46	WSJV-TV	93	17	.34	125	WSBT-TV	83	28	.23	85	WNDU-TV	90	16
Springfield, Mo.	.31	.35	113	KREM-TV	91	16	.35	76	KXLY-TV	89	18	.41	105	KHQ-TV	90	18
Springfield-Holyoke, Mass.	.54	.42	77	KMTC(TV)	99	5	.26	104	KTTS-TV	88	22	.35	89	KYTV(TV)	96	27
Syracuse, N.Y.	.14	.28	200	WHYN-TV	93	19	.30	91	**	—	—	.31	100	WWLP(TV)	98	19
Tallahassee, Fla.	.87	.73	84	WNYS-TV	91	12	.53	98	WHEN-TV	72	18	.56	104	WSYR-TV	88	20
Tampa-St. Petersburg, Fla.	.22	.56	255	WCTV(TV)	4	36	.26	186	WCTV(TV)	81	41	1.12	86	—	—	
Terre Haute, Ind.	.48	.41	85	WLCY-TV	91	11	1.00	114	WTOG(TV)	13	4	1.13	130	WFLA-TV	80	23
Toledo, Ohio	.18	.34	172	WTOG(TV)	2	3	.31	140	WTVT(TV)	73	22	.21	95	WTOG(TV)	8	4
Topeka, Kan.	.17	.34	200	WTHI-TV	12	24	.31	140	WTHI-TV	82	31	.21	95	WTVW(TV)	90	19
Traverse City-Cadillac, Mich.	.21	.21	100	WTWO(TV)	12	19	.59	123	WTOL-TV	82	35	.50	105	WSPD-TV	90	20
Tucson, Ariz.	.51	.56	110	WDHO-TV	93	11	.31	170	WTOL-TV	77	33	.15	83	KTSS(TV)	98	10
Tulsa, Okla.	.03	.18	280	WIBW-TV	14	22	.26	152	WIBW-TV	89	33	.15	88	WPBN-TV	86	17
Tupelo, Miss.	.05	.14	280	WPBN-TV	28	10	.26	152	WWTW(TV)*	14	22	.19	90	KVOA-TV	90	19
Twin Falls, Idaho	.12	.22	183	WWTW(TV)*	14	22	.21	100	KOLD-TV	64	23	.19	90	KVOO-TV	92	17
Tyler, Tex.	.20	.11	55	WGUN-TV	97	19	.55	107	KOTV(TV)	82	23	.49	96	WTWV(TV)	—	—
Utica, N.Y.	.05	.14	280	KTUL-TV	91	19	.10	200	KMVT(TV)	77	39	.10	200	KMVT(TV)	26	30
				KLTV(TV)	24	28	.06	50	KAEC-TV	—	—	.18	150	KLTV(TV)	70	30
				**	—	—	.16	80	**	—	—	.28	140	WKTU(TV)	90	21



	Market Household % U.S.	ABC					CBS					NBC				
		Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating
Waco-Temple, Tex.	.23	.30	130	KWTV-TV*	38	17	.37	160	KWTV-TV*	62	33	.25	108	KCEN-TV	82	21
Washington	1.74	1.61	93	WMAL-TV	97	17	1.43	82	WDCA-TV	4	1	1.51	87	WRC-TV	98	17
Watertown-Carthage, N.Y.	.11	.14	127	WWNY-TV	12	20	.18	163	WTOP-TV	77	16	.21	218	WWNY-TV	8	34
Wausau-Rhineland, Wis.	.17	.18	106	**	—	—	.28	164	WVNY-TV	65	34	.10	59	WAEO-TV	98	—
West Palm Beach, Fla.	.24	.22	92	WEAT-TV	85	13	.14	58	WSAU-TV	89	36	.30	125	WPTV(TV)	88	21
Wheeling, W. Va.- Steuensville, Ohio	.24	.31	129	WSTV-TV	24	14	.32	133	WSTV-TV	67	24	.35	145	WTRF-TV	88	26
Wichita Falls, Tex.- Lawton, Okla.	.24	.21	88	KSWO-TV	95	16	.24	100	KAUZ-TV	81	21	.27	113	KFDX-TV	98	22
Wichita-Hutchinson, Kan.	.57	.51	89	KAKE-TV	97	15	.64	112	KTVH(TV)*	82	24	.81	107	KARD-TV	94	22
Wilkes Barre-Scranton, Pa.	.49	.54	110	WNEP-TV	97	18	.56	114	WDAU-TV	85	22	.48	98	WBRE-TV	90	19
Wilmington, N.C.	.14	.16	114	WWAY(TV)	95	18	.07	50	**	—	—	.29	210	WECT(TV)	70	22
														WWAY(TV)	6	18
Yakima, Wash.	.16	.46	288	KIMA-TV*	12	29	.22	137	KIMA-TV*	89	29	.23	143	KNDO(TV)	94	28
Youngstown, Ohio	.22	.23	105	KNDO(TV)	32	19	.25	114	WKBN-TV	82	23	.27	122	WFMI-TV	96	23
Yuma, Ariz.-El Centro, Calif.	.05	.03	60	WYTU(TV)	97	18	.05	100	KECC-TV	89	15	.09	180	KBLU-TV	98	22
Zanesville, Ohio	.05	—	—	—	—	—	—	—	**	—	—	—	—	WHIZ-TV	—	—

\*Includes satellite/affiliate audiences.

## Broadcast Advertising

# P&G takes back its spot-TV crown

### Second-quarter leader, General Foods, ups its buying \$2.7 million but drops to third in client rankings

Procter & Gamble in the third quarter of 1970 returned to its number-one position as a spot-TV user, according to a report being released Jan. 4 by the Television Bureau of Advertising.

As announced by TVB, national and regional clients in total invested \$313,509,400 in spot TV in the July-September period.

In the second quarter of 1970, General Foods had replaced P&G as the spot leader. In the third-quarter report, General Foods dropped to third place, even though it increased spot-TV investments to \$11.2 million, a \$2.7-million increase over the like period in 1969. P&G in the third quarter spent \$13.2 million in spot. Also in the top five were Colgate-Palmolive \$12.5 million; American Home Products \$7.9 million, and Bristol-Myers \$6.8 million.

Colgate and American Home also sharply increased their spot-TV allocations in the third quarter as did Loew's Theaters (11th in rank with \$4.5 million).

A foreign-import car (Datsun Auto Dealers Association) appeared in the top-100 list (\$771,900) for the first time since 1955 when TVB started releasing the figures. Also noted by TVB:

food and food products category ranked first in spot TV (\$68.7 million), with other major categories including toiletries and toilet goods with \$41.1 million, confectionery and soft drinks with \$26.9 million, soaps-cleansers-polishes with \$26.2 million, drugs and drug remedies with \$19.9 million and beer and wines \$16.8 million.

According to TVB, the 30-second announcement during the third quarter attracted most advertising dollars (\$210 million, or 67% of all investments) and nighttime TV of all dayparts accounted for most dollars (\$110 million, or 32% of the whole).

Figures are compiled for TVB by Broadcast Advertisers Reports.

Listing of the top 100 companies and their spot-TV expenditures for the third quarter:

3rd Quarter 1970	
1. Procter & Gamble	\$13,219,800
2. Colgate-Palmolive	12,527,800
3. General Foods Corp.	11,225,700
4. American Home Products	7,874,600
5. Bristol-Myers	6,787,600
6. Alberto-Culver	5,617,400
7. Lever Brothers	5,178,300
8. William Wrigley Jr., Co.	4,922,100
9. Coca-Cola Co.	4,682,900
10. Warner-Lambert Pharm.	4,630,600
11. Loews Theatres	4,516,600
12. Nestle Co.	4,312,400
13. Gillette	3,982,300
14. General Mills	3,972,600
15. PepsiCo	3,886,900
16. Norton Simon	3,366,500
17. Philip Morris	3,363,400
18. Deluxe Topper Corp.	3,333,500
19. Johnson & Johnson	3,287,700
20. Quaker Oats	3,253,900
21. Kraftco Corp.	3,126,100
22. Standard Brands	2,926,600
23. IT&T	2,861,800
24. Sterling Drug	2,745,100
25. Kellogg Co.	2,739,600
26. C. P. C. International	2,693,800
27. R. J. Reynolds Industries	2,632,700
28. Scott Paper	2,624,700
29. Shell Oil	2,598,400
30. Triangle Publications	2,484,400
31. Standard Oil Co. of N.J.	2,455,600
32. Carnation	2,407,200
33. Atlantic Richfield	2,315,400
34. Seven-Up	2,305,300
35. Toyota Motor Distributors	2,002,500
36. Miles Lab.	1,967,200
37. STP Corp.	1,952,700
38. Ralston-Purina	1,909,700
39. Falstaff Brewing	1,841,000
40. Ideal Toy	1,814,900
41. H. J. Heinz	1,763,200
42. American Can Co.	1,738,700
43. Royal Crown Cola	1,736,100
44. British-American Tobacco	1,729,200
45. National Biscuit	1,641,800
46. Mobil Oil	1,601,000
47. Ford Motor	1,583,600
48. Mars Inc.	1,546,600
49. Hartz Mountain Products	1,546,000
50. Clorox	1,544,300
51. American Express	1,470,300
52. Morton-Norwich Prods.	1,428,100
53. UAL Incorporated	1,413,300
54. American Airlines	1,398,800
55. Associated Products	1,386,400
56. Remco Industries	1,357,200
57. Richardson-Merrell	1,354,000

58. General Cigar Co.	1,346,300
59. Faberge Inc.	1,321,200
60. Dow Chemical	1,308,100
61. Campbell Soup	1,286,500
62. Avon Products	1,282,700
63. Heublein Inc.	1,242,200
64. William Underwood	1,161,100
65. Jos. Schlitz Brewing	1,143,500
66. Consolidated Foods	1,138,400
67. Greyhound	1,117,700
68. American Cyanamid	1,091,300
69. Standard Oil Co. of Ind.	1,088,700
70. British Petroleum	1,088,500
71. Carter-Wallace	1,082,100
72. Pennwalt Corp.	1,064,700
73. Stokely Van Camp	1,051,700
74. F. & M. Schaefer Brewing	1,042,900
75. Toyota Auto Dealers Assn.	1,003,700
76. Gulf & Western	995,200
77. Mennen	981,600
78. Rio Tinto-Zinc Corp.	975,600
79. Standard Oil Co. of Calif.	968,400
80. Revlon Inc.	967,900
81. Carling Brewing	963,100
82. Jeffrey Martin	951,200
83. Abbott Labs	929,300
84. Block Drug Co.	911,300
85. C. Schmidt & Sons	888,100
86. General Motors	878,100
87. Beatrice Foods	873,300
88. Phillips Petroleum	847,700
89. Rheingold Corp.	832,700
90. Plough Inc.	824,500
91. Union Oil Co. of Calif.	816,400
92. Union Carbide	809,800
93. Stroh Brewery	805,300
94. Gulf Oil	796,700
95. Pabst Brewing	793,400
96. Chrysler	792,100
97. Borden	783,700
98. Datsun Auto Dealers Assn.	771,900
99. Interstate Brands	752,000
100. Pillsbury	734,200

## Loss of cigarette ads 'helpful' to TV sales?

Undaunted by broadcasting's loss of cigarette-ad billings, Mitchell Wolfson, president, Wometco Enterprises Inc., cites the old Chinese proverb, "In every crisis there is an opportunity," and predicts that the loss will be "helpful."

He points out that Wometco's cigarette TV spots—all placed in prime time—amounted to only 1% to 2% of its national TV spot sales. "In television, sales in prime time practically sell themselves," he asserts. "Our big effort is towards selling fringe time."

The time vacated by cigarette advertisers, Mr. Wolfson feels, "will enable us to better accommodate the increases anticipated on the part of retail advertisers. The inducement of more prime-time exposure should encourage the use of the TV medium by newly developed advertisers and increase usage by current local advertisers."

With television "still the choice medium with both advertisers and the public," Mr. Wolfson says he's convinced that Wometco's television business will be "better [this] year than it was last year."

## Drama sells better, Purdue study shows

A trio of Purdue University researchers has come up with a recipe for radio commercial "listenability" that they believe holds the seeds for successful sell-

ing on the air.

The research team ran 20 "Clio" prize-winning radio commercials of the American TV and Radio Festival and 20 other commercials picked at random from five Chicago radio stations through a computer for stylistic differences. Also checked was the structure of the two sets of commercials.

Their findings led to these conclusions: Dramatization is better than straight talk; sponsor identification should be suspenseful (it should not be used immediately at the opening of a commercial) and it should not be overdone ("Repetition is a chisel that dulls easily."); stylistic indices should be employed as guides in writing commercials.

The stylistic analysis compared the two groups of commercials on such factors as readability, abstractness and human interest, using 12 linguistic factors (such as, among others, adjective-verb quotients, rate of delivery, word length, use of uncommon words, sentence length). In studying the structure of commercials, the researchers focused on such elements as talk, dramatization, characterization, music, sound effects.

The work was done by Norman A. Felsenthal and G. Wayne Shamo, both assistant professors of communication at Purdue, assisted by John R. Bittner, a Purdue graduate instructor and doctoral candidate in communications, who is also news director of WAZY-AM-FM Lafayette, Ind.

## U.S. Fiat agent names Ally

Fiat-Roosevelt Motors Inc., Englewood Cliffs, N.J., U.S. distributor of the Fiat car, has named Carl Ally Inc., New York, as its new advertising agency, effective in late March. The account bills an estimated \$4.5 million, of which approximately \$2.5 million is in broadcast. The account is now at Woods, Donegan & Co., New York. The distributor serves 570 Fiat dealers in the 50 states. The billing includes dealer funds.

## Suburbs: a bonanza for broadcasters?

### TV-radio urged to cash in on CBS-commissioned study showing retail dispersion

The growing shift of population and retail sales from urban centers to the suburbs has been underlined in a study commissioned by CBS and released last week by David M. Blank, vice president, economics and research, CBS/Broadcast Group ("Closed Circuit," Dec. 21, 1970). And according to Dr. Blank, broadcasters can capitalize on the report's findings.

"The geography of retailing has become increasingly dispersed and central-city newspapers cannot blanket suburban areas as they once did the central city," Dr. Blank said. He added that broadcasting stations, with their wide coverage of metropolitan areas, offer "an ideal way to reach suburban customers who now account for the majority of sales in most retail lines."

Dr. Blank said that in the past few years, more and more retailers have begun to use TV and radio stations for their advertising. He voiced the view that "this trend is certain to continue."

The 85-page report is called "The Suburbanization of Retail Trade," and is based on newly released data from the 1967 retail-trade census. It reveals that the suburbs, for the first time, account for more than half of all retail trade in the largest metropolitan areas.

CBS/Broadcast Group commissioned Spindletop Research Inc., Lexington, Ky., to compile the report. It covers retail-sales changes in 28 major markets of more than a million in population and outlines recent trends in 11 retail-store lines of trade.

Copies of the report will be mailed shortly to advertisers and advertising agencies.

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

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## Who's best ad target? ABC, CBS swap statistics

CBS disagrees sharply with a recent ABC-TV study that concluded that "younger is better" for most advertisers (BROADCASTING, Nov. 2, 1970) and cites statistics to indicate "older is better," because oldsters buy more products.

A research bulletin circulated last week by television network research, department of economics and research, CBS/Broadcast Group, analyzes the ABC study and its conclusion that the 18-49 age group should be the main target of advertisers. ABC had said, in support of its contention, that this category demonstrates superiority in an awareness and ability to identify advertising themes; in being acquainted with new brands and products and in its

interest to use new products.

CBS's critique makes this main point: "The ABC study ignores the only important issue, namely how much buying is done by the 18-24 age group relative to the 50-64 age group, and, instead, addresses itself to a series of relatively minor issues."

CBS cites a report issued by the National Industrial Conference board showing that the 18-24 group represents 17% of the adult population and has 12% of the spending power, while the 50-64 classification represents 22% of all adults and has 25% of the spending power.

CBS has maintained that the primary target for most products is the 25-to-64 group.

It says the 50-64 group is "far more valuable to advertisers than the 18-24 group."

## Prime time high on code-panel agenda

The task force that was given responsibility for reviewing the TV code's time standards (BROADCASTING, Dec. 14, 1970) is scheduled to hold its first meeting Jan. 12 in New York—and to report its recommendations to the full TV code review board the next day, Jan. 13. The meetings will be in the office of the National Association of Broadcasters Code Authority.

The six-man committee was asked to re-evaluate the definition of prime time; to examine the feasibility of reducing the length and number of nonprogram material in all time periods, with special attention to prime time; to review and evaluate present program formats to determine whether commercials and other nonprogram material may be scheduled better within and adjacent to programs; and to determine the appropriate number of commercial and other nonprogram messages within specific time periods.

The task force members are Robert W. Ferguson, WTRF-TV Wheeling, W. Va., who is chairman of the full TV code review board; Mike Shapiro, WFAA-TV Dallas; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Alfred R. Schneider, ABC; William H. Tankersley, CBS, and Herminio Travesas, NBC, all of New York.

### Business briefly:

Purchases on NBC Radio include Dodge Division of Chrysler Corp., Detroit, through BBDO, New York, on Joe Garagiola Weekday Sports Show, and School Manufacturing Co., through N. W. Ayer & Son, both Chicago, for Dr.

## TV-network billings by month, day-part

	November			January-November		
	1969	1970	% Change	1969	1970	% Change
Daytime	\$ 62,620.8	\$ 59,685.3	- 4.7	\$ 426,473.0	\$ 504,832.0	+3.8
Mon.-Fri.	34,959.7	36,707.8	+ 5.1	335,863.2	345,611.2	+2.9
Sat.-Sun.	27,681.1	22,977.5	-17.0	150,609.8	159,220.8	+5.7
Nighttime	120,575.6	118,740.6	- 1.5	1,039,887.7	1,071,435.8	+3.0
Total	\$183,196.4	\$178,425.9	- 2.6	\$1,526,360.7	\$1,576,267.8	+3.3

	ABC	CBS	NBC	Total
January	\$ 36,956.2	\$ 71,434.8	\$ 55,794.1	\$ 164,185.1
February	39,679.4	57,082.8	48,589.4	145,351.6
March	45,560.8	61,324.9	53,587.8	160,473.5
April	37,766.4	51,672.3	48,870.5	138,309.2
May	36,374.8	52,167.8	46,543.6	135,086.2
June	33,965.6	48,800.8	40,725.5	123,491.9
July	28,510.6	38,356.1	36,731.5	103,598.2
August	30,611.3	39,008.7	36,164.1	105,784.1
September	37,290.8	49,904.8	51,444.0	138,637.6
October	50,412.8	65,693.2	66,816.5	182,922.5
November	51,313.9	65,328.7	61,783.3	178,425.9
Year through November	\$428,442.6	\$600,774.9	\$547,050.3	\$1,576,267.8

Source: Broadcast Advertisers Reports (BAR)

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Dec. 6, 1970 (net time talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 6	Total dollars week ended Dec. 6	1970 total minutes	1970 total dollars
	Week ended Dec. 6	Cume Jan. 1-Dec. 6	Week ended Dec. 6	Cume Jan. 1-Dec. 6	Week ended Dec. 6	Cume Jan. 1-Dec. 6				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ . . . . .	\$ 253.2	\$ 6,685.7	\$ 337.9	\$ 15,558.3	101	\$ 591.1	4,110	\$ 22,244.0
Monday-Friday 10 a.m.-6 p.m.	1,492.1	81,572.7	3,161.3	151,995.0	2,040.5	95,610.5	911	6,693.9	43,093	329,178.2
Saturday-Sunday Sign-on-8 p.m.	1,507.2	48,817.7	3,136.6	69,276.2	1,071.3	46,822.2	330	5,715.1	13,950	164,916.1
Monday-Saturday 8 p.m.-7:30 p.m.	522.4	13,581.8	819.7	36,517.6	669.4	28,193.9	99	2,031.5	3,908	78,293.3
Sunday 8 p.m.-7:30 p.m.	65.6	5,375.4	335.1	12,442.3	184.0	9,878.1	19	384.7	967	27,695.8
Monday-Sunday 7:30-11 p.m.	7,257.5	269,747.6	7,805.0	320,001.1	7,970.8	327,206.3	451	23,033.3	21,561	916,955.0
Monday-Sunday 11 p.m.-Sign off	1,315.8	19,584.0	501.9	17,827.2	883.8	34,519.8	146	2,501.5	5,804	71,931.0
<b>Total</b>	<b>\$12,160.6</b>	<b>\$438,679.2</b>	<b>\$16,012.8</b>	<b>\$614,745.1</b>	<b>\$12,977.7</b>	<b>\$557,789.1</b>	<b>2,057</b>	<b>\$41,151.1</b>	<b>83,393</b>	<b>\$1,611,213.4</b>



Scholl's foot products, on *Monitor*, *News on the Hour*, *David Brinkley Reports* and *John Chancellor Reports*.

**RCA Corp.**, through J. Walter Thompson Co., both New York, for its color TV sets, has purchased sponsorship in NBC Radio's *News on the Hour*.

**Lever Brothers Co.**, through J. Walter Thompson, both New York, has purchased sponsorship in two NBC-TV night-time programs, *Ironside* and *Adam-12*. Campaign will run during the first quarter of this year.

**American Motors** dealers, Detroit, through Wells, Rich, Greene Inc., New York, will sponsor the *Super Comedy Bowl*, a musical comedy salute to football on CBS-TV Sunday, Jan. 10, at 8 p.m. The show features Jack Lemmon, Lucille Ball and Carol Burnett in sketches and musical numbers with such sports stars as Joe Namath, O. J. Simpson and Dick Butkus. The hour color show is by Pasetta/Cinema Production.

**Petersen Manufacturing Co.**, Dewitt, Neb., through the Biddle Co., Bloomington, Ill., for its Vise-Grip wrenches, has purchased sponsorship in NBC Radio's *Monitor*.



### Out, damned lemon!

The miraculous transformation of an automotive lemon into a sports car is the theme of a new 30-second commercial created for STP oil treatment by Stern Walters Simmons Inc., Chicago, and produced by Rose-Magwood

Productions, Hollywood.

The commercial, currently in test markets, features a "Lemon-mobile," a lemon on wheels, that changes into a car after the oil treatment. Narration is by Andy Granatelli, founder and broadcast voice of STP Inc., Des Plaines, Ill.

## TheMedia

# FCC-FTC hearing on children's programming?

## Kirkpatrick suggests joint proceeding to probe commercials; Burch pledges to study proposal

The FCC and the Federal Trade Commission are exploring the feasibility of the two agencies holding an unprecedented joint hearing in an area in which they have overlapping responsibilities—television programming aimed at children, though with particular emphasis on commercials.

FTC Chairman Miles W. Kirkpatrick, who initiated the idea, discussed it with FCC Chairman Dean Burch and members of their staffs at a meeting at the FTC on Dec. 21.

Officials of both agencies said later that no decisions were reached and that the respective staffs will study the legality of such a venture, as well as the practical problems involved and whether it would be worthwhile.

Chairman Burch, who has shown particular interest in the subject of children's programming, said he does not know "whether this is a good thing or a bad thing." But the idea, he said, is worth exploring.

FTC officials discussed the proposal

in terms limited to advertising. A spokesman said the trade commission, which is concerned with unfair and deceptive advertising in general, feels television advertising aimed at children "may have special problems—it may be peculiarly unfair and deceptive.

"We want to explore this," he added. "And the FCC has special jurisdiction over television."

Commission officials, including Chairman Burch, indicated they would be interested in a hearing encompassing children's programming in general. The commission is considering issuance of a combined notice of inquiry and rule-making designed to obtain information on children's programs, including the commercials in them (BROADCASTING, Dec. 21, 1970).

The proposed notice is based on a rulemaking petition filed by Action for Children's Television, a citizens group based in Newton Center, Mass., aimed at barring commercials from children's programming and requiring broadcasters

to set aside at least 14 hours weekly for such programming.

The proposed notice would probably become an element in a joint proceeding, if one were held. Commission officials indicated that the FTC's awareness of the commission's interest in the ACT petition was a factor in Mr. Kirkpatrick's decision to suggest a joint operation. They said the FTC is considering hearings on television advertising aimed at children "and find themselves without information." Thus, one of the FCC representatives said, trade commission officials felt that if the commission intends to proceed with its proposed inquiry, the two agencies might combine forces to save time, effort and manpower.

The FTC and FCC chairmen will designate members of their respective staffs to a coordinating committee to pursue the matter and report back. Among the matters they will consider is the shape a combined hearing could take—it could involve all of the mem-

bers of the two commissions, or panels drawn from them or staff members.

Commission staffers who accompanied Chairman Burch to the meeting with Mr. Kirkpatrick were General Counsel Richard Wiley, Broadcast Bureau Chief Francis Walsh, Complaints and Compliance Chief William Ray, and Mr. Burch's administrative assistant, Robert Cahill. Among the FTC staffers present were Robert Pitofsky, director of the Bureau of Consumer Protection, General Counsel, Joseph Martin, and Robert Skitol, assistant to Mr. Kirkpatrick.

## Downe buys Ohio CATV operator for stock

Downe Communications Inc., New York, through its subsidiary, Downe Broadcasting Inc., has completed acquisition of Imperial Broadcasting Co., Canton and Louisville, Ohio, CATV operator, for an undisclosed amount of Downe stock.

The agreement was first announced last September (BROADCASTING, Sept. 21, 1970) and at that time awaited approval by municipal authorities and Imperial shareholders.

Imperial's CATV operations include more than 11,500 subscribers in a franchise area of about 40,000 homes. Adding Imperial's homes to those served

by Downe will bring the latter's CATV total to about 60,000, or more than three times its present size, according to Richard M. Galkin, president of Downe Broadcasting.

Through its Midwest Cablevision subsidiary, Downe operates CATV systems serving Joplin and Webb City, both Missouri, Miami and North Miami, both Florida, and Commerce, Okla.

Downe Communications owns 40% of Bartell Media Corp., which has CATV systems in Waterville and Fairfield, both Maine, and Plattsburgh, N.Y., and owns and operates AM stations in New York (WADO), Milwaukee (WOKY), and San Diego (KCBQ). The parent firm engages in magazine publishing, financial services, mail-order sales and consumer product sales as well as CATV.

## Short-term renewal for KTYM-AM-FM is proposed

FCC Hearing Examiner Ernest Nash has recommended one-year license renewals for KTYM-AM-FM Inglewood, Calif.

However, Mr. Nash said in his initial decision that the recommendation was conditioned upon the filing of quarterly reports by licensee Trans America Broadcasting Corp., showing that the stations are complying with commission

regulations in the area of foreign-language programs and time-brokerage contracts.

The KTYM-AM-FM applications had been designated for hearing on questions including alleged discrimination in political-advertising rates, sale of time to brokers for resale, and inadequate control over foreign-language broadcasts (BROADCASTING, Aug. 4, 1969).

Mr. Nash concluded that Trans America's control over its foreign-language programs was inadequate. He said that foreign-language producers controlled the time they bought from the licensee, and that "resale of the time was a function of the program producer, who also collected the fees from his advertisers." The examiner also said the programs were not pre-auditioned on a regular basis or monitored as broadcast by someone with adequate understanding of the language.

He also determined that there had been discrimination in rates for political advertisers.

The initial decision becomes effective in 50 days unless appealed or reviewed by the commission on its own motion.

## Changing Hands

### Approved:

The following transfers of station ownership have been approved by the FCC (for other FCC activities see "For the Record," page 84).

■ KKUA(AM) Honolulu: 81% sold by Manning Slater and others to H. G. Fearnhead, R. S. Wilson and Lloyd Martin for \$405,000. Sellers own KRAK(AM) and received commission approval Dec. 9, 1970, to sell KRAQ(TV), both Sacramento, to Grayson Television Inc. for \$26,800. Mr. Fearnhead previously owned 19% of KKUA and following FCC approval owns 33 1/3%. He also has interests in Oakhurst, Calif., CATV system. Mr. Wilson was former vice president-general manager of KXTV(TV) Sacramento. Mr. Martin owns 77% of general contractor. KKUA operates on 690 khz with 10 kw.

■ WHUM(AM) Reading, Pa.: 95% plus sold by Robert G. Magee and others to William Chanoff, Sidney Goldstein and others for \$280,000. Mr. Chanoff is a Philadelphia real-estate investor and developer and economist. Mr. Goldstein was formerly associated with WPEN-AM-FM Philadelphia, WSAI-AM-FM Cincinnati and WALT(AM) Tampa, Fla. WHUM is full time on 1240 khz with 1 kw day and 250 w night.

■ KYND(AM) Burlington, Iowa: Sold by Robert W. and Margareta S. Sud-



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brink to James Edwin Smith and Kenneth R. Hodges for \$220,000. The Sudbrink stations are: WRMS(AM) Beardstown, Ill., WRIZ(AM) Coral Gables-Miami and WWPB(FM) Miami, KFMZ(FM) Pasadena (Houston), Tex., WTOW(AM) Towson, Md., and WTOW-FM Baltimore. Mr. and Mrs. Sudbrink also own *Beardstown Illinoian-Star* and are applicants to purchase WZIP-AM-FM Cincinnati for \$750,000 from Zanesville Publishing Co. and WTOS(FM) Wauwatosa, Wis., for \$170,000 from WCAB Inc. Mr. Smith is general manager of KYND; Mr. Hodges is account executive with WGEM-TV Quincy, Ill., and owns 33⅓% of a car wash. KYND is a day-timer on 1150 khz with 500 w.

## Noncommercial TV on way up, survey shows

A biennial financial survey completed by the Information Systems Project of the National Association of Educational Broadcasters reveals a move to slightly firmer ground for noncommercial television stations.

Funded by the Corp. for Public Broadcasting, the report details continuing and increased community support from local and state governments, boards of education and agencies. In fiscal 1968, the percentage of funds coming from state sources amounted to 24.4% of the total. And in fiscal 1969, the percentage was up to 29%. Local government support also came up, from 23.3% to 23.8%.

Total income during fiscal 1969 amounted to \$84,928,300. Direct foundation support and direct federal support amounted to 14.5% of that total; another 5.3% was received from CPB and other noncommercial broadcasting agencies; and the remainder was from the local and state level and the private sector. For fiscal 1969, total station expenditures amounted to \$96,933,400, up from \$76,091,414 in 1968.

## Broadcast scholarships

KFJZ(AM) Fort Worth plans to provide 10 scholarships to Elkins Institute of Dallas during 1971 for minority-group members who want to enter broadcasting. The scholarships, each valued at over \$1,200, will allow recipients to take an 18-week intensive course preparing them to take the examination for an FCC first-class license.

## Four named for fellowships

Four broadcast journalists have been named Urban Journalism Fellows at University of Chicago's Center for Policy Study, marking the first time broadcast media representatives have been chosen. Participating in a six-month program of study will be: Jesse

B. Brown, 24, field producer and reporter, WFAA-TV Dallas; Robert D. Faw Jr., 26, special assignment reporter and producer, WNAC-TV Boston; Robert A. Petty, 30, reporter, KOOL-TV Phoenix; and Valetta Press, 32, producer and writer, NBC News, Chicago. The fellowship, sponsored by the Markle and Ford Foundations, provides full tuition and \$4,800 stipend.

## New light cast on old FCC vote

### Wadsworth says his reason for voting against WHDH differed from colleagues'

Harold E. Clancy, president of the Herald-Traveler Corp., has opened a new front in connection with his company's increasingly desperate fight to hang on to the license of WHDH-TV Boston—in the pages of a New England monthly advertising newspaper. In an extraordinary, copyrighted interview that covers more than nine pages in the December issue of *Ad East*, he excoriates the FCC for what he says was the “unconscionable injustice” it has done WHDH-TV and raises questions about the motives of the three commissioners who voted to strip the station of its license and to award the contested channel 5 to a competing applicant, Boston Broadcasters Inc.

The Herald-Traveler used the interview to inform stockholders of its version of the long and bitter struggle in which the company stands to lose an asset valued at between \$40 million and \$60 million. Copies of the newspaper were mailed to all stockholders, along with a covering letter from Mr. Clancy expressing “undiminished confidence” in ultimate success of the company's fight to retain the WHDH-TV license.

But the published interview was not the only surprising development in the 16-year-old case in December. Mr. Clancy's questions about James J. Wadsworth flushed from the former commissioner his first public comment on his

reasons for voting as he did—and they had nothing to do with concentration of control of mass media, the point on which the commission decision turned. Rather, he was concerned, he said, about the ex-parte issue which, though a part of the case from the start, was not reached by the commission in its decision.

For WHDH-TV, the shadows are lengthening. The U.S. Court of Appeals in November upheld the commission's Jan. 23, 1969, decision in the case that began in 1954 (BROADCASTING, Nov. 16, 1970). But WHDH attorneys have asked the court to rehear the case, and have suggested the full nine-judge bench of the D.C. circuit, rather than the original three-judge panel that heard the case, participate.

Mr. Clancy's basis for the charge that WHDH was treated unfairly was the commission's use, in deciding the case, of criteria normally used for judging applicants seeking an initial grant. The award was based mainly on grounds of diversification of ownership of mass media and on integration of ownership and management. WHDH-TV's parent corporation owns WHDH-AM-FM, two dailies and a Sunday paper in Boston.

As WHDH lawyers did in seeking commission reconsideration in asking the appeals court to reverse the commission, Mr. Clancy said it was unfair and improper for the commission to use those standards when WHDH-TV, which had been operating on the channel since 1957, had been allowed to assume it was a renewal applicant and had prepared its case accordingly.

However, the commission, in denying reconsideration, said that, because of the “unique events” and procedures followed in the long history of the case, WHDH-TV was in a “substantially different posture from the conventional renewal applicant.” The commission referred to its withdrawal of the original 1957 grant, because of the ex-parte contacts that the late Robert Choate, then president of WHDH, had with the then commission chairman, to the issuance of a four-month license to the company in 1962 and to the commission's call for



Mr. Clancy



Mr. Wadsworth



new applications when WHDH filed for renewal.

Much of Mr. Clancy's comment was devoted to a defense of Mr. Choate, who died in 1962. He said Mr. Choate, after extensive investigation, including a hearing by a specially appointed FCC examiner, was cleared of any wrongdoing in connection with two luncheon meetings with the late George McConaughy, then FCC chairman. (The hearing examiner in the comparative hearing concluded that Mr. Choate's off-the-record representation had had no effect on the commission's vote and held that the issue in the case died with him [BROADCASTING, Aug. 22, 1966]. The commission, in its decision, said that since it was denying WHDH-TV's renewal on other grounds, it was not necessary to determine "whether the examiner reached a proper result.") Mr. Clancy blamed WHDH-TV's troubles on the climate of a time—the late 1950's—when the commission was being rocked by a number of ex-parte scandals.

Indeed, he said WHDH had been investigated "by just about everybody who had the time and inclination to do so." He made it clear he was talking about government agencies and WHDH's rival applicants, and said WHDH had undergone an "agonizing ordeal."

"We found ourselves being followed on foot and by automobile. On one oc-

casione someone broke into the files in the publisher's office. On two occasions we discovered and had removed unauthorized and illegal listening devices on home telephones." He did not indicate whether WHDH attempted to learn who had been responsible for that kind of surveillance.

In discussing the three commissioners who voted to deny WHDH-TV's renewal application and award the franchise to BBI, Mr. Clancy said he was not surprised by the positions taken by Commissioners Robert T. Bartley and Nicholas Johnson.

He said Commissioner Bartley, under whose supervision the decision was prepared, had been "hostile" to WHDH since his days as an official with the Yankee Network, from 1939 until 1943. He said Mr. Choate believed Mr. Bartley "disliked him" because of a dispute over news the network was accused of pirating from the Herald-Traveler and because the Herald-Traveler papers supported the Republican party and were critical of Democratic leaders, including Mr. Bartley's late uncle, House Speaker Sam Rayburn.

And Mr. Clancy said that Commissioner Johnson had made his position clear: "He did not approve of the fact that renewal applicants had historically been granted renewal of their license by proving that their past performance

was sound and favorable and in the public interest. He wanted them to be judged by the artificial criteria that are normally applied to new applicants. . . ."

But Commissioner Wadsworth's vote, he said, "astounded" him. He noted that the commissioner's position, in voting for the majority opinion, was "180 degrees opposite" to the position he had taken in similar cases in the past.

And in that connection, he noted that Mr. Wadsworth's legal assistant, the late Joseph Kessler, before joining the commission in 1966, had been employed by the Washington firm of Fly, Schuebruk, Blume & Gaguine, counsel for BBI. He was on the staff for several months before Mr. Wadsworth picked him as legal assistant.

There were other references in the lengthy interview to the counsel for the winning applicant. Mr. Clancy noted that then-Chairman Rosel H. Hyde had abstained from voting in the case—thus adding critical weight to Mr. Wadsworth's vote—then observed that there "was some farfetched speculation" that Mr. Hyde might have acted as he did because Benito Gaguine "had once been Mr. Hyde's legal assistant."

Mr. Gaguine, commenting on the interview, said, "Whatever was or could have been said by WHDH-TV [about the case] I assume was done on the record, in the many opportunities it had to do so."

Mr. Clancy pointed out that Mr. Wadsworth, who left the commission in 1969, had stated that he had not been aided by Mr. Kessler in the WHDH case. But, he said, that does not satisfy him. "Why, if Choate's contact supports a finding of guilt, does Wadsworth's fail even to stimulate the commission's curiosity?" he asked. "Appointment to the Federal Communications Commission does not invest one with a presumption of innocence greater than that which the law gives to you and to me and to everyone else."

Mr. Wadsworth, who is now retired and living in Geneseo, N.Y., said that "any implication that Joe or anyone else had influence on me is totally incorrect." He said that it was Mr. Kessler who had put himself in isolation in the case.

"Joe came into my office and said he'd have to disqualify himself because he worked for one of the firms," Mr. Wadsworth recalled. "I will not advise you and will not even try," Mr. Wadsworth quoted him as saying.

And in answer to another question raised by Mr. Clancy—whether he counseled with anyone in the commission on the matter—he said he did not, at least until the decision was written. He said that at a commission meeting when instructions were to be given the staff for preparing the decision, he made his position clear, then left to keep an

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engagement. At that time, he said, "I did not know how the others would vote."

When the decision was finally prepared, in January 1969, he said he didn't "read every single word" before voting on it. But, he said, he discussed it with his engineering assistant, Daniel Jacobson, who, he said, assured him it was prepared in line with the instructions given the staff. "I knew what they were," he added.

As for the reason for his vote, it was simply WHDH's attitude toward "the undue influence" the firm attempted to exercise "in the past." He said "that was the only reason." He noted that WHDH-TV management officials had held that they found nothing wrong in Mr. Choate's actions.

"I don't care about the concentration-of-control question," he said. "I don't think there is such a thing, in terms of abuse. At least, I never saw one." Mr. Wadsworth had been on the commission over four years.

Why didn't he write a separate statement explaining his position? The WHDH-TV decision caused a furor in the industry; it led broadcasters with other media interests to assume they were vulnerable to the challenge of any applicant who had no other media interests. Eventually, the commission made a public show of abandoning WHDH as a precedent in a policy statement dealing with comparative hearings in which renewal applicants are involved.

"It didn't occur to me to express myself," the former commissioner said. "The other members of the commission knew why I voted as I did." He would have considered a statement necessary, he said, only if some other member "had taken a crack at me personally." Commissioner Robert E. Lee, the lone dissenter, wrote an opinion but he did not take "a crack" at Mr. Wadsworth.

The former commissioner also added this coincidence to the list Mr. Clancy said in his interview had plagued WHDH-TV. Mr. Wadsworth, who in his term on the commission had a reputation for being tough on any rules violators, recalled that he himself had been subjected to an ex-parte approach in a telephone call a few days before the commission was to meet to instruct the staff in the case. The call involved a completely different case, but the experience, he said, left him "warm on the subject."

## Minnesota AM seeks OK for presunrise sign-on

Malrite Broadcasting of Minnesota Inc., licensee of WMIN(AM) St. Paul, has asked the FCC to authorize presunrise operation with up to 500 w for class IV stations.

A class IV station operates on a local

channel with up to 1 kw during the day and 250 w at night, and its service area is subject to interference.

In its petition for rulemaking, Malrite said it operates the only class IV facility in St. Paul or Minneapolis and has the lowest nighttime power (250 w) of any of the stations in those cities. Malrite contended that it is at "a severe competitive disadvantage in its market because of its substantially lower power nighttime," and that the problem is aggravated by the fact that its presunrise power "is subject to substantial man-made interference" from the Twin Cities.

Malrite also contended that presunrise operation on frequencies adjacent to class IV stations has resulted in a loss of audience to class IV stations and allowing them to operate with 500 w before sunrise "would tend to restore the service which existed prior to the recent [FCC rule] amendment granting presunrise authority to adjacent channel stations."

Its proposal would not create additional co-channel interference, assuming all class IV's exercised the privilege, Malrite said.

## FCC rebuts House panel, defends hearing policy

Replying to a House subcommittee staff report excoriating its policy on comparative hearings involving renewal applicants, the FCC has told House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) that the policy's objective is not industry stability but rather strong public service.

Released early last month, the House Investigations Subcommittee report charged that the policy was anticompetitive in design and a "usurpation of legislative power vested exclusively in Congress." In a letter accompanying the report—largely written by a staff attorney—Mr. Staggers, also chairman of the subcommittee, asked the commission to respond to the allegations (BROADCASTING, Dec. 7, 1970).

The policy, adopted almost a year ago, asserts that if an existing licensee can show that his service has been "substantially attuned" to the needs and interests of the area served, his license will be renewed.

Emphasizing that "substantial service means 'strong' over-all service and not 'minimal,'" the commission said it does not constitute a public disservice "to encourage all licensees to set their aim at this target, and well above the point of safety, in order to avoid full competitive challenge."

The commission said its view that a past record of substantial public service should be the determining factor in license-renewal decisions "is clearly

reasonable and clearly not forbidden by anything in the Communications Act." It added that a licensee threatened with displacement every three years "is much less likely to spend the substantial sums required" to produce strong service.

A Commerce Committee staff member said Mr. Staggers had not reacted to and had probably not even seen the FCC memo because of the press of last-minute legislative business.

However, Mr. Staggers has not placed his imprimatur on the report and has pointed out that it does not represent the official position of the subcommittee, although some committee members reportedly endorse its conclusions and favor its official adoption.

## TV can't decide policy, 'Today' aide writes

Television must reflect the currents of thought in the nation and not "begin thinking of itself as an institution with answers," William Monroe Jr., Washington editor of NBC-TV's *Today* show, writes in a soon-to-be-released book.

Mr. Monroe, one of the contributors to *Why Aren't We Getting Through?—the Urban Communications Crisis*, due for publication in April, points out that TV, contrary to many opinions, should not "get in there and fight" to bring about social change. There is no room, he writes, for TV "to decide on a particular policy as wise for the nation and then set about selling that policy to the country."

The book, edited by E. M. Midura, journalism professor at the University of Maryland and published by Acropolis Books Ltd., Washington, is based on lectures given at a series of symposiums at the university. Other writers are Wolf Von Eckhardt, *Washington Post* architectural critic, and John H. Johnson, publisher of *Ebony* magazine.

## Economics course for journalists

The Washington Journalism Center will sponsor a Conference on the National Economy for editors and broadcasters this spring in Washington.

The conference, which will be held in cooperation with The Brookings Institution from April 4 through April 9, will consider the nation's economic problems and the formulation of national economic policy. Speakers and discussion leaders will include White House advisers, members of Congress and officials from various federal agencies.

The conference sessions will be limited to 30 participants. Those interested should contact The Washington Journalism Center, 2401 Virginia Ave., N.W., Washington 20037.

### Mothers answered in test case

#### WTOP-TV seeks dismissal of suit to outlaw violence in programs for children

A federal district court in Washington was asked last week to dismiss a suit brought by three Maryland mothers seeking to bar presentation before 9 p.m. of the syndicated program *Wild Wild West* on WTOP-TV Washington. The suit, which is being backed by the Boston-based Foundation to Improve Television, contends the program is too violent for viewing by children, and is aimed ultimately at outlawing all violence from children's programming—it asks for a declaratory ruling that children have a right under the due-process clause of the Fifth Amendment to the Constitution to be free from the "mental harm" allegedly caused by violence on television (BROADCASTING, Nov. 16).

WTOP-TV and two other defendants in the suit, in a joint motion to dismiss, contend that the complainants failed to state a cause of action under the Fifth Amendment. The government, they say, "is not compelled to prevent speech containing 'fictionalized violence'" and that, while the Fifth Amendment "applies only to government action," none of the defendants is part of government.

They also ask dismissal of the suit on two other grounds—that the claim is barred by the constitutional guarantee of free speech and that the courts are not the proper forum for the plaintiffs to seek relief, at least not yet.

The motion concedes that broadcasters should be "attentive to the needs and tastes of their over-all viewing audience in making their program selection." But, it adds, "those selections should, under the First Amendment, be left with broadcasters, free of rigid prescriptions imposed governmentally—whether judicially or otherwise."

The motion also noted that FIT is seeking the same general result—abolition of violence from children's programming—in a pleading it filed with the FCC on Oct. 7, 1969. Last September, the commission said it was deferring action on the petition pending completion of an investigation by the surgeon general into the problem of violence on television.

The motion—which described the commission's decision to defer action as

"reasonable"—said that since the FIT petition is still pending at the commission, "the case should be dismissed because of the plaintiffs' failure to exhaust administrative remedies."

The plaintiffs are seeking temporary and permanent court orders that would move *Wild Wild West* out of its present time slot of 4 p.m. Monday through Friday and 5 p.m. Saturday. It had been carried from 7:30 to 8:30 p.m. on CBS-TV for four years before going into syndication.

The defendants joining WTOP-TV in the motion were CBS and CBS Enterprises Inc., the program's syndicator. The three sponsors of the program that are also named as defendants, Richardson-Merrell Inc., Royal Crown Cola and Pillsbury Co., in a separate filing, support the motion to dismiss but add that they do not belong in the case since advertisers have no control over content of a program.

### Nixon news conference called 'unruly TV show'

A current topic among newsmen—the presidential news conference—highlighted a "debate seminar" sponsored by the American Enterprise Institute last Dec. 22.

Max Ways, senior editor of *Fortune* magazine, told the gathering of journalists he felt the presidential news conference had evolved to a point where it is possibly more harmful than useful and that TV, although it does add an air of drama, puts more emphasis on showmanship and creates an illusion of conflict.

Peter Lisagor, chief of the Washington bureau of the *Chicago Daily News*, characterized conference reporters as participants in an "unruly TV show," but upheld the necessity of the news conference. And he called on journalists to correct the present problems, suggesting conferences without TV, where the President would be more concerned with what was being said than what was being seen.

Clark Mollenhoff, former counsel to President Nixon, also blamed newsmen for damaging effectiveness of the news conference and recommended conferences without the pervasiveness of the TV camera.

Edward P. Morgan, ABC Washington correspondent and commentator, condemned the Nixon news-conference policy as "utterly shocking" and called for regular weekly conferences, but less frequent televised sessions.

### Must buy all ASCAP music, NBC told

#### TV network loses bid for license to play only part of repertory

A federal court in New York has turned down NBC-TV's bid for a license to use only about 2,200 selected compositions from the repertory of the American Society of Composers, Authors and Publishers.

The consent decree governing ASCAP's operations does not require the society to issue a license to a TV network for anything less than its full repertory, Judge Sylvester J. Ryan of the U.S. Southern District of New York ruled in a decision on Dec. 21, 1970.

Judge Ryan also noted that NBC had been acquiring blanket licenses to the full ASCAP repertory consistently for the last 20 years and held that this "is most relevant to a decision" on NBC's bid now, for a much more restricted license.

Judge Ryan said ASCAP had also "persuasively" pointed out that a limited license for a bulk user of music such as NBC "would be unworkable."

"Broadcasting live parades, sporting events and similar programs, in which bands perform without prior censorship of their selections, would make a license of some 2,200 of the tens of thousands of available musical works completely illusory," Judge Ryan said.

He also noted that when the all-industry TV stations music license committee sought another form of limited license several years ago, he denied the request and was upheld on appeal.

When NBC-TV made its bid for a limited license early last year—a license covering 2,217 specified works plus certain background music libraries—network officials said NBC's use of ASCAP music had declined 50% over the preceding four years. They estimated that, based on NBC's 1965 ASCAP payments and music-use levels, the specified works would have an "indicated" value of about \$762,000 by early 1971, as against \$4.5 million NBC paid for rights to all ASCAP music in 1965 (BROADCASTING, April 6, 1970).

NBC also has asked Broadcast Music Inc. for a license to use only certain BMI compositions, rather than the customary blanket license to all BMI works, but that request is not involved in the court action, which relates to



ASCAP's consent decree.

NBC had contended that the ASCAP decree required the society to issue the requested limited license and that refusal to grant one was, in itself, an anti-trust violation.

But Judge Ryan held that "the real question" is "not one of broad antitrust policy, but the much more limited inquiry as to whether a license to the largest and most influential television network in the U.S. of a limited number of ASCAP selections is required by the terms of [the consent decree]. We find that it is not and hence deny the application."

Decree provisions relating to requests for licenses covering "any, some or all" of the ASCAP compositions, Judge Ryan held, are concerned with "the mechanics for setting appropriate license fees, not for establishing the scope of a license."

NBC officials said they had made no decision on whether to appeal Judge Ryan's ruling. It has no immediate effect on NBC's use of ASCAP music because, pending settlement of their dispute, NBC is operating under a court-approved interim license giving it access to the full ASCAP repertory at a rate of \$360,000 a month, or \$4.32 million a year (BROADCASTING, July 20, 1970).

The NBC bid for a limited license is one of several legal actions, including suits and countersuits by BMI and ASCAP against CBS and NBC and against each other, which have developed over the past year (BROADCASTING, Jan. 5, 1970, et seq). In one of those, CBS is seeking another form of limited license—one under which it would pay only for the music it actually uses—but that case is pending before another judge.

## ABC-TV teeing off on 11 golf tournaments

ABC-TV has announced telecast plans for 11 golf tournaments during 1971. The golf specials, all New York time, are the Andy Williams-San Diego Open, Saturday, Jan. 30 (6:30-7:30 p.m.) and Sunday, Jan. 31 (5-7 p.m.); Hawaiian Open Invitational, Saturday, Feb. 6 (6:30-7:30 p.m.) and Sunday, Feb. 7 (5-7 p.m.); PGA Championship, Saturday, Feb. 27 (2:30-3 p.m.) and (4:30-6:30 p.m.) and Sunday, Feb. 28 (4:15-6:15 p.m.).

Also, Tournament of Champions, Saturday, April 24 (4-5 p.m.) and Sunday, April 25 (4:30-6 p.m.); Byron Nelson Golf Classic, Saturday, May 8 (4-5 p.m.) and Sunday, May 9 (4:30-6:30 p.m.); Colonial National Invitational, Saturday, May 22 (4-5 p.m.) and Sunday, May 23 (4-6 p.m.); U.S. Open Championship, Friday, June 18

(half-hour, to be announced), Saturday, June 19 (4-5:30 p.m.) and Sunday, June 20 (4-6 p.m.); U.S. Women's Open, June 27 (3:30-5 p.m.); British Open, Saturday, July 10 (5-6:30 p.m.); American Golf Classic, Sunday, Aug. 8 (4-6 p.m.); and U.S. Men's Amateur, Saturday, Sept. 4 (3:30-5 p.m.).

Commentators for the telecasts are Chris Schenkel, Jim McKay, Bill Fleming, Byron Nelson, Dave Marr, Keith Jackson, Bud Palmer and Henry Longhurst.

## Earl Caldwell case pressed by Justice

### Reporter's refusal to testify may now become Supreme Court matter

The Department of Justice is still trying to force a reporter to testify before a grand jury—though only to verify the facts in his published story.

The federal agency, through Erwin N. Griswold, solicitor general of the U.S., has filed a petition for certiorari with the U.S. Supreme Court in asking that the decision of a San Francisco federal appeals court to the contrary be reversed.

The court had reversed a district

court in a 1970 case involving Earl Caldwell, a *New York Times* reporter (BROADCASTING, Nov. 23, 1970). The lower court had found Mr. Caldwell guilty of contempt of court for refusing to testify in February last year before a federal grand jury investigating the Black Panther Party. The *Times* reporter contended that his mere presence before a grand jury holding secret hearings would jeopardize his ability to obtain information from the Panthers. That view was accepted by the appellate court.

The question raised by the appellate-court decision, the Justice Department said, is "whether the First Amendment gives a reporter an absolute right to refuse to appear before a grand jury to answer any questions, even questions about nonconfidential matters, unless the government first shows a specific compelling need."

The First Amendment, the Justice Department maintained, does not grant such immunity, at least to the extent that it permits a reporter to refuse to verify his printed story and possibly to reveal other nonconfidential information of interest to the grand jury.

Under the appeals-court order, the Justice Department added, those called to testify before a grand jury may "claim a privilege as to particular questions at the time they are asked." The

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grand jury, the Justice petition said, should not be required to "predetermine and disclose the scope of its investigation" as a condition to calling a reporter to testify.

The Justice Department petition was also signed by Will Wilson, assistant attorney general, and Beatrice Rosenberg and Sidney M. Glazier, attorneys.

## Tops in actualities: bank is robbed live

A bank-robbery suspect stopped to answer the phone and talk to a reporter from WGN-AM-TV Chicago and ended up not only being caught by the police but caught in living sound from coast-to-coast.

Don Harris, WGN newsman, received a tip at 8 a.m. Dec. 22, about a robbery at the American Savings Bank, South Chicago, and immediately phoned the bank, even though it was still an hour before normal opening time. He thought perhaps he might get a story from a policeman or a custodian.

When the phone was answered, Mr. Harris inquired, "What's going on there? I understand you've got a robbery."

"Who is this speaking please?" Anthony Yokley, 27, responded.

"WGN."

"WGN?"

"Yes, sir."

"This is the robber," Mr. Yokley is alleged to have said, "the so-called robber, I guess."

"What are you doing in there?"

"I just want to tell you honestly. I tried to make it the shortest way possible. But it's the wrong way," Mr. Yokley said.

The conversation continued for 10 minutes as the suspect decided suicide was perhaps his answer but was dissuaded by the WGN reporter. It built to an emotion-charged climax as the police entered and told the man to "freeze" and captured him; the phone clanging to the floor and curse words exchanged.

WGN quickly edited the tape, bleeped over the offending words and got it exclusively on the air. Within four hours WGN had made feeds to two dozen independent stations coast-to-coast. That afternoon an ABC-TV news crew was in WGN's master control to film the station participants in the story.

## Changing Formats

The following modifications in program schedules and formats were reported last week.

■ WRC-FM Washington—NBC Inc., effective Dec. 14, 1970, began experimenting with an "adult progressive rock" format, discontinuing, at least tempo-

rarily, its standard popular-music format from 11 a.m. to 1 a.m. The licensee told the FCC the purpose of the switch was to "add to the diversity of the musical programming available in the Washington area." There are no fewer than 10 FM stations in the metropolitan area programming standard popular music and only one commercial FM licensed to Washington that programs adult progressive rock music as its main fare. Alternatively described as "free form," the new programming is automated by the station from 11 a.m. to 7 p.m. and from 11 p.m. until 1 a.m., augmented with two two-hour "live", on-air-personality programs from 7 to 9 and 9 to 11 p.m. WRC-FM operates on 93.9 mhz with 20 kw and an antenna 480 feet above average terrain.

■ WCCC-AM-FM Hartford, Conn.—Greater Hartford Communications Group, effective Nov. 4, 1970, ceased duplication of middle-of-the-road singles and album music, with the FM facility switching to "request" music basically featuring contemporary singles and the AM continuing MOR album music. Rusty Potz, program director, said the FM programming has a "top 40 pace" but is completely variable, answering listener requests for any 45 rpm record on the air within the last 12 years. Stations currently duplicate an all-news program from 6 to 9 a.m. each day. WCCC(AM) is a daytimer on 1290 khz with 500 w. WCCC-FM is on 106.9 mhz with 20.5 kw and an antenna 720 feet above average terrain.

## Program notes:

**Art for the people** ■ Mississippi Authority for Educational Television, Jackson, Miss., has created a new three-minute series on art masterpieces, *Art for the Day*. One painting is featured on each show. There is an original music score with four variations to capture the different moods of a painting and a brief narrative. Originally intended for children, more adults have been watching the program and as a result the show has been added to the Mississippi network's night-time programming.

**Primary politicals funded** ■ WTOP-TV Washington, as part of the Post-Newsweek Stations' policy of providing free time for political candidates, is offering 15 minutes of prime time to candidates running for D.C. delegate in the Jan. 12 primary. WTOP(AM) also is providing 15 minutes to the aspirants. According to Post-Newsweek, more than \$413,000 of free time was donated by the group to candidates in Washington; Cincinnati, Ohio; Jacksonville, Fla., and Miami before last November's general election.

**Expanding horizons** ■ Cartridge Television Inc., an Avco Corp. subsidiary, and AV-ED Films, a color stock library subsidiary, Los Angeles, have concluded an agreement whereby three new series of cultural enrichment programs will be distributed on the Cartrivision system. One series will include arts and crafts instructional programs for young viewers while the other programs will be on music and travel.

**Beauty and the beasts** ■ Century Broadcast Communications is distributing to television stations throughout the U.S. the *Miss World Beauty Championship*, produced by the BBC, and *More Than a Game*, one-hour football special, produced by NFL Films. Approximately 35 stations had been lined up by late December for the one-hour beauty special.

**Ralph Edwards returns** ■ The five ABC-owned television stations have signed to carry *This Is Your Life* syndicated series, which is being sponsored by Lever Bros., New York, through Ogilvy & Mather, New York, on a barter basis. The program will begin on Jan. 21, 1971, over WABC-TV New York, WXYZ-TV Detroit, KGO-TV San Francisco and KABC-TV Los Angeles in the Thursday 10:30-11 p.m. period. WLS-TV Chicago will present the show on Sunday, 6:30-7 p.m., beginning Jan. 24.

**Jim Lyle creates** ■ New Midwest firm specializing in the production of television programs, commercials and business films has been opened in Cleveland by Jim Lyle, for four years production manager at WKYC-TV Cleveland. Jim Lyle Creative Services is at Suite 1545, Leader Building; Phone (216) 523-1477.

**For armchair athletes** ■ CBS-TV will carry the *AAU International Track and Field Champions* and the *AAU International Champions*, swimming and diving contests for the third year. The one-hour series will be telecast Sundays, beginning May 2 and continuing through Sept. 6. (3:30-4:30 p.m. NYT). Jack Whitaker will handle commentary with Dick Bank and Ralph Boston. The program reportedly is 95% sold to advertisers.

## Award set for talk series

New award for television's outstanding talk series will be included in the 18 program and performer categories for the 1971 awards of the National Academy of Television Arts and Sciences, it was announced by NBC-TV. The Emmy awards will be telecast from Hollywood on May 9 on NBC-TB (10-11:30 p.m.), sponsored by Timex Corp., New York, through Warwick & Legler, New York.

## Seven Japanese TV makers sued

### Onetime producer of Dumont, Emerson sets charges antitrust, antidumping violations

The National Union Electric Corp., Greenwich, Conn., has filed a \$360-million antidumping suit in federal district court, Newark, N.J., against seven major Japanese television manufacturers and their subsidiaries.

The firm, which stopped Emerson and Dumont television set production in Jersey City, N.J., in August, charged the Japanese companies with violating U.S. antitrust laws and the federal antidumping act.

The suit, filed by the Newark law firm of Michels, Schwartz & Maher, and antitrust experts Blank Rome Klaus and Comisky, Philadelphia, also seeks an injunction to stop the Japanese companies' alleged practice of dumping and flooding the market with low-priced items.

National Union charges that Sony Corp., Sanyo Electric Co. Ltd., Hitachi Ltd., Mitsubishi Electric Corp., Shibaura Electric Co., Matsushita Electric Industrial Co. Ltd., and Hayakawa Electric Co., conspired to fix and inflate prices of television sets in Japan to finance U.S. sales of these sets at "unfairly low prices."

A U.S. Treasury ruling earlier this month said Japanese-manufactured TV sets were being "dumped" on the U.S. market, or sold at prices that not only were unfair but below prices in Japan (BROADCASTING, Dec. 14, 1970). The ruling, which did not name any specific Japanese manufacturer, has been objected to by the Japanese electronics industry. The U.S. Tariff Commission has up to three months to decide whether to assess anti-dumping duties against any Japanese television sets.

National Union's Jersey City facility, which was phased out in August, employed at the height of production about 2,100. The firm's related cabinet-manufacturing plant in Canastota, N.Y., was closed in July 1970. It employed between 350 and 375. Newark was selected to file suit because it is the district where company's manufacturing facilities were located.

In its suit, National Union contends the Japanese have damaged the U.S. television industry. It claims it was forced to close the Jersey City plant and the Canastota facility, "causing great losses." A company spokesman declined

to estimate the loss. But, in the third quarter, National Union reported a net loss of \$326,413, compared with a \$639,357 profit a year earlier. Its nine-month sales fell to \$99.5 million from \$114.6 million.

## Texas center will train technicians for CATV

The nation's newest training center for professional cable-television technicians has been dedicated on the campus of Texas A&M University, College Station, Tex. The school, which began classes last October, is funded by the Texas CATV Association and is equipped to instruct 18 ten-man classes.

Norman Penwell, director of engineering for the National Cable Television Association, said he hoped the training program would help develop certification criteria for CATV technicians and help standardize the industry. The program, which utilizes a 2½-mile system constructed at the center, is open only to cable-television employees, but classes will be open to the public if a particular course is not filled.

## Zenith buys piece of CATV equipment firm

Zenith Radio Corp., Chicago, has acquired a one-third interest in Electronic Industrial Engineering Inc., North Hollywood, Calif., manufacturer of active and passive equipment and systems for cable television. Three Zenith repre-

sentatives will be added to the EIE board, expanded from seven to nine members.

EIE designs and constructs amplifiers, converters and switches for CATV systems. The company also has developed and is field testing a two-way cable TV communications system in Oceanside and Sunnyvale, Calif. John Thompson, president of EIE, said his firm also was developing equipment that would be able to wire a home for burglar and fire alarm notification for testing next summer.

The North Hollywood firm also has designed an interdicted channel system for providing subscription or pay television via cable. Sales for EIE were approximately one-million dollars in 1969 and are projected at two to three million for 1970.

## FCC rebuffs AMST on highway radio systems

The FCC has denied a petition by the Association for Maximum Service Telecasters for stay of its report and order adopted last September authorizing use of the 72-76 mhz band for highway emergency radio systems.

AMST had argued that the authorization would cause "repeated, severe, extensive interference" to television channels 4 and 5, pointing out that frequencies in the 450 mhz band will become the initial "home" of an over-all highway safety communications system. It said that call boxes in the 72-76 mhz band would be incompatible with such a future system (BROADCASTING, Oct. 19, 1970).

The commission said intermittent transmissions from radio call boxes would not cause extended interference to TV operations. And, it added, the

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proposed use of 450-470 mhz call boxes is to be limited to highway safety, while the 72-76 mhz systems are being used for fire-alarm systems and police emergencies. The 72-76 mhz systems will "complement and supplement the 450 mhz operations," it added.

The vote was 5-to-0 with Commissioner Nicholas Johnson absent.

## Tracing tots need not fear radiation—HEW

There is no evidence of a radiation hazard to children who trace pictures off TV screens during broadcasts of the syndicated cartoon program *Winky Dink*.

That was the finding of the Bureau of Radiological Health of the Health, Education and Welfare Department in response to an FCC inquiry.

The commission's inquiry stemmed from a complaint to the Federal Trade Commission last May from a Newark, Del., viewer of WFIL-TV Philadelphia, which carried the program. The FTC referred the complaint to the FCC, which subsequently notified Triangle Publications, licensee of WFIL-TV, and Standard Toycraft, the program's sponsor. After the complaint was made public, Triangle

and other broadcasters dropped it pending further advice from the commission, a Toycraft spokesman said.

He added that Triangle investigated the possible radiation hazard before it began airing the program, and that studies were also conducted by the Institute of Electrical and Electronic Engineers. No hazard was found, he said.

In a letter to Triangle the FCC said no further action is warranted on its part and that "the matter is one for licensee judgment" based on HEW's finding.

*Winky Dink* is an animated program in which children may participate by tracing pictures onto plastic film that adheres to the TV screen.

The vote on the FCC's decision was 5-to-0, with Commissioner Nicholas Johnson absent.

## RCA boosting prices

RCA Corp. will increase prices of all its broadcast equipment for radio and television an average of 5%, effective Jan. 15. Andrew L. Hammerschmidt, division vice president, RCA Broadcast Systems, Camden, N.J., said the price rise was necessary to offset higher labor and materials costs.

## TV-set sales up again in November; radios dip

Total television-set sales during November 1970 showed an increase for the second consecutive month over figures for the same month in 1969.

According to figures released by the Consumer Electronics Group of the Electronic Industries Association, November black-and-white and color-TV set sales to dealers were up 7.6%. October was the first month in 1970 to show such a gain (BROADCASTING, Nov. 30).

Monochrome sales were 9.9% ahead of last November's volume and color-set sales gained 5.5%.

Home radios and automobile radios were down, however, 13.3% and 42.2%, respectively.

Cumulative sales for the first 11 months of 1970:

	Television	
	1970	1969
Color	4,246,256	5,025,133
Monochrome	4,071,962	4,539,063
Total	8,318,218	9,564,196
	Radio	
Am home	4,344,973	5,405,564
FM home	2,818,018	3,484,250
Auto	7,301,962	9,315,619
Total	14,464,953	18,205,433

## International

## U.S. hopes for evolution in space TV

FCC and OTP have prepared proposals for ITU conference in Geneva later this year

The U.S. will recommend a careful, evolutionary approach to direct satellite-to-home broadcasting, when the World Administrative Radio Conference of the International Telecommunication Union gets underway in Geneva later this year.

The proposals the U.S. will advance at the conference assert that the U.S. recognizes the "potential contribution" such service could provide on a national or international basis. But they also say that experimentation is necessary for a full assessment of the problems involved in a system that would bypass the present network of broadcast stations. A United Nations study group concluded that such service would not be feasible within the 1970-85 time frame.

Accordingly, the U.S. will not recommend the reservation of any specific frequency on an exclusive basis. But it will suggest that provisions be made for the possible accommodation of broad-

cast-satellite service.

The over-all proposals, covering spectrum requirements for space services and for the radio astronomy service and spectrum-sharing criteria, are the product of the FCC and the Office of Telecommunications Policy. The commission announced on Dec. 21, 1970, that the proposals had been submitted to the State Department for transmission to the secretary general of the ITU.

For the most part, the proposals dealing with broadcast matters are similar if not identical to those the commission offered for comment in a seventh notice of inquiry seeking comment on the U.S. position, which was issued on Aug. 12.

They would permit direct television broadcasting in the 614-890 mhz band (channels 38-83) and direct FM service in the 88-108 mhz band. However, in both cases, broadcasting from satellites would be subject to agreement among the countries concerned.

A third proposal would allocate the 11.7-12.2 ghz band to broadcasting-communications satellite services on a shared basis. This would provide for an evolutionary development of direct broadcast service. Initially, the service would be beamed to conventional broadcast stations; later, to community-type receivers; eventually to home receivers.

The FCC, in publishing the proposals, noted it had rejected various suggestions for exclusive primary use of the band for broadcast service. The commission said the suggestions were rejected to preserve "flexibility."

And in view of the evolutionary manner in which it expects direct broadcasting-satellite service to develop, the U.S. will propose a new definition of the term to include "both individual reception by members of the general public, and by those members engaged in community reception, i.e., group view-

ing and/or listening.”

One proposal is probably a pleasant surprise for broadcasters would provide for use of the 6625-7125 mhz band primarily for distribution of the kind of television program material now transmitted terrestrially by microwave.

CBS Television Affiliates Association had objected to the commission's earlier proposed deletion of that band in favor of 11.7-11.95 ghz because of the economic disadvantage that would be imposed on broadcasters wishing to own their own "receive-only" earth stations.

The commission had proposed the switch because of known opposition by some foreign countries to that use of the 6625-7125 mhz band by broadcasters.

However, the broadcasters later indicated they would accept constraints on their use of the band to overcome objections of foreign countries. Accordingly, the U.S. will propose use of the band in Region II, which includes North and South America.

The proposals also reflect the widespread concern among educators who felt the position indicated in the seventh notice of inquiry did not provide adequately for their needs. The notice suggested that the 2500-2550 mhz band be shared by the terrestrial Instructional Television Fixed Services and the communication satellite service and the 2550-2690 mhz band be shared by the ITFS and the earth sciences satellite service. But there was no provision for satellite service.

The proposals provide for use of the 2500-2690 mhz band for satellite service dedicated to educational and public service material and to demand assignment multiple access in remote areas.

## RKO leaves Canadian broadcasting scene

RKO General Inc. is no longer doing any broadcasting business in Canada with the approval by the Canadian Radio-Television Commission of the sale of its CKLW-AM-FM Windsor, Ont.-Detroit facilities. Purchase price paid by Baton Broadcasting Ltd., Toronto: \$4 million.

The stations, including CKLW-TV there which was sold by RKO to Baton and the Canadian Broadcasting Corp. (BROADCASTING, March 16, 1970), were disposed of by RKO to comply with CRTC foreign-ownership rules. Canadian legislation requires that citizens of that country own at least 80% of a Canadian broadcasting facility by March 31, 1971.

Baton Broadcasting bought CKLW-TV jointly with CBC on a 75%-25% basis for about \$5 million. The arrangement was made with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

The Baton brief presented to the CRTC at a public hearing in Winnipeg, Man., in November 1970 said purchase of the radio station would be financed

with a cash payment of \$1 million in U.S. funds at the time of CRTC approval and the issuance of \$3 million in five-year promissory notes. Baton's license for the AM-FM combination expires in five years.

Baton predicted a combined net profit on the AM and FM operations of \$555,000 in the first year of operation, \$635,000 in the second and \$725,000 in the third year. The figures included operating losses on the FM operation of \$135,000 in the first year; \$145,000 in the second, and \$155,000 for the third.

John Bassett, chairman and president of Baton Broadcasting, which also operates CFTO-TV Toronto, is also the owner of Toronto Telegram Publishing Co.

## Orders more native fare

The Australian broadcasting control board has ruled that commercial television there must increase substantially the Australian content of programs telecast during peak viewing hours of 6 p.m. to midnight.

The rules specify that 50% of programs between those hours must be Australian. The present requirement is 50%, spread over the entire broadcast day.

Russell Watkins, international representative in New York for Amalgamated Television Services, Sydney, said Australian sources estimated that the new requirements could cost commercial networks there up to \$1 million extra each year.

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## Promotion

### Gabriel deadline set

The Catholic Broadcasters Association is again sponsoring its annual Gabriel Awards for programing excellence.

There will be honors presented in several classes including programing produced by commercial or noncommercial broadcasters, programing produced by a religious broadcaster, youth-oriented programing, and spot announcements. Awards will also be given to an individual radio station and television station and a newly instituted award will honor an individual who has made a noteworthy contribution to broadcasting.

Deadline for entries is Feb. 15. For details write 1229 South Santee Street, Los Angeles 90015.

### Promotion tips:

**Human relations award** ■ Stanley I. Tannenbaum, board chairman and creative director, Kenyon & Eckhardt, New

York, will receive the 1970 Human Relations Award of American Jewish Committee's Broadcasting and Advertising division at a testimonial dinner to be held Jan. 21 at Plaza hotel there. Through Mr. Tannenbaum's involvement, K&E contributed its services on behalf of Coalition Jobs to set up training programs in industry to provide careers for unemployed. In 1969 he was recognized by the U.S. Office of Economic Opportunity for exceptional service to the nation through the firm's campaign for VISTA.

**Best in print** ■ John Blair & Co., New York, has been judged in-plant special category winner in the "Printing Job of the Year" competition, sponsored by 3-M Co., St. Paul. The winning plate, produced in Blair's creative services department, was entitled "The Flight of Apollo 13." Blair representatives and winners of awards in eight other categories will receive their awards in conjunction with National Printing Week.

**Davis & Morgan picked** ■ S. J. Reiner & Co., New Hyde Park, N.Y., media marketing firm, has chosen Davis & Morgan Inc., New York, as its public relations representative. Reiner is engaged in media buying, reciprocal trade and barter arrangements, consumer contests and sweepstakes, and trade incentive and premium programs.

### 'Decemuary' added by ABC

The ABC-owned radio stations have added the month of "Decemuary" to their sales calendars and they will promote the theme. The period, usually known to retailers as the "13th month," is the week between Christmas Day and New Years Day. According to Michael Hauptman, manager of retail sales development/marketing for the stations, the "13 month" is traditionally one of the largest volume weeks of the year." The period was promoted, through print, as the "final opportunity of 1970 to recoup some of the losses during the past year."

## Centre-TCI cable merger due this month

Closing date for the merger of Centre Video Inc., State College, Pa., into Tele-Communications Inc., Denver (BROADCASTING, Oct. 12, 1970) will be early this month. Both are multiple-CATV

owners.

The agreement to merge, making Centre Video a wholly-owned subsidiary of TCI, calls for an exchange of 650,000 shares of TCI common stock for Centre Video's outstanding shares. This amounts to a ratio of 2.13 TCI shares for each Centre Video share and is valued at \$7.6 million. Centre Video,

which is centered primarily in the Pittsburgh area, is principally owned by James R. Palmer. Mr. Palmer is also president and chief owner of C-Cor Electronics Inc., State College, Pa., which is not involved in the transaction.

TCI calculates that the merger will make it the fifth largest group-CATV owner with a total of 140,000 subscrib-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 107 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 22	Closing Dec. 17	Closing Dec. 10	1970		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	23%	23%	24%	23%	19%	7,073	155,606
ASI Communications		O	2	2	2	7	1%	1,789	3,578
Capital Cities	CCB	N	28%	28%	27	36½	19½	6,061	159,101
CBS	CBS	N	27%	27½	30	49%	23%	26,512	762,220
Corinthian	CRB	N	27%	27%	25%	33%	19%	3,381	95,513
Cox	COX	N	16	18%	18%	24%	10%	5,789	100,613
Gross Telecasting	GGG	A	10%	10%	10%	17%	9%	803	8,335
Metromedia	MET	N	16%	16%	18	22%	9%	5,734	98,223
Mooney		O	5½	5½	6½	8%	4½	250	1,438
Pacific & Southern		O	14%	14%	14%	20%	5½	1,636	22,086
Rahall Communications		O	20%	18	16%	20%	5½	1,040	15,860
Reeves Telecom	RBT	A	2%	2%	2%	15%	2	2,288	6,292
Scripps-Howard		O	18½	18½	18½	25	14	2,589	45,955
Sonderling	SDB	A	23%	22%	22%	34%	10%	991	21,059
Starr	SBG	M	9½	9	9	18%	7½	461	4,555
Taft	TFB	N	23½	23%	24	29%	13%	3,712	79,363
<b>Total</b>								<b>70,109</b>	<b>1,579,797</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	11%	11%	12	25%	9	11,470	116,191
Bartell Media	BMC	A	3%	3%	4%	14	3%	2,254	10,143
Boston Herald-Traveler		O	25	25	23	44	24	574	114,800
Chris-Craft	CCN	N	7%	6%	7	11½	4%	3,797	66,448
Combined Communications		O	9%	9%	10	17	5%	1,945	212,978
Cowles Communications	CWL	N	7%	7%	7	10%	3%	3,969	28,775
Fuqua	FQA	N	13%	11%	11%	31%	7	6,190	68,090
Gannett	GCI	N	32%	32%	33	32%	18½	7,117	209,952
General Tire	GY	N	22%	21½	21%	22%	12%	18,434	336,421
Gray Communications		O	6	6%	6%	7%	3%	475	2,375
Lamb Communications		O	2%	2%	2%	6	2	475	1,188
Lee Enterprises	LNT	A	17%	17%	17%	20%	12	1,957	30,588
Liberty Corp.	LC	N	16%	16%	15%	21%	13	6,744	102,846
LIN		O	6%	6%	6%	11½	3%	2,244	12,634
Meredith Corp.	MDP	N	19	18½	21%	44%	18	2,744	56,252
Outlet Co.	OTU	N	13½	13%	13%	17%	10	1,342	14,762
Plough Inc.	PLO	N	77%	77%	77%	85	55	6,883	506,795
Post Corp.		O	9	8%	9	17½	8	713	6,952
Ridder Publications		O	18%	17%	16%	22	9%	6,217	100,280
Rollins	ROL	N	27%	27%	28	40%	19%	8,044	216,223
Rust Craft	RUS	A	29%	29%	30%	32%	18½	1,159	33,182
Storer	SBK	N	20	20%	18%	30%	14	4,223	81,293
Time Inc.	TL	N	42%	43	43%	43½	25%	7,257	270,323
Trans-National Comm.		O	½	½	½	4%	1/16	1,000	60
Turner Communications		O	2%	2%	2%	8%	2%	1,328	3,161
Wometco	WOM	N	16%	15%	16%	20%	13%	5,817	92,374
<b>Total</b>								<b>114,372</b>	<b>2,695,086</b>
<b>CATV</b>									
Ameco	ACO	A	6%	9%	6%	16	4	1,200	6,600
American TV & Comm.		O	17%	17	16%	24	10	2,042	33,183
Burnup & Sims **		O	22%	32	31%	32%	14	873	27,718
Cablecom-General	CCG	A	15	15½	14%	23%	7%	1,605	21,876
Cable Information Systems		O	2%	2%	2%	5	¾	955	2,388
Citizens Financial Corp.	CPN	A	12%	12%	13	17½	9%	994	12,922
Columbia Cable		O	10	10%	10%	15½	6%	900	8,100
Communications Properties		O	7%	7%	8%	10½	6	644	5,474
Cox Cable Communications		O	18%	18%	18%	25	12	3,550	62,125
Cypress Communications		O	7%	7	6%	17%	6	1,887	11,322
Entron	ENT	A	2%	2%	2%	8%	2%	1,320	3,802
General Instrument Corp.	GRL	N	15%	16%	16%	30%	11½	6,250	84,375
Sterling Communications		O	3%	3%	3%	7%	3	1,100	4,268
Tele-Communications		O	12%	12%	12%	16%	8½	2,704	31,123
Teleprompter	TP	A	75	80%	80%	133½	46	1,161	81,851
Television Communications		O	6%	6%	6%	19%	3%	2,850	18,896
V'acom *	VIA	N	15%	16%	16%	19½	15%	—	—
Vikoa	VIK	A	8%	9%	7%	27%	6%	2,316	16,212
<b>Total</b>								<b>32,351</b>	<b>432,235</b>



ers. Bob Magness is president of TCI, which also operates a 10,000-mile microwave system.

### Financial notes:

■ Combined Communications Corp., Phoenix-based group broadcaster, announced the purchase of St. Louis Outdoor Advertising Inc. for CCC stock. Terms would make purchase price in excess of \$5 million. Eller Outdoor Advertising of Kansas City, a CCC subsidiary, has been actively managing the

firm since August 1970. Karl Eller, president of CCC, noted that it is contemplated that St. Louis Outdoor Advertising will be liquidated and that its operations will be carried on as a division of Eller Outdoor Advertising. Mr. Eller added that Larry Halenkamp has been named president of the St. Louis division.

■ Lamb Communications Inc., Toledo, Ohio, broadcaster and group-CATV operator, reported a 25% increase in profits from operations from \$92,900 for the first six-month period of 1969

to \$116,000 for the same period ended Nov. 30, 1970. Lamb noted gross revenues of \$1,363,300 for the first half of fiscal 1970, compared to \$1,188,400 for the same period in 1969. Net profits were \$116,000 for the current six-month period as against \$113,400 for the same period in 1969.

■ Kansas State Network Inc., Wichita, Kan., reported a 29% increase in profits for the first quarter of 1971 ended Nov. 30 with a rise in net income to \$268,000 for the three-month period as compared to \$208,000 for the same

	Stock symbol	Ex-change	Closing Dec. 22	Closing Dec. 17	Closing Dec. 10	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)	
<b>Programming</b>										
Columbia Pictures	CPS	N	10	10%	10%	31½	8%	8,120	56,610	
Disney	DIS	N	138¾	141½	145½	158	89%	5,894	838,422	
Filmways	FWY	A	7	6%	6%	18½	5%	1,842	13,133	
Four Star International		O	1½	1%	1%	4	1½	666	2,041	
Gulf & Western	GW	N	18	18%	18½	20%	9½	15,362	234,271	
Kinney National	KNS	N	29½	29	28¾	36	20%	10,402	298,878	
MCA	MCA	N	19%	20%	21	26	11%	8,195	155,705	
MGM	MGM	N	15½	16%	17½	29%	12%	5,883	89,010	
Music Makers		O	2½	2%	3	9	2½	589	1,325	
National General	NGC	N	14	14%	14%	20%	9	4,910	73,061	
Tele-Tape Productions		O	1%	1%	1%	6%	1½	2,183	4,101	
Transamerica	TA	N	14%	14	14	26%	11%	63,830	771,832	
20th Century Fox	TF	N	7%	8%	7%	20½	6	8,562	62,075	
Walter Reade Organization		O	2%	2%	2%	8%	2	2,414	4,821	
Wrather Corp.	WCO	A	7	7%	7%	10%	4%	2,211	16,317	
								<b>Total</b>	<b>139,729</b>	<b>2,621,612</b>
<b>Service</b>										
John Blair	BJ	N	14%	14½	14	23½	10%	2,598	35,073	
Comsat	CO	N	50%	49%	50%	57%	25	10,000	475,000	
Creative Management	CMA	A	11½	10%	10½	14%	10	1,083	10,830	
Doyle Dane Bernbach		O	19½	19%	19	24½	13½	2,074	45,110	
Elkins Institute		O	9	9%	9½	10%	9	1,664	15,837	
Foote Cone & Belding	FCB	N	7%	8	7½	12%	7%	2,175	17,139	
Grey Advertising		O	8%	8%	8%	13%	5%	1,207	10,416	
LaRoche, McCaffrey & McCall		O	9%	8%	8½	17	8½	585	5,119	
Marketing Resources & Applications		O	2%	2%	3	7	1	504	1,512	
Movielab	MOV	A	2½	2	2½	7½	2	1,407	3,349	
MPO Videotronics	MPO	A	5%	5%	5%	9%	4%	558	3,281	
Nielsen		O	38½	38	37¾	42½	26	5,299	197,388	
Ogilvy & Mather		O	23%	23	23	23%	14½	1,096	25,208	
PKL Co.	PKL	A	3%	3	3%	12%	2½	743	2,297	
J. Walter Thompson	JWT	N	34	34	31%	36	21%	2,764	77,392	
Wells, Rich, Greene	WRG	A	16	14%	14%	16	5	1,581	18,782	
								<b>Total</b>	<b>35,341</b>	<b>943,733</b>
<b>Manufacturing</b>										
Admiral	ADL	N	7%	7½	7%	14%	6½	5,158	37,396	
Amplex	APX	N	17	16%	17%	48½	12½	10,874	171,268	
CCA Electronics		O	2½	2½	2½	5	1½	2,096	5,512	
Collins Radio	CRI	N	12%	13	14%	37%	9	2,987	38,571	
Computer Equipment	CEC	A	3%	3%	3%	12%	3½	2,406	9,624	
Conrac	CAX	N	15	15	14%	32%	11	1,262	18,255	
General Electric	GE	N	91	91%	89%	91%	60%	90,884	7,941,444	
Harris-Intertype	HI	N	55½	55½	53	75	36%	6,308	305,938	
Magnavox	MAG	N	37%	37%	36%	38%	22%	16,429	581,258	
3M	MMM	N	95%	96%	95%	114%	71	56,058	5,045,220	
Motorola	MOT	N	52%	52%	53½	56	31	13,334	653,366	
RCA	RCA	N	26%	26%	26%	34%	18%	68,403	1,599,262	
Reeves Industries	RSC	A	2%	3	2%	5%	2½	3,458	9,993	
Telemation		O	9%	10	12½	24	8½	14,040	150,930	
Westinghouse	WX	N	65%	66	67%	69%	53%	39,803	2,572,468	
Zenith	ZE	N	37%	38%	37½	38%	22%	19,020	877,683	
								<b>Total</b>	<b>352,505</b>	<b>19,816,182</b>
								<b>Grand Total</b>	<b>744,607</b>	<b>26,586,510</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>98.68</b>	<b>98.68</b>	<b>98.67</b>					

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Nov. 25. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.  
\*\* 3-for-2 stock split.

1970 period. Consolidated gross revenue for the first three months was \$1,619,000, KSN said, compared to \$1,453,000 for the same period in 1970.

■ A tender offer for 100,000 shares of Cohu Electronics Inc. common stock has been made by CEI Associates, a business partnership whose principals include Richard T. Silberman, former Cohu president. The offer expires Jan. 8. If it is successful, CEI would own 16.5% of Cohu's stock and would seek representation on the board. In another development, William S. Ivans, Cohu president, said that the company has signed a contract with "a large U.S. corporation for television equipment in excess of \$600,000." However, he declined to name the firm placing the order.

■ Boston Herald-Traveler Corp., Boston newspaper publisher and owner of WHDH-AM-FM-TV there, declared \$2.00 dividend on common stock, payable Jan. 15, 1971, to stockholders of record on Dec. 31, 1970.

■ Outlet Co., Providence, R.I., owner of radio and TV stations, has declared regular quarterly dividends of \$1.375 per share on the 5½% convertible preferred stock and \$0.1625 per share on common stock, payable Feb. 3, 1971,

to stockholders of record Jan. 15, 1971.

■ J. Walter Thompson Co., New York, declared a quarterly dividend of \$0.25 per share of common stock, payable Feb. 19, 1971, to stockholders of record Jan. 23, 1971.

■ Subscription Television Inc., South Pasadena, Calif., and its wholly owned subsidiary, Leach Corp., have filed a joint registration statement with the Securities and Exchange Commission on 735,544 shares of STV common and 735,544 shares of Leach common (of which 533,269.4 are outstanding and held by STV). Securities are to be offered for subscription by STV shareholders in units of paired shares of STV and Leach at the rate of one unit for each STV share held. Price is \$7.50 per unit with a potential gross of \$4,019,748 for STV and \$1,496,832 for Leach (from its sale of 202,274.6 new shares). Certain STV shareholders propose to offer at the current market price then prevailing up to 324,372 units for public sale. A group of STV stockholders has agreed to purchase up to 400,000 units, the SEC said, if subscription rights are not exercised by other stockholders. The sale of the company's stock interest in Leach and of additional STV shares was determined by man-

agement to be the most satisfactory means of meeting its commitments, including the repayment of \$2,150,000 of bank loans, and to provide additional working capital, SEC added. Of the proceeds of Leach's sale of additional shares, Leach will use a portion in repayment of a \$845,159 advance by STV and use the balance for working capital.

## Cypress consolidates Los Angeles offices

Cypress Cable TV Inc. is the new name for the CATV systems formerly operated under the Harriscopy Transmission Inc. banner. Coincidental with the name change is a consolidation of the firm's facilities in the Los Angeles offices of the parent Cypress Communications Corp.

Affected are 26 systems in 10 states in the eastern half of the country. Harriscopy was known as United Transmission Inc. and maintained headquarters in Kansas City, Mo.

Also announced by Cypress Cable TV Inc. was a name change for Shardco Cablevision Inc., to Cypress Cable TV of Ohio Inc. and for Malibu Communications Corp. to Cypress Cable TV of Malibu (Calif.) Inc.

## Fates&Fortunes®

### Broadcast advertising

**Paul B. Repetto**, account supervisor, Foote, Cone & Belding, Chicago, appointed VP-administration.

**Walter Higgins**, account supervisor, Hecht, Vidmer Inc., New York, elected VP.

**Arthur E. Muth**, VP and general manager KTUL-TV Tulsa, Okla., named VP, Petry-TV, Edward Petry & Co., New York.

**H. C. Cushenbery**, VP and director of marketing, and **Charles H. Day**, VP and director of operations, both Miller Brewing Co., Milwaukee, elected to executive committee.

**Jack McCarthy**, account supervisor, Ted Bates & Co., New York, elected VP.

**John O. Doern**, VP and creative supervisor, Compton Advertising, New York, elected senior VP.

**Dennis Israel**, general sales manager, Radio Advertising Representatives, New York, elected VP.

**Richard D. Frederick** and **Jack E. Heaton**, account supervisors, Compton Advertising, New York, and **Robert A.**

**Sawyer**, director of mail-marketing unit, elected VP's.

**William Mullen**, senior art director and executive assistant, Kenyon & Eckhart, New York, named VP.

**Barry Blau**, creative head, direct response division, Ogilvy & Mather, New York, and **Peter Heinz**, **Clark Hine** and **Mike Lesser**, all account supervisors, elected VP's.

**Paul R. Benson**, VP in charge of local sales for Television Bureau of Advertising, resigns and will announce future plans shortly. His duties will be assumed by **Tom McGoldrick** and **James Frost**, associate directors of local sales, TVB.

**Arnold Kaufman**, head of now defunct Arnold Kaufman Inc., New York, firm specializing in corporate mergers and sales, rejoins RKO General there in newly created position of VP—corporate development. Mr. Kaufman was with RKO from 1947 until 1960.

**Gordon H. Hastings**, station manager, WROR(FM) Boston, joins RKO Radio Representatives, New York, in newly created position of Eastern sales manager, and **James C. Forrer**, account

executive of RRR's Chicago AM sales division, appointed head of RKO's FM national sales office there.

**John F. Newton**, VP-finance, Peters, Griffin & Woodward, New York, elected board member.

**Andrew Wasowski**, copy chief, BBDO, Dallas, joins Kenyon & Eckhardt, New York, as copy supervisor.

**William R. Rocz**, director of sales promotion and merchandising, Combined Communications, appointed account executive, public relations, The Patton Agency, Phoenix advertising and public relations firm.

**William Irving**, buyer/planner, N. W. Ayer, joins media department, MacManus, John & Adams, New York, in same capacity. **Philip Espeseth**, media director, Wells, Rich & Greene, joins M J & A there as media supervisor.

**Richard C. Cortellessa**, research director, Dreher Advertising, joins Dancer-Fitzgerald-Sample, New York, as research group head.

**Susan Johnson**, with Humphrey, Browning & MacDougall, Boston, joins Hill, Holliday, Connors & Cosmopolos there as media buyer.

**Carl P. Brodhun II**, promotion director, WAST-TV Albany, N.Y., joins WCPO-TV Cincinnati, as director, advertising, promotion and publicity.

**Norm Goldsmith**, national sales manager, KGO(AM) San Francisco, appointed sales manager.

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## Media

**Henry W. Harris**, VP and director of operations, Cox Cable Communications, Atlanta, named president. **William A. Pitney**, general manager, Cox Cablevision and Telesystems, there; **Henry R. Goldstein**, general manager, Trans-Video Corp., San Diego division of CCC, and **Thomas C. Dowden**, director of development and secretary, CCC, appointed VP's. Mr. Pitney, Mr. Goldstein and Mr. Dowden continue their former duties as well as those newly acquired.

**Philip D. Marella**, president and general manager, WAVY-TV Norfolk-Portsmouth, Va., named VP, LIN Broadcasting Corp., New York.

**Lawrence E. Gordon**, with Gordon Broadcasting Co., appointed VP-corporate affairs and general manager KSDD-AM-FM San Diego. **Jim Price** appointed station manager and general sales manager, Gordon Broadcasting. **Dr. David Feldman**, former executive VP and station manager there joins Business and Behavioral Research Associates, La Jolla, Calif.

**Perry Samuels** has resigned as senior VP-radio, Avco Corp., Cincinnati. His future plans are not announced nor has a replacement at Avco been named. Mr. Samuels joined Avco in 1967 as VP-general manager of WWDC(AM) Washington. In August 1968 he was promoted to vice president-radio for Avco in Cincinnati.

**Jack Ambrozic**, general sales manager, WNCR(FM) Cleveland, appointed general manager.

**Milton Ledet**, general manager WRET-TV Charlotte, N.C., named president, Turner Broadcasting of North Carolina there. **Ian N. Wheeler**, station manager, WCTU-TV there and **George A. Winslow Jr.**, with WPTU(TV) Palm Beach, Fla., named VP's.

**Howard Fisher**, account executive, KPRO(AM) Riverside, Calif., appointed manager.

**Curt Shaw**, program director, WABQ(AM) Cleveland, appointed operations manager.

**Jay A. Doub**, editor and publisher, *The Winter Garden Times*, appointed system manager, Winter Garden area cable TV system, TM Communications Co. of Florida, Tampa.

**Theodore A. Joines**, re-elected president, Atllass Communications Inc. and

named chief executive officer. He will devote full time to firm's WGRT(AM) Chicago.

**Robert Mace**, assistant secretary and assistant general counsel, Avco Broadcasting Corp., Cincinnati, named VP, secretary and general counsel.

**John C. Bullitt**, attorney, New York, elected member, board of directors, King Broadcasting Co., Seattle.

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## Programming

**Wally Jordan**, director, TV department, William Morris Inc., New York, appointed consultant, newly created Tomorrow Productions, there, GE subsidiary for TV programs, motion pictures and stage presentations (BROADCASTING, Dec. 14).

**William Froug**, with Four Star International, Los Angeles, appointed staff executive producer.

**Billy Bass**, formerly with WIXY(AM) Cleveland, joins WNCR(FM) there as program director and personality.

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## News

**Ed Joyce**, executive producer, special broadcasts, radio, CBS News, New York, appointed director of news, WCBS-TV there. He succeeds **Michael F. Keating**, who continues with network in capacity to be announced.

**Gregg Jordan**, with public affairs department, KFRC(AM) San Francisco, named sports director, KGO(AM) there.

**Bob Krauser**, newsman and Broward county, Fla., bureau chief, WIOD(AM) Miami, appointed news director.

**Eric Aucoin**, anchorman, WGH(AM) Hampton, Va., appointed news supervisor, Christian Broadcasting Network, which operates stations in North, Central and South America.

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## Equipment & engineering

**James J. Johnson**, VP and general manager, Eastern region, IBM data processing division, named VP, marketing for RCA. Mr. Johnson will have staff responsibility for all RCA marketing activities. He will direct corporate staff functions of advertising and corporate identification, marketing services, economic and marketing research and product and marketing planning.

**Dallas D. Clark**, director of engineering, National Teleproductions Corp., Indianapolis, joins Television Production Center Inc., TV producer, Pittsburgh, as VP-engineering.

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## Allied fields

**John L. Richer**, president, National As-

sociation of FM Broadcasters and general manager of WFIL-FM Philadelphia, and **Wesley J. Hennessy**, dean of the Columbia University School of Engineering and Applied Science, New York, elected to board of directors of Armstrong Memorial Research Foundation, New York.

**Paul K. Murphey**, VP and director of research, Television Testing Co., New York, named president. TV Testing is a joint research venture of Audits & Surveys and Teleprompter Corp.

**Kenneth H. Griffiths**, account director, McCann-Erickson, New York, joins the U.S. savings bonds division of Treasury Department, as director of radio and TV.

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## International

**Renato Pachetti**, executive assistant to the director general of RAI, Rome, the Italian radio television broadcasting system, appointed head of RAI's New York office.

**Leon A. Demee**, VP-international, A. G. Spalding & Bros., appointed VP-marketing, international division, Shulton Inc., New York.

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## Deaths

**David W. Loring**, 44, news director, WGIL-AM-FM Galesburg, Ill., died Dec. 18, at St. Mary's hospital there. He is survived by his mother and sister.

**May Singhi Breen**, radio personality of 20's and 30's, died Dec. 19, at Jersey Shore Medical Center, Neptune, N.J. She was the widow of composer Peter De Rose and is survived by one daughter and one sister.

**Teme C. Brenner**, 50, president of Rogers, Cowan and Brenner, Los Angeles-based public relations firm, died Dec. 22 of cancer in Beverly Hills. She joined Rogers and Cowan in 1954 and was named president early in 1970. The company name was changed in 1966. She established the firm's TV publicity department and continued to supervise its operations until June.

**Robert E. Howard**, 70, account executive, KNOB(FM) Long Beach, died Dec. 17 in Los Angeles. Prior to joining KNOB in 1967, he was with NBC spot sales in New York and Los Angeles. He is survived by his wife, Marjorie and three sons.

**Ernest Walling**, 58, pioneer TV director, died Dec. 19, in his home in New York. He was director, Philco's experimental TV station, and later produced *Firestone Hour* for NBC, New York. He became program manager, NBC-TV Network in 1952. He is survived by one sister and one brother.



As compiled by BROADCASTING, Dec. 15 through Dec. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, khz—kilohertz, kw—kilowatts, LS—local sunset, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, \*—educational.

**New TV stations**

**Application**

■ \*Goldvein, Va.—Northern Virginia Educational Television Association. Seeks UHF ch. 53 (704-710 mc); ERP 1092 kw vis; 163.8 kw aur. Ant. height above average terrain 750 ft; ant. height above ground 674 ft. P.O. address: 8333 Little River Turnpike, Annandale, Va. 22003. Estimated construction cost \$1,450,484; first-year operating cost \$463,300; revenue none. Geographic coordinates 38° 37' 52" north lat.; 77° 26' 19" west long. Type trans. GE TT-57-B. Tyre ant. GE TY-205-A. Legal counsel Roger Wollenburg, Wilmer, Cutler and Pickering; consulting engineer A. D. Ring and Associates. Principals: Robert D. Smith, vice president-general manager. Ann. Nov. 4.

**Actions on motions**

■ Chief, Broadcast Bureau, on request of Mississippi Authority for Educational Television, extended through March 18, time to file responses to petition for rulemaking in matter of amendment of TV table of assignments (Booneville, Clarksdale, Columbia, Columbus, Hattiesburg, Natchez, Oxford and Senatobia, all Mississippi). Action Dec. 14.

■ Chief, Broadcast Bureau, on request of Audicom Corp., extended to Feb. 15, time to file comments and to March 15, time to file reply comments in matter of amendment of rules and regulations to permit inclusion of coded information in aur. transmissions of radio and TV stations for purpose of program identification (Doc. 18877). Action Dec. 15.

■ Chief, Broadcast Bureau, granted request by Tennessee Televentures and extended through Dec. 28, 1970, time to file comments and through Jan. 11, time to file reply comments in matter of amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Dec. 14.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petition by Golden Orange Broadcasting Inc. for leave to amend application to reflect information relative to one of its principals (Docs. 18295, 18297-8, 18300). Action Dec. 11.

■ Acting Chief Hearing Examiner Jay A. Kyle in

Los Angeles (Community Television of Southern California, Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Jan. 5, 1971, and hearing for Feb. 9, 1971 (Docs. 19099-101) Action Nov. 30.

■ Acting Chief Hearing Examiner Jay A. Kyle in Glendive, Mont. (Meyer Broadcasting Co. and Harriscope Broadcasting Corp.), TV proceeding, in absence of presiding officer (Charles J. Frederick) due to illness, granted request by applicants to expedite action and granted joint request for approval of agreement filed November 16, 1970, by applicants: approved agreement and dismissed with prejudice application of Harriscope Broadcasting Corp.; granted application of Meyer Broadcasting Co. subject to condition that TV herein authorized upon request of any TV within whose principal community it operates, shall not duplicate simultaneously or on same day any program broadcast by such TV; provided however that this condition shall not become effective until Glendive Broadcasting Corp. notifies commission in writing that identical program exclusivity is being provided to KXGN-TV Glendive by Glendive Cable TV, together with certification that copy of such notification has been served upon permittee of translator, and terminated this proceeding (Docs. 18737-8). Action Nov. 9.

**Other actions**

■ Review board in Jacksonville, Fla., TV proceeding, granted Broadcast Bureau's request for extension of time, filed Dec. 10, 1970 (Docs. 10834, et al.). Action Dec. 14.

■ Review board in Buffalo, N.Y., TV proceeding, scheduled oral argument before review board by Continental Summit Television Corp. for Jan. 12 in Washington (Docs. 18993-18999). Action Dec. 14.

**Existing TV stations**

**Final actions**

■ KBSC-TV Corona, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to 5746 Sunset Boulevard, Los Angeles. Action Dec. 11.

■ WKBD-TV Detroit—Broadcast Bureau granted CP to change ERP to vis. 2090 kw; aur. 209 kw; change type trans. and type ant.; ant. height 960 ft.; conditions. Action Dec. 14.

■ KTAL-TV Texarkana, Tex.—Broadcast Bureau granted CP to install precision frequency control drive unit. Action Dec. 14.

**Actions on motions**

■ Chief, Office of Opinions and Review, in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, granted motion by applicant and extended to Jan. 11 time to reply to oppositions of the other parties to petition for reconsideration (Doc. 18983). Action Dec. 10.

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP-TV]), TV proceeding, con-

tinued January 12 further hearing to date to be specified at further prehearing conference scheduled for Feb. 12; granted petitions by applicant for leave to amend application to report current information with respect to efforts to obtain financing and by submission of agreement between WREP-TV Inc. and Christian Broadcasting Network Inc. (Docs. 18338-9). Action Dec. 11.

**New AM stations**

**Application**

■ WJIZ Albany, Ga.—Seeks CP to change trans. location to 5.7 miles north of city on U.S. Highway 19; operate by remote control from studio location 2700 North Slappy Boulevard, Albany; make change in antenna system; change TPO to 17.91 kw, and change horizontal and vertical. Ant. height 474.5 ft. Ann. Dec. 15.

**Actions on motions**

■ Hearing Examiner Isadore A. Honig in Monroe, Ga. (Walton Broadcasting Co.), AM proceeding, postponed hearing to April 27 at 10:00 at Monroe (Doc. 19011) Action Dec. 10.

■ Hearing Examiner Isadore A. Honig in McConnellsburg, Ligonier and Jeannette, all Pennsylvania (Town Radio Inc. et al.), AM proceeding, dismissed with prejudice application of Laurel Highlands Broadcasting Co. (Docs. 19040-42). Action Dec. 11.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co. et al.), AM proceeding, on request of Broadcast Bureau, extended until close of business, Dec. 18, 1970, time to file responses to Tinker Area's petition for leave to amend and Raburn's petition to dismiss (Docs. 13341-2, 13344). Action Dec. 10.

■ Acting Chief Hearing Examiner Jay A. Kyle in Whitley City, Ky. and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, because of illness of hearing examiner (Charles J. Frederick), continued Dec. 22, 1970 hearing without date (Docs. 18959-60). Action Dec. 10.

**Other actions**

■ Review board in Carson City, Nev., reinstated and expanded expired CP for KRWL-FM Carson City, of Carson City Broadcasting Corp., licensee of KRWL(AM) there. (Doc. 19002), Ann. Dec. 14.

■ Review board in Guayama, P.R., AM proceeding, granted petition for extension of time, filed Dec. 11, 1970, by Fidelity Broadcasting Corp. (Docs. 19055-57). Action Dec. 14.

■ Review board in Bayamon, P.R., AM proceeding, granted petition for additional time, filed Dec. 3, 1970, by Augustine L. Cavallaro Jr. (Doc. 16891). Action Dec. 15.

**Existing AM stations**

**Final actions**

■ WORS Jacksonville, Fla.—FCC denied petition by Mel-Lin Inc., licensee, for reconsideration of commission action denying Mel-Lin's application for CP for directional operation at night. (Doc. 17474). Action Dec. 9.

■ WPLK Rockmart, Ga.—Broadcast Bureau granted CP to increase tower height to 453 ft. above ground and use tower for supporting structure of FM ant.; conditions. Action Dec. 11.

■ KBXM Kennett, Mo.—Broadcast Bureau granted CP to increase power to 500 w during CH only. Action Dec. 11.

■ KENO Las Vegas—Broadcast Bureau granted CP to change trans. and main studio location to Cameron Street, ¼ mile north of Tropicana, Las Vegas, and increase ant. system. Action Dec. 11.


■ WHAZ Troy, N.Y.—Broadcast Bureau granted license covering aux. trans.; trans. and studio location redesignated as Park and Gansevoort, Van Schaick Island, Troy. Action Dec. 11.

■ KNOR Norman, Okla.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Dec. 11.

■ KEX Portland, Ore.—Broadcast Bureau granted license covering aux. trans. Action Dec. 11.

■ KBNO Houston—Broadcast Bureau granted

(Continued on page 89)

	<p><b>EDWIN TORNBERG</b>  <b>&amp; COMPANY, INC.</b></p>
	<p><b>Negotiators For The Purchase And Sale Of</b>  <b>Radio And TV Stations • CATV</b>  <b>Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York, N.Y. 10017                  212-687-4242</p> <p>West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950                  408-375-3164</p>

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## RADIO

### Help Wanted Management

**Selling manager**, metro suburban daytimer. Position open after February 1. Write all, including expected income, references. Box M-132, BROADCASTING.

**Station manager**, F.M. Chicago must sell time and supervise sales. Excellent position as station is part of expanding group. Box M-162, BROADCASTING.

### Help Wanted Sales

**Sales manager** for large market station. We are looking for the best sales or potential sales person in broadcasting, and will make it possible for him to become the highest paid sales manager in radio. Age no factor. Must have good education, solid fundamental sales background, proven record of radio sales and of successfully training radio salesmen. Must document all claims. Station is one of best known in industry. Group owned. Member NAB, RAB. Held in high esteem by FCC. Noted for integrity and employee relations. Box M-124, BROADCASTING.

**Salesman-announcer**, creative AM and FM radio stations. Guaranteed salary plus commission. Ninety percent of time will be devoted to sales. Located in South Carolina. Send complete information in confidence. Box M-133, BROADCASTING.

**Sales manager**, F.M., New York supervise three salesmen, increase station's billings, increase your earnings. Station one of old line expanding group. Box M-161, BROADCASTING.

At a \$12,000 yearly start, what can you do for top station in highly competitive secondary market? We enjoy excellent reputation, nationally and locally; you work from protected list; creative support from copy, production, deejays and promotion. Send complete track record and goals to Box M-174, BROADCASTING.

**Management trainee**, eager to move up with top-rated station in exceptionally attractive market. Salary plus commission setup that lets us both enjoy the cream. This is an opportunity for a real comer, waiting to be groomed for real money, honestly made, and challenge aplenty. Send complete details to Box M-175, BROADCASTING.

**KFRO-1370**, ABC, Longview, Texas offers sales opportunity for man with past announcing, sales experience. Send sales record, resume to James R. Curtis.

We offer a great opportunity for top-flight broadcast salesman or sales-mgr. Present sales-mgr. moving to management. Excellent base, plenty of room for development. Professional staff. Area's leading broadcasters. Good family community. Make above average earnings. Interested in \$\$\$\$. Send letter-resume or call. Jerry Peterson, Gen. Mgr. WLPO AM-FM, Box 215, La Salle, Illinois. 815-223-3100.

**WMAD AM/FM** radio as part of its planned growth program is now accepting applications for general sales manager. The person selected will receive a base salary plus override on all station sales. This is an outstanding opportunity to earn a good income and develop your management abilities. All applications confidential. Contact Dan Palen, Gen. Mgr., WMAD, Madison, Wis. 608-271-6611.

## Announcers

**Wanted:** An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

**Dee Jay**. First ticket. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

East coast station seeking stable, mature, responsible, talented announcer who thrives on stability. Must send detailed resume, air check and salary requirements. Box M-172, BROADCASTING.

**Announcer**, production, experienced all-around air man with local news ability. Selling part time. 5000 watt AM and CATV operation, Mid-Atlantic Region. \$150 week. Box M-182, BROADCASTING.

## Announcers continued

Looking for an opportunity to grow with a top rated contemporary station in the southeast? If you have a first phone and a desire to work and progress, send tape and resume at once—all inquiries held in confidence—an equal opportunity employer. Box M-183, BROADCASTING.

**Experienced MOR** announcer with good news delivery needed immediately. No beginners please. Send tape, resume and references in initial correspondence to William M. Winn, P.D., Radio Station WESB, 43 Main Street, Bradford, Penna. 16701.

**Air personality** for contemporary non-rock format. Play-by-play or talk show also available for right person. We do everything; personality dj, news, editorials, talk and sports. Good competitive market. Must be experienced. Tape and resume to WRTA, Altoona, Pa.

**Florida coastal** soul station in 69th largest Negro populated market wants bright and friendly experienced morning man 6-10 A.M. and 1-3 P.M. Monday thru Saturday. Opportunity for advancement. 20% commission on sales optional. Send tape, resume and starting salary to Hudson Millar, WOVV, Fort Pierce, Florida. Equal opportunity employer, an Airmedia station.

**Deejays!** "Service" wants audition tape. Box 96, Lafayette Hill, Pennsylvania 19444.

## News

**Want aggressive young** newsman. Major Florida market. Tremendous opportunity to learn from top-notch news director. Will dig-out stories in field, handle studio newscasts, do daily interview show. Send resume and tape to Box M-159, BROADCASTING.

**Wanted:** newsman with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

**Local news** . . . backed with UPI wire and audio . . . separate and independent news department . . . salary better than average . . . immediate opening . . . experience necessary . . . Reply: Joe Merry; News Director; WOBM; Box 927, Toms River, N.J. 08753.

## Programing, Production, Others

**Personality/staff** for MOR NBC affiliate—must have experience. Salary. Talent and TV possibility. Send photo, tape and resume to Allen Strike, WTRC, Elkhart, Ind.

**Need one man** strong on production with first phone and one engineer strong on maintenance with first phone. Please call 1-313-743-1150.

## Situations Wanted

### Management

**Miracles—no. Hard work and results—yes!** Fully experienced general manager available soon, due to station acquisition. Sales-oriented and cost-conscious. Professional broadcaster who knows public service and community involvement. Translate into increased profits. Presently employed top twenty market. Excellent industry references. Box M-101, BROADCASTING.

**Sales-promotion oriented** general manager. Thirty-four years of age. 18 years broadcasting. No flatter. Prefer New Jersey, Ohio, Pennsylvania or South East. Will invest. Box M-151, BROADCASTING.

**Management**, general or sales. If you're big enough to afford a specialized sales manager, fine. If not, then how about both? Write Box M-163, BROADCASTING.

**Manager**, with 25 years of know-how. Write: Radio Manager, 8909 Boundbrook, Dallas, Texas.

## Announcers

**Experienced rock** program director, strong on production. Box L-25, BROADCASTING.

**Talented "more music"** rock jock, first phone. Box L-26, BROADCASTING.

## Announcers continued

**Experienced, dependable** 1st phone DJ, desires permanent position in northeast. Box M-88, BROADCASTING.

**Black jock**, first phone pro. Box M-139, BROADCASTING. 206-EA 3-9136.

**Professional announcer**, PD experience, looking for position on east coast with opportunities. No drifter. First phone. Box M-152, BROADCASTING.

**Experienced—first** phone, C&W, MOR, sales. No revolving doors please. Box M-158, BROADCASTING.

**Pro with major** market leader looking for major market announcing position with management possibilities. MOR. Tape, resume on request. Box M-167, BROADCASTING.

**Northeast medium** and major market MOR. College grad, 2 years experience. Warm, personal style. Engaging personality. Second class license, 26, vet, family man. Box M-176, BROADCASTING.

**First phone—pro** sound, top 40, good experience—relocate in New England. Available for medium market now. Box M-180, BROADCASTING.

**Female broadcasting** graduate w/3rd phone needs start. Available after February 28. Willing to locate anywhere. Can write, produce, handle traffic, etc. when not broadcasting. Catches on quickly. On the job training at two radio stations. Box M-181, BROADCASTING.

**Professional personality** available to spend minimum 5 years maximum lifetime with your station! 7 years experience. Number one in top 30 market. Great voice, production, college degree and 1st phone. Box M-186, Broadcasting.

**Announcer** personality, 6 years experience also music director. Available immediately. Box M-190, BROADCASTING.

**Experienced professional** seeks new challenge. Call 219-743-4611.

**Professionally trained** announcer, with third class license and endorsement, seeks sports or news position, will relocate, 350 Turk St. Apt. 205, S.F., Calif. 94102.

**First phone experienced** d.j.—music director. Reliable, dedicated and hard worker. Desire medium market top 40 station position. Available immediately. Contact: Henry Kastell, P.O. Box 369, Fort Collins, Colorado 80521 Phone: 303-493-1070.

**Top 40 or MOR** broadcast school grad, draft deferred. Age 21, 3rd phone. Consider all but prefer warm climate. Eric Hardenbrook, Ridge Rd., Holley, N.Y. 14470 or call (716) 638-8571.

**Experienced first** phone desires xmtr, control, or TV switching position. References. Box 244, Liberal, Kansas. Phone 316-624-4423.

**Top-40 jock**, experienced, 3rd, married, will relocate—Russ Saunders—752 So. Columbia St.—Frankfort, Indiana 46041.

**Permanent position** desired for pro. Five years in radio from DJ to program director. Capable of any job. Write or call and let's talk. You've nothing to lose and maybe something to gain. Personal interview. Kenneth King, 324 Bradford St., Brooklyn, N.Y. (212) EV5-8327.

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**Microwave and/or** transmitter installation and maintenance. Grew up in an electronics-oriented family. Presently employed. Box M-145, BROADCASTING.

**You can have** experience and dedication, in charge of engineering. Employee-hopping managers needn't reply. Box M-16B, BROADCASTING.

**From construction** to operation and maintenance, my experience can work for you. Make offer. Box M-169, BROADCASTING.

**Mature 1st phone** broadcasting school. 3 years experience in electronics; draft exempt; desire to learn all facets of radio. Resume on request. Joseph Ettore, 715 Gramatan Ave., Mt. Vernon, N.Y. 10552.



## Technical continued

Eng. or chief—small station AM-FM. Experienced all phases incl. maint. Eastern midwest—phone area 616-527-1342.

## Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box M-28, BROADCASTING.

Experienced, professional-programing-music-production. Rock/MOR, southeast only. Box M-134, BROADCASTING.

With a desire to succeed, this beginner offers reliability in all phases of broadcasting. B.S., 3rd endorsed, relocate, single, anywhere. Box M-173, BROADCASTING.

Educational stations: program director, public affairs, or general manager. M.A. and 2 years commercial and educational experience. Available now. Box M-177, BROADCASTING.

## Television Help Wanted

### Sales

NBC—new station covering 500,000 people within primary coverage area. UHF on \$5,000 cable homes. Dynamic growth market. TV sales experience essential. WHAG-TV, Hagerstown, Maryland. Call Richard Martin, 301-797-4400.

### Announcers

Successful television station in medium size south-eastern market needs attractive announcer strong with on-air commercial presentations. Send resume with salary requirements, picture, and, if available, video tape or audio tape audition. Box M-147, BROADCASTING.

First phone . . . experienced only. To run on-air operations. ABC affiliate. Full color. RCA equipment . . . good benefits. Send resume KPLM-TV, Drawer 4200, Palm Springs, Calif. 92262. Phone: 714-327-1431.

### Technical

Experienced technician, maintenance and operation, scale \$168-\$250, send complete resume. Dir. of Eng., WQXI-TV, 1611 W. Peachtree St., N.E., Atl., Ga. 30309.

### News

News director for small news department in major city network affiliate. Need good on camera, appearance and ability to handle filming. Please have applicant submit to Box M-187, BROADCASTING.

## Programing, Production, Others

Producer-director. Upper midwest NBC affiliate needs creative individual. Must have switcher experience and be able to shoot and edit film. Send resume to Box M-26, BROADCASTING. Equal opportunity employer.

## Television Situation Wanted

### Sales

15 years national and local sales and management now in a losing business in Florida. Wish to return to TV. Any area. 813-686-8591 evenings.

### Announcers

Talk variety show host. Top ratings. 18 years broadcast experience. College. Bpx M-27, BROADCASTING.

### Technical

Chief of independent U, top 30 market, desires change. Twelve years experience all phases of broadcasting. Box M-188, BROADCASTING.

Director of engineering desires change. Recent construction experience. Excellent references. Box M-189, BROADCASTING.

### News

If you want to go big with sports, I'm your man. Play-by-play (all sports). Currently producing network sports shows. Box M-140, BROADCASTING.

Meteorologist; young dynamic TV meteorologist with VHF station in the southeast desires to relocate in the west. Box M-171, BROADCASTING.

Newspaper—write, film, air. Five years experience. Dedicated. Box M-178, BROADCASTING.

## News continued

News-writer in major market looking for position as field reporter or documentary producer. Audition available. Box M-184, BROADCASTING.

Seeking TV reporting opportunity . . . hard-working newsman . . . 25 with master's degree. Box M-185, BROADCASTING.

## Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

## FOR SALE Equipment

Heliac-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

HJ7-50 Andrews Heliac 1 1/2" Air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price can be cut to order at tremendous savings. Brokers invited. For FM broadcast communications microwave radar—Action Electric Sales, 1633 N. Milwaukee Ave., Chicago. 312-235-2830.

Recording tape sale—1.5 Mil. 1200 and 600 ft., Send \$1 for sample reel. Wholesale discounts as low as 65 cents/5" in quantity. Newsroom Products, 1602 Dunberry—McLean, Va. 22101. Distributors wanted.

ATC equipment: (2) G-24 Carousel, (2) CSU Carousel service units, (1) RA5A random access units, (1) MDF motor-driven fader, (1) automatic logging encoder and decoder, (1) Victor digit-matic logging printer, (1) DC-10 digital clock, (1) SC-48 TPG time pulse generator, (1) CBS Audimax. All equipment stereo except Audimax. Call or write: Gary Weber, 3940 Euclid Avenue, Cleveland, (216) 391-1260.

G.E. transmitter type TT-42-A, modified—(Ch. 2) used by WBBM-TV as its main transmitter until October 1, 1969. Equipment still installed at 33 North La Salle, Chicago. To be sold as is; buyer to remove. \$25,000. RCA transmitter type TT-5, water-cooled—(Ch. 2) used as a spare at the above location until October 1, 1969. Equipment still installed; to be sold as is. Buyer to remove. \$5,000. L. A. Pierce, WBBM-TV Chicago, Whitehall 4-6000.

Practically new 250' RG 17A/U on spool. \$250.00 + shipping. Chief Engineer-WKMF, Inc., P.O. Box 1470, Flint, Michigan 313-742-1470.

For sale Gates type FMA4 four section FM antenna. Used 2 years, like new. Price \$800. GE type BM-1-A FM frequency/modulation monitor. \$200.00. KTRG Radio, Box 412, Columbia, Missouri 65201.

New and used self-supporting and guyed. Erect any type towers. Bill Angle, Box 55, 919-752-3040, Greenville, N.C. 27834.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Collins 830F-2A, 10 kw FM Transmitter. Solid state exciter & stereo. Available immediately subject to prior sale. Write AEL, P.O. Box 552, Lansdale, Pa. 19446.

## MISCELLANEOUS

Deejays 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barrier, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Want to contact script writer(s) of Oscar Wilde episode, "Have Gun, Will Travel." Write R. D. Pepper, P.O. Box 1068, Palo Alto, Calif. 94302.

Addresses—Printed Kleenstick by state, every radio station. Revised monthly. 5 sets per State. 3 States, \$25. 7 States \$50. 1602 Dunberry—McLean, Va. 22101.

## Miscellaneous

### continued

Current Comedy—65-70 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Syndicated progressive-rock program for AM-FM. A new dimension in programing. Kinetic Productions, Box M-179, BROADCASTING. 514-631-9971.

Deejay Manual—A collection of one-liner comedy pieces for sparking DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

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Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. ELKINS INSTITUTE\*\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS\*\*\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS\*\*\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS\* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS\*\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

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FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

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A complete third, second, and first class FCC license course includes new FCC type exams. Easy to learn and effective. Send \$25 to The Research Company, P.O. Box 22141, Tampa, Florida 33622.

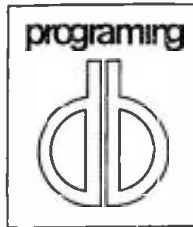
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You must possess great desire, immense creativity and the belief that radio is entertainment and has more depth than "time and temperature."

The need is now. Tapes, resume, photo, please. All replies are confidential.

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**Continued**

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**BOX M-191, BROADCASTING.**

(Continued from page 84)

mod. of license to change name of licensee to KBNO Inc. Action Dec. 11.

**Initial decision**

■ Hearing Examiner Frederick W. Denniston in Safford, Ariz. (KATO), proposed grant of application of Al G. Stanley, licensee, for CP to authorize change in present authorization from 1230 khz, 250 w-U, to 1380 khz, 500 w, 5 kw-LS-DA-N-U. (Doc. 18936). Ann. Dec. 15.

**Actions on motions**

■ Chief, Office of Opinions and Review, in Monroe, Ga. (Walton Broadcasting Co. [WMRE]), AM proceeding, granted request by Broadcast Bureau and extended to Dec. 17, 1970, time to file responsive pleadings (Doc. 19011). Action Dec. 10.

■ Chief, Office of Opinions and Review, in Alamogordo and Ruidoso, New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, granted petition by Fred Kaysbier and extended to Jan. 25, time to file application for review of review board's decision released Dec. 4, 1970. (Docs. 17624-5). Action Dec. 10.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), revocation of licenses of WSTC-AM-FM, postponed Jan. 11 hearing at Stamford to later date to be specified by further order following commission action on petition for reconsideration filed by Western Connecticut Broadcasting Co. on Dec. 7, 1970 (Doc. 19043). Action Dec. 10.

**New FM stations**

**Applications**

■ \*Colorado Springs—El Paso Community College. Seeks 90.5 mhz, 250 w. Ant. height above average terrain minus 760 ft. P.O. address West Las Vegas Avenue, Colorado Springs 80903. Estimated construction cost \$12,000; first-year operating cost \$2,000; revenue none. Principals: Stan Selby, chairman, et al. Ann. Dec. 9.

■ Havelock, N.C.—Southeast State Broadcasting Corp. Seeks 104.9 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 247, Havelock 28532. Estimated construction cost \$7,728; first-year operating cost \$4,000; revenue \$13,728. Principals: Charles P. Wenk, president (39.6%), Bruce T. Kent, secretary-treasurer (27.6%), et al. Mr. Wenk has been with WBIC-AM Islip, WRIV(AM) and WAPC(AM) Riverhead, all New York. Mr. Kent was also with WBIC and WAPC. Ann. Dec. 8.

■ \*Centerville, Ohio—Centerville City Schools Board of Education. Seeks 89.5 mhz, 10 w. Ant. height above average terrain 57 1/2 ft. P.O. address 111 Virginia Avenue, Centerville 45459. Estimated construction cost \$1,200; first-year operating cost \$1,575; revenue none. Principals: Mrs. Martha Freedman, president, et al. Ann. Dec. 8.

■ \*Bethlehem, Pa.—Lehigh University. Seeks 91.3 mhz, 10 w. Ant. height above average terrain 99 ft. P.O. address Lehigh University, Bethlehem 18015. Estimated construction cost \$2,425; first-year operating cost \$2,700; revenue none. Principals: R. Randolph Maddox, trustee, et al. Ann. Dec. 10.

■ \*Cookeville, Tenn.—Tennessee Technological University. Seeks 90.1 mhz, 10 w. Ant. height above average terrain 119.58 ft. P.O. address North Dixie Avenue, Cookeville 28501. Estimated construction cost \$7,270; first-year operating cost \$2,600; revenue none. Principals: Dr. Everett Derryberry, president, et al. Ann. Dec. 1.

**Final action**

■ Duluth, Minn.—Contemporary Broadcasting Corp. Broadcast Bureau granted 103.3 mhz, 100 kw. Ant. height above average terrain 550.5 ft. P.O. address 1112 Sixth Avenue, Brainerd, Minn. Estimated construction cost \$76,043; first-year operating cost \$55,950; revenue \$150,000. Principals: Robert P. Hansen, president and treasurer (72%), Robert S. Hansen, vice president (10%), et al. Robert P. Hansen is sales manager of KKIN(AM) Aitken, Minn. He is 53.7% owner of Tri State Productions, which sponsors dances and other events. Robert S. Hansen is office manager of rubbish removal firm. Robert P. Hansen is son of Robert S. Hansen. Action Dec. 10.

**Action on motion**

■ Acting Chief Hearing Examiner Jay A. Kyle in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, because of illness of Hearing Examiner Charles J. Frederick, continued Jan. 3 hearing without date (Doc. 18529). Action Dec. 10.

**Other actions**

■ Review board in Wailuku, Hawaii, FM proceeding, dismissed motion to dismiss filed Nov. 5,



## Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,304	2	13	4,319	63	4,382 <sup>1</sup>
Commercial FM	2,145	0	39	2,184	124	2,308
Commercial TV-VHF	498	2	12	512 <sup>2</sup>	14	526
Commercial TV-UHF	155	0	29	184 <sup>2</sup>	108	292
Total commercial TV	653	2	41	696	122	818
Educational FM	419	0	15	434	42	476
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	178	0	18	196	16	212

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on non-reserved channels.

1970, by WHCN Inc. (Docs. 18805-18806). Action Dec. 15.

■ Review board in Hartford, Conn., FM proceeding, denied petition to enlarge issues, filed Oct. 26, 1970, by Communicom Media (Docs. 18805-18806). Action Dec. 15.

■ Review board in Wailuku, Hawaii, FM proceeding, granted motion for extension of time, filed Dec. 11, 1970, by Kirk Munroe (Docs. 18991-18992). Action Dec. 15.

## Existing FM stations

### Final actions

■ WDEN-FM Macon, Ga.—Broadcast Bureau granted CP to install trans. and new ant.; ERP 50 kw; ant. height 145 ft.; remote control permitted. Action Dec. 10.

■ WDSU-FM New Orleans—Broadcast Bureau granted license covering new aux. ant. for aux. purposes only. Action Dec. 11.

■ WBIL(FM) Biloxi, Miss.—Broadcast Bureau granted license covering changes according to Doc. 18766; redesigne trans., studio and remote control location as ½ mile south of Highway 90, 2.5 miles southeast of Ocean Springs, Miss. (Doc. 18766). Action Dec. 11.

■ WHNC-FM Henderson, N.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Dec. 11.

## Renewal of licenses, all stations

■ WGEE-AM-FM Indianapolis and WBEE(AM) Harvey, Ill.—FCC granted applications of Rollins Inc. for renewal of licenses. Action Dec. 16.

## Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WHP(AM) Harrisburg, Pa., to June 1; WAMB(AM) Donelson, Tenn., to April 15; WAVA(AM) Arlington, Va., to Feb. 15; KWSU(AM) Pullman, Wash., to March 1. Actions Dec. 11.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: \*KPBS-FM San Diego, to June 1; \*KWBI(FM) Morrison, Colo., to April 1; WDBO-FM Orlando, Fla., to March 15; WBBM-FM Chicago, to March 15; WXRT(FM) Chicago, to June 7; WLBC-FM Muncie, Ind., to March 15; WCTC-FM New Brunswick, N.J., to June 15; WQTI(FM) Dunn, N.C., to May 1; KTEB-FM Ada, Okla., to June 12; WKVM-FM San Juan, P.R., to May 1; KOBS-FM Orange, Tex., to June 1; KBUK(TV) San Antonio, Tex., to Oct. 20, and WFFV(FM) Fort Royal, Va., to June 1, 1971. Actions Dec. 14.

■ \*KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to change type ant.; make changes in ant. system; ant. height 110 ft. Action Dec. 10.

■ \*KWBI Morrison, Colo.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 26 kw; ant. height —250 ft. Action Dec. 10.

■ WHAE-TV Atlanta—Broadcast Bureau granted mod. of CP to change studio location to 1733 Clifton Road, Atlanta. Action Dec. 14.

■ WBFF(TV) Baltimore — Broadcast Bureau granted mod. of CP to change type of trans. Action Dec. 14.

■ KFIL-FM Freston, Minn.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 270 ft. Action Dec. 10.

■ K10GD Park Rapids, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to June 10. Action Dec. 10.

■ WZIP-FM Cincinnati—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 910 ft.; ERP 11 kw. Action Dec. 10.

■ W82AK Williamsport, Pa.—Broadcast Bureau granted mod. of CP to change type trans. and make changes in ant. system. Action Dec. 11.

## Other action

■ FCC ruled that when broadcaster carries anti-smoking messages after Jan. 1, when broadcast cigarette commercials ended under 1969 law, it is up to him to make good faith, reasonable judgment whether he has carried controversial issue and must present a contrasting viewpoint. Action Dec. 15.

## Ownership changes

### Applications

■ KRFS(AM) Superior, Neb.—Seeks transfer of control of Valley Broadcasting Co. from Robert J. Kelly (56% before, none after) to William L. Gratopp (24% before, 80% after). Consideration: \$22,684. Mr. Gratopp is general manager of KRFS, is insurance salesman and has interest in mobile home development. Ann. Nov. 27, 1969.

■ WHRN(AM) Herndon, Va.—Seeks assignment of license from Three Towers Inc. to My Staff Inc. for \$160,000. Sellers: J. Stewart Brinsfield Jr., et al. Sellers own WQWI-FM Norfolk, Va., and WOUR(FM) Utica, N.Y., and have applications pending for CP's for new AM at Corry, Pa., new FM at Raytown, Mo., and new AM-FM combination at Oil City, Pa. Buyer: James S. Beattie, president-treasurer (100%). Mr. Beattie owns business investment and brokerage firm and Towson, Md., secretarial school. Ann. Nov. 13.

### Actions

■ KKUA(AM) Honolulu — Broadcast Bureau granted assignment of license from Hercules Broadcasting Co. of Hawaii Ltd. to K(O)KUA Radio One Corp. for \$405,000. Sellers: Manning Slater, president, et al. Sellers owns KRAK(AM) and KRAQ(TV) Sacramento, Calif. Buyers: H. G. Fearnhead, president-treasurer (19% before, 33½% after), R. S. Wilson, vice president-secretary, Lloyd Martin, vice president (each 33½%). Mr. Fearnhead has interests in Oakhurst, Calif., CATV system, and travel agency. R. S. Wilson is retired and was former vice president-general manager of KXTV(TV) Sacramento, Calif. Mr. Martin owns 77% of general contractor. Action Dec. 14.

■ KYND(AM) Burlington, Iowa—Broadcast Bureau granted assignment of license from Burlington Broadcasting Corp. to Big Country Broadcasting Corp. for \$220,000. Sellers: Robert and Marguerita S. Sudbrink (as a group, 100%). Sudbrink stations are: WRMS(AM) Beardstown, Ill., WRIZ(AM) Coral Gables-Miami, Fla., and KFMZ(AM) Pasadena-Houston, Tex. Buyers: James Edwin Smith, president and Kenneth R. Hodges, vice president (each 50%). Mr. Smith is general manager of KYND. Mr. Hodges is account executive with WGEM-TV Quincy, Ill., and owns 33½% of car wash. Action Dec. 14.

■ WHUM(AM) Reading, Pa.—Broadcast Bureau granted transfer of control of Eastern Radio Corp. from Robert G. Magee, Jessie P. Greig, John E. Schuler, et al (95% plus before, none after) to Broadcast Associates (none before, 95% plus after). Consideration: \$280,000. Principals of Broadcast Associates: William Chanoff (35.87%), Herman Lefco (40%), et al. Mr. Chanoff has numerous real estate and apartment house interests. Mr. Lefco is chairman of board of household rental firm. Action Dec. 11.

## CATV

### Final actions

■ WEF-81 and WEF-82, both Madison, Fla.—Cable Television Bureau granted CP's for new relay stations to bring signal of WKFS-TV Jacksonville, Fla. to system in Madison. Action Dec. 10.

■ Pahoehoe, Fla.—FCC granted Teleprompter of Florida Inc. waiver of hearing requirements of rules and authorized to carry distant signals of WKCT(TV), WAJA-TV, WCIX-TV and WPLG-TV. \*WTHS-TV, all Miami; WTVX(TV) Fort Pierce, WBBH-TV and WINK-TV, both Fort Myers, and WSMS-TV Fort Lauderdale, all Florida, when WSMS resumes operation. Action Dec. 16.

■ WEF-80 Chicago—Cable Television Bureau granted CP for new relay station to bring signals of WGN-TV and WTTW(TV), both Chicago, to systems in Kalamazoo, Mich. Action Dec. 10.

■ WEF-83 Battle Creek, Mich.—Cable Television Bureau granted CP for new relay station to bring signal of WTTW(TV) Chicago to system in Battle Creek. Action Dec. 10.

■ WEF-76, WEF-77, WEF-78 and WEF-79, all Kalamazoo, Mich.—Cable Television Bureau granted CPs for new relay stations to bring signals of WKBD-TV and WTVS(TV), both Detroit, to system in Kalamazoo. Action Dec. 10.

■ Alamagordo, N.M.—FCC denied requests by TV Cable of Space City Inc., operator, for waiver of program exclusivity requirements of rules. Action Dec. 16.

■ Elk City, Okla.—FCC denied TV Cable of Elk City, operator, waiver of program exclusivity requirements of rules and ordered it to carry signals of KFDO-TV Sayre, Okla., rather than KWTV(TV) Oklahoma City. Action Dec. 16.

### Initial decision

■ Sharon, Hickory township and Sharpville, all Pennsylvania—FCC ordered Shenango Cable TV Inc., operator, to cease and desist of carriage of signal of WICU-TV Erie, Pa., effective Nov. 18, 1970. Action Dec. 14.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 21. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ Fort Myers, Fla.—Lee county commission has granted a franchise to LaBelle Cablevision for settlements from the Orange river to the county line at Alva along the Caloosahatchee river and Highway 80.

■ Rock Island, Ill.—The H&B Communications Corp. (multiple-CATV owner), Los Angeles, has been granted a 10-year franchise by the city council. They paid \$5,000 as an acceptance fee and guaranteed a minimum payment of \$8,000 per year. When the system is in operation the city is guaranteed 5% of the firm's annual gross income. The 20-channel system will include one for the city and two for public schools and the installation fee will be \$15 with a fee of \$5 for each additional installation. Monthly service charge will be \$5.50.

■ Bloomington, Minn.—Item concerning CATV action in Minneapolis (BROADCASTING, Dec. 14, 1970) should have begun: Bloomington, Minn.—

■ Eatontown, N.J.—The borough council granted a franchise to Future Vision Cable Enterprise Inc., Oceanport, N.J. The ordinance sets a \$20 installation fee for one outlet and \$5 for each additional outlet with a \$5 monthly charge per single unit. The 20-year nonexclusive franchise also requires the company to pay the borough 5% of its gross subscription and advertising revenues.

■ Middletown, Ohio—Three companies have applied for a franchise: C. W. Thompson Inc., Middletown WFFB-AM FM Middletown, and Continental Cablevision of Ohio Inc. (multiple-CATV owner), Fostoria, Ohio.

■ North Canton, Ohio—City council granted a rate hike to Star CATV Inc. (multiple-CATV owner), Canton, Ohio, a subsidiary of Thompson-Brush-Moore Newspapers, Canton. The 50-cent increase raises monthly rate for basic service to \$5 and cost of extensions for additional sets to \$1 per month.

■ Glen Rock, Pa.—Garden Spot Cable TV Service, Lancaster, Pa., has applied for a franchise in five Pennsylvania boroughs: Glen Rock, Shrewsbury, New Freedom, Railroad and Seven Valley.

A year ago, Louis Faust was in an established position with a strong broadcast group. He was vice president and general manager of WPAT-AM-FM Paterson, N.J.—property of Capital Cities Broadcasting Corp.—and had held similar posts at other Capcities stations during the preceding five years. Yet he elected to leave that security to meet the challenge of a new, young group. The wisdom of that decision will probably not be known for some time, but early results indicate that Mr. Faust will look back upon it as a challenge well met.

And whatever the ultimate outcome, Lou Faust clearly has no regrets about his decision. "I left Capcities," he now says, "because I saw an opportunity to get in on the ground floor of another group that had the same potential for success." Much of the responsibility for realizing that potential is his: Even more than when he was at Capcities, Mr. Faust is in command. He is president of KIIS(AM) Los Angeles and WKNR-AM-FM Detroit-Dearborn, Mich.—two stations that are commonly owned but under separate corporations. They are to form the nucleus of an infant group that so far does not even have a name. It is Mr. Faust who makes many of the decisions that will mean success or failure for the operation.

"It's really the opportunity to build that I look forward to," he says. "And notwithstanding the fact that I am trying to keep an eye on two stations, my main task is the acquiring of additional properties." In December, Mr. Faust's boss—John Palmer, owner of WKNR and KIIS—made an offer for the NBC-owned radio stations. Although no action has been taken on that proposal, it is clear that when Mr. Faust speaks of acquiring new stations, he isn't offering idle chatter.

The stations he now presides over were acquired early last year: WKNR-AM-FM in January, 1970, and KIIS two months later. They offered Mr. Faust one of the classic business challenges—to take low-rated, unprofitable operations and turn them into winners.

In Dearborn-Detroit, he says, sales have turned the corner with continued increases likely. The Los Angeles operation posed an even greater test. "In L.A., we were really starting from below scratch," Mr. Faust says. "The people who had been aware of the station didn't like it—it was a mishmash of things—but we thought if we could do it here, we can do it anywhere."

What he proposed was a three-point program, really the very essence of business practice, that would be applied to KIIS. "Our plan was to be simply good management, which we think we have, good selling, and better programming than had been done in the recent past," he says. Skipping the management third, he points to his Los Angeles sales

## It was security vs. challenge, and challenge prevailed

force with pride. "Good selling is good salesmen," he says. "Our four guys have a total of nearly 50 years experience, much of it in this town."

On the programming side, Mr. Faust has hired Lee Sherwood for both stations. In Detroit, the format remains

### Week's Profile



*Louis Faust—president, Eleven-Fifty Corp., Los Angeles (KIIS-AM) and WKNR Inc., Detroit (WKNR-AM-FM Detroit-Dearborn); B. Sept. 4, 1925; BA, Princeton Univ., 1948; assistant timebuyer, William Esty Co. Inc., New York, 1948-50; timebuyer, The Blow Co. Inc., New York, 1950-51; U. S. Marine Corps, 1951-52, discharged as first lieutenant; radio salesman, H-R Representatives, New York, 1952-54; radio salesman, VP-New York manager and executive VP, John Blair and Co., New York, 1954-65; VP, Capital Cities Broadcasting Co. and general manager WKBW(AM) Buffalo, 1965-66; general sales manager, Capcities' KPOL-AM-FM Los Angeles, 1966-68; and general manager of its WPAT-AM-FM Paterson, N.J., 1968-70; assumed present titles and position January 1970; T. Patricia Ann Tracey of New York, Nov. 23, 1968; children—Mrs. Barbara Harder, Nancy, 17; Louis, 16; (all by previous marriage); Barbara Low, 15; Craig Low, 12; (wife's children by previous marriage); hobbies—golf.*

top-40, while in Los Angeles he calls the sound "modern adult," but only because he was asked to label it. In a market where some 65 signals can be heard, the chances of finding a new format are slim at best and chances of succeeding with that choice remain about the same. But it would appear that he has made a start toward both goals.

"Don't laugh when I say this," he says, "but the surveys seem to indicate that people listen to radio for music and news. I know that's not earth-shaking, but finding out what kind of music and how much news and then presenting both in a pleasant format is difficult."

He says the KIIS format is a marriage of good music, MOR and some top-40. The sound is more unified and smooth than the description might suggest. It's not overly lush as there is less talk than on the other M-O-R stations in the market and the only top-40 selections are usually the quieter ones—although a Bobby Sherman record has been heard on occasion during midday.

Can that type of programming be successful in a market the size of Los Angeles? "We were ready to settle for one point when the rating books came out but the station didn't even show in the first two periods early this year," he says. "Our first points, one's by the way, appeared in the July-August book from 6 a.m. to 7 p.m. and in the September-October book we had two's from 6 a.m. to midnight."

The excitement in his voice is easily discernible. He adds that he never doubted the station could be a factor in the market—or at least won't admit that he may have. He feels, now, that the potential exists to be among the top 10 in Los Angeles and even one of the first five. "Financially, all we need is to be in the top 10," he says, "but we're playing to an audience with a young life style rather than to a specific age group and I know we can become successful."

To keep on top, Mr. Faust is putting to use the lessons he learned while with Capcities. In running his stations he insists upon honesty, not only with his staff, but with his audience and market as well. And he is equally adamant in striving to upgrade the stations' public-service contributions. "I'm urging my staff to get involved in the community to learn its problems so we can better offer constructive solutions," he says.

He has also acquired strong ideas about efficiency of operation, and notes that one of the reasons a group like the one he left is successful is because it employed top-quality people and then let them do their job. "You hired them," Mr. Faust says. "The least you can do is have faith in them."



## Shape of '71

If the U.S. mail operates at all during the holiday season, and its performance of recent months gives little assurance that it will, this issue of BROADCASTING ought to reach subscribers between Christmas and New Year's Day. The contents are suited to that interval of sobriety between the celebrations.

This is, for BROADCASTING, an innovation—a special double issue. The editors hope that readers will welcome, in a holiday period that is unlikely to generate much news, a collection of special articles intended to illuminate the way ahead and perhaps even to cast a little light on the darker events of the past year.

The year 1970 was undeniably dark in places, and the year 1971 at this point promises few bursts of spirit-lifting light. This publication persists, however, in believing that broadcasters should proceed with confidence. The one constant they can count on is the steady attention of the mass audience. The people are on their side. In the long run that alignment may be all that counts.

## NAB '71

Neither crystal ball nor a horoscope reading is required to assess the predicament of broadcasters as 1971 begins.

They know the outlook is bleak, not so much on the economic side as on the regulatory and public-policy fronts.

Business has a way of finding an equitable level in the market place, and that will happen with radio and television as the most effective of media, in spite of the plundering of cigarette advertising.

The regulatory and public-policy problems are simple to describe but difficult to manage. They emerge from the failure of broadcasters to recognize the early warning signals of deteriorating government acceptance, political influence, network allegiances, and just plain garden-variety lobbying.

Blame, not wholly without foundation, is laid at the doorstep of the National Association of Broadcasters because it has a \$3-million-plus budget committed to defend the free institution that broadcasting is supposed to be and was, before the courts and the FCC began chipping away with little more than token resistance from the larger entities, including networks.

In response to charges that NAB leadership has been both inept and ineffectual, the trade association executives allege, with some validity, the "let George do it" members have cared more about immediate return than the longer-range loss of freedom as media.

The NAB board, to meet the crisis, is under mandate to select three executive vice presidents to serve immediately beneath President Vincent T. Wasilewski. Although most broadcasters applaud Mr. Wasilewski for his dedication and zeal, it is nonetheless true that he lacks the wholehearted support of important segments of NAB membership, not excluding the networks. The hope is that with the selection of three EVP's broadcasters will find common cause in the fight to ward off complete subservience to government and to the pressure groups that have made points not only on Capitol Hill, but at the FCC.

It is human nature for Mr. Wasilewski, who himself rose from NAB ranks, to want to promote from within. But shuffling the present staff would be the swiftest route to doing the NAB in. We suspect that not more than one execu-

tive on the existing staff would be acceptable to a majority of the 44-man board. The two others, it seems clear, must come from the outside.

To talk about a super public-relations expert or a station-relations giant is to use high-flown but meaningless labels. The need is for men who can motivate people inside and outside of broadcasting. They must be inspired men who could step into the presidency as Mr. Wasilewski's successor if called upon and for whatever reason.

Broadcasters cannot settle for less than the best procurable. The men they want are otherwise engaged in responsible public or private office. The need is acute, and Mr. Wasilewski and his executive committee, special selecting committee and board of directors know it.

## Open transom

Jan. 2, 1971, will be a day to remember.

On that dark day the advertising of cigarettes on TV and radio ceased, at the bidding of a Congress pledged to uphold equity and justice for all. On that day senators and representatives who had pledged sincerity and righteousness in their campaigning, ordained that cigarettes—which are freely sold everywhere—could be advertised in print, on billboards, via skywriting or any other means, except on the air.

It is a shameful episode not merely because \$240 million in revenues leaves the air for other media as part of a deal to save nonbroadcast advertising, but because it creates a precedent so discriminatory as to raise the question whether it could ever happen in America.

Not long ago the *New York Daily News*, with the largest daily circulation in the nation, rejected an American Cancer Society appeal that newspapers and magazines give ACS space in which to answer the expected "massive influx" of cigarette advertising in print. The *News* called this "tops in gall" and offered to sell space to ACS and to print all the cigarette advertising it could get.

"We are not in business for our health," said the *News* editorial, "and once this stuff started there is no telling where it would end."

No wonder newspapers are envied.



Drawn for BROADCASTING by Sid Hix

"\$240 million . . . and he took it all with him!"





## Caring about your neighborhood is a natural part of growing up— even for a grown-up steel company.

Mike Fennerman had a choice. Take his family on a trip, or paint his house. Pride won out. He got out his paint brush. Caring about his surroundings is pretty good evidence that a man is aware of his responsibilities as a citizen. Caring about his property spreads to caring about his neighborhood. And to the city he lives in. Like Mike Fennerman, Republic Steel has been concerned for a long time about housing conditions in our cities. As a result of our interest, the Department of Housing and Urban Development selected

Republic along with 21 other forward-thinking companies or groups of companies to develop new housing concepts. The objective: to provide attractive, practical housing that makes more efficient use of land and materials for families of varied income levels.

In this, our fortieth year of business, we are proud to take part in vital programs of this nature. It's one way we demonstrate our conviction that a good corporate citizen cares about its many neighbors and communities. And does something about developing and maintaining them. Republic Steel Corporation, Cleveland, Ohio 44101.



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