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Broadcasting®

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

How the networks line up for fall. p19
ARB defends its audience reports. p22
Spot TV makes a strong finish in '69. p24
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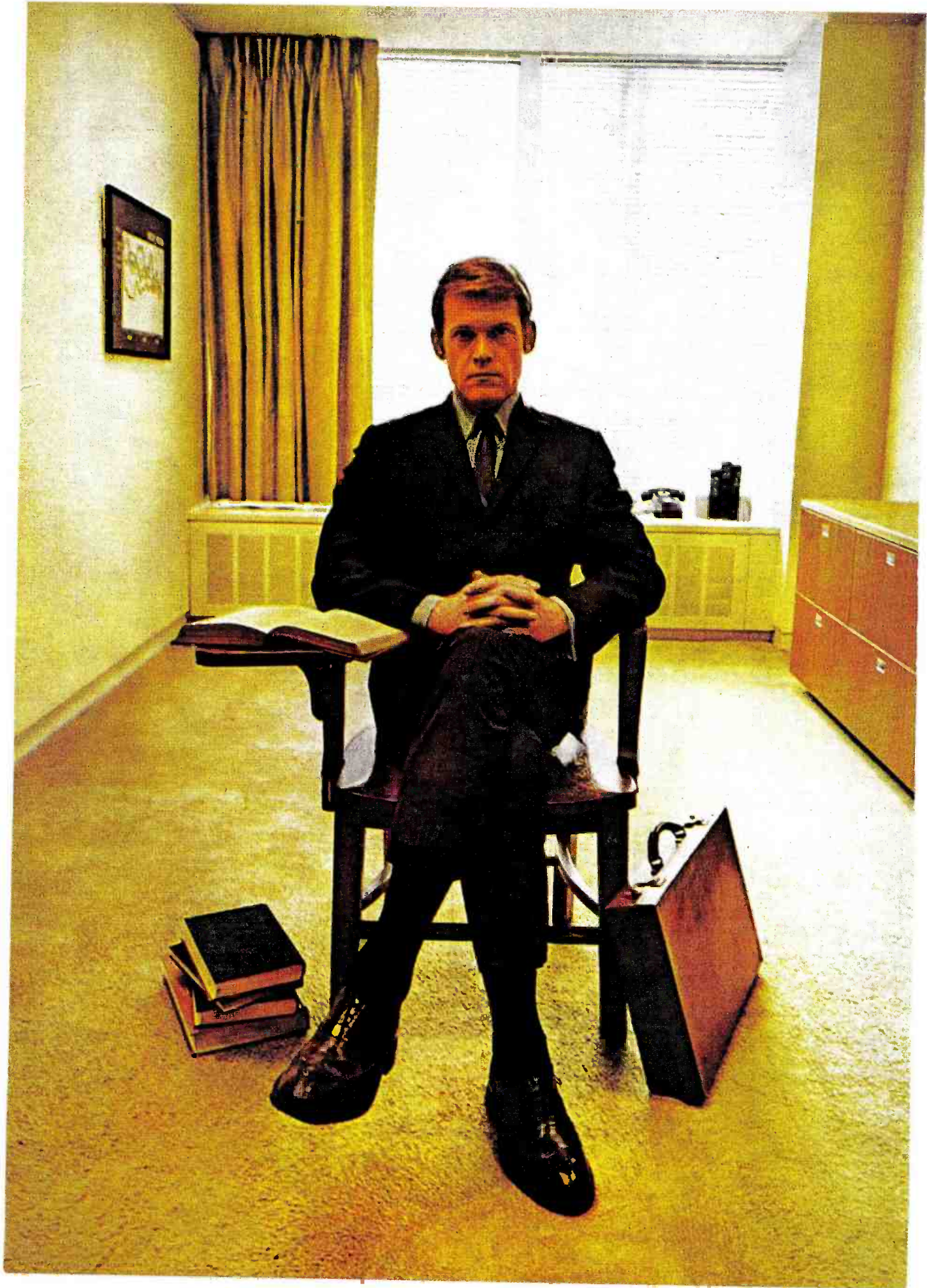
WRC-TV speaks out in a strong, clear voice*

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The above quote from the Congressional Record was in reference to our recent Bryson Rash *editorials* on crime, the courts and the community. WRC-TV now speaks out with regularity on vital problems and issues that affect the Washington community—because we believe our voice should be used to advocate a course of action and to urge the community and its leaders towards action. (Further, we offer a platform for opposing views.) We pledge to raise our voice only when it is necessary and useful to speak out on a subject that is worth the time and thought of our viewers. WRC-TV *editorials*—another service to the Washington community.

WRC  TV4 *Washington's Community Minded Station*
OWNED

* From the remarks of the Honorable Claude Pepper (D) of Florida, Chairman, House Select Committee on Crime. Tuesday, February 10, 1970.



We don't ever want our executives to graduate.

You might think of radio as just music, news and conversation. But you hear only half of radio. The other half is a business led by experienced executives who've made the ABC Owned Radio Stations a success.

WABC WABC FM/New York

KQV KQV FM/Pittsburgh

WXYZ WXYZ FM/Detroit

KXYZ KXYZ FM/Houston

WLS WLS FM/Chicago

KGO KGO FM/San Francisco

KABC KABC FM/Los Angeles

But since the communities we serve and radio are constantly changing, our executives want to keep pace. So they're encouraged and supported to continue their training; even to go back to school where they exchange new ideas

with leading social and business authorities. We believe that managerial involvement in the community demands a keen social awareness and concern. Then management by goals and objectives becomes a way of life.

The ABC Owned Radio Stations invest heavily in new products and research. We also make a sizable investment in people. We want individuals. Creative innovators. Not carbon copies.

So though our executives may never graduate, at least they'll never stop learning.

ABC OWNED RADIO STATIONS 

We've made a sound business out of sound.

STAR SPANGLED BANNER, STILL WAVING?

A look at the kids who "DIG" their country.

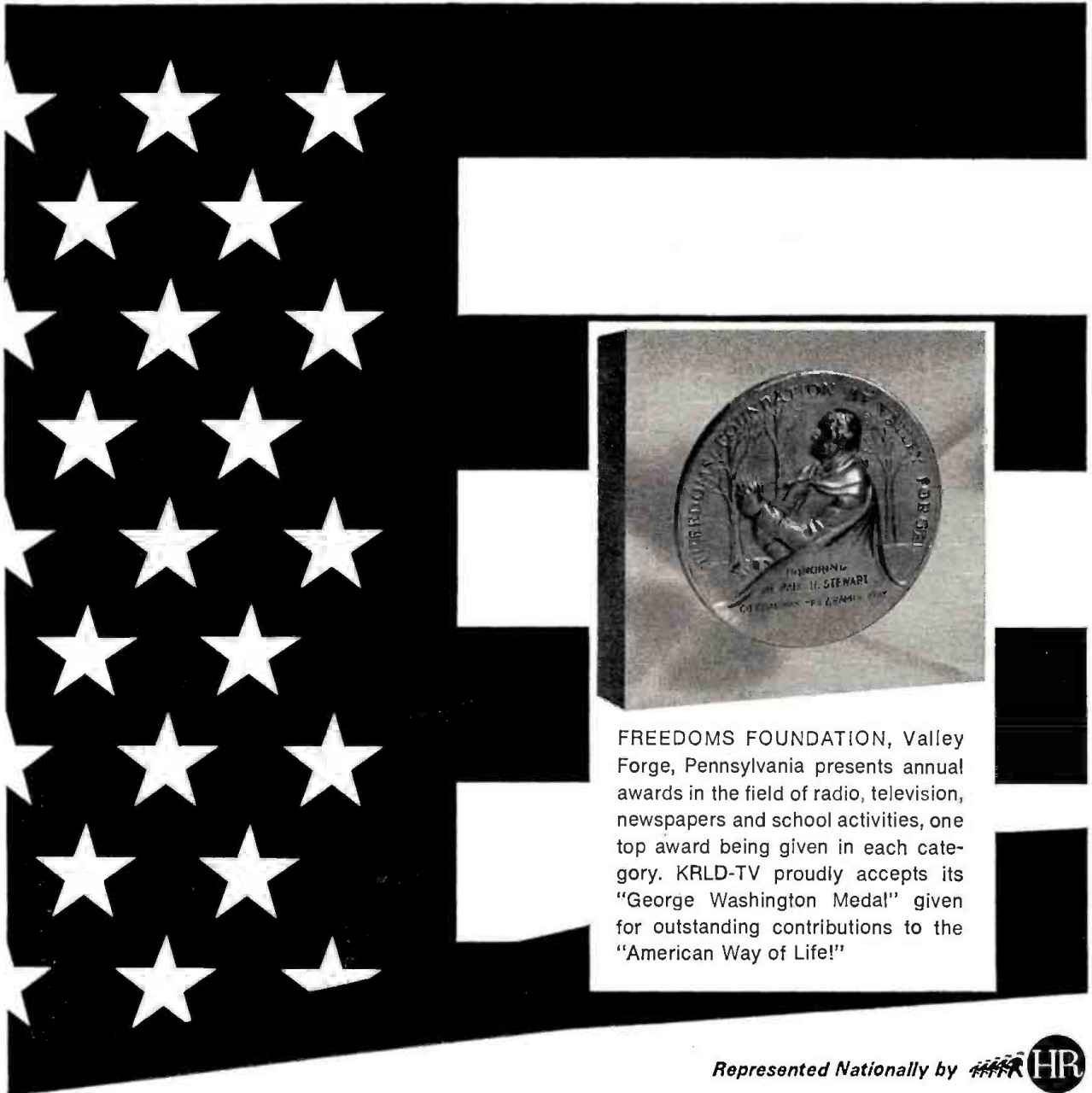
Channel 4's news department wanted to show the "other side" of American youth; those who are not defying authority, participating in acts of vandalism, or using illegal drugs, but those who go about their business within the law. Kids who, like their forefathers, still love the country, their home, and their God, and don't hesitate to show it. For this presentation KRLD-TV won the coveted Freedoms Foundation George Washington Medal.

KRLD-TV



**The Dallas Times Herald
Station**

CLYDE W. REMBERT, President



FREEDOMS FOUNDATION, Valley Forge, Pennsylvania presents annual awards in the field of radio, television, newspapers and school activities, one top award being given in each category. KRLD-TV proudly accepts its "George Washington Medal" given for outstanding contributions to the "American Way of Life!"

Represented Nationally by 

Some month

FCC last Thursday agreed on series of special meetings to consider major issues now before it. Here's schedule: March 10, position on CATV copy-right legislation; March 13, domestic satellite communication; March 23, 50-50 rulemaking on network program control; March 25, one-to-a-customer on station acquisition; March 30, rule-making to open UHF television frequencies to land-mobile radio users.

Who's right?

Broadcasters trotted out more figures last week to show TV viewing is up, though American Research Bureau keeps reporting it down. Nielsen Television Index (NTI) figures, they noted, show average TV home spent all-time-high total of six hours 58 minutes per day with TV in January 1969, and that February also achieved all-time high for that month with six hours 36 minutes per day for gain of eight minutes over February 1969. In face of figures like that, TV sales sources asked, how can ARB's January reports on 22 markets show decreases in homes using television (HUT) in 15 markets and gains in only three? (Also see page 22).

More independence

FCC may start moving soon toward long-held goal of expanding FM non-duplication rule as means of increasing diversity of programing. Expansion of rule, which now bars FM's in cities of 100,000 or more from duplicating more than 50% of commonly owned AM's, could be accomplished in two ways—by making it applicable to FM's in smaller markets, or decreasing amount of AM programing that could be duplicated, say to 20-25%.

Commission staff, which is said to be considering matter, has both options under review and, conceivably, could recommend both. It might suggest decreasing amount of allowable duplication in cities of 100,000 or more, and instituting 50% limitation in smaller communities. However, matter is still fluid, and no early action on rulemaking is likely.

A little later

At meeting in Philadelphia last week top management of Triangle Publications decided to postpone sale of stations in group not committed in record \$110-million sale to Capital Cities

Broadcasting Corp. presumably until after FCC approval of first segment. Being purchased by Capital Cities are WFIL-AM-FM-TV Philadelphia; WNHC-AM-FM-TV New Haven-Hartford, Conn., and KFRE-AM-FM-TV Fresno, Calif., plus Triangle's program syndication division. Stations to be retained by Triangle are WFBG-AM-FM-TV Altoona, Pa., and WLYH-TV Lebanon, Pa., but it's likely they will be sold after Capital Cities completes series of transactions to enable it to keep within multiple ownership limits.

Original deal with Walter Annenberg, U.S. ambassador to Great Britain and controlling head of Triangle complex, it's learned, did not involve KFRE-AM-FM-TV (in all-UHF market) and was set at \$100 million (BROADCASTING, Feb. 16). Ambassador Annenberg later proposed that Fresno outlet be included at \$10 million more. Capital Cities, in addition to its consideration of purchasers of three AM and FM stations of Triangle's list, is entertaining proposals for Albany-Schenectady and Huntington-Charlestown, W.Va., TV properties, WTEN-TV and WSAZ-TV, respectively. Sale of WSAZ(AM) is pending before FCC and WTEN-TV aural counterparts, WROW-AM-FM, are not being offered which would leave Capcities one short of seven maximum in AM's following approval of all transactions. Triangle contract has March 31, 1971, expiration.

Empty stage

Showcase for broadcasting's 50th anniversary celebration at National Association of Broadcasters' convention apparently is still bare, month before event. Banquet Tuesday evening, April 7, is supposed to be prime celebration at convention, but Broadcast Pioneers officials, trying to line up name talent for program, have run afoul of movies' Oscar awards ceremonies same night. They're still at it, however, and also expect to land veteran newscaster Lowell Thomas, currently out of country, for one key program spot.

Watch and ward

Delay in Senate Judiciary Committee's consideration of copyright bill is only thing standing in way of hearings on another broadcast issue—sale of "adult" movies to television. Senator John McClellan (D-Ark.), chairman of Senate Copyright Subcommittee, still plans to act on results of questionnaires he sent to TV stations, networks, and movie

producers (BROADCASTING, Dec. 1, 1969). Senator still feels that "M," "R," and "X" films are generally unfit for television, even if edited, and hearings on subject are reportedly "definite."

Opening the West

Justice Department-industry agreement aimed at promoting minority-group employment in West Coast television production is all but buttoned up. Agreement, like one being worked out to cover movie industry, sets up quota system for hiring of minority-group members, but affects principally only one union—International Alliance of Theatrical Stage Employees, local 33, in Los Angeles. Union and networks would recruit minority-group members for inclusion in labor pool from which referrals to producers are made. And for first six months of two-year agreement, two out of five workers referred would be minority-group members; ratio would be one out of four for remainder of agreement.

One provision is also said to impose performance and reporting responsibilities on ABC and CBS regarding employment of nonunion white-collar workers. Implication, at least, is that those networks have been lagging in hiring minority-group members for office work. Reportedly all that remains before disclosure of agreement is signing by parties and final check by Justice.

Austerity

If attendance plans are any indicator, station-rep firms appear to be adopting belt-tightening attitude toward National Association of Broadcasters' convention in Chicago next month. Sampling of 14 rep firms in New York last week indicated that, in total, they will have approximately 20% fewer people in Chicago than at NAB convention in Washington year ago. That reduction takes into account attendance of Chicago office staffs. This suggests greater than 20% cutback in size of out-of-town delegations since attendance in Washington, no center of rep activity, was all from New York and other sales offices.

Cutbacks were apparent in other ways too. Three firms, for instance, said they would not maintain hospitality suites this year, though all three did last year. Executive of one firm in this group declined to name economy as reason, however. He said experience had shown suites to be "nonproductive" and gathering places for "deadbeats".

In honor of the late
Philip L. Graham
native Floridian,
member of
a pioneer Florida family and
former president
of
The Washington Post Company

WLBU-TV

Miami, Florida

will change its call letters
as of
March 16, 1970
to

WPLG-TV

Channel 10

Network fall schedules—with price tag of estimated \$16.7 million in weekly prime-time production costs—aim for heavier viewing among 18-to-49-year-old age bracket with balanced blend of programs. See . . .

Network aim: to move with the times . . . 19

ARB report says 'thorough investigation' of its new system of diary processing reveals no errors which would account for results of November 1969 survey showing declines in homes using TV. See . . .

ARB backs TV-audience drop report . . . 22

ABC is apparently in throes of major organizational shake-up. In the offing: ABC-TV President Elton Rule to be elevated to new post in charge of all broadcast activities, after being named to board last week. See . . .

Rule headed higher at ABC . . . 30

NAB executive committee completes makeup of special committee to examine organization's public-relations set-up. New committee will conduct study that may include structure of NAB itself. See . . .

NAB rounds out self-study group . . . 35

Cloud surrounding FCC's wide-ranging investigation into activities of broadcaster Don Burden lifts somewhat as commission puts out order providing for formal inquiry revealing scope of proceeding. See . . .

Groundwork laid for Burden probe . . . 37

FCC's so-called 50-50 proposals for television-network programing regulation are challenged as misconceived and misguided in analysis by MIT professor circulated among commission members and staff last week. See . . .

Economist calls 50-50 half-baked . . . 46

News media come in for further criticism—this time from Senator Edmund S. Muskie (D-Me.), who implies networks were cowed by Nixon administration into curtailing coverage of anti-war sentiment. See . . .

Muskie says media are too silent . . . 47

FCC Chairman Dean Burch and Commissioner Kenneth A. Cox offer succor to broadcast newsmen concerned about alleged intimidating pressures from Washington—in effect, they suggest newsmen ignore them. See . . .

Burch and Cox side with newsmen . . . 48

FCC finds no violations in acting on fairness-doctrine complaints involving NET's program on hunger in America, CBS's program on Communist China and editorial by WMAL-AM-TV Washington on Vietnam moratorium. See . . .

Three strikes on fairness pleas . . . 50

FCC Commissioner Robert Wells doubts EBS tests with advance notice give true indication of readiness. FCC calls halt to further tests until it can review plans for more "meaningful" exercise. See . . .

EBS will undergo an overhaul . . . 56

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Broadcasting

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Albany, Georgia

WJHG-TV (7)
Panama City, Florida

KTVE-TV (10)
El Dorado, Ark.-Monroe, La.
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The Albany Herald, Inc.
Albany, Georgia
Represented by
Ward-Griffith Company

Gray Cablevision, Inc.
Albany, Georgia

Form for quicker pay

New standard invoice form that agency leaders say will help ease TV broadcasters' slow-pay problem ("Closed Circuit," March 2) has been developed by Television Bureau of Advertising and endorsed for use by all television stations and reps by American Association of Advertising Agencies.

Potential value of new form has encouraged development of similar one for radio, and AAAA and Radio Advertising Bureau are working together on that, AAAA said.

Agency association, which plans mailing to stations and reps, said that "we believe that broadcasters who use the form can expect more rapid payment by agencies, with savings in time and paperwork for all concerned. The basic form contains all the information needed for agencies to process and pay promptly; if necessary, it can be adapted to fit individual station needs. We urge any broadcaster not acquainted with the standard invoice forms to request information from the TVB promptly."

AAAA said its promotion of new form arose from agency concern over rising costs of handling spot broadcasting. Agencies, it said, frequently have to assemble and compare agency order, station affidavit, station record of performance, resulting discrepancies and arrangements for make-goods—often with inexperienced help due to high clerical turnover. Problems are equally bad for reps, "who further suffer by waiting for payments," AAAA announcement said, adding that volume of station receivables appears to be soaring well beyond those of other media.

New standard invoice meets paperwork problems by putting all necessary information in one place, AAAA reported. It said form was developed by TVB in cooperation with AAAA subcommittee, has been endorsed by AAAA committees on fiscal control and station relations and will be discussed in April 6 session on "Slow Pay Costs Money" at National Association of Broadcasters convention. Leading spot-TV agencies have already gone on record with TVB in expressing individual support, AAAA said.

Witness list

Witness list released Friday (March 6) for House hearings today (March 9) on President Nixon's reorganization plan for telecommunications (see page

44) includes FCC Chairman Dean Burch and Representative Cornelius J. Gallagher (D-N. J.), who filed disapproval resolution to President's plan.

Also to be heard are William Plummer, acting director, Office of Telecommunications Management, and representatives of Defense Department, Commerce Department, Budget Bureau, General Services Administration and General Accounting Office.

John, Frank to join David

NBC News's *Huntley-Brinkley Report* will become *Brinkley and Company* next Aug. 1 after Chet Huntley leaves network to develop new resort area in his native Montana. Program will be produced seven days a week. David Brinkley will originate in Washington. John Chancellor and Frank McGee will share duties in New York. Word was expected to be sent to NBC News organization over weekend by Reuven Frank, NBC News president.

Black producers organize

Formation of National Association of Black Media Producers announced Friday (March 6). Overall aim is to deal with "problems of minorities in media", it was explained, such as arbitrary pre-emption of black shows in certain communities, inadequate promotion of black shows, and lack of sensitivity of stations to programing needs of blacks.

Organization came after four-day conference at Johnson Foundation in Racine, Wis., sparked by William Greaves, Greaves Production Co. and executive producer of National Education Television's *Black Journal*.

Tony Brown, Detroit, was chosen as national chairman. Other officers: Ray Richardson, Boston, vice chairman; Peggy Pinn, New York, secretary, and Ozell Littleton, Oklahoma City, treasurer. Regional directors elected were Bert Medlay, Washington; Tony Batten,

Surprise, surprise

FCC Commissioner Nicholas Johnson, bete noire of broadcasters, is not looking forward to career on commission beyond 1973, when his term expires. He is not looking for reappointment, he said on William F. Buckley's *Firing Line* program. And he is not looking for job in industry—"as should be obvious," he added.

New York; George Martin, Detroit; Granville Reed, Jacksonville, Fla.; Samuel Skinner, San Francisco.

National offices are in New York. Clarence Dilday, Boston, was retained as legal counsel.

Hat in ring

Willard E. Walbridge, whose first term as chairman of joint boards of National Association of Broadcasters ends in June, has told friends he will stand for re-election. Mr. Walbridge, senior vice president of Capital Cities Broadcasting Co., let his decision be known Friday (March 6) after meeting of executive committee of NAB (see page 35).

One denied, two shorted

FCC has denied renewal of license for WKOV(AM) Wellston, and gave seven-month license renewals to WCHO(AM) Washington Court House and WCHI(AM) Chillicothe, all Ohio. All stations are under common ownership of Court House Broadcasting Co.

Commission said applicants—Family Broadcasting Co. for WKOV, Court House Broadcasting for others—have long history of rule violations in technical operations of their stations.

However, it said it would be unduly harsh to deny renewals of licenses of all three stations since record supports expectation that Court House Broadcasting could operate two stations in compliance with rules. Renewals of WCHO and WCHI were granted to Oct. 1, 1970.

Commission overruled initial decision of Hearing Examiner Thomas Donahue. He had proposed that licenses be renewed on condition each station pay forfeiture of \$10,000.

Commission said it was denying renewal of WKOV because that station is in Wellston, community farthest from residence of principal owner of three stations. It also said another party is "interested" in operating AM in Wellston, so there is no question of a loss of service because of the deletion of WKOV.

WKOV was directed to terminate operation at midnight of day preceding day on which authorized party notifies licensee of readiness to begin operation, or 180 days from release of decision, whichever occurs first.

Commission vote was 5-to-1, with Chairman Dean Burch dissenting and Commissioner Robert Wells not participating.

Record sales

RCA's sales were at new high in 1969 and earnings at "second-best" level, said Robert W. Sarnoff, chairman and president, in annual report Friday (March 6). Among highpoints of report and of interest to broadcast field:

- Color-TV market was soft but is expected to regain momentum in 1970's.

- NBC had best year ever, with prime-time audiences up on average; NBC international enterprises extended activities to 109 countries.

Mr. Sarnoff said though business trend was disappointing in past six months, RCA in 60's virtually doubled its sales and more than tripled net profit and net earnings. In reference to retirement at year's end of David Sarnoff as chairman of RCA, Robert W. Sarnoff said:

"It is my personal determination, as his son and his successor, to build upon the strong foundation that he created and to help RCA move to even higher levels of achievement in the 1970's and beyond."

Sales increased 2% in 1969 over 1968, with profit and share earnings off only slightly from 1968, which had been record year.

For year ended Dec. 31:

	1969	1968
Earned per share	\$2.32	\$2.37
Sales	3,221,679,000	3,158,781,000
Net profit	151,283,000	154,743,000
Average shares outstanding	69,921,325	62,864,654

In the middle

CBS News got caught between conflicting government attitudes when it set out to cover gun-running activities in 1966 and allegedly became involved in plot to invade Haiti. That was comment of free-lance writer Andrew St. George, Latin-American specialist who is said to have played early role in CBS-Haiti affair, at Friday (March 6) news conference.

Mr. St. George said government was cool toward Duvalier regime in 1966 and CIA was not unresponsive to "invasion" attempt by exiles. However, he said, State Department and Customs officials took dim view of "unsavory" individuals who were involved.

Intermingling of these two strands meant that CBS, which was trying to get exclusive story, ended up in position where it would have to alienate some people in government, Mr. St. George said. Invasion plot was reportedly squelched by Customs authorities.

Whole question of CBS's alleged role in case is under study by House Investigations Subcommittee. News stories have alleged that CBS News money passed into hands of invaders, but CBS has denied charges.

Week's Headliners



Mr. Hyde

Rosel H. Hyde, who terminated four decades with FCC and predecessor Federal Radio Commission last Oct. 31 having been commissioner since 1946 with two terms as chairman, joins Wilkinson, Cragun & Barker, Washington law firm, as counsel. Firm represents Mormon broadcast stations, several Indian tribes, and is counsel of American Society of Travel Agents Inc.

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

You're entitled

FCC Chairman Dean Burch reaffirmed rights of stations to be critical of administration and government without fear of jeopardizing license. In KNBC-TV Los Angeles news interview. Mr. Burch said critics of Vice President Agnew's attack on news media were overreacting.

"I don't think there is any group of men in this country who propose to censor the news—certainly not the FCC, certainly not me and I do not think the Vice President," Mr. Burch said.

FCC Chairman also said need existed for networks to broadcast more positive news "especially in dealing with campus demonstrations, where far more people did not demonstrate than did."

Mr. Burch said reporter could go out and "cut me up and your station is not going to be involved and neither are you. That's your privilege and it is also your responsibility. I think you must do that." Chairman's remarks were broadcast Friday (March 6).

First come translators

Novel approach to program exclusivity case involving two Frankfort, Ky., CATV systems was announced by FCC Friday (March 6).

Commission declined to reconsider 1967 denial of exclusivity requirement waiver sought by Community Service Inc. and Consolidated Television Cable Co.

But commission said systems did not have to begin providing exclusivity un-

til WLEX-TV and WKYT-TV, both Lexington, Ky., had provided translator facilities in Frankfort area. Commission directed stations to file application for 100-watt translators and cable systems to comply with exclusivity requirement within 30 days after translators become operational.

Lexington stations had opposed exclusivity waivers, which were sought by cable systems so they would not have to protect stations against same-day duplication by Louisville, Ky. and Cincinnati stations. Systems defended their carriage of Louisville and Cincinnati stations, contending signal from Lexington stations was technically inferior and that nonduplication was not justified on grounds of adverse economic impact on stations.

After commission turned down previous request for reconsideration, systems instituted court appeal. Court remanded case to commission for further investigation, which led to current action.

Sportsman Daniels

Bill Daniels, pioneer cable TV operator and broker, has purchased Los Angeles Stars of American Basketball Association. Sale price reported to be in excess of \$500,000. Club's attendance at home games has been poor of late and speculation on sale and/or transfer of club has been reported for some time. Mr. Daniels indicated no plans to move team to another city. Denver, operating headquarters for Mr. Daniels, is home of Denver Rockets, also of ABA.

Four named

National Association of Broadcasters Friday (March 6) completed makeup of special committee to study public relations effort by adding four persons. New members are Robert E. Thomas, WJAG(AM) Norfolk, Neb.; Tom Harrell, WSTP(AM) Salisbury, N. C.; Peter Kenney, NBC vice president, Washington and Mark Evans, Metromedia vice president and director of public affairs. NAB executive committee earlier expanded committee, by adding one position. It also made executive committee ex-officio members of study group (see page 35). First meeting of committee has not been set.

Executive sessions

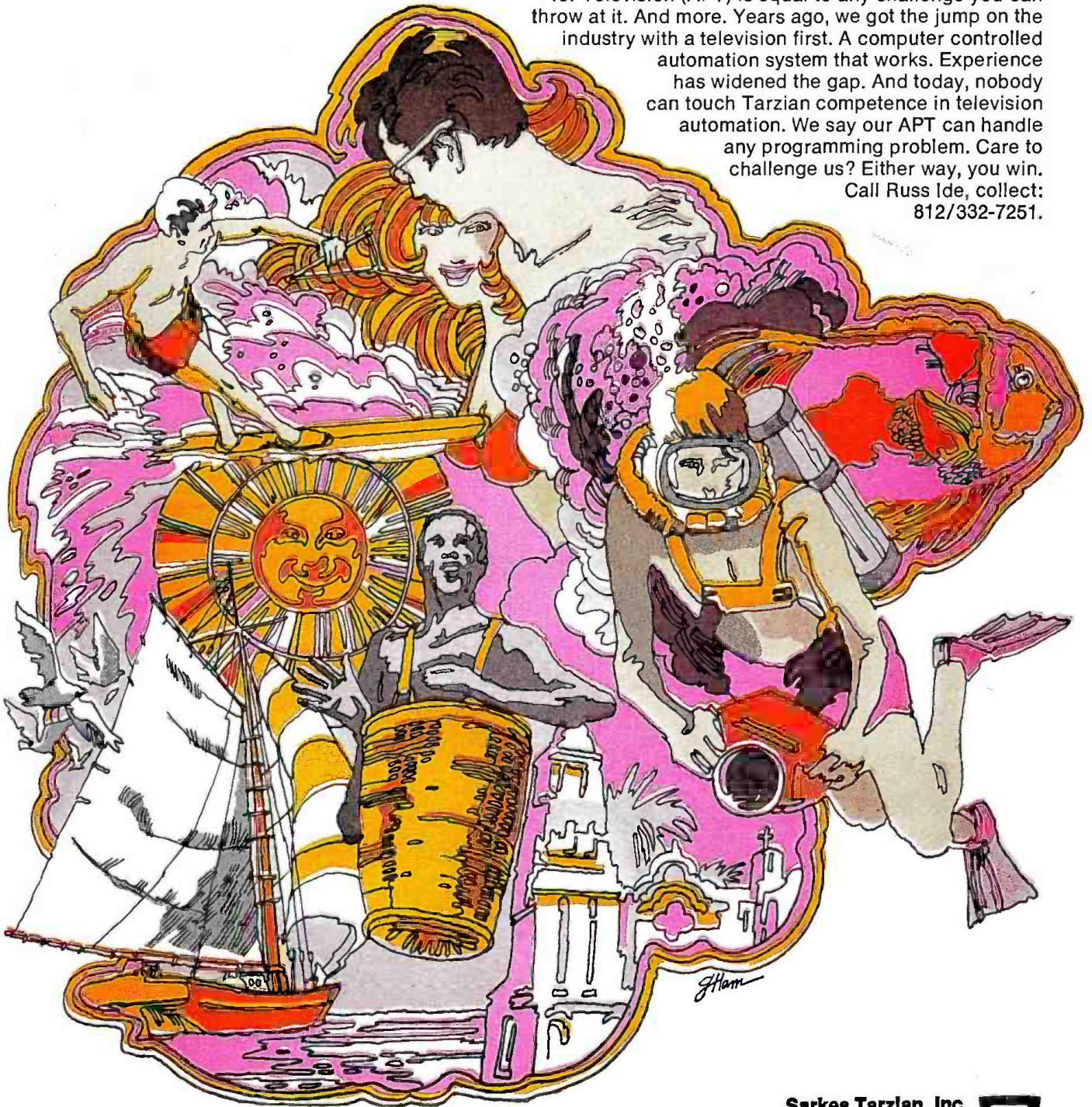
House Commerce Committee is scheduled to hold three days of executive sessions this week to consider business that has emerged from subcommittees. High on agenda is Communications Subcommittee's pay-TV resolution, supporting FCC rules and calling for tougher restrictions to prevent siphoning of sports broadcasts onto subscription stations.

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Datebook

A calendar of important meetings
and events in the field of communications.

■Indicates first or revised listing.

March

March 7-10 — Convention, *Florida State CATV Association* and *Southern CATV Association*. Contact O. E. Brillante, Eau Gallie, Fla. Ramada Inn, Quality courts, Sheraton hotel, Cocoa Beach, Fla.

March 8-10—Annual meeting of *Southern CATV Association*. Cocoa Beach, Fla.

March 9—Meeting of *Broadcast Advertising Producers Society of America*. Leslie V. Dix, assistant director of Federal Trade Commission's bureau of deceptive practices, will speak on "Emerging Concerns for the Advertising Industry." The Lambs, New York.

March 9-11—Seminar for engineers on system design reliability and performance monitoring conducted by *National Cable Television Center*. J. Orvis Keller building, University Park, Pa.

March 9-12—Spring conference. *Electronic Industries Association*. Secretary of Defense Melvin R. Laird will be speaker at annual awards dinner. March 11. Statler-Hilton hotel, Washington.

March 10 — International Broadcasting Awards dinner. 10th annual competition to choose best radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Los Angeles room, Century Plaza hotel, Los Angeles.

March 10—*New York State Broadcasters Association* annual meeting and dinner. Thruway Hyatt House, Albany, N.Y.

March 11—Public hearing of the *Canadian Radio-Television Commission* to consider TV applications, low-power relay transmitter applications, CATV applications, and applications concerning ownership and control. Skyline hotel, Ottawa.

March 13—Deadline for reply comments on amendments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

March 13—*Writers Guild of America, West* 22d annual awards ball. International Room, Beverly Hilton hotel, Beverly Hills.

March 15-17 — Spring convention, *Pacific Northwest CATV Association*. Contact Richard L. Cox, Heppner, Ore. Northern hotel, Billings, Mont.

March 15-21—First world conference of social communication for development sponsored by *Consejo Nacional de la Publicidad*.

RAB regional sales clinics

March 23—Hotel Robert Myer, Jacksonville, Fla.

March 25—Tutwiler hotel, Birmingham, Ala.

March 26—Red Carpet Inn, Charlotte, N.C.

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

May 12—Sheraton Motor Inn (Bloomington), Minneapolis.

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

June 10—Sheraton hotel, Rochester, N. Y.

June 11—Sheraton-Boston, Boston.

Meeting of representatives from advertising councils world-wide to consider application of advertising to international problems. Mexico City.

■March 16—International Radio and Television Society 30th anniversary banquet. Program will feature presentation of society's gold medal award to Rowan and Martin's *Laugh-In* and presentation of special award to Apollo 11 astronauts with Neil Armstrong, flight commander, accepting. Cast of *Laugh-In* will be present. Dress is black tie and table, seating 10, \$300. Grand ballroom, Waldorf-Astoria, New York.

March 18—Annual stockholders meeting *Boston Herald-Traveler Corp.* Statler-Hilton hotel, Boston.

■March 18—Deadline for receipt in Hollywood of all entry cards for *Emmy* consideration from producers and National Academy of Television Arts and Sciences members for entertainment programs and performances, and from craftsmen for their own individual performances.

March 18-20—The Contemporary World: 1970, conference sponsored by marketing & communications division of *Dick Clark Enterprises*. Designed to acquaint youth oriented businessman with "now" generation. Speakers include Dick Clark, president of Dick Clark Enterprises; Lou Rashmir, president of Market Compilation and Research Bureau and specialist in college market; Chuck Barris, game show packager and producer; Art Linkletter, TV personality, and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

March 19—Annual stockholders meeting. *Cox Broadcasting Corp.* Atlanta.

March 21-28—Convention of *First Advertising Agency Network* to be held aboard cruise ship Starward bound for Jamaica.

■March 23—Deadline for receipt in New York of entries for *Emmy* consideration for news and documentary programs and performances.

March 23-24—Annual Washington conference on business-government relations sponsored by *The American University Center for Study of Private Enterprises*. Shoreham hotel, Washington.

March 23-26—Annual international convention and exhibition of *Institute of Electrical and Electronics Engineers*. New York Hilton hotel and New York coliseum.

March 26—Special stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

March 25-26—Annual meeting of *Ohio Cable Television Association*. Donald Taverner, newly elected president of National Cable Television Association, will speak. Sheraton Columbus hotel, Columbus.

March 31—Annual stockholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

April

■April 1—Deadline for filing comments on FCC's proposed rulemaking relating to bank holdings of broadcast stocks.

April 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 3—National seminar on broadcast advertising in 1970's with Hubert Humphrey as keynote speaker, Arthur Godfrey as luncheon speaker and dozen top advertising agency executives as participants, spon-

PROBLEMS:
 INADEQUATE AMPLITUDE
 POOR MICROPHONE TECHNIQUE
 INCORRECT EQUALIZATION
 EXCESSIVE TAPE RECORDING LEVELS

RESULTS: BOOMING SIGNALS
 POOR INTELLIGIBILITY

SOLUTION: DYNAMIC PRESENCE EQUALIZER

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 [DYNAMIC PRESENCE COMPENSATOR] ↔ [PRESENCE ANALYZER] ↔ [LIMIT DATE] ↔ [SPEECH-MUSIC DISCRIMINATOR]

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Sol Talshoff, *editor and publisher*
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EDITORIAL

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BUREAUS

New York: 444 Madison Avenue, 10022.

Phone: 212-755-0610.

Rufus Crater, *editorial director*; David

Berlyn, Rocco Famighetti, *senior editors*;

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Hazel Hardy, Helen Manasian, Caroline

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Chicago: 360 North Michigan Avenue,

60601. Phone: 312-236-4115.

Lawrence Christopher, *senior editor*.

T. Byrne O'Donnell, *Midwest sales*

manager.

Rose Adragna, *assistant*.

Hollywood: 1680 North Vine Street,

90028. Phone: 213-463-3145.

Morris Gelman, *senior editor*.

Stephen Glassman, *staff writer*.

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introduced in 1946.

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■April 3-4—Region 1 conference of Sigma Delta Chi, Harrisburg, Pa.

■April 3-4—Region 6 conference of Sigma Delta Chi, Minneapolis.

April 3-5—National convention of National Association of FM Broadcasters. Theme is "New Dimension in a New Decade." Palmer House, Chicago.

April 3-5—National convention and exhibition, Intercollegiate Broadcasting System Inc. Theme will be freedom to speak. La Salle hotel, Chicago.

■April 4—Region 3 conference of Sigma Delta Chi, Atlanta.

■April 5—First annual FM Broadcast Pioneers breakfast to be held during NAFMB Convention. Guest is FCC Commissioner Robert E. Lee.

April 5-9—Annual convention of National Association of Broadcasters and Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.

■April 6—Communications workshop, sponsored by U.S. Department of Housing and Urban Development and officials of Na-

tional Association of Housing and Redevelopment. Department of Housing and Urban Development, Fort Worth.

April 6—Ninth annual seminar of Mark Century Corp. features panel discussion on relationship of the broadcast community with the performance rights organizations. Conrad Hilton hotel, Chicago.

April 6-8—Third communication satellite systems conference, sponsored by American Institute of Aeronautics and Astronautics. The sessions will cover, among other things, European projects, Canadian domestic systems, U. S. domestic systems, digital communications, and advanced satellite concepts and experiments. International hotel, Los Angeles.

April 7—Convention banquet celebrating broadcasting's 50th anniversary sponsored by Broadcast Pioneers in cooperation with NAB, Chicago.

■April 7—Annual membership meeting, Association of Maximum Service Telecasters. Waldorf room, Conrad Hilton hotel, Chicago.

■April 9—Los Angeles Advertising Women 24th annual Lulu awards banquet. Annual achievement awards competition. Crystal Room, Beverly Hills hotel, Beverly Hills.

OpenMike®

Ignored

EDITOR: Good luck to the Wisconsin Sheriffs and Deputy Sheriffs Association in its effort to persuade Chrysler Corp. to remove its TV spot portraying a law officer as a "buffoon" (BROADCASTING, March 2).

The executive director of the National Sheriffs' Association, Ferris E. Lucas, on behalf of the nation's 3,065 sheriffs and some 20,000 other NSA member-lawmen, wrote Virgil Boyd, Chrysler president, on Dec. 3, 1969, protesting the Dodge Charger commercials wherein "a law enforcement officer is made out to be sloppy, stupid, inefficient and, in short, the antithesis of today's well-qualified law-enforcement official."

Three months later, Mr. Lucas has received no answer to his letter. May the Wisconsin association be accorded more courtesy.—Truman Walrod, *managing editor*, The National Sheriff, Washington.

CBS-TV affiliates' stance

EDITOR: In the Feb. 23 issue, the story on the FCC's look at line-cost pass-ons contains an erroneous reference to the CBS-TV affiliates part in this matter. The story states, in part: "CBS-TV affiliates, in an agreement reached last December, are to share, etc."

At no time did the CBS-TV Affiliates Advisory Board reach any kind of an agreement with the network. Nor were agreements requested by the network. CBS-TV officials first discussed with the board a plan for sharing the cost of the AT&T rate increase in November and

the current plan in December. On both occasions, board members advised the network they were opposed to the philosophy of this kind of cost-sharing and felt most affiliates would likewise be opposed.—Ken Bagwell (WJW-TV Cleveland), *chairman*, CBS-TV Network Affiliates Assn.

Report has pleasant sound

EDITOR: Your Feb. 23 FM special report is fantastic. As a general manager comparatively new to FM, may I say that I am extremely gratified with the response we have had in bringing "Hit Parade '70" [programming service of American Independent Radio Inc.] to Houston. . . . No rating figures are available at this point but "Hit Parade '70" gave KBNO more than an 800% increase over the previous month's billing, and topped last year's biggest month by more than 100%. . . .

I must say your study was most informative and helpful to our objectives here in the country's youngest market. May I have 50 copies of the report?—William C. Chadwick, *vice president-general manager*, KBNO(FM) Houston.

EDITOR: . . . We would greatly appreciate six copies of the FM special report or the entire magazine for use in our presentations.—Jan G. Rodger, *station manager*, WBG(FM) Tallahassee, Fla.

(Reprints of the FM special report are available at 50 cents each for orders up to five copies; 45 cents each for six-10 copies; 40 cents each for 11-99 copies; 30 cents each for 100-249 copies; 25 cents each for orders over 250 copies. Requests should be sent to circulation director, 1735 DeSales St., N. W., Washington, D. C. 20036.)

Stark's role clarified

EDITOR: I would appreciate a correction in the "Closed Circuit" in the March 2 issue. While it is true that Howard Stark is helping us in finding qualified buyers for the stations which must be disposed of in the Triangle-Capital Cities transaction, the choice of buyers is not to be made by Howard, who is merely helping with the mechanics.—*Thomas S. Murphy, president, Capital Cities Broadcasting Corp., New York.*

Equal-time plea

EDITOR: I just want to go on record as saying that I deplore the fine television programs that continually mention newspapers or depict a horde of newspaper reporters without including equal representation for radio and television reporters. In small markets, more often than not, newspapers are the competition for the advertising dollar. Too many television programs are just perpetuating the image of a closed media.—*Randy Prewitt, program director, WGAP(AM) Maryville, Tenn.*

Memorial to a pioneer

EDITOR: Thought you would be interested in this announcement from the Texas Tech University Foundation:

"The establishment of the Joe H. Bryant Memorial Fund in memory of the pioneer radio and television executive and civic leader who died Feb. 21 was announced Feb. 26.

"The announcement was made by officials of the Texas Tech Foundation of which Mr. Bryant was chairman. Vice-chairman R. H. (Bob) Brummal, divisional manager for Southwestern Public Service Co., will serve temporarily as chairman.

"Contributions may be made through the office of the Texas Tech Foundation, P.O. Box 4650, Texas Tech Station, Lubbock, Tex. 79409."—*Robert L. Snyder, executive vice president, KCBD-TV Lubbock, Tex.*

(Mr. Bryant, president and general manager of the station, was chairman of the foundation at the time of his death.)

FCC's rationale questioned

EDITOR: All of us in broadcasting should commend National Association of Broadcaster's President Vincent Wasilewski for his statement regarding the FCC's proposed new license fees (BROADCASTING, March 2).

I wish every member of the FCC would take the time to look through his own files and take out some of the FCC financial forms for several dozen stations in different market sizes and with

varying sales volumes. In addition, I would also suggest the NAB send to each FCC commissioner a copy of the 1969 radio financial report issued by the NAB.

At a meeting a few months ago of the NAB small-market committee of which I'm a member, I suggested these same reports be sent to all congressmen and senators. It appears the FCC as well as Congress think all of us in broadcasting are making it big and rolling in money. There are many radio stations, as well as some television stations, losing money in their operations. Any increase in fees of any consequence could throw many of these operations into greater losses and could put some of them out of business altogether.

As Mr. Wasilewski pointed out, "the proposal would seem to virtually insure a growing bureaucracy, a self-justifying, self-inflating administrative army. . . ." Quite frankly, I had expected much better from President Nixon's recent appointment of Dean Burch as FCC chairman. I only hope that his other appointment, Commissioner Robert Wells, who is very familiar with our financial situations in broadcasting, won't be as disappointing in this area. I hope that Commissioner Wells with his vast broadcast experience points out the fallacy of this latest FCC proposal.—*Philip Spencer, president, WCSS(AM) Amsterdam and WIPS(AM) Ticonderoga, both New York.*

EDITOR: UHF broadcasters have fought an uphill battle since 1953 for their very existence. The FCC, the networks, and CATV have all urged the development of the small, individually owned UHF. Now the FCC proposes to charge a total of \$5,000 just for a construction permit in the smaller markets. I urge any potential broadcast owner to write his congressman opposing this charge to the broadcaster before he even begins broadcasting. A surcharge for a profitable station—yes. A levy on an application before going on the air—no!—*Thomas Scanlan, American Forces Television, Germany.*

Covers Dodgers in Spanish

EDITOR: For your information, KWKW, a full-time Spanish-language station in Los Angeles, has been carrying the Los Angeles Dodgers games since 1958, longer than KFI Los Angeles. We are presently entering our 13th season with the same sponsors as KFI. With all due respect, it is hard for me to understand how you overlooked KWKW [in the Feb. 9 baseball roundup], especially since we were the first station to carry the Dodgers.—*Larry Mazursky, vice president-general manager, KWKW(AM) Pasadena, Calif.*

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- Had 50 clients. . . .
- In 37 markets. . . .
- 33 in the U.S., 4 foreign
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The average for all clients over the 8 years is 2.6 years, (that's like having 2.3 children.) Over one and a half million dollars has been spent on depth, or qualitative research, exclusive of our fees.

We believe that the fact that we have worked with so many of our clients year in and year out proves the value of a continuing consultant relationship, on an annual renewable basis.

If you would like to know in more detail how we can help you with your problems, just call for a no obligation presentation. There's a lot more to this business than statistics.

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A bear and a bull look at 1970

There he sat. The client. This was to be the real test. Stocks were down another $\frac{4}{8}$; the newspaper on his desk was open to the business page; I could see at least eight distinct headlines all predicting various degrees of financial disaster for 1970. It was then I knew the challenge was more than simply between agency and client—but between all media and the advertiser. The weight bore down heavily upon my already burdened shoulders. I managed a smile and began

"Sir," said I, "I know what economists predict for 1970. My predictions, however, are not based on averages as theirs must be; my predictions are based on you as one advertiser among many. Even if your entire field of business may not enjoy as large an increase this year as last, you as an individual still can have a tremendous year."

"My good man," said he (that's "him" allright—always starting with something nice before he cuts the budget), "You can't buck the trend, boy, this is 1970. You gotta bend with the breeze. Why, if I advertise as you suggest, it would be like advertising bowling in summer."

I couldn't believe my ears. "But, sir, that's exactly what the Milwaukee BPA [Bowling Proprietors Association] said, yet when they did just that, business was up tremendously. I know, we handled the —."

"Just dumb luck ["him" interrupted]. Besides, you had ample budget—any advertising works when you got the bucks. Just let me see one of you guys do something with just a few radio or TV spots. What then?"

It couldn't be—again he had played right into my hands. "Sir, a client of ours, Lincoln State Bank, has but one 60-second television commercial per week—yet they've broken all pre-existing records for checking and savings accounts. Their assets are the highest ever."

"Another rare case," "him" retorted angrily, "and certainly not applicable to me. My customers are getting too old. I need to change my entire customer base—and no one can afford to do that in a city the size of Milwaukee."

(At this point you may have realized that since "him" is imaginary, "him" usually says things that fit a

specific success story "me" has had for a client—but stick with me, there's a moral coming.

"Aha," said "me," standing tall, "then what about wrestling?" "Wrestling? Now? Here?"

"No, not that! Two years ago, professional wrestling seldom drew crowds over 2,000 in Milwaukee, so with a budget of less than \$400 per bout and using only one radio station, we sought to interest younger people in wrestling. The result: The last six matches in Milwaukee were sellouts, attracting over 10,000 people at the last match."

"Blast it, I don't sell wrestling and this isn't my only market. My competition is too strong; they have much better distribution and—well, I can't afford to outdo them, or outadvertise them."

Again my head reeled. Now I rose to my full height, "That's just it, Sir. You don't have to outdo them at their own game—do what you do best. Like Red Owl food stores. Why, they were just a poor sister in Milwaukee until they got away from the pack and what the pack was doing. When everyone else advertised on Thursday, we advertised on Monday and Wednesday; when they followed suit we moved to TV and radio, producing new commercials every week. We found new ways to present our story and have enjoyed over a 100% increase in the last two years."

"Listen you . . . you, adman!" ("Him" really knew how to hurt a guy.) "All you care about is the 15%. Spend, spend, spend, so you can make money. I'll bet you never cut a budget

in your life." "But you wrong me, sir."

"Blast it, man. All this is history. This is 1970! [The moral is coming soon.] Things are different. Times are changed. We could be going into a depression."

"Stop!" I shouted, "stop at once! Nineteen seventy isn't your problem. Selling your services or products, that's the problem and that hasn't changed one bit." (Now that's a moral.)

Suddenly his expression changed. He sat back. He smiled. I felt he finally understood what I had been trying to say, like you understand. Whether you're in business, industry, TV, radio, print or an agency, your business will be as good or as bad as you make it. Nineteen seventy isn't controlling your business, you are. And if you just use your head, budget your time and money with sound reasoning, you, too, will have your biggest year ever in 1970. (I looked back at him, just knew he understood, I could see it. The smile, the thoughtful look in his eyes. . . .)

"My good man," he said. (He being "him," "my good man" being "me"—for those of you who joined this fantasy late) "My good man, if you were that smart, you wouldn't be in advertising. You're fired."

Gadzooks. What a blow! Fired. Bounced. I turned and walked from his presence. Where had I failed? Why? But then it came to me. I hadn't failed. He had. I know 1970 will be my best year in history. But as for "him." Well, he believes 1970 will be his worst. He's planning for it, ready for it. And when you believe in something strongly enough, it always comes true.



Bob Meyer's advertising experience began 11 years ago as advertising manager of a small building-products manufacturer. After that he opened his own advertising agency, which he later dissolved to join the Baker/Johnson & Dickinson agency in Milwaukee. Next came WISN-TV, a Hearst Corp. station in Milwaukee, where he served as publicity/promotion director. In 1966 Mr. Meyer founded R. L. Meyer Advertising & Promotions Inc., which now serves over 30 varied consumer accounts.

INVITATION

On Mon., Apr. 6, 1970 MARK CENTURY CORPORATION will conduct its NINTH ANNUAL PROGRAMMING AND SALES SEMINAR. The Seminar begins at 8:00 A.M. in the Waldorf Room of the Conrad Hilton. Doors open at 7:30 A.M. You are cordially invited to attend. This year's topic will be:

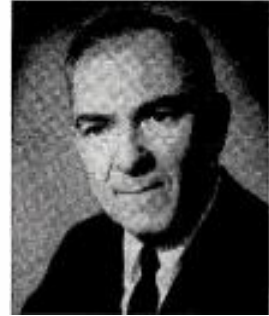
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A Division of The Music Makers Group, Incorporated 

“He was a heroin addict at 14... He kicked it... And here he is...”

That's how a slightly built high school girl introduced a husky black man to the predominantly white audience in the packed gymnasium at San Joaquin Memorial High School. Vernon Slider, floor manager at KFRE-TV, a Triangle Station in Fresno, California, has been on parole for less than six months after 14 years in San Quentin. In prison he educated himself and resolved to help young people. Here, in his own words, are the highlights of the speech he makes several times a week as a volunteer on his own time to high school students in central California.

I think I had a rather novel childhood for the west side of Fresno. I got drunk when I was nine, and by the time I was fourteen I was smoking pot, and by the time I was, sixteen I was a full-fledged member of the drug-addicted world . . . They tell you that drug addicts are criminals. These guys aren't criminals. The best he (a drug addict) could become is a public nuisance. Can you imagine me having a \$75 a day habit and then increasing that to \$150 a day? Where was I going to get that kind of money? Just run in and grabbing, stealing stuff—doesn't this tell you how sharp I really was? . . . They socked me dead off in San Quentin, and that was real bad news. When I got to San Quentin at the age of 21, and I saw some changes, and I saw some people, and I saw things that went on down there that was unbelievable.

* * *

. . . About fourteen hours in that jail house after being locked up, I think the full realization came to me. Hey, you're not going to get any more heroin today. And let me tell you my body went through some changes that in order for you to fully appreciate it, you would have had to have been there . . . so I laid in the middle of a cell in a stinking county jail and literally died . . . and I laid on the cell floor for fourteen days in that position with people walking

around me, and they felt about as much compassion for me as you do for your worst enemy . . . The convict image that you hear so much about is not really true. The guys who would be on the movie screen talking that slick thing out of the sides of their mouths in prisons, those type of people are not in prison . . . Do you know what happens to you in prison? Do you know that you are in the cell with another guy, and that cell is about 13 feet long and about 4 feet wide and it has two bunks in there. The cell is so small that at no time can you and this other guy be on the floor at the same time . . . You know you get caught up in a routine type thing in prison . . . Sunday is just like Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. Prison is the only place that I know of that vanilla ice cream tastes like grilled liver.

* * *

Sometimes the plumbing goes out, and the plumbing might go out for three or four months, and if you should by some chance push that button, whatever is in all the other little "john-johns" will come rushing back on the floor—not just your cell, but everybody's cell. Some guy gets up at two o'clock in the morning and he steps off in that guck. He gets mad and he challenges somebody's parents. And the guy next door, he responds to it, and pretty soon you've got a chain reaction because there are seven hundred men living in there. Some guy comes up with the thought, "Why not put a match to the place"? This big old brick concrete rock place, and he wants to put a match to it. He can't find any wood so he lights the match to his matches. It starts a fire that keeps the smoke in the cell block. The guards get mad at you, so they leave you locked up and they just close the door, and now you are in there with all that smoke, all these maniacs and morons hollering and that stuff on the floor. They might leave you like that, fourteen to sixteen to eighteen days like that . . . They have a place in prison that they call the hole. They would give you the Bible and they would lock you up in the hole and turn the lights

out. And they have a little treat that they give you that they call a ration—whatever they had for breakfast, lunch and supper the day before.

* * *

I want to just expose you to me and my experience. This is the thing that I want to do today. I didn't have heroes like young people have. I think this is one of the things that led to my addiction to heroin—the lack of identity. I didn't have an identity. The only people that I could relate to were blues singers, tap dancers and prize fighters who couldn't talk. So I had a hang-up, I really had one. It was the lack of an identity. I mean if I would have ever told you that whenever I grew up I was going to be free, white and twenty-one, would you have believed me? I could never have looked at a movie and say one day that I was going to be John Wayne. No, I could never tell nobody that when I grow up I am going to be Tarzan. Can you imagine me saying that to you? Well that was that lack of identity. So what I really had to do was to look for another attraction. And I found it. My attraction was dope.

* * *

I saw the joy on Vernon Slider's face as he finished his talk. I heard the thunderous, emotional applause of his teenage audience.

I knew that Vernon Slider, who came to KFRE-TV as a result of FACTS, the continuing drug abuse campaign that offers help to addicts, had at last found his identity. And that he was helping youngsters find theirs.

May I tell you that sitting on the grandstand in the high school gym that day, I was proud of being a broadcaster. And I was proud of KFRE-TV, our TV facility in Fresno.

*George A. Koehler
General Manager
Triangle Stations
Philadelphia, Pa.*

Network aim: to move with the times

That's claimed objective of all three TV schedules as 1970-71 season is put out for agency buying

Network-TV programmers are accentuating the two R's of the 1970's—relevance and reality—to aim for heavier viewing among younger adults. The trend is evident in new fall prime-time schedules, which were under scrutiny last week by the networks' customers.

With all three schedules and asking prices in circulation, agency programmers and media specialists could sit down in earnest to evaluate the new offerings. The schedules place sharper emphasis on the contemporary scene in an attempt to lure the segment of the population between ages 18 and 49 that is the advertising demographer's dream (BROADCASTING, Feb. 23 et seq.).

The networks are investing an estimated \$16.7 million a week in prime-time production costs in assembling what they consider to be a balanced showcase of regularly scheduled drama, comedy, variety-music, action-adventure and feature film.

But network television does not discard old values too easily. Returning as weekly regulars are such name performers of past seasons as Danny Thomas and Vince ("Ben Casey") Edwards on ABC; Mary Tyler Moore and Andy Griffith in regular slots on CBS, and Don Knotts on NBC.

Though some star faces will be back, the fall schedule will change the status of two, both CBS veterans. Jackie Gleason is off the schedule for the first time after eight straight seasons, and another former mainstay of CBS, Red Skelton, will do his clowning on NBC, his first change of networks in 17 years. A different set of stars—the football pros—will take the field on ABC every Monday night for 13 weeks, the first regular football weekly line-up in prime time in network history.

Another force affected by new schedules is the movie industry. Universal, a major studio and top producer of TV shows, though maintaining its lead next season, will be sharing it for the first

time in recent years with another major—Paramount Television (see box, this page).

Traditionally, packaged-goods and cigarette companies have been the bellwether advertisers for prime-time TV. This fall the packaged-goods companies seem likely to be the pace makers.

CBS-TV, in an apparent move to eradicate its image as a network whose strength is among older viewers in non-urban areas, canceled six shows, the largest number in its history. And among the casualties were both the *Jackie Gleason Show* and the *Red Skelton Show*.

Michael Dann, senior vice president—programming, CBS-TV, acknowledged last week that there "are more changes in our schedule than ever before," but he insisted "they were made out of strength, not weakness." He voiced confidence that the new schedule would be a popular one with broad-

based appeal and added:

"We have great faith in our pilots. The response to [the new shows on our schedule] has made me optimistic. Fantasy comedy, fantasy drama, variety shows with no reality are out the window. Our new programs will be dealing essentially with the world as it is."

New series calculated to generate a youth mystique at CBS-TV are *Storefront Lawyers*, about three attorneys serving the needs of the underprivileged; *The Interns*, a drama revolving around the personal lives of interns in a big hospital; *Andy Griffith Show*, a comedy with the former CBS star as headmaster of a modern private school, and *Arnie*, a comedy starring Herschel Bernardi and focusing on the social pressures when he moves from a laborer's job to an executive's.

Other new CBS-TV series are the *Tim Conway Variety Hour*, a revised and expanded program spotlighting the star of the comedy half-hour that the network offered at midseason this year, and the *Mary Tyler Moore Show*, a comedy featuring the co-star of CBS's long-running *Dick Van Dyke Show*.

ABC-TV, long the low-man on the network pole but moving upward in the current "second season," is determined to climb farther through bold moves and is encouraged by the advances it has made at times this season. ABC-TV put through the largest number of changes for next season, adding 11 new series to its prime-time schedule, deleting nine programs now on the air and shifting six others to different time periods.

Martin Starger, vice president in charge of TV programming, ABC-TV, said: "Our philosophy is really based on nights—designing nights so we can be first from top to bottom."

He claimed that ABC-TV is winning
Text continued on page 22

Top network producers

Paramount and Universal share the winner's circle as top producers of network TV shows for the 1970-71 season, with eight shows apiece (see this page). Running a close second is Screen Gems, with six shows. Twentieth Century Fox has five shows slated for the new season.

As for the production companies' representation on the three networks, here's how the top three stack up:

ABC—Paramount, six; Screen Gems, four; 20th Century Fox, Quinn Martin Productions and Aaron Spelling Productions, two each.

CBS—A three-way tie, with two shows apiece, for Leonard Freeman Productions, Filmways TV Productions and Paramount.

NBC—Universal, six; 20th Century Fox, two; and several others, including Screen Gems, one show each.

Details on all shows overleaf.

The 1970-71 season laid out in detail

The 1970-71 prime-time network-television schedule is shown on these pages, night by night, as it appears to advertisers and agencies pondering their best buys for fall. There are 81 series, two more than in the current season, and 22 are new, three fewer than this year. Each block lists the program's title, the first year it appeared in a network's prime-time schedule for a full season (midseason entries are dated from the following season), and its production source. Then come asking prices for a commercial minute as compiled from advertising-agency sources, followed by an estimate of the production cost of a single original in the series.

The asking prices require a special explanation. First, those shown for CBS programs were, in general, denounced by NBC authorities as grossly inflated, far removed from actual "buying" prices when they were first published (BROADCASTING, March 2). The agency sources from whom they were originally compiled insisted, however, that the asking prices reported for all networks—CBS and also NBC and ABC—were as they had received them from competent authorities at the respective networks. They also agreed that there is often a substantial difference between the original asking and final selling prices at any network. Beyond that, the prices listed here stand for different things at different networks. For ABC programs, two prices are shown: The first is for a commercial minute during the period from mid-September to the end of March and the second is a 52-week average. For CBS, two prices also are quoted but the first is for the fourth quarter and the second is an annual average. For NBC, three prices are reported: The first is for the fall-winter season, the second for spring, the third for summer.

The estimates of production costs were compiled from an even wider range of sources close to that field; like the selling prices, none were supplied by the networks.

ABC					
Time	Name	Year of Intro	Producer	Cost per min	Production Costs
Sunday					
7:00	Young Rebels		New Screen Gems	\$40,000-	\$180,000
7:30				34,000	
8:00	FBI	1965	Quinn Martin Productions	\$65,000-	\$200,000
8:30				54,000	
9:00	ABC Sunday Night Movie	1964	Various	\$56,000-	\$750,000
9:30				51,000	
10:00					
10:30					
Monday					
7:30	Young Lawyers		New Paramount	\$43,000-	\$185,000
8:00				41,000	
8:30	Silent Force		New Aaron Spelling Productions	\$46,000-	\$ 95,000
				41,000	
9:00	NFL Football	New	—	\$65,000	\$654,000
9:30					
10:00					
10:30					
Tuesday					
7:30	Mod Squad	1968	Thomas-Spelling Productions	\$51,000-	\$200,000
8:00				45,000	
8:30	Movie of the Week	1969	Various	\$58,000-	\$325,000
9:00				51,000	
9:30					
10:00	Marcus Welby	1969	Universal	\$66,000-	\$200,000
10:30				58,000	
Wednesday					
7:30	Courtship of Eddie's Father	1969	MGM	\$45,000-	\$ 87,000
				39,000	
8:00	Make Room For Granddaddy		New Danny Thomas Productions	\$54,000-	\$ 95,000
				47,000	
8:30	Room 222	1969	20th Century-Fox	\$54,000-	\$ 97,000
				48,000	
9:00	Johnny Cash	1970	Screen Gems	\$60,000-	\$190,000
9:30				52,000	
10:00	Dan August		New Quinn Martin Productions	\$46,000-	\$185,000
10:30				41,000	
Thursday					
7:30	Dial Hot Line		New Universal	\$46,000-	\$190,000
8:00				40,000	
8:30	Bewitched		New Screen Gems	\$60,000-	\$100,000
				50,000	
9:00	Barefoot in The Park		New Paramount	\$52,000-	\$ 90,000
				47,000	
9:30	Odd Couple		New Paramount	\$53,000-	\$ 95,000
				48,000	
10:00	Immortal		New Paramount	\$46,000-	\$190,000
10:30				40,000	
Friday					
7:30	Brady Bunch	1969	Paramount	\$40,000-	\$ 85,000
				34,000	
8:00	Nanny And The Professor	1970	20th Century-Fox	\$41,000-	\$ 87,000
				36,000	
8:30	Partridge Family		New Screen Gems	\$45,000-	\$ 95,000
				40,000	
9:00	That Girl	1966	Daisy Productions	\$45,000-	\$ 93,000
				39,000	
9:30	Love American Style	1969	Paramount	\$44,000-	\$ 93,000
				39,000	
10:00	This Is Tom Jones	1969	ATV	\$44,000-	\$185,000
10:30				38,000	
Saturday					
7:30	Let's Make A Deal	*1970	Stefan Hatos-Monty Hall	\$37,000-	\$ 80,000
				33,000	
8:00	Newlywed Game	1967	Chuck Barris Productions	\$40,000-	\$ 85,000
				36,000	
8:30	Lawrence Welk	1955	Telekiew Productions	\$45,000-	\$115,000
9:00				40,000	
9:30	Zig Zag		New Aaron Spelling Productions	\$46,000-	\$200,000
10:00				40,000	
10:30	(Station Time)				

¹ No annual average.

* Moving into prime time.

CBS

Time	Name	Year of Intro	Producer	Cost per min	Production Costs
Sunday					
7:30	Hogan's Heroes	1965	Bing Crosby Productions	\$51,000-43,000	\$115,000
8:00	Ed Sullivan	1948	Ed Sullivan Productions	\$52,000-44,000	\$215,000
8:30	Glen Campbell	1969	Glenco Productions	\$66,000-57,000	\$200,000
9:00	Tim Conway		New Timco	\$56,000-49,000	\$190,000
10:00					
10:30					
Monday					
7:30	Gunsmoke	1955	Arness Productions	\$64,000-53,000	\$215,000
8:00	Here's Lucy	1962	Lucille Ball Productions	\$63,000-53,000	\$120,000
8:30	Mayberry R.F.D.	1968	R.F.D. Productions	\$69,000-59,000	\$95,000
9:00	Doris Day	1968	Arwin Productions Inc.	\$66,000-58,000	\$95,000
9:30	Carol Burnett	1967	Burngood Productions	\$65,000-54,000	\$210,000
10:00					
10:30					
Tuesday					
7:30	To Rome With Love	1969	Don Fedderson Productions	\$50,000-42,000	\$82,000
8:00	Mary Tyler Moore		New M.T.M. Productions	\$52,000-44,000	\$85,000
8:30	Hee Haw	1970	Youngstreet Productions	\$61,000-51,000	\$185,000
9:00	Governor & J.J.	1969	Talent Associates Ltd.	\$52,000-45,000	\$85,000
9:30	CBS News Hour alternate 60 Minutes	1959	CBS News	\$24,000-21,000	\$110,000
10:00				\$34,000-31,000	
10:30					
Wednesday					
7:30	Store Front Lawyers		New Leonard Freeman Productions	\$61,000-51,000	\$190,000
8:00	Beverly Hillsbillies	1962	Filmways TV Productions	\$62,000-52,000	\$115,000
8:30	Medical Center	1969	MGM	\$61,000-52,000	\$195,000
9:00	Hawaii Five-O	1968	Leonard Freeman Productions	\$67,000-56,000	\$205,000
9:30					
10:00					
10:30					
Thursday					
7:30	Family Affair	1966	Don-Eff	\$63,000-53,000	\$100,000
8:00	Jim Nabors	1969	Naborly Productions	\$62,000-52,000	\$200,000
8:30	CBS Thursday Night Movies	1965	Various	\$62,000-52,000	\$750,000
9:00					
9:30					
10:00					
10:30					
Friday					
7:30	Interns		New Screen Gems	\$56,000-48,000	\$185,000
8:00	Andy Griffith		New ADA Productions	\$61,000-53,000	\$95,000
8:30	CBS Friday Night Movies	1966	Various	\$57,000-48,000	\$750,000
9:00					
9:30					
10:00					
10:30					
Saturday					
7:30	Mission: Impossible	1966	Paramount	\$59,000-50,000	\$215,000
8:00	My Three Sons	1960	Mac-Fedd	\$64,000-53,000	\$110,000
8:30	Green Acres	1965	Filmways TV Productions	\$54,000-45,000	\$100,000
9:00	Arnie		New 20th Century-Fox	\$55,000-46,000	\$87,000
9:30	Mannix	1967	Paramount	\$65,000-54,000	\$200,000
10:00					
10:30					

NBC

Time	Name	Year of Intro	Producer	Cost per min	Production Costs
Sunday					
7:30	Walt Disney	1954	Walt Disney Productions	\$60,000-40,000	\$215,000
8:00	Bill Cosby	1969	Jemmin Productions	38,000-†	\$100,000
8:30	Bonanza	1959	NBC Productions	\$65,000-48,000	\$215,000
9:00	Bold Ones	1969	Universal	\$50,000-44,000	\$195,000
9:30				36,000-40,000	
10:00					
10:30					
Monday					
7:30	Red Skelton	1951	Van Bernard Productions	\$49,000-34,000	\$110,000
8:00	Rowan & Martin's Laugh-In	1968	George Schlatter-Ed Friendly Productions & Romart	\$68,000-52,000	\$200,000
8:30	NBC Monday Night At The Movies	1968	Various	\$56,000-48,000	\$750,000
9:00				43,000	
9:30					
10:00					
10:30					
Tuesday					
7:30	Don Knotts		New Youngstreet	\$46,000-33,000	\$205,000
8:00	Julla	1968	Savannah Productions-Hann-carr & 20th Century-Fox	\$53,000-39,000	\$90,000
8:30	NBC Tuesday Night At The Movies	1965	Various	\$56,000-48,000	\$75,000
9:00				43,000	
9:30					
10:00					
10:30					
Wednesday					
7:30	Virginian	1962	Universal	\$46,000-31,000	\$295,000
8:00	Kraft Music Hall	1967	Yorkshire Productions-Filmways	27,000-‡	\$205,000
8:30	Four-in-One		New Universal	\$46,000-38,000	\$200,000
9:00				34,000	
9:30					
10:00					
10:30					
Thursday					
7:30	Flip Wilson		New Street Garner Productions	\$46,000-33,000	\$205,000
8:00	Ironsides	1967	Harbour Productions-Universal	\$52,000-42,000	\$200,000
8:30	Nancy		New Screen Gems	\$58,000-43,000	\$90,000
9:00				36,000	
9:30					
10:00	Dean Martin	1965	Claude Productions-Greg Gaerison Productions	\$63,000-56,000	\$225,000
10:30				41,000	
Friday					
7:30	High Chaparral	1967	Xandu Productions	\$43,000-28,000	\$200,000
8:00	Name of the Game	1968	Universal	\$49,000-41,000	\$300,000
8:30	Bracken's World	1969	20th Century-Fox	\$46,000-38,000	\$190,000
9:00				36,000-34,000	
9:30					
10:00					
10:30					
Saturday					
7:30	Andy Williams	1969	Barnaby Productions	\$50,000-36,000	\$205,000
8:00	Adam-12	1968	Mark VII-Universal	\$48,000-38,000	\$90,000
8:30	NBC Saturday Night At The Movies	1961	Various	\$60,000-48,000	\$750,000
9:00				45,000	
9:30					
10:00					
10:30					

† Sponsored by P&G. No min. prices quoted.

‡ Sponsored by Kraft. No min. prices quoted.

Tuesday night this year and said it "has a good chance of winning Sunday, Wednesday and Thursday, as well as Tuesday, in 1970-71." He regards as "very healthy" the trend toward "reality and relevance" in programming. He pointed to *Dial Hot Line*, a new fall show, as one that exemplified contemporary realism. "Successful, relevant programming can be true in the drama form and it can be true in the comedy form," Mr. Starger contended. "In comedy, silliness is out."

Monday night was revamped completely at ABC-TV for next fall. It begins with *Young Lawyers*, featuring a group of young law students working in the ghetto, followed by *Silent Force*, drama of an anticrime unit combating the Mafia, and ending with regularly scheduled prime-time professional football starting at 9 p.m.

Other new series on ABC-TV are *The Young Rebels*, a Revolutionary War Drama; *Dial Hot Line*, starring Vince Edwards as a psychiatric social worker, *Make Room for Granddaddy*, starring Danny Thomas and updating his former popular series, *Barefoot in the Park*, a comedy series based on the stage hit and featuring an all-black cast.

Thomas a movie producer

Danny Thomas, who returns to network TV in a regular weekly series on ABC next fall, has also been signed as a producer of several films for ABC's *Movie of the Week* (Tuesday, 8:30-10 p.m.). ABC said the films, produced by Danny Thomas Productions, will make up a part of the series of 26 original movies made for TV and scheduled for showing on *Movie of the Week*, which draws on a number of motion picture companies for programs.

Also *The Odd Couple*, based on the Broadway comedy and film; *The Immortal*, a science-fiction spin-off of a *Movie of the Week*; *Partridge Family*, adventures of a young rock band; *Zig Zag*, a crime-detective drama.

NBC-TV seems to be dealing from a position of relative strength, since it will launch only five new shows and has reshuffled none of its hold-overs. Mort Werner, vice president, programs and talent, NBC-TV, said he was convinced the network's fortunes will gain much from the new series.

"We have what I think is a very strong base," Mr. Werner said. "Such

shows as *Bonanza* and *Ironside* are examples of what I call a firm base. But, you know, we have not reshuffled our returning shows into new time slots. As a result, a great deal is riding on our new programs—and, of course, we'll be facing new competition."

He voiced the view that NBC's 1970-71 line-up is moving closely toward the "contemporary relevance" that the network began to tout last year. Mr. Werner asserted that "viewers want something that is realistic and relevant." He added that viewers also "may just want to laugh, but fantasy-drama is out."

A change of pace in TV viewing is in order for people who have been watching for 20 years, according to Mr. Werner. He said the new *Four-in-One* scheduling of mini-series is designed to provide a distinct break from regular programming. It offers sequences of about six one-hour dramas each, with specials separating the end of one mini-series and the start of another.

The other new presentations on NBC-TV next season are *The Red Skelton Show*; *Don Knotts Show*; *Flip Wilson Show*, and *Nancy*, a comedy starring Nancy Jarrett as the daughter of a U.S. President and with Celeste Holm as her secretary.

BroadcastAdvertising®

ARB backs audience figures

Analysis of viewing declines finds no errors in new diary processing used in November data

The American Research Bureau, under attack by broadcasters contending its November market reports showed TV viewing levels "incredibly" down (BROADCASTING, Feb. 9, et seq.), planned to distribute an analysis of viewing levels to all its subscribers over the past weekend.

The thrust of the report was that "a thorough investigation" of ARB's new system of diary processing, introduced with the controversial reports, has turned up neither systematic errors that would account for the differences in homes using TV (HUT) nor non-systematic errors that would randomly affect HUT levels.

In addition, ARB declared comparisons of different reports made under old and new systems tended to substantiate the new.

For instance, President Peter Langhoff said in a covering memo to subscribers, the October 1968 and January

1969 reports were both processed under the old system. Using them as the basis for comparison, he said the January 1970 reports—made under the new system and covering 22 markets—show three markets with HUT levels up [from October] by the same amount as a year ago, 12 with HUT up less than a year ago and six with HUT up more than a year ago.

"The weighted average increase for January 1970 is 4.1 HUT points against 4.5 HUT points for January 1969," Dr. Langhoff wrote. "Furthermore, if levels are in fact trending downward, we would expect the January 1970 gain to be somewhat less than for 1969. It is."

He continued: "I read this comparative test to mean that the new systems may be producing levels slightly, but only slightly, lower than the old system. This is not conclusive for it is possible that the new system could have the

effect of increasing levels. We must also conclude that there exists a high probability that the changing levels observed are real and in the direction the estimates for October, November and January have indicated, namely downward from last year.

"In the high-speed systems used in processing diaries into market reports we concentrate our efforts in reflecting faithfully the audience behavior patterns occurring during the survey period. Why these patterns change from period to period is of interest to us but it is not our primary responsibility."

The analysis said that not only were November 1969 HUT levels lower than those of a year earlier but those for October 1969 were lower than for October 1968—even though the systems used in processing the two October reports were the same in both hardware and software.

The report also reiterated ARB's

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also helps make WSB Radio the dominant station in the Atlanta market. More people 18 and over listen to WSB Radio than to the next three stations combined.*

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*ARB Oct., Nov. 1969. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

earlier assertions that in processing the November 1969 reports ARB ran the data for 20 markets through both the old and the new systems and got virtually identical results in each case.

Changes made "in the sample distribution to increase sampling efficiency . . . should have had no effect on reported viewing levels," the report continued, and "there were no changes in the daily placement or retrieval procedures that would contribute to a change in HUT levels."

The analysis also reported that "the average of HUT levels in the 22 January [1970] markets shows a lowering from 1969, though not so extensive as was observed in the November 1968-69 comparison. There is little uniformity in the 12-month differences among markets. Some markets down in November 1969 from November 1968 are up in the January comparisons."

In his covering memo, Dr. Langhoff said "we are confident that we have produced in the new TV market reports data which are more relevant to time-buying and selling than previously have been available. The weekly measurement and the program averages make possible more accurate forecasts of future audiences. The judgment of buyer and seller becomes more important and critical."

He also acknowledged that the new format introduced with the November reports has drawn criticism. He said ARB is studying this matter to determine "whether the problem is one of individuals adjusting to the unfamiliar or whether the reports can be more effectively structured. When the answer is more clearly evident, we shall respond to the industry's interests."

A fast finish for spot TV in '69

Strong fourth quarter puts year's total 13% over 1968 spending

Advertiser spending in national and regional spot television reached \$1,115,445,000 in 1969, with \$292,737,500 of that volume coming in the fourth quarter, according to estimates being released today (March 9) by Television Bureau of Advertising.

The full-year figure was the result of spot-TV investments by 1,564 advertisers for 6,286 different brands.

Although direct comparisons with 1968 figures were not available because different systems were used in producing estimates for the two years, there appeared little doubt that 1969 was a record spot year. Based on data from various sources, TVB has estimated 1969 spot billings were up 13% from 1968.

The 1969 figures, compiled for TVB by Broadcast Advertisers reports, indicated that in the fourth quarter, spot spending for time in early evening (5-7:30 p.m.) exceeded that for nighttime periods (7:30-11 p.m.). Reversing the traditional rankings, early evening accounted for \$85,868,600 in spot expenditures (29.3% of all spot spending) as against \$84,102,400 for nighttime (28.7%). In addition, daytime (sign-on to 5 p.m.) accounted for 22.4% of the total and late-night (after 11 p.m.) for 19.6%.

During the fourth quarter, accord-

ing to the BAR estimates, seven advertisers spent more than \$4 million each in spot (see top-100 list below), and the top product category again was food and food products, with \$67,960,800. Other leading categories were toiletries and toilet goods, \$34,279,600; drugs and remedies, \$21,449,100; confectionery and soft drinks, \$20,659,700, and soaps, cleansers and polishes, \$18,433,600.

Four companies appeared in the top-100 list in the fourth quarter for the first time: Pro-Tel products (Performa ladies hose, trim comb), \$1,777,600; Matsushita Electric Corp. of America (Panasonic appliances), \$1,569,500; Interbank (master charge cards), \$1,185,100, and Zenith Radio Corp., \$760,900.

The estimates are compiled by BAR from monitoring of 262 stations in 75 leading markets one week a month. This weekly activity is then projected to the month.

The estimated fourth-quarter expenditures of top-100 national and regional spot TV advertisers:

Rank	Company	Est. Expenditure
1.	Procter & Gamble	\$13,059,500
2.	General Foods	10,579,100
3.	Colgate-Palmolive	5,480,600
4.	General Mills	5,008,100
5.	American Home Products	4,994,100
6.	Coca-Cola	4,677,500
7.	Warner-Lambert Pharmaceutical	4,567,400
8.	Bristol-Myers	3,973,100
9.	Pepsico/Inc.	3,631,100
10.	Lever Brothers	3,528,300
11.	R. J. Reynolds Industries	3,380,200
12.	Nestle Co.	3,281,000
13.	William Wrigley Jr./Co.	3,059,400
14.	Sterling Drug	2,872,100
15.	Norton Simon	2,821,600
16.	Deluxe Topper	2,751,300
17.	Gillette Co.	2,694,100
18.	British-American Tobacco	2,598,100
19.	Ideal Toy	2,456,400
20.	General Motors	2,367,700

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 22, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 22	Total dollars week ended Feb. 22	1970 total minutes	1970 total dollars
	Week ended Feb. 22	Cume Jan. 1-Feb. 22	Week ended Feb. 22	Cume Jan. 1-Feb. 22	Week ended Feb. 22	Cume Jan. 1-Feb. 22				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 146.7	\$ 924.2	\$ 338.6	\$ 2,352.2	91	\$ 485.3	596	\$ 3,276.4
Monday-Friday 10 a.m.-6 p.m.	1,878.3	13,614.9	3,317.5	25,420.7	1,879.4	14,037.9	860	7,075.2	5,997	53,073.5
Saturday-Sunday Sign-on-6 p.m.	1,336.2	8,770.9	1,143.1	15,930.2	486.3	6,275.5	291	2,965.6	2,191	30,976.6
Monday-Saturday 6 p.m.-7:30 p.m.	218.1	1,854.6	913.5	6,818.2	615.6	5,716.8	79	1,747.2	561	14,389.6
Sunday 6 p.m.-7:30 p.m.	108.0	981.3	362.3	3,215.2	224.0	2,289.0	20	694.3	164	6,485.5
Monday-Sunday 7:30-11 p.m.	6,093.1	42,094.9	8,270.7	60,858.6	8,738.8	59,174.9	446	23,102.6	3,254	162,128.4
Monday-Sunday 11 p.m.-Sign-off	159.0	1,190.8	322.4	2,624.1	609.1	4,633.6	101	1,090.5	721	8,448.5
Total	\$9,792.7	\$ 68,507.4	\$14,476.2	\$115,791.2	\$12,891.8	\$ 94,479.9	1,888	\$37,160.7	13,484	\$ 278,778.5

Rank	Company	Est. Expenditure
21.	Shell Oil	2,357,400
22.	Standard Brands	2,224,400
23.	Quaker Oats	2,206,800
24.	Internat'l. Tel. & Tel.	2,199,300
25.	Krafico Corporation	2,195,800
26.	Philip Morris	2,086,900
27.	McDonalds Corp.	2,040,900
28.	Johnson & Johnson	2,031,100
29.	Campbell Soup	2,018,100
30.	Remco Industries	1,986,500
31.	Alberto Culver	1,974,400
32.	Motorola	1,909,200
33.	Carnation	1,903,800
34.	Toyota Motor Distributors	1,898,700
35.	Triangle Publications	1,883,600
36.	Miles Laboratories	1,867,400
37.	Pro-Tel Products	1,777,600
38.	Pillsbury	1,759,900
39.	Kellogg Co.	1,725,500
40.	Standard Oil Co. of N. J.	1,666,200
41.	General Tel. & Elec. Corp.	1,653,500
42.	Smith Kline & French	1,646,600
43.	Matsushita Electric Corp. of America	1,569,500
44.	Chas. Pfizer & Co.	1,550,600
45.	RCA Corp.	1,518,300
46.	Richardson-Merrell	1,514,000
47.	Liggett & Myers Tobacco	1,470,500
48.	Seven-Up	1,451,000
49.	Avon Products	1,448,100
50.	Heublein	1,387,200
51.	E. & J. Gallo Winery	1,319,400
52.	Eversharp	1,309,200
53.	Scott Paper	1,303,900
54.	C. P. C. International	1,278,500
55.	Jos. Schlitz Brewing	1,275,600
56.	H. J. Heinz Co.	1,274,900
57.	E. I. Du Pont De Nemours & Co.	1,257,800
58.	S. C. M. Corp.	1,250,000
59.	Ford Motor	1,233,300
60.	Ralston Purina	1,207,700
61.	Sunbeam Corp.	1,207,600
62.	Beatrice Foods	1,204,300
63.	Inter Bank	1,185,100
64.	Squibb Beech-Nut	1,177,800
65.	Mars	1,173,900
66.	Standard Oil Co. of Ind.	1,170,600
67.	Kentucky Fried Chicken Corp.	1,107,000
68.	Royal Crown Cola	1,105,600
69.	Plough	1,072,100
70.	Borden	1,049,400
71.	Rio-Tinto-Zing Corp.	1,045,500
72.	Peter Paul	1,045,100
73.	United Air Lines	1,044,000
74.	Household Finance Corp.	1,000,600
75.	Carter-Wallace	999,400
76.	Clark Oil & Refining	963,900
77.	Del Monte	942,400
78.	General Electric	932,900
79.	Goodyear Tire & Rubber	896,000
80.	Greyhound	890,700
81.	Falstaff Brewing	883,900
82.	Noxell Corp.	880,100
83.	Mattel	866,700
84.	Clorox Co.	863,200
85.	Hills Brothers Coffee	860,600
86.	American Motors	853,400
87.	Volkswagenwerk A. G.	834,600
88.	American Tel. & Tel.	829,600
89.	Golden Grain Macaroni	828,000
90.	Revlon	825,900
91.	National Airlines	797,900
92.	Loews Theatres	787,200
93.	Ward Foods	786,300
94.	American Can	778,200
95.	Morton-Norwich Products	774,700
96.	Chesebrough Ponds	767,700
97.	Internat'l. Minerals & Chem. Corp.	763,700
98.	Zenith Radio Corp.	760,900
99.	Shulton	753,800
100.	Faberge	740,200

FCC opens door on meeting

The FCC meeting with CBS, NBC and Westinghouse Broadcasting Co. on network commercial policies, to be held on March 13, will be open. Commission officials originally had indicated it would be closed (BROADCASTING, Feb. 23). ABC has not yet indicated whether it will accept the informal invitation to attend the meeting.

Magazines prepare to tout new test

It remains to be seen what effect the study will have on TV spending

The opening salvo of what looms as the beginning of a major magazine campaign against TV advertising will be fired, in New York, Thursday (March 12).

Representatives of General Foods—the country's third largest advertiser—and *Look*, *Life* and *Reader's Digest* plan to reveal on that date the results of a year-long test in major markets involving several GF products. Purpose: to measure the comparative effectiveness of magazine and TV advertising.

None of the principals involved in the study was talking much last week and no details of the study were revealed. Only a brief statement was made available but it was enough to send \$100-million worth of shivers up and down the spines of TV executives. That's the amount GF spent in TV advertising in fiscal 1969.

Here's the statement: "Perhaps the major conclusion is that magazines can provide General Foods products with an effective selling vehicle, one that is generally comparable with television."

A General Foods spokesman said he didn't know why the study was undertaken, nor of any date when the results would be translated into spending. That matter may be cleared up Thursday. He said the test data has been sent to all of General Foods' product managers and to its five advertising agencies—Grey, McCann-Erickson, Ogilvy & Mather, Young & Rubicam, and Benton & Bowles.

General Foods' over-all advertising budget in fiscal 1969 was \$154 million. Only \$5 million was in magazines.

Meanwhile, in what could portend a sinister omen for TV, Jenos Inc., Duluth, Minn., national pioneer in the hot-snacks field, last week announced plans to shift its major advertising effort to magazines. However, while cutting down on the number of spots, the firm will be buying more network time—particularly on NBC's *Today* and *Tonight* shows, and on ABC-TV's *Let's Make A Deal*. But the major portion of the dollar will be re-directed to magazines, according to company spokesmen.

NCAA games find 12 backers

NBC-TV has lined up 12 sponsors for its coverage of the National Collegiate Athletic Association basketball championships March 7, 14, 19 and 21: Goodyear Tire & Rubber Co. (Young

& Rubicam), Buick division of General Motors Corp. (McCann-Erickson), United Air Lines (Leo Burnett), Champion Spark Plug Co. (J. Walter Thompson), The Travelers Insurance Co. (Young & Rubicam), Carter-Wallace Inc. (Carl Ally), Consolidated Cigar Corp. (Lennen & Newell), Cluett, Peabody & Co. (Young & Rubicam), Pabst Brewing Co. (Kenyon & Eckhardt), Hilton Hotels Corp. (McCann-Erickson), Monroe Auto Equipment Co. (Aitkin-Kynett) and Fram Corp. (Aitkin-Kynett).

Firm uses audio signal to record spot usage

A computerized system for monitoring both radio and television, programing and spots, is being developed by the new firm of Audilog Co., New York. The system, which depends on coded audio signals inaudible to listeners, is designed to furnish advertisers and talent unions with proof of spot broadcast. The automatic production of station logs is another projected use of the system.

The process is along the same lines as the International Digisonics Corp. TV monitoring operation, except that Digisonics uses an optical signal. Audilog hopes to avoid some of the opposition Digisonics met over picture degradation. Digisonics, which has FCC authorization to experiment with its system, was also the subject of some disagreement over whether the coded operation constituted "point-to-point" communication not allowed under commission rules.

Audilog Co. demonstrated the system before the FCC Jan. 20 and plans further field-testing to meet commission requirements. A spokesman for the new company says commercial application of the system is anticipated within a few months, but that no clients have been solicited.

Robert Engelke, until two weeks ago vice president and media director of Wells, Rich, Greene Inc., is president of the new firm. Wesley Hobson is vice president and general manager. Murray Crosby is patent holder.

More Ideal spot TV

A heavy TV spot campaign in 70 major markets will highlight the \$8.7-million advertising-communications budget announced last week by Ideal Toy Corp., New York. The advertising budget is the largest in the firm's history—a jump of more than 50% in three years. An additional select group of products will be advertised in the top-40 markets, according to William J. Reese, Ideal vice president, marketing communications. Ideal also will buy into children's network programs.

End of tobacco road nearer

Hill conferees make only slight changes in bill that will snuff out cigarette commercials

Broadcast cigarette advertising got a firm push toward oblivion last week when Senate and House conferees quickly agreed on legislation that would outlaw the advertisements as of Jan. 2, 1971.

As expected, the conference between representatives of the Senate and House Commerce Committees ended with almost total approval of the tough cigarette bill passed by the Senate late last year. Each of the three major Senate provisions was modified only slightly in conference:

- The proposal to outlaw broadcast cigarette advertising as of Jan. 1, 1971, was changed to Jan. 2, which would permit the commercials to be shown during the New Year's Day football bowl games.

- The Federal Trade Commission would still have the authority to require health warnings in print advertisements after July 1, 1971, as the Senate proposed. However, the conferees deleted language that would have permitted the trade commission to move even earlier if it discovered a massive increase of cigarette advertising in nonbroadcast-media. The FTC would be required to give six months notice to Congress if it planned to require health warnings in

print.

- The conferees approved a new health warning on packages: "Warning: The Surgeon General has determined that cigarette smoking is dangerous to your health." The new label would become mandatory six months after enactment of the bill.

The conferees' action was greeted with a minimum of reaction with broadcasters resigned, tobacco interests no longer overly concerned, and legislators well prepared in advance. The path to the conference room had been so thoroughly cleared that anticigarette Senators Frank E. Moss (D-Utah) and Commerce Committee Chairman Warren G. Magnuson (D-Wash.) were able to write prepared statements before the conference even began, and to issue them as it broke up.

Senator Magnuson commented: "By next year, cigarette advertising will move into the history books of television. It was clear to me, as it became clear to others of us who worked on this legislation, that the American public will no longer tolerate the promotion of a dangerous product directly into the living rooms and family rooms of millions of Americans."

Senator Moss, the single individual

most responsible for shaping the outcome of the cigarette-advertising controversy, said: "The effort of the broadcast industry to frustrate the determination of the Senate to bring an end to all broadcast advertising of cigarettes by the end of this year has failed. . . . Generations of Americans will benefit greatly because of the steps we have taken to inform everyone of the health hazards involved in this habit."

The next steps are issuance of a conference report, votes in both houses, and action by the President. Each is expected to be done with no difficulty.

How much cigarettes spent

Cigarette manufacturers stepped up their broadcast advertising in 1969, but in an uneven pattern, according to the best figures available last week. They increased network-TV spending by almost \$17 million, going from \$147.5 million in 1968 to almost \$164.5 million in 1969, according to estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. But in spot TV they cut back by about \$3.5 million, from \$41 million in 1968 to \$37.4 million, according to BAR.

In radio, only nine-month figures for spot expenditures were available. These showed cigarette spending of the four top spot-radio users—Reynolds, Lorillard, Liggett & Myers and American—declined from \$13.6 million in the first nine months of 1968 to about \$8.6 million for the comparable period of 1969.

Business briefly:

Xerox Corp., Rochester, N.Y., through Needham, Harper & Steers, New York, will originate commercials centrally and send them via satellite to 11 Latin American nations Friday (March 13) for the *Opening of Japan's Expo 70*. World-wide television network of ABC International TV will coordinate live satellite transmission of the event to 37 stations in the 11 nations.

Purchases on NBC Radio include: **Associates Corporate Services Inc.**, through Campbell-Mithun Inc., both Chicago, on *Monitor* and **General Motors Acceptance Corp.**, through Campbell-Ewald, both New York, on *News On The Hour*.

Purchases on CBS Radio include: **E. I. duPont**, Wilmington, Del., through N. W. Ayer & Son, New York, for Lucite paints on news and spots programs; **The Florists' Transworld Delivery Association**, Detroit, through Post-Keyes-Gardner Inc., New York, on news and feature programs; **National**

Sugar Refining Co., through Solow/Wexton Inc., both New York, for PDQ Chocolate Milk Mix, on *Dear Abby* and **Sun Life Insurance Co. of Canada**, Montreal, through Ingalls Associates Inc., Boston, on news, sports and information programs.

American Motors, Detroit, through Wells, Rich, Greene, New York, will sponsor *The Third Bill Cosby Special*, Wednesday, April 1, on NBC-TV (9-10 p.m. NYT), pre-empting *Kraft Music Hall*.

Procter & Gamble, through Benton & Bowles, both New York, and **Ralston Purina Co.**, through Gardner Advertising, both St. Louis, have purchased full sponsorship of *Three Boys On Safari*, an NBC-TV travel documentary. The special is scheduled for Friday, March 13, 7:30-8:30 p.m. EST, and will feature the family of the late Ted Yates, NBC News producer and correspondent.

Schieffelin & Co., through Jerry Della Femina & Partners, New York, has

purchased sponsorship for its Blue Nun wines on ABC's Radio's American FM network.

Pillsbury Co., Minneapolis, through Leo Burnett Co., New York, will sponsor the awards presentation of *The 21st Pillsbury Bake-Off*, Tuesday, March 17 (4-4:30 p.m. EST) on CBS-TV.

General Foods Corp., Birds Eye division, White Plains, N.Y., through Young & Rubicam, New York, has launched a TV-spot campaign in the eastern U.S. for its line of five-minute vegetables, previously marketed in the remainder of the country.

Carrier Air Conditioning Co., through N. W. Ayer & Son, both Philadelphia, will sponsor *Bing Crosby—Cooling It*, on NBC-TV, Monday, April 13 (10-11 p.m. NYT).

Burlington Industries, through Don Greene Associates, both New York, will run a campaign for its Ballet hosiery through March 27, on ABC Radio's Contemporary network.

FABULOUS REVIEWS! FANTASTIC RATINGS!

IN THE TWO TOUGHEST RATING MARKETS IN THE COUNTRY

“THE NUDITY THING’ OFFERS PROOF POSITIVE THAT NATIONAL GENERAL TV HAS THE GOLDEN TOUCH”

—HOLLYWOOD REPORTER

* Los Angeles

	Rating	Share
The Nudity Thing KTTV	16.0	27.0
Andy Williams	11.0	
Jackie Gleason	6.0	
Let's Make a Deal	12.0	
"INDIE"	7.0	
"INDIE"	3.0	
"INDIE"	2.0	

** New York

	Rating	Share
The Nudity Thing WNEW	17.02	25.0
Network Movie	20.0	
Glen Campbell	16.0	
Bonanza	14.0	
"INDIE"	1.0	
"INDIE"	1.0	

Source:
*ARB Coincidental 2/28, 7-8:00 p.m.
**Instant Nielsen 3/1, 9-10 p.m.
Audience estimates subject to limitations, techniques
and procedures used by respective rating services.

**“The Nudity Thing” is now available as A Special Of The Month for You.
Second in the series, “The Fountain of Groovy” -- completed.
Third in the series, “The Psychic Phenomena” -- now in production.**



Contact Ken Israel, Vice-President and General Manager,
National General Television Distribution, Inc.
600 Madison Ave., New York, N.Y. 10022 • Phone (212) PLaza 2-0300

ABC calls duPont buy biggest in FM history

The duPont Co. has purchased more than half the availabilities on the American FM Radio network between March 23 and May 17. The network is calling it the largest commercial package in FM history. duPont has broken its own record—its purchase of half the commercial availabilities during September-through-November 1969 on ABC's American FM.

In announcing the buy, duPont's advertising and promotion representative William Morris noted that the company had been happy with the results of the fall drive and that more than 10,000 additional spots were bought by retailers around the country to tie in with the FM schedule. The spring campaign will promote carpets under the du Pont "501" label. The agency of record is William Esty, New York.

Law officer hauled in for an image overhaul

"Higgins," the latest commercial character to be accused of defamation by a special-interest group, will act more refined in the future. The star of the most recent Dodge Charger TV campaign represented the local law officer as a "buffoon," the Wisconsin Sheriffs and

Deputy Sheriffs Association charged in a complaint to Chrysler Corp. Feb. 27 (BROADCASTING, March 2). While no formal reply to the Wisconsin police group has been drafted, BBDO, the Dodge agency, answered the objections last week.

According to an agency spokesman, the countrified Higgins with his cigar and paunch was supposed to be identified as a "safety sheriff," and has been making personal appearances at auto shows and dealer gatherings as just such a lovable character. But it had been determined by the agency that Higgins also needed visibility on TV before his introduction as a safety fixture, since traffic safety characteristically has been a hard concept to sell.

In Higgins's defense, the BBDO spokesman cited real honors received by the fictitious lawyer: He dedicated a jail in Charlotte, N. C.; received commendation from Governor Rockefeller at a Rochester, N. Y., auto show, and has been made honorary sheriff in three different counties.

Chrysler has no plans to drop the current campaign, according to the agency, but in future commercials an attempt will be made to soften Higgins's image. Specifically, Higgins will have to give up cigars.

'Brown is beautiful' spots

In what Sea & Ski Corp. President Byron W. Mayo calls a "tested shocker,"

comedian Flip Wilson this summer will help sell the suntan lotion on TV and radio in all major markets. Selection of a black comedian to relay the message, "brown is beautiful," was made through Foote, Cone & Belding, San Francisco. The commercials are called "more than a gentle reminder that whites prefer to have brown skin in the summertime—something that amuses both races." The spots begin in May. Sea & Ski is made by Smith, Kline & French, Philadelphia.

New service in Seattle

KBH & Strachan, Seattle, an organization offering creative and production services to advertisers and agencies in the Northwest, has been announced. Operations began March 1. Principals are John Strachan, formerly co-owner and creative director of Stimpson Advertising, Seattle, and Robert Klein, Alan Barzman and Sid Hecht of Klein/Barzman/Hecht, Los Angeles firm associated in the new Seattle venture. Mr. Strachan will be in charge of the Seattle company at 4711 Sea-First building while Klein/Barzman/Hecht will continue headquarters in Los Angeles.

Agency appointments:

- McDonald's Corp., Chicago, franchise food chain, names Needham, Harper & Steers there to handle its \$7-million national account, largely in TV. D'Arcy Advertising was former agency. Firm's 1,300 outlets in addition spend \$15 million in local advertising through 63 advertising agencies.

- Booth Fisheries Division of Consolidated Foods Corp., Chicago, names McCann-Erickson there as national agency to succeed Stern-Walters-Simmons, Chicago. Booth has used some TV. Account bills about \$750,000.

Also in advertising:

- **New agency in Midwest** ▪ Formation of an advertising agency and program-management consulting company has been announced by Alan S. Kubicka, president of the new firm. Media Consultants Inc. The firm, at 22 W 381 Hillcrest Terrace, Roselle, Ill. 60172, is equipped with commercial production facilities and at present is serving the Midwest area.

- **Promotional Tapped** ▪ Theme Productions, Detroit, producers of contemporary radio commercials and station breaks, has named Promotional Services, New York, to represent them.

Rep appointments:

- KTXL-TV Sacramento-Stockton, Calif.: Avco Radio-TV Sales, New York.
- KFMX-FM San Diego: Avery-Knode Inc., New York.
- WPAW(AM) Syracuse, N.Y., WWLE(AM) Cornwall, N.Y.: PRO Time Sales Inc., New York.

Make-believe evolution to sell for Levi's

Weird things are happening to the models used in Levi Strauss & Co.'s 1970 spring TV campaign. Some have developed fins, others wings and others long tails. Actually, the theme is "What if man had evolved differently? Then where would he wear Levi's Sta-Prest Slacks or Levi's Dress Jeans?"

Honig-Cooper & Harrington, San Francisco, agency for Levi, suggests



The bird commercial copy asks: "Levi's seersucker on his wings?"

the answers in its animated part man-part animal spots.

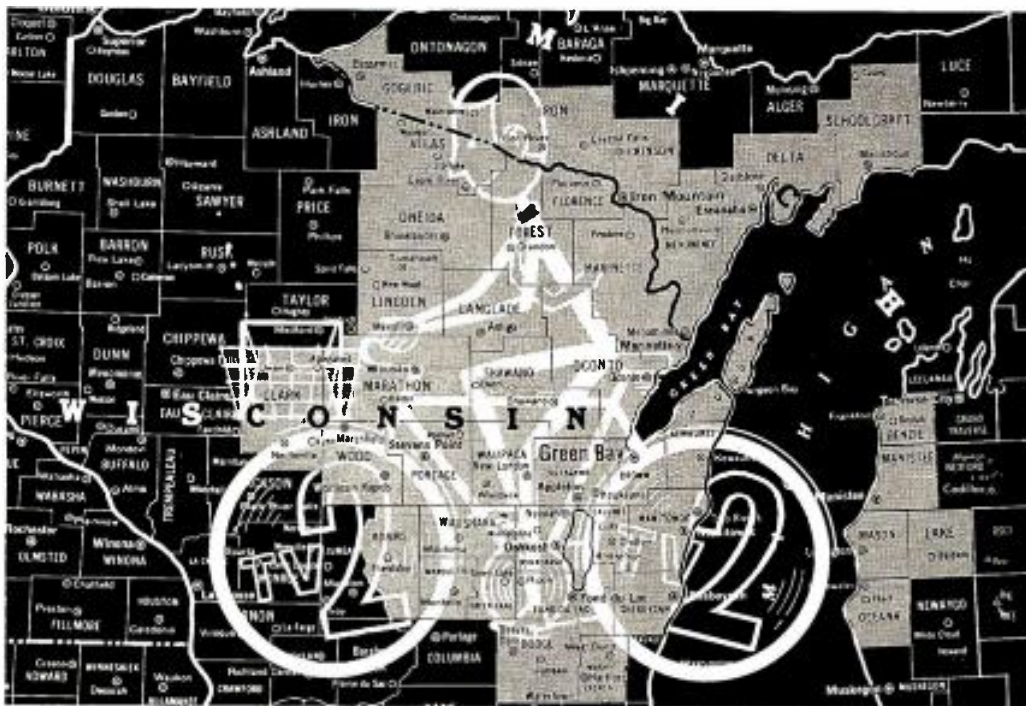
The spots show models, including a fish, bird, caterpillar, kangaroo and butterfly, wearing Levi's. The spots end with the commentary: "Men . . . just be glad you are what you are. Because it takes a real man to wear a pair of Levi's."

During 1970, Levi's will continue its heavy network-TV schedule for its men's division, supported by major-market radio schedules for the spring and back-to-school seasons.



"What would he put in the pockets of our Sta-Prest Bush Jeans?"

Our 17 Year Old has a Great Record of Performance in the Land of Milk and Money



a better delivery boy...

Sure, timebuyers like good numbers, realistic cpm's and specific demographics, but there are more ways to make buying easier and WBAY-TV is the station that delivers them — —

instant confirmation - fast service, efficient handling of paper - IBM systemized traffic and avails - market research and merchandising - courteous direct response from career personnel in Traffic, Operations.

Then, to instill confidence, there's the station image - second to none in the industry - tops in the communities we serve - plus WBAY-sponsored civic events and the energetic personal contacts of over 100 professional

staff members on the social-economic life in Northeastern Wisconsin.

When you buy the best you expect these important extras. Timebuyers tell us TV-2 is a better delivery boy. We invite you to try our service.

The Resultstation

**WBAY
GREEN BAY**



 BLAIR TELEVISION

Rule headed higher at ABC

Board assignment prompts expectations of increased authority over broadcast divisions

A major reorganization was being planned at ABC last week, with Elton Rule reportedly due for elevation from president of the ABC-TV network to a new post in charge of all broadcast activities of the company.

Although ABC authorities declined to comment on the reports, the broad framework of the new organizational structure was believed to be virtually set, but with major details—such as the choice of Mr. Rule's successor as head of the TV network—still to be decided.

The only official indication that something might be afoot was the announcement that Mr. Rule had been named to the ABC Inc. board of directors in "recognition of his splendid leadership of the network" since he became its president in January 1968.

Unofficial reports, however, indicated that all TV and radio broadcast activities would eventually be put under Mr. Rule's jurisdiction. These include ABC-TV Spot Sales, headed by Richard Savage; the ABC-owned TV-stations division, under John Campbell; ABC International Television, under Donald Coyle; and ABC Films under Kevin O'Sullivan, in addition to the ABC-TV network; and, in radio, the ABC-owned radio-stations division, headed by Harold Neal, and the ABC Radio networks under Walter Schwartz.

Whether ABC News, headed by Elmer Lower, would be put under Mr. Rule's umbrella remained unclear. Mr. Lower currently reports directly to Simon B. Siegel, ABC executive vice president, whereas four of the five major TV divisions—all but the TV network—reported to a former group vice president, Theodore F. Shaker, who in turn reported to Mr. Siegel. In radio, Messrs. Neal and Schwartz currently report to Mr. Siegel.

Word of the impending reorganization followed the announcement of Mr. Shaker's resignation 10 days ago (BROADCASTING, March 2), but the changes themselves were said to have been under consideration for a much longer period, based at least in part upon recommendations by the McKenzie Co., management consultants.

Although Mr. Shaker's departure—after a disagreement over what he



Mr. Rule

called "a matter of principle"—did not trigger the planning of changes, it undoubtedly made the implementing of them easier. Both he and Mr. Rule ranked high in the ABC hierarchy, and it seemed unlikely that either would report directly to the other.

In addition to a successor for Mr. Rule at the network—and speculation embraced an almost endless list of possibilities with no indication as to who might get the nod—some other high-level appointments may have to be made.

Mr. Campbell, for instance, resigned as head of the owned-TV stations two weeks ago, but upon word of Mr. Shaker's departure he "unresigned," as one source put it, and indicated he would be back at his desk this week. It is known, however, that his family dislikes living in New York and wants to return to California, where he is also said to have extensive personal holdings. Whether he would be willing to remain indefinitely in New York—unless special inducements could be offered—was far from clear to associates.

There also were reports that some high-level posts may—but may not—have to be filled in other areas, including ABC International.

Another uncertainty lay in the probable timing of the announcement of the restructuring. Some authorities

thought it could come shortly, but also thought it could be timed to precede next month's National Association of Broadcasters convention—where ABC leaders and their network affiliates traditionally confer—or conceivably could be delayed to coincide with the annual meeting of ABC stockholders later in the spring.

Pro and con views on FCC telco order

The United States Independent Telephone Association and United Utilities Inc. last week told the FCC that its Jan. 30 order barring telephone companies from directly or indirectly providing CATV service in areas they serve would cause irreparable harm to them and the public interest.

Telecable Inc. (a CATV firm), on the other hand, argued strenuously that the order fails to adequately protect independent cable operators and the same public interest.

The commission's order (BROADCASTING, Feb. 2) was aimed at heading off telephone-company monopolization of not only CATV but of the business the commission foresees developing in broadband cable facilities. The companies were permitted to continue to provide channel service on a temporary basis, but were ordered to discontinue it within four years.

USITA's comments were in support of a request for a stay in the commission's order, filed last month by the General System, which has also instituted a petition for review of the order with a court of appeals. USITA said it felt General would "prevail" in its court action, adding that the order "cites neither facts nor legal authority which would support the conclusions reached and action taken by the commission in this proceeding."

United Utilities also asked the commission for a stay of the order and said it would also seek court reviews if the stay is not granted.

United said it would either have to violate sections of the order or (1) cease to provide channels to "numerous entities which are known to have or may have financial and/or business relationships" with it or (2) cease to pro-

vide service within the telephone service area of many of its subsidiary telephone companies.

"In either event," USITA told the commission, "petitioners will suffer irreparable injury to themselves and will, in all probability, cause irreparable injury to the public."

Telecab said the commission's order was inadequate because it did not cover all telephone companies and "presents needless difficulties of enforcement."

The company recommended revising the heart of the order to read as follows:

"No telephone communications carrier nor an affiliate owned or controlled by or under common control with any telephone communications carrier shall directly or indirectly engage in the furnishing of CATV service to the viewing public in the area served by such telephone communications common carrier."

San Juan racing group buys Washington AM-FM

San Juan Racing Association received FCC approval last week to purchase WUST(AM) Washington and WJMD(FM) Bethesda, Md. (Washington) from Atlantic Broadcasting Co. for stock valued at about \$941,000.

The sellers are Walter, Jack, Milton and Daniel Diener, who retain WFPG-AM-FM Atlantic City. Milton and Walter Diener operate a carpet company, and Jack Diener is a dentist.

San Juan Racing Association, which

is listed on the American Stock Exchange, will issue 35,000 common shares to the Diener brothers in exchange for all of the stock of Atlantic Broadcasting. Last year when the sale was first announced (BROADCASTING, May 12, 1969) San Juan's stock had been trading at 34 $\frac{1}{2}$ ¢, making the deal worth about \$1.2 million. However, it closed Thursday (March 5) at 26 $\frac{1}{2}$ ¢. At that price the 35,000 shares would be worth \$940,625.

In addition, Daniel Diener, who has been general manager of the stations, has a five-year employment contract with San Juan Racing Association for \$600 per week.

In granting the sale of WJMD, the commission waived its three-year rule. The vote was unanimous on the WUST transfer; 5-to-1 on the WJMD sale with Commissioner Kenneth A. Cox abstaining.

San Juan Racing Association owns El Commandante Race Track in San Juan, P. R., and has real estate interests in Puerto Rico. A month and a half ago it announced plans to buy WKLS(FM) Atlanta for \$750,000, subject to FCC approval (BROADCASTING, Jan. 26). H. N. Glickstein is board chairman and president of San Juan Racing Association and Edward Cossman is president of SJR Communications Inc., its wholly owned subsidiary which will be licensee of the stations.

WUST is a daytimer on 1120 kc with 250 w. WJMD is on 94.7 mc with 20 kw and an antenna height of 250 feet above average terrain.

Ford fund outlines broadcasting outlay

Largest share is \$12.8 million given to NET; \$1 million went to 'Sesame Street'

The Ford Foundation said last week it spent over \$21 million in fiscal 1969 in support of broadcasting and related projects, and authorized grants totaling more than \$24 million.

Noncommercial stations received \$4.3 million under the Project for New Television Programming. Expenditures as partial payments of the new grants and continuing payments on previous grants totaled almost \$4.8 million.

The Ford Foundation also collaborated with the Corp. for Public Broadcasting on interconnection, fellowships and a study of public radio with grants of \$1.25 million, of which \$600,000 was paid.

National Educational Television received almost \$12.8 million during the period ended September 30, 1969, and the foundation authorized over \$15 million in grants during that period.

Sunday night programming was supported with \$1.4 million out of authorized grants of \$1.6 million. The Children's Television Workshop received \$1 million to launch *Sesame Street*.

Other designated recipients of Ford funds were KCET-TV Los Angeles (\$727,000); Metropolitan Pittsburgh Educa-

Where the money will go at FCC

Costs break-out shows how commission arrived at proposed fee plan

The filing and license fees that broadcasters would pay under the FCC's proposed fee schedules would provide the treasury with an estimated \$9,661,200, or 38.8% of the commission's proposed budget for fiscal 1971. This is the largest amount expected from any of the commission's services.

The commission, responding to requests for information about its proposed fee schedule, last week provided a breakdown of costs allocated to various commission activities. And officials explained that the fees to be paid by licensees and applicants in the various services are designed to meet those respective costs. However, they stressed that the revenue figures are no more

than estimates.

The commission, in a supplement to its notice of proposed rulemaking that would boost the Treasury's return from commission fees from its present level of some \$4.5 million, said it began with direct costs for each bureau or office as reflected in the budget request. Then it added to those costs the costs of various other commission bureaus or offices, either in proportion to the amount of work they did or on a prorated basis. For example, costs of the Field Engineering Bureau for work done for the Broadcast Bureau is allocated to the latter bureau.

It was on that basis that the commission determined that the Broadcast Bureau in fiscal 1971 would cost \$9,661,200, almost \$2 million more than the next most expensive bureau—Safety & Special Radio Services. That bureau will cost, and is expected to bring in, \$7,843,500, or 31.5% of the commission's budget.

The other bureaus and services included in the commission's breakdown and the costs allocated to them are

Common Carrier, \$4,631,400, or 18.6%; Field Engineering, \$1,294,800, or 5.2%; Cable Television Bureau, \$1,145,400, or 4.6%, and chief engineer's office, \$323,700, or 1.3%.

The commission noted that the cost factors represent only one factor in the proposed fee schedules. Other criteria, such as value to the recipient and the public or policy or interest served, "will continue to be considered in arriving at a practicable, fair and equitable method for formulating the proposed fee schedules," the commission said.

Meanwhile, one aspect of the schedules was criticized last week by FCC Commissioner Robert Wells. The commissioner, in an appearance before the Federal Communications Bar Association on Thursday (see page 39), said he felt the fee on transfers and assignments is "much higher than warranted." Applicants would pay 2% of the price of a station sale under the proposed schedule.

However, the commissioner made it clear, as he has in the past, that he does not oppose the concept of fees.



No Man's Land

The only true parallel system design makes RCA's transmitter safe enough for remote or computer control.

RCA's Maxim-Air VHF transmitter is guaranteed to hold its specifications for thirty days without adjustment.

RCA's Maxim-Air is reliable solid state with only 10 tubes, — just 3 tube types.

RCA's Maxim-Air modulates at high level, with only one tuned linear amplifier—plus signal shaping at the output—to assure signal integrity.

Only RCA's Maxim-Air was designed as a parallel system. It's two transmitter units.

If one goes out, the other takes over and no one notices but you.

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tional Television (\$660,000); KERA-TV Dallas (\$50,000), WBRA-TV Roanoke, Va. (\$231,798), and WQLN-TV Erie, Pa. (\$57,974) on a matching grants program; the Television, Radio and Film Commission of the United Methodist Church (\$150,000); the Virgin Islands Public Television System (\$15,000), the National Association of Educational Broadcasters (\$100,550), and the American Association for the Advance-

ment of Science (\$50,000) for telecasts of scientific meetings.

Ford also committed \$500,000 to Vic-Way Broadcasting Corp., St. Louis, under its minority-entrepreneurship grants, and authorized \$287,500 for studies of the Public Broadcast Laboratory, communications issues and developments, and the Rand Corp. study of CATV. Not quite half of this authorization was actually paid during fiscal

1969.

Ford noted that, although the foundation continued to be the largest single source of support for public broadcasting, the year saw "the full-scale emergence of another agency that is assuming a position of leadership in the field"—the Corp. for Public Broadcasting. CPB has "established itself as the national spokesman for public broadcasting," Ford's financial report states.

NAB fitting final Chicago pieces

Two more top speakers added; TVB session to explore broadcaster troubles with slow-paying agencies

With the National Association of Broadcasters' 48th annual convention less than four weeks away, more last-minute touches have been put to the April 5-8 Chicago agenda.

Two speakers were added last week; one a former presidential science adviser, the other a science-fiction author whose writings of decades ago have amounted to correct forecasts of today's technological developments.

Also completed by the NAB is the agenda for the secondary-market television meeting, and the scheduling by the Television Bureau of Advertising of a discussion on the problems of slow payments by agencies to broadcasters.

Arthur Clarke, science-fiction author, amateur scientist and explorer, will be the principal speaker at the television conference on Monday, April 6, in the Gold Room of the Pick Congress hotel. Mr. Clarke, reached at his home on the Indian Ocean island of Ceylon by William Carlisle, NAB vice president for television, last week confirmed his appearance.

Mr. Clarke, an Englishman who has written 40 books and hundreds of magazine articles, is co-author of the film "2001: A Space Odyssey." His science-fiction writing began when he was a teen-ager prior to World War II and his prolific imagination has earned him a reputation as a seer of space developments. While a young radar officer with the Royal Air Force shortly after World War II he published in a British radio journal a precise description of how three earth satellites in high orbits could act as relay stations carrying TV and radio messages to the entire globe. It was 20 years later that Mr. Clarke sat with Vice President Hubert Humphrey and watched on closed-circuit TV as the Early Bird satellite was placed in orbit above the equator.

Dr. Edward Wenk Jr., prominent oceanographer and adviser to three Presidents, will speak at the second

engineering luncheon Tuesday at the Conrad-Hilton hotel. The Broadcast Engineering Conference, of which the luncheon is part, traditionally is held concurrent with the NAB convention.

Mr. Clarke's talk at the conference on satellites will be followed by a discussion moderated by Jules Bergman, science editor of ABC News. Panelists will be Dr. Joseph Charyk, president of Communications Satellite Corp.; George Fuchs, executive vice president of NBC; Dr. Coleman Raphael, vice president of Fairchild-Hiller Corp. and vice president and general manager of Fairchild-Hiller's Space and Electronic Systems Division, and Dr. Edward C. Welsh, former executive secretary, National Aeronautics and Space Council.

Hamilton Shea, executive vice president, WSVB-AM-FM-TV Harrisonburg, Va., will preside.

Dr. Wenk, the engineering luncheon speaker, is professor of engineering and public affairs at the University of Washington, Seattle. He was appointed by President Lyndon B. Johnson in 1966 as executive secretary of the National Council on Marine Resources and Engi-



Mr. Clarke

neering Development. He was reappointed by President Richard M. Nixon and served in the post until January 1970 when he accepted the university position.

In a late addition to the TV agenda the Television Bureau of Advertising will present a discussion titled "Speeding up Payments from Agencies." The members of the panel still are to be announced. The subject has been much discussed by broadcasters and agencies in recent months (BROADCASTING, Feb. 16).

The NAB secondary-market television committee's presentation will be given Sunday, April 5, in the Beverly Room of the Conrad Hilton.

Speakers and their topics: FCC Commissioner Robert E. Lee, "The Regulatory Future in Regard to UHF"; Robert J. Kizer, administrative vice president for television, Avery-Knodel Inc., "How Advertising in Secondary-Market Stations Can Be More Effectively Sold"; Robert Gillespie, local media director, General Foods Corp., "Criteria for Secondary-Market Buys"; William Shafer, vice president, TV station sales, American Research Bureau, "Audience Measurement Policies in Smaller Markets"; and Jacob A. Evans, vice president, TVB, "What Membership in TVB Can Do."

A questionnaire is being mailed to NAB members seeking suggestions for added topics and questions to be discussed at the session.

The election to fill six seats on the NAB's television board will be held 9:30-10:30 a.m. on the convention's final day, Wednesday (April 8). Harold Essex, president of WSJS-AM-FM-TV, Winston-Salem, N. C., will preside at the session.

Also on the TV agenda that morning will be Lee Allan Smith, station manager of WKY(AM) Oklahoma City, who will describe the production of a much-complimented program he organized last year combining the facilities of sev-

eral broadcasters in a Fourth of July patriotic show. His talk will be entitled: "Broadcasters Unite—Go Fourth for Freedom."

Following the election, Stockton Helffrich, NAB Code Authority director is to speak on the "Realities of Broadcast Self-Regulation," and Roy Danish, director of Television Information Office, is to give a talk titled "Here They Come Again."

NAB rounds out self-study group

Committee to assess PR functions that have been attacked as inadequate

The National Association of Broadcasters' executive committee last week completed the makeup of its special committee to examine its entire public-relations setup by filling three vacancies and expanding the roster to include all members of the executive committee.

The committee will conduct a study that may include the structure of NAB itself, Willard E. Walbridge, NAB board chairman, said.

The committee was handed suggested procedures, not binding on it, but which appear likely to be followed. It is expected to call on a number of outstanding broadcasters and representatives of all other segments of the industry to testify in a series of hearings. The committee would hear personally from its witnesses, not only at Washington sessions but in meetings to be held across the nation.

The committee was proposed by NAB President Vincent T. Wasilewski at the January meeting of the board of directors in Hawaii (BROADCASTING, Jan. 26). At that time eight persons were named to the committee in addition to Mr. Walbridge. Last week the executive committee added its members to the group ex officio, a gain of four, and named three more to be announced when their acceptance is confirmed.

The addition of the executive committee to the group adds Harold Essex, president of WSJS-AM-FM-TV Winston-Salem, N.C., chairman of the television board; Hamilton Shea, executive vice president, Gilmore Broadcasting Group, Harrisonburg, Va., vice chairman of the television board; James M. Caldwell, vice president and station manager, WAVE(AM) Louisville, Ky., and Mr. Wasilewski in ex-officio capacities.

Named at the January board meeting in addition to Mr. Walbridge were: Clair McCollough, Steinman Stations, Lancaster, Pa.; A. Louis Read, WDSU-TV

New Orleans; Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.; John Dille Jr., Communicana Group, South Bend, Ind.; Grover Cobb, Gannett Stations, Rochester, N.Y.; Richard Chapin, KFOR(AM) Lincoln, Neb., chairman of the radio board; Richard Dudley, WSAU(AM) Wausau, Wis.; and Don Dailey, KGBX(AM) Springfield, Mo. Messrs. Cobb, Chapin, Walbridge and Wasilewski are members of the executive committee.

Mr. Walbridge will preside at the committee's organizational meeting, but, he said, he expects the committee to elect its own chairman. The organizational meeting is to be called before the April 5-8 convention in Chicago. Mr. Wasilewski, in proposing the committee, had said he hoped it would be able to report to the NAB board at the board's June meeting.

NAB's fractionalized public-relations setup has come under a considerable amount of criticism in recent months. There has been agitation for a restudy of the entire NAB structure and although this is not the purpose of the committee its far-ranging study may include such internal problems, Mr. Walbridge said.

Long under attack from public sources, government and within itself, the broadcasting industry, in the opinion of some NAB members, has failed in its presentation of its own image. Mr. Walbridge expects the committee to conduct a through examination of the whole problem. Filling the three vacant positions was completed after a considerable amount of discussion in the executive-committee meeting. Because of high interest in the issues there were plenty of candidates to pick from, Mr. Walbridge had indicated earlier ("Closed Circuit," Feb. 2).

FCC to hear opponents of renewal-hearings plan

The FCC announced last week it would jointly consider four petitions requesting reconsideration of its Jan. 15 policy statement on comparative hearings involving renewal applicants.

The statement asserts that, in such hearings, the commission will favor the renewal applicant if he can demonstrate that his programing has been "substantially" attuned to the needs and interests of his service area.

The petitions were filed by two citizens groups, Citizens Communications Center and Black Efforts for Soul in Television (BEST); by Hampton Roads Television Corp., which is seeking the Norfolk, Va., channel 3 now occupied by WTAR-TV, and by Community Broadcasting of Boston Inc., which is challenging RKO General Inc. for Boston

channel 7, now occupied by RKO's WNAC-TV (BROADCASTING, Feb. 23).

Essentially, the groups alleged that the statement will illegally and unfairly protect renewal applicants from competing applications for their facilities. They also charged that the statement was illegally adopted and that it contravenes the First Amendment.

The commission said it would extend the usual 10-day period for responsive pleadings in the proceeding to 20 days, or until March 12. The same period will be allowed for responses to those pleadings, and 15 days for replies to those responses, or until March 27.

A motion that the deadline for filing oppositions to the Hampton Roads petition be extended to April 3 was denied by the commission. The motion had been made by WTAR Radio-TV Corp., licensee of WTAR-TV.

NCTA campaigns against pole costs

It asks FCC to look first at reasonableness of attachment pacts

The National Cable TV Association asked the FCC last week to make a quick determination of the pole-attachment fee problem.

In a motion to expedite consideration, the association noted that it has consistently held that resolution of the pole-attachment issue must predate other considerations in the FCC's CATV inquiry, particularly those issues involving channel-service tariffs.

NCTA said that telephone companies have refused to negotiate long-term pole-attachment agreements and that such agreements are subject to termination by the telephone companies on six-months notice. This puts CATV systems, the trade association said, under the threat of having to dismantle their operations at the behest of the telephone companies, or alternatively places CATV payments for pole-attachment rights at the pleasure of telephone companies. "The commission simply cannot subject the CATV industry to the vagaries of the unjustified pole-attachment rates and practices of the respondents [telephone companies]," NCTA said.

NCTA noted that last January the commission asked telephone firms to defer proposed increases of pole-attachment fees and to maintain the status quo until its jurisdiction is determined. But, NCTA noted, even present rates in some cases are unreasonable and thus are injurious to the CATV industry.

NCTA also commented that in the 1968 commission order, requiring tele-

phone companies to secure certification from the FCC under Section 214 of the Communications Act before providing CATV channels to customers, it also related the question of pole-fastening charges to the "214" issue.

Nowhere, NCTA said, are guidelines set out to indicate what is meant by reasonable rates for pole attachments. These should be established quickly, NCTA said, in order to determine the reasonableness of the rates now being charged by telephone companies and those proposed to be charged.

Various segments of the CATV industry have mounted a campaign to stop hikes in pole-attachment fees, which proposed to go from \$3 per pole per year to \$5 and in some instances even higher (BROADCASTING, March 2).

The NCTA motion was filed by Washington lawyer Jay E. Ricks, as special counsel to NCTA.

Examiner would force turn-over of UHF CP

Jack O. Gross last week received a third extension of time in which to construct UHF station KJOG-TV San Diego. In an initial decision, FCC Hearing Examiner Basil P. Cooper granted the extension "solely to enable the commission to process the presently pending application for the assignment of the construc-

tion permit . . . from Jack O. Gross to United States International University."

Mr. Gross had agreed to assign the CP to the school in exchange for his costs, but subsequently arranged to sell it to Broadmoor Broadcasting Corp. for a larger sum. In response to a court order, he withdrew from the agreement with Broadmoor and agreed to honor his contract with the university.

Mr. Gross obtained the CP in 1965 following commission approval of an agreement whereby the university would withdraw its former application for the facility in exchange for an option to acquire a 50% interest in the permit from Mr. Gross. In April 1967, Mr. Gross and the university signed a letter of intent to begin action leading ultimately to assignment of the CP. But Mr. Gross sought to test in court the legal effect of the letter of intent—and lost.

Hearing Examiner Cooper remarked that in entering into the agreement with Broadmoor, Mr. Gross had "entertained an opportunity which would enable him to escape constructing the station, recoup his expenses, and after the station had been on the air for 10 months buy 15% of the stock if, at that time, he thought it would be a profitable investment."

The decision becomes a final commission action in 50 days if unappealed.

Changing Hands

Announced:

The following station sales were reported last week and will be subject to FCC approval.

■ **WZIP-AM-FM Cincinnati:** Sold by Zanesville Publishing Co. to Margareta S. Sudbrink for \$750,000. Clay Littick is president of Zanesville Publishing, which publishes the *Zanesville Times Recorder* and owns WHIZ-AM-FM-TV Zanesville, WOMP-AM-FM Bellaire and WNXT-AM-FM Portsmouth, all Ohio. Mrs. Sudbrink owns 50% of WRMS(AM) Beardstown, Ill., and 15% of KYND(AM) Burlington, Iowa, with the remaining stock held by her husband, Robert W. Sudbrink. Mr. Sudbrink owns WRIZ(AM) Coral Gables, Fla., KFMZ(FM) Pasadena (Houston), Tex., and the *Beardstown Illinoian-Star*. He has also bought WWPB(FM) Miami (see below). WZIP(AM) is a daytimer on 1050 kc with 1kw; wzip-FM is on 92.5 mc with 70 kw and an antenna 310 feet above average terrain. Broker: Chapman Associates.

■ **KBYG(AM) Big Spring, Tex.:** Sold by Howard Barrett, William J. Wallace, Bob J. Bell and James G. Baum to John H. Hicks III, Tom O. Hicks, and Rodger B. Watkins for \$170,000. Messrs. Hicks are sons of John H. Hicks, owner of KLVI(AM) Beaumont, Tex., and John Hicks III is executive vice president of that station. Mr. Watkins is president and general manager of WTAW-AM-FM College Station, Tex. KBYG is full time on 1400 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ **WIFN(FM) Franklin, Ind.:** Sold by Howell Phillips and Dallas Montgomery to William R. Vogel and Ron Douglas for \$130,000. Messrs. Phillips and Montgomery own WMPI(FM) Scottsburg, Ind., which they are selling. Mr. Douglas is manager of WIFN. Mr. Vogel is controlling stockholder of WGNS(AM) Murfreesboro, Tenn.; WAMA(AM) Selma and WHOD-AM-FM Jackson, all Alabama. His application to buy WBLO(AM) Evergreen, Ala., was granted last week. He is also buying WULA-AM-FM Eufaula, Ala., and WMPI(FM) Scottsburg, Ind., subject to FCC approval (see WMPI below). WIFN is on 95.9 mc with 3 kw and an antenna height 300 feet above average terrain. Broker: Chapman Associates.

■ **WTKY(AM) Tompkinsville, Ky.:** Sold by W. H. and Joe A. Clark to J. K. Whittimore for \$70,000. Mr. Whittimore is engineer for WKCT(AM) Bowling Green, Ky., and is in the radio and television sales and service business there. WTKY is a daytimer on 1370 kc with 1 kw. Broker: Chapman Asso-

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■ **WMPI(FM)** Scottsburg, Ind.: Sold by Howell Phillips and Dallas Montgomery to William R. Vogel and Wesley Bell for \$38,000. Messrs. Phillips and Montgomery own **WIFN(FM)** Franklin, Ind., which they are selling. Mr. Bell is manager of **WMPI**. (For Mr. Vogel's interests, see **WIFN** above). **WMPI** is on 100.9 mc with 3 kw and an antenna height of 300 feet above average terrain. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 68).

■ **WUST(AM)** Washington and **WJMD(FM)** Bethesda, Md. (Washington): Sold by Walter, Jack, Milton and Daniel Diener to San Juan Racing Association for stock valued at about \$941,000 (see page 31).

■ **KTEM(AM)** Temple, Tex.: Sold by Frank W. Mayborn and C. A. Schulz to Clint and Marshall Formby for \$350,000. Sellers own **KCEN-TV** Temple-Waco, Tex. Buyers own **KPAN-AM-FM** Hereford and **KLVT(AM)** Levelland, both Texas. Marshall Formby owns 40% of **KFLD(AM)** Floydada, Tex. **KTEM** is full time on 1400 kc with 1 kw day and 250 w night.

■ **WWPB(FM)** Miami: Sold by Paul Brake to Robert W. (Woody) Sudbrink for \$300,000. (For Mr. Sudbrink's interests, see **WZIP-AM-FM** Cincinnati above.) **WWPB** is on 101.5 mc with 31 kw and an antenna 285 feet above average terrain.

■ **WZOE(AM)** Princeton, Ill.: Sold by Ruel B. Van Wert and Russell W. Holcomb to Donald G. Jones and others for \$185,000. Buyers own **WTIM-AM-FM** Taylorville, Ill. **WZOE** is full time on 1490 kc with 1 kw day and 250 w night.

■ **WEEW(AM)** Washington, N.C.: Sold by Rose Springer to Roy D. Wooster Jr. and others for \$121,000. Mrs. Springer is applicant for a construction permit for a new AM at Suffolk, Va. Buyers own **WRON(AM)** Ronceverte, W. Va. **WEEW** is a daytimer on 1320 kc with 500 w.

Cable television:

■ **Grass Valley-Nevada City, Calif.:** Gold Hills Cable TV Inc. sold by Ronald R. Morriss to multiple-CATV-owner Nation Wide Cablevision Inc., subsidiary of Kaufman and Broad Inc., Los Angeles., for undisclosed amount of cash. Gold Hills serves 2,100 subscribers in area northeast of Sacramento. Acquisition brings to 34 number of operating cable systems owned by Nation Wide, all on West Coast. Firm also holds franchises for 18 other cable systems not yet in operation. Mr. Morriss remains as manager of Gold Hills system.

Groundwork laid for Burden probe

FCC hearing—probably closed—will focus on charges concerned with equal-time, contests, lotteries, billings

The FCC last week lifted a corner of the screen obscuring its wide-ranging investigation into the activities of broadcaster Don Burden. It published an order providing for a formal investigation ("Closed Circuit," March 2), which indicates the scope of the investigation.

The order, which could lead to revocation proceedings against one or more of the Burden licenses, is cast in general terms. But it states that the inquiry is aimed at determining whether any of Burden's three licensee corporations or any of their principals or employes has violated Section 315 of the Communications Act, statutes prohibiting fraudulent contests and banning the broadcast of lottery information, and commission rules regarding the filing of contracts.

Previously published reports indicate that the equal-time law matter might be concerned with charges involving Senator Vance Hartke (D-Ind.) and Senator Mark Hatfield (R-Ore.) (BROADCASTING, Dec. 18, 1969). Senator

Hartke is said to have been given free time on Mr. Burden's **WIFE(AM)** Indianapolis during his 1964 re-election campaign. And Mr. Burden is said to have directed his reporters to favor Senator Hatfield in his 1966 Senate race; if true, this could provide grounds for a charge of violation of the fairness doctrine, which is incorporated in Section 315.

The commission's inquiry is also intended to uncover whether any of the Burden licensee corporations or their principals or employes made misrepresentations to the public in broadcast announcements regarding contests, or the commission in connection with previous inquiries into the operations of the Burden stations. And it raises the general question as to "whether the licensees or their principals have otherwise so conducted themselves as to raise questions as to their qualifications to remain licensees."

The Burden stations are **KISN(AM)** Vancouver, Wash., licensed to Star Broadcasting Inc.; **KOIL-AM-FM** Omaha,

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Neb., licensed to Central States Broadcasting Inc., and WIFE-FM, licensed to Star Stations of Indiana. The parent company is Star Stations Inc.

The commission staff has been investigating the matters covered by the order since early November. The principal value of the order establishing the inquiry is to provide the staff with the authority to subpoena books, documents and other records. Witnesses will be questioned, before a hearing examiner in sessions that will be closed—unless the commission decides that the public interest would be served by holding public sessions.

The commission put the added steam into its investigation after the House Investigations Subcommittee, which had been conducting an inquiry of its own in Mr. Burden's affairs, decided to hold back and leave the field to the commission.

The commission's investigation began at the conclusion of a proceeding in which the commission had granted WIFE-AM-FM a six-month renewal. The unusually short license renewal was the sanction the commission imposed, by a 4-to-3 vote, after concluding that the stations had conducted fraudulent contests and had sent false invoices to advertisers, and had committed those offenses while on short-term renewals following charges they had hypoed ratings (BROADCASTING, Oct. 6, 1969).

(Commission officials said the contests involved in the WIFE renewal case are not those currently under investigation.)

The six-month period is now running out, and WIFE's license-renewal application has been challenged by a group of Indianapolis businessmen, who are seeking the 1310 kc frequency as Indianapolis Broadcasting Inc. (BROADCASTING, Feb. 9).

The House Investigations Subcommittee began its investigation as part of a reaction to the commission's six-month renewal of WIFE-AM-FM. The subcommittee felt the license-renewals should have been denied, as did three commissioners who dissented.

The commission's investigation is based on material that came to the staff's attention after the WIFE-AM-FM license renewal applications were in hearing. The subcommittee's demand for the material, immediately after the Oct. 3 order granting the six-month renewal, led to a bitter dispute between the Hill subcommittee and the FCC over the agency's right to withhold information from Congress.

Former Chairman Rosel H. Hyde, with the commission's backing, maintained he could not make the material available during the 30 days the case was subject to review. The subcommittee's parent Commerce Committee

The Johnson view: through a tube darkly

FCC Commissioner Nicholas Johnson now thinks of himself as the Ralph Nader of broadcasting. He said so last week during an appearance before a New York luncheon of the American Women in Radio and Television.

"Get Nader, says GM [General Motors]," said Mr. Johnson. "Get Nick Johnson, say broadcasters."

Mr. Johnson recited his familiar indictments of broadcasting and broadcast programming, but he angled some material toward his predominantly female audience. He called television "the single largest purveyor of prejudice and contempt toward women in this country."

Mr. Johnson pictured broadcast performers in conflict with broadcast management. To the AWRT he said: "You may have to take some risks to get on the air something you believe is important. You yourself may be one of those who daily make decisions to opt for greater profits over public need and nightly listen to the nagging of your consciences."

He urged broadcast journalists to seek "independence from management and corporate pressures."

voted to cite Mr. Hyde for contempt of Congress, but never pressed the matter on the House floor.

Rights group asks FCC not to renew WSNT(AM)

A group of civil-rights activists last week asked the FCC to deny license renewal to WSNT(AM) Sandersville, Ga., charging that the station has been virtually ignoring a local racial "crisis" and has otherwise discriminated against the black community in Sandersville.

The petitioners, spearheaded by the Southern Christian Leadership Conference, told the commission they represented a "broadly based coalition" of citizens and residents of Sandersville who are waging a "lawful but aggressive" fight to get more blacks in local government and business positions, improve streets and sewers and "otherwise upgrade the second-class treatment of blacks" in the area.

The groups alleged that the station has not, except for one "isolated news blurb" several months ago, given any news coverage to civil-rights demonstrations, rallies, picket lines and even acts of violence by both whites and blacks which were covered by network television.

Complaints to station management about the lack of coverage, the groups

said, elicited an explanation that the station didn't wish to "take sides" in the situation.

"There can only be one reason why WSNT has not provided such coverage," the groups suggested. "It is because the Movement [local civil-rights group] is a black movement . . . WSNT is the only station licensed to Sandersville. It could not, by any stretch of the imagination, regard this story as not worthy of local coverage."

The station was also charged with failing to adequately survey community needs and with providing inadequate public-affairs programming.

The groups said the station conducted interviews with 26 residents, of whom only four were blacks—and "not representative" at that. Sandersville's population of 5,425 persons is approximately 60% black, according to the the petitioners. And the station "has made no time available to the Movement, a group that speaks for over half of Sandersville's population," the groups added.

One specific instance of alleged discrimination cited by the groups concerned an order issued by the Department of Health, Education and Welfare to integrate school facilities. WSNT carried no news of local black teachers signing a petition supporting the order last month, the groups pointed out, but provided live coverage when Georgia Governor Lester Maddox appeared at the Sandersville high school to make a speech opposing the order.

Attorney for the petitioners is Albert Kramer, head of Citizens Communications Center, Washington.

WSNT may not be the only Georgia station to have its renewal challenged on the basis of alleged discrimination. Atlanta civil-rights activists have charged every station in that city with discrimination in programming and hiring and have threatened the stations with renewal challenges (BROADCASTING, Feb. 23).

The FCC has granted the groups' request for a 30-day extension of time in which to conclude their negotiations with the stations (BROADCASTING, March 2). Petitions to deny renewal of license for Georgia and Alabama stations were due March 1; current licenses expire April 1.

Media notes:

Another for MBS ■ WAVA-AM-FM Arlington, Va., an all-news station, has affiliated with Mutual Broadcasting System to provide broader international news coverage to its Washington-area listeners.

More room ■ P/R Associates Inc., Detroit, moves to larger quarters at 1818 Penobscot Building. Phone (313) 963-3396.

New FCC warning on ex-parte rule

Agency uses reprimand to serve general notice of enforcement policy

Members of the Federal Communications Bar Association and their clients were given a sharp reminder last week of the scope and significance of the FCC rules barring ex-parte contacts with the commission.

The commission issued a public notice that it had sent letters of reprimand to two attorneys who had unintentionally violated those rules. The attorneys were said to have cooperated with a client in soliciting the help of a U.S. senator in a hearing in which the client was an applicant for an FM channel.

The application was uncontested, but the commission's staff was a party and had taken a position opposing that of the applicant involved—a critical fact in the commission's conclusion that an ex-parte contact had been made.

The commission said it was satisfied that neither of the attorneys realized their conduct would violate the rules. It also said it was convinced that the attorneys "had no improper motives in the matter."

But, the commission said: "It is important that all concerned understand the ex-parte rules and observe them meticulously." Sources familiar with the commission's action said it reflected

the agency's concern with applicants who appear to believe their congressional representatives can help them in commission matters.

The commission named none of the parties involved. However, it was learned that the attorneys are Thomas Dowd, a partner in the firm of Pierson, Ball and Dowd, and Lawrence J. Bernard Jr., a junior in the firm. The applicant is Middle Georgia Broadcasting Co., which was seeking an FM station in Macon, Ga., where it operates WCRY(AM).

The U.S. senator involved was Herman Talmadge (D-Ga.). The commission said there is nothing to indicate that the senator or any senior members of his staff was ever aware that the senator's aid had been solicited.

But while finding the attorneys had "no improper motives," the commission concluded its account by stating that "since the conduct here involved represented a violation of the rules, [the agency] has reprimanded the attorneys involved and closed the case with the issuance of this notice for the information and guidance of parties and attorneys dealing with the agency."

The commission, which acted on a 7-to-0 vote, consulted with the FCBA on the matter, and its committee on ethics and grievances reportedly recommended essentially the procedure ultimately followed—private letters of admonition to the attorneys.

Middle Georgia's application, though uncontested, was denied by the FCC's review board, and the commission ultimately denied Middle Georgia's application for review without the members

having been informed that an improper contact had in the meantime been made.

As explained by the commission in its notice, the ex-parte communication was a result of a lack of attention to the commission rules on the part of the attorneys. It traced the disclosure of the impropriety to a bungle on the part of "a junior employe in the senator's office."

The commission's outline of the case, supplemented by information from the review board's decision in the proceeding, provides this account:

Initially, Middle Georgia was opposed in the hearing by a competing applicant, but the competitor dropped out. Nevertheless, the review board, in accordance with a recommendation of the Broadcast Bureau, denied Middle Georgia's application because of what it considered an inadequate survey of community needs.

Following the hearing, and after the competing application was dismissed, one of Middle Georgia's principals suggested that he might be able to enlist congressional help in behalf of the application. However, the attorney to whom the suggestion was made, Mr. Bernard, said this would not help, and the matter was dropped.

But after the petition review was filed, "it was again suggested that congressional assistance be sought," the public notice said. This time, the young attorney, who had handled most of the work in the case, consulted "his more experienced colleague" (Mr. Dowd).

"The latter, without referring to the commission's rules," said such a course

New twist develops in Tijuana case

San Diego UHF is accused of ex-parte activity in its dealings with FCC

A charge that the FCC's rule prohibiting ex-parte contacts with the commission has been violated was injected last week into the hearing on ABC's application for authority to continue transmitting its programming across the border to XETV(TV) Tijuana.

The Mexican station leveled the charge against Western Telecasters Inc., licensee of KCST(TV) San Diego, in pleadings filed with the review board. XETV asked the commission to enlarge the issues in the hearing to determine whether Western violated the ex-parte rules and whether it should be excluded from participation in the hearing.

The commission ordered the hearing in July in response to a petition by Western (BROADCASTING, July 21, 1969), which hopes to pick up the ABC affiliation in the market. ABC has been affiliated with XETV since 1956.

The charge involves a letter, dated Nov. 25, 1969, from a California state senator from San Diego county, Clair Burgener, which endorses the proposition of KCST affiliation with ABC and which XETV says was sent to the commission at Western's request.

XETV cites as evidence a copy of a Dec. 16, 1969 memorandum on Senator Burgener's stationery that was attached to a copy of the letter that turned up in a number of documents the hearing examiner had ruled were to be turned over to XETV for inspection and copying.

The memorandum does not appear in full in the reproduction in XETV's filing, but XETV says it reads as follows: "Enclosed is a copy of the letter Senator

Burgener sent to the Federal Communications Commission that you requested."

XETV said that Senator Burgener is not responsible "for the ex-parte presentation" but, rather, that "the entire incident appears to have been instigated by Western." XETV noted that commission rules prohibit parties to a hearing from soliciting ex-parte presentations that they cannot make themselves.

Besides its petition to enlarge issues in the ABC case, XETV petitioned the commission to reconsider its Jan. 30 grant of KCST's application to upgrade its facilities. The improved facilities would make KCST more attractive as an affiliate to ABC.

In opposing renewal of ABC's authority to feed programming to XETV, Western told the commission that KCST was unable to compete with three VHF stations in San Diego, all of them network affiliated. Besides XETV, they are KFMB-TV (CBS) and KOGO-TV (NBC).

would neither help nor hurt, "but that it could appropriately be done if it would make the client happier. He knew that the competing applicant had been dismissed so that there was no other private interest involved any longer, but he failed to consider the fact that the Broadcast Bureau was still a party advancing a position adverse to [Middle Georgia's] interests."

Accordingly, Mr. Bernard supplied the client with a draft of a letter which could be forwarded to a member of Congress as the basis for a letter to the chairman of the commission, then Rosel H. Hyde. And "another of [Middle Georgia's] principals wrote to a senator, enclosing the draft letter."

At this point, the bungle occurred. The letter "apparently was received by a junior employe in the senator's office, who clearly must not have read the communication carefully, but simply attached a forwarding slip and sent both the incoming letter and the enclosed draft to the commission."

When it was received, the packet was routed to the commission's executive director's office, in accordance with the ex-parte rules, and an investigation as to the source of the material began.

The draft letter "simply recited the rulings of the examiner and the review board, pointed out that there was no other applicant for the facility, indicated that approval of the review board's holding would delay inauguration of a new service to the people in the area, and asked to be advised of the status of the matter."

The commission said that all of the parties "cooperated fully" in the investigation and provided "mutually consistent" accounts. It also said the attorneys "candidly admitted that they had inadvertently violated the rule, and expressed great regret." Mr. Dowd and Mr. Bernard were said by other sources to have appeared with counsel before the commission to explain their role in the case.

In discussing what it appeared to regard as the attorney's error, the commission stressed that "the dismissal of all other parties having adverse private interests does not remove a case from restricted adjudicative status—especially where staff attorneys of the commission are still involved in the proceeding and are taking a position adversary to that of the only remaining private party."

The commission said that in such a situation neither the applicant nor his counsel should make, solicit or permit an ex-parte contact with the commission. Indeed, once a case is subject to adjudication, the commission noted, no such contact is proper until the FCC has issued a final order which is no longer subject to its reconsideration or to court review.



The broadcasting industry last week received a special honor on the observance of its 50th year in the form of a plaque and commendations from Sec-

retary of Transportation John A. Volpe (r) delivered to Vincent T. Wasilewski (l), president of the National Association of Broadcasters. Secretary Volpe's remarks particularly took note of broadcasting's efforts to promote safety in travel.

He said: "I believe that America's broadcasting industry has stepped up to its responsibility by contributing its vast resources of time and talent to the continuing job of transportation safety. The Department of Transportation salutes the American broadcasting industry for rendering a great public service," he said.

New Mexico court voids franchise for CATV

Hubbard Broadcasting Co. has succeeded in a novel approach to the problem of how a broadcaster can keep a CATV system out of his area, at least in New Mexico. Hubbard went into a state court and persuaded the judge that the city of Albuquerque lacked authority to issue a franchise to a CATV system, so long as it is not a public utility.

The case grew out of the city's franchise award in June 1969 to General Communications and Entertainment Co. The company planned to build a system that would import signals from Los Angeles, Phoenix, Denver and Juarez, Mexico, into Albuquerque, where Hubbard operates KOB-TV.

Judge Paul F. Larrazolo, acting on Hubbard's complaint, ruled that the broadcaster had standing in the case on the basis of the "prospective injury of a unique and special nature" it had established it would suffer as a result of the CATV system's operations.

He said Hubbard would lose audience to the additional signals and that its own signal would be degraded if carried by the CATV system on the same spot on the dial, channel 4. And if the signal were carried at a different dial setting, he added, "there would be confusion among CATV subscribers . . . and a resultant loss of valuable goodwill by KOB-TV."

But the judge held that the franchise given General Communications was invalid on the ground that New Mexico municipalities are empowered to issue franchises only to public utilities. And, he said, neither General Communications nor its proposed CATV system "is or will be a public utility."

He added: "No other statutory provision authorizes the granting of franchises by New Mexico municipal cor-

porations."

He held the municipal ordinance under which the franchise was issued and the franchise itself "are unauthorized and are individually and collectively invalid and of no effect."

The implications of the ruling for other CATV systems was not immediately clear, even for the 20-odd now operating in New Mexico. Lawyers said that many of the systems in the state probably have been operating long enough to be protected by a statute of limitations and that, in any event, another state court would not be bound by the findings of Judge Larrazolo.

However, his opinion is available for citation by lawyers representing television stations in states having laws concerning franchising that are similar to New Mexico's.

Congressman miffed over Atlanta cut-off waiver

The FCC action granting the request of a group of black organizations in Atlanta for a 30-day waiver of the cut-off rule providing a deadline for petitions to deny license renewals (BROADCASTING, March 2) had an unexpected side effect last week.

Representative Fletcher Thompson (R-Ga.), who represents the Atlanta area, rapped the commission for the manner in which the news was broken in Atlanta. As reported in the *Washington Post* on March 7, he said in a telegram to the commission, the announcement was made by Lonnie King Jr., co-chairman of the Community Coalition of Broadcasting.

And Mr. King, Representative Thompson informed the commission, "has announced his candidacy for my congressional seat."

He added: "I protest handling of this matter as congressman of the Atlanta area and as member of the Interstate and Foreign Commerce Committee having legislative oversight over

A Brooklynite grows a money tree in Tijuana

Wolfman Jack is really howling in the Southern California area these days both as the top personality for XERB-(AM) Tijuana, Mexico, and as the sales force behind the station's financial success of the past four years.

As Wolfman Jack, the 34-year-old Brooklyn-born Caucasian plays to a black audience in black idiom. Under his real name, Robert W. Smith, he is the general and sales manager of XERB. He recently purchased the U.S. sales and management contract of XERB from Harold S. Schwartz Associates, Chicago, and Inter Americana de Radio S.A., Monterrey, Mexico, the station's licensee, for a reported \$2.5 million.

According to Mr. Smith, XERB was relying basically on religious programming and grossing about \$30,000 a month when he joined it three-and-a-half years ago. Since then, it has more than doubled these revenues, he says.

The ingredients for this upsurge, claims Mr. Smith, were not only the addition of himself as Wolfman Jack, the principal disk jockey, but the de-emphasis of religious programming, the beefing up of the sales staff and the concentration on rhythm-and-blues music format to reach the more than 600,000 Negroes in the Los Angeles market. XERB's other programming features are a continuing race-track information service (no local or world news is carried) and coverage of games by the Los Angeles Stars of the American Basketball Association.

A big slice of the station's business reportedly comes from mail-order record packages, much of it sold from midnight to 4 a.m. when XERB's 50 kw



Robert W. Smith, alias Wolfman Jack, in a personal appearance. The XERB (AM) Tijuana, Mexico, executive-per-

former claims that such appearances added a gross of \$250,000 to his personal earnings last year.

on 1090 kc is far-reaching and its time is brokered to mail-order promoters.

Other unusual advertisers on the station include a racing tip sheet and some go-go restaurants.

Success has moved Wolfman Jack from a shabby cottage on Sunset Strip to a two-story building in South Los Angeles.

Offices upstairs have been installed at a cost of some \$50,000, while the downstairs is being transformed into a recording studio. Wolfman Jack-Robert Smith, through General Audio Industries Inc., the company of which he is president and majority stockholder, is planning to expand into the

phonograph record business and syndicated TV programming, some of which would star Wolfman Jack.

XERB is basically automated, plays 50 rhythm-and-blues records a day (gospel music is being added in the afternoon to appeal to the black, 35-50-year-old housewife).

Wolfman Jack's put-on, far-out style was developed during his more than 15 years in radio for such stations as WOOK(AM) Washington and WNJR(AM) Newark, N.J.

"I've filled a vacuum," says Mr. Smith speaking for Wolfman Jack. "I've brought personality back to radio."

the FCC.

"Is there no legislative courtesy expressed by the FCC in order to keep congressman informed?"

The answer, commission officials said privately, is no. "We never notify a congressman about a matter unless he asks to be informed," said one official.

The commission waived the cut-off rule to permit the black groups to continue negotiations with the Atlanta stations on their hiring and programming practices.

If the cut-off rule had not been waived, the black groups would have had to file petitions to deny renewal—if that was their decision—before March 1.

The Georgia stations are due for license renewal on April 1.

Report delves into progress in soul radio

"Soul" radio stations have become more responsive to their black audiences during the past decade—but only because of the civil-rights movement and "new FCC vigilance".

That is the verdict of a report released last week by the Race Relations Information Center, a nonprofit Nashville organization financed in part by the Ford Foundation.

The study, written by Bernard E. Garnett of the RRIC staff, is sharply critical of the scarcity of black executives at "soul" stations; heavy emphasis on rhythm-and-blues music to the exclusion of other forms of black expression, and the absence of a national black-oriented news network or of ex-

tensive news operations at most soul stations.

The improvements that did occur, he said, were traceable to causes other than the benevolence of broadcasters. For example:

- "Many black announcers have become . . . militant, behind-the-scenes reformers. . . ."

- "Advertising on black-oriented radio underwent radical change in the sixties. Previously, nearly every 'soul' station regularly promoted 'easy-credit' clothing and furniture stores, often unscrupulous used-car dealerships . . . and cure-all patent medicines. It mattered little or nothing to ad salesmen whether the advertising claims were true, as long as the clients paid for their commercial time. . . . National advertisers' awareness of the black economic growth played a major role in changing

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BROADCASTING, March 9, 1970

this economic policy. . . . Another factor has been the government agency."

▪ "With activists demands for an end to 'rip-'n-read' journalism in the late sixties—and possibly with the Kerner Commission's pointing out the industry's shortcomings in dissemination of news for and about black people—some broadcasters attempted to improve their performances, especially in the local and regional arenas."

▪ "Blacks still comprise the vast minority in key executive positions at 'soul' stations."

The report's conclusions on employment, news and public affairs are based upon surveys of six black-oriented broadcasting groups. Five of these are white-owned and white-dominated: Rolins Inc., broadcasting division; Rounsaville Radio Stations; Sonderling Broadcasting Corp.; Speidel Broadcasters Inc., and United Broadcasting Co. The sixth, James Brown Broadcasting Ltd. (principally owned by soul singer James Brown) owns three stations, all of which are black-dominated.

Most of Mr. Garnett's conclusions are documented by conversations with black activists in and out of broadcasting, rather than by surveys. For example, he concludes that "by and large, 'soul' radio still is a black-oriented version of 'top 40' (also known as 'bubble gum' radio, which appeals mainly to white adolescents)."

Mr. Garnett also reports that broadcast reformers expect black pressure against 'soul' operators to increase during the next decade—as part of a "virtual state of undeclared war" between broadcasters and their critics.

Nixon backs continuity in funding of CPB

President Nixon last week called upon Congress to authorize funds for the Corp. for Public Broadcasting over a three-year period "to stimulate continuing growth and improvement." CPB has been operating on one-year extensions of its charter since it was established in 1967.

The recommendation, submitted to Congress as part of a message on educational reform, has a catch. The President would require that a portion of the annual funding be based on matching the amount raised from nonfederal sources.

"The Congress did not intend that the corporation derive its funds solely from the federal government," the President said. "Therefore, increased contributions from private sources should be stimulated during the early years through the incentive offered in the matching process."

The President said CPB must con-



Hugh B. Terry (l), president and general manager of KLZ(AM) Denver, accepts the 10th annual Mike award from Joseph E. Baudino of Westinghouse Broadcasting, president of the Broadcasters Foundation, an adjunct of the Broadcast Pioneers. The award, "for distinguished contributions to the art of broadcasting," was presented at a banquet last Tuesday (March 3) in New York's Pierre hotel. Proceeds from the banquet, an annual event, are used in the foundation's work of aiding broadcasters who are in financial need. KLZ is owned by Time-Life Broadcast.

tribute to the development of television as a true educational resource. "In the last 20 years," he said, "there has been a revolution in the way most boys and girls—and their parents—occupy themselves. The average high-school student, for example, by the time he graduates, has spent 11,000 hours in school—and 15,000 hours watching television. Our goal must be to increase the use of the television medium and other technological advances to stimulate the desire to learn and to help teach."

The CPB proposal was embodied in a bill transmitted to Congress last week by Health, Education and Welfare Secretary Robert Finch.

Calif. stations must bargain

A National Labor Relations Board trial examiner, in a recommended order, has told KFXM(AM) San Bernardino, Calif. (and its FM counterpart, KDUO-FM) Riverside, Calif.), that the station must bargain collectively with the Los Angeles local of the American Federation of Television and Radio Artists (AFTRA). The examiner, Leo F. Lightner, said AFTRA's Los Angeles local began representing all announcers and newscasters at KFXM and KDUO on July 29, 1968, but that the station had refused to bargain with the union since Aug. 23, 1968. The order is not final and is subject to NLRB review.

House hearings to start on telecommunications

The House Subcommittee on Executive and Legislative Reorganization begins two days of hearings today (March 9) on President Nixon's reorganization plan for telecommunications.

No witness list was available late last week, but the most important testimony will presumably come from administration spokesmen and from Representative Cornelius J. Gallagher (D-N. J.), who filed a disapproval resolution to the reorganization plan (BROADCASTING, Feb. 23).

Representative Gallagher, a member of the subcommittee's parent Government Operations Committee, filed the resolution as a "technical step" designed to insure that the proposed new telecommunications office in the executive branch would pledge special attention to two issues: computer privacy and alleged discrimination against the legislative branch (as opposed to the executive) in the use of free telephone service.

The New Jersey Democrat otherwise supported the reorganization plan and said it would create a "vitaly needed" new office.

The Nixon plan would create a new Office of Telecommunications Policy in the White House. The office would take on the duties now assigned to the director of telecommunications in the Office of Emergency Preparedness. It would serve as the President's principal advisor on telecommunications matters both inside and outside the executive branch.

AFTRA talks continue in N.Y.

The New York chapter of the American Federation of Television and Radio Artists will meet Wednesday (March 11) to hear a progress report on negotiations with the networks on various codes and to consider strike authorization.

The Los Angeles chapter of AFTRA already has authorized the union's national board to call a strike if it is deemed necessary (BROADCASTING, March 2). Chicago has yet to schedule a meeting. The union and the networks have been negotiating for almost four months to replace contracts that expired last Nov. 15.

Negotiations continued last week in New York in the areas of network TV, recorded TV commercials, commercial radio, sustaining radio and staff newsmen and announcers at various network-owned stations. Management and the union are said to be at odds over wages and fee scales.

At KTAR-FM Phoenix,
the office parties are
so dull you can hear
the champagne bubble!



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Be it someone's birthday, Christmas, the 4th of July, Marcie's engagement or New Years, the office parties at KTAR-FM are deadly dull.

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Although KTAR-FM has been on the air with the Schafer Broadcast Automation System and Hit Parade '70 programming for just a few months, it is number 8 in ratings out of 31 stations in the booming Phoenix-Mesa-Scottsdale market.

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Economist calls 50-50 half-baked

MIT professor, on Justice Department assignment, says FCC network plan would defeat own purposes

The FCC's so-called 50-50 proposals for TV-network program control are challenged as misconceived and misguided in an economic analysis circulated among commission members and key staff executives.

The analysis, a 45-page draft by Professor Robert W. Crandall of the Massachusetts Institute of Technology's economics department, concludes that the proposals are based on misconceptions, are likely to accomplish little that they are intended to do and may hurt some interests they are meant to help ("CLOSED CIRCUIT," March 2).

Copies of the study were sent to the FCC while the commission itself apparently was developing doubts of its own about the plan. Chairman Dean Burch indicated last week that the final decision, expected soon, would probably stop short of the original proposals (see below).

Professor Crandall has said, however, that his purpose in distributing

copies—not only at the FCC but to other government and nongovernment authorities—was not to influence regulation but to solicit comments and criticisms prior to final editing and publication in a scholastic journal.

The 50-50 plan, with an announced purpose of promoting quality and diversity in network programing and competition among program sources, has three basic parts. It would forbid networks to (1) produce or acquire ownership in more than 50% of their prime-time entertainment programing; (2) acquire syndication rights or profit shares in any program not produced by them, and (3) syndicate any programs domestically and anything but their own productions in foreign markets.

Actually, Mr. Crandall concluded, about the only thing these proposals would accomplish would be a lowering of network profits. There would be little effect on program quality or diversity, he decided, and little on com-

petition, either among program suppliers or among syndicators. In fact, he suggested, some suppliers might get hurt.

The last could happen, Mr. Crandall reasoned, because small suppliers might be less able or unable to underwrite some of the risks of production if they could not sell to the networks a share in any future profits that might eventually ensue.

Professor Crandall, whose analysis used data supplied by the networks when he was conducting a study for the Justice Department a few years ago, thought it unlikely that, as the FCC apparently believed, advertisers would become major suppliers of new and quality programing. Advertisers have shown no great demand for such programs in recent years, he said.

And he added in many cases have in fact showed a positive unwillingness to pay \$6 or \$7 per thousand homes when more common-place shows can be had

Burch says odds favor WBC proposal

Alternative to 50-50 is okay with Justice, has qualified backing of ABC

When—or if—the FCC adopts a rule restricting network domination of prime-time programing it will probably resemble the plan advanced by Westinghouse Broadcasting Co. rather than the one the commission itself proposed.

This is the estimate of a man who is in a position to know—Chairman Dean Burch.

The commission proposal, first advanced in March 1965, would bar networks from owning or controlling more than 50% of their prime-time entertainment programing and exclude them from domestic program syndication and from acquiring subsidiary rights in independent programs they air.

But Chairman Burch, in an appear-

ance on ABC's *Issues and Answers* on March 1, said he suspects that the plan that WBC advanced as an alternative "has more appeal at the FCC."

The plan would prohibit stations in the top-50 markets having at least three TV outlets from carrying more than three hours of network programing, other than news, between 7 and 11 p.m. Since many affected stations carry half-hour news feeds at 7 p.m., the practical effect would be a reduction of a half hour of network programing.

The rulemaking proceeding is aimed at breaking the networks' domination of prime-time programing and opening the market for such programing to independent producers.

The Justice Department has endorsed the WBC proposal and those features of the commission proposal that would bar networks from domestic syndication and from acquiring subsidiary rights in independently produced programs.

The commission proposal has been opposed by most of those commenting in the proceeding, even groups that might have been expected to endorse

it, such as the National Citizens Committee for Broadcasting, a frequent and bitter critic of the broadcasting establishment. NCCB favors the WBC proposal.

ABC, which joined with CBS and NBC in opposing the 50-50 proposal, has given qualified endorsement to WBC's plan. The other networks are as opposed to it as to the commission's.

Meanwhile, new grounds for opposition to the 50-50 plan have been provided in an article by Professor Robert W. Crandall of the Massachusetts Institute of Technology. He says elements in the proposal are economically unsound and could damage the commission's objectives ("Closed Circuit," March 2; above).

Chairman Burch has said the commission would act on the proposal this month (BROADCASTING, Feb. 16). However, another controversial issue on which he also forecast action in March—the so-called one-to-a-customer proceeding—may not be on the commission's agenda that soon after all. In his *Issues and Answers* appearance, he said

for \$3.50 to \$4 a thousand.

Aside from preference, he continued, alternate sponsorship of a new half-hour series would cost an advertiser at least \$2 million a year—at current prices—much more than most advertisers spend in television. In 1968, he noted, there were 439 advertisers in network TV, and 247 of them spent less than \$1 million.

Moreover, he suggested, an advertiser supplying only one program might face a bigger risk from an audience standpoint because he would have less choice in the selection of its place in the schedule—a factor in program success or failure. Networks licensing their own program, he noted, can spread this risk around by shifting their programs for maximum audience effect.

He contended that networks don't "force" suppliers to grant them syndication and profit-share rights but, rather, buy those rights by paying more for the programs involved. An econometric study of actual program prices, he reported, found that the value of total syndication rights was between 13% and 17% of the total contract price for first-run episodes of a program series. And if networks are barred from syndication and profit sharing the result will be to lower the prices that producers receive.

In an elaborate mathematical analysis of network program data for 1960-65, Mr. Crandall also found results contradicting the FCC's charge that networks tend to favor shows in which

action would be taken "in the next couple of months."

He indicated, as he has before, that he has not made up his mind "as to the wisdom of [the proposal]." He said it is "a theoretically attractive proposition" but that the critical question is whether adoption would serve the public interest. If it will not, he added, "then I think we better look a little further."

The proposal, as issued by the commission almost two years ago, would bar the owner of a full-time station from acquiring another one in the same market. However, as the chairman noted, the Justice Department has suggested that the commission consider newspaper-broadcasting cross-ownership as well and require divestiture of multi-media holdings that exceed the one-to-a-customer limit.

This suggestion is under consideration. However, there is considerable opinion at the commission that the Justice Department suggestion could not be adopted as a rule unless it were first issued for comment in another rule-making proceeding.

they have syndication rights or profit shares. Among his findings:

- Average audience size for renewed series was "significantly" higher than for those that were dropped the following year.

- Ownership of profit shares had little effect either way. In the only year of the six-year period in which the difference was significant the average network profit share was larger in the dropped series than in the renewed.

- Similarly, ownership of syndication rights made no significant difference in renewals and cancellations, and again in the only exceptional year the proportion of programs in which the networks owned such rights was higher for the dropped shows than for the ones retained.

The analysis noted that the FCC also feared that through syndication the networks will gain control of an important source of program supply for UHF stations—which the commission is counting on to provide the basis for new networks—and thus pose a potential threat to future network competition. In addition, the study said, the FCC fears that network insistence on syndication rights will destroy program suppliers financially and thus reduce program quality and diversity.

But, Professor Crandall reported, the three networks have obtained distribution rights in only 28% of all of their prime-time entertainment series hours in the last 10 years and have accounted for less than one-fourth of all syndication sales in this period. And, he added, the average network profit share, when there is one, is well below 50%, which he thought unlikely to enable networks to control distribution of such programs.

He also found it contradictory that the FCC should feel that the networks are setting program prices too low to cover the suppliers' costs when the number of independently produced series on the networks is, in fact, increasing. He conceded that the number of suppliers of prime-time programs had declined from 54 to 49 between 1958 and 1967, but said this could hardly be considered ominous and that in any event the most important reason for the decline was that programs increased in length—and therefore decreased in number—during that period.

Professor Crandall thought it doubtful that the current level of competition among networks would permit profit margins of more than 10-15% on prime-time series, after deduction of all fixed costs.

A fourth network would probably reduce this margin for the existing networks, he said, and would itself hardly be able to compete with them with

similar programing unless it could assemble an affiliate line-up reaching 85-90% of U.S. television homes—a circulation level he said is impossible under the FCC's allocation plan.

He speculated that the FCC's recent decision to encourage programing on cable TV is probably the most important single step to greater competition and greater diversity in programing. Otherwise, he saw little hope until there are more networks, and since he considered more networks unviable under the current allocation plan he suggested that the commission was wasting valuable time and energy in considering the 50-50 proposals.

Senator Muskie says media are too silent

Chides TV news, implies Agnew blasts curbed anti-Nixon coverage

Senator Edmund S. Muskie (D-Me.) last week called upon the news media to revive national debate on Vietnam and give the public a better understanding of our policy alternatives—despite the possibility of "intimidation" by the Nixon administration.

The senator told a luncheon gathering at the National Press Club in Washington that many Americans who say they "support" President Nixon's Vietnamization policy apparently misunderstand its implications and remain unaware of the alternatives that are open to the administration. Some of the responsibility for this blurring of the issues rests with the media, Senator Muskie said.

"Over the last eight years, the news media have proved to be the most reliable source of facts and understanding of the war in Vietnam," he said. "But today we are getting much less than we require."

Senator Muskie placed the ultimate blame on the administration's doorstep.

"The Agnew intimidation set the stage; hints of license-renewal threats were heard; and the President launched a campaign to convince the American people that the only alternative to his Vietnamization policy is 'precipitate' withdrawal," the senator said. "The result has been measurably less coverage. . . . What the President refers to as a 'silent majority' may be the result of too silent a press."

Most of the examples Senator Muskie cited as evidence of the "silent press" involved television. He noted that where the networks used to give extensive coverage—some of it live—to the Senate Foreign Relations Committee hearings

Burch and Cox side with newsmen

Both urge resistance to government pressure as Justice confers on subpoena of outtakes

Broadcast newsmen concerned about what they regard as intimidating pressures from Washington have received some spine-stiffening words of encouragement from members of the FCC—an agency broadcasters generally regarded as among their tormentors.

Chairman Dean Burch, commenting on the current controversy over the Justice Department's efforts to subpoena reporters' notes and television film, said he does not think reporters should be required to disclose their sources of information or surrender their notes. A reporter's notes are "sacred," he said.

And if a film outtake can be regarded as the same as a reporter's notes, he added, "that same rule would apply." However, he saw film presenting a different problem in cases where a camera records the performance of a criminal act and the film "would prove a fact."

In addition, he and Commissioner Kenneth A. Cox, in effect, told broadcasters to disregard complaints of Vice President Spiro T. Agnew regarding news coverage of and comment on controversial issues and personalities.

The commissioners' comments came at a time when, it appeared, television newsmen would welcome support. CBS News reporter Mike Wallace and Paul Loewenwater, producer of the network's *60 Minutes* program, are in a confrontation with the Justice Department over its request for all personal notes and recollections on an interview they did with Black Panther leader Eldridge Cleaver, who is now living in Algeria.

The newsmen have rejected the request, and Mr. Loewenwater said last week he had asked Attorney General

John Mitchell personally to meet at CBS offices in New York with all of those involved in the show, but had received no reply. "The ball's in their court," he said.

A Justice Department spokesman last week said the request for information was made in line with Mr. Mitchell's policy, outlined Feb. 5, under which Justice negotiates the scope of the information it wants before subpoenaing newsmen. (BROADCASTING, Feb. 9). The spokesman said the matter was unresolved, leaving open the possibility that the CBS newsmen would be subpoenaed, regardless of whether an agreement is reached on the material to be turned over.

The matter might have figured in a meeting CBS President Dr. Frank Stanton and Richard S. Salant, president of CBS News, were scheduled to have with Mr. Mitchell on Friday (March 6). The meeting is one in a series the attorney general is having with news-media executives in an effort to ease their concern over Justice's requests of newsmen for unpublished material.

He met earlier, and separately, with Elmer Lower, president of ABC News, and Julian Goodman, president of NBC. Spokesmen for the two networks said that Mr. Lower and Mr. Mitchell had merely exchanged views and that Mr. Goodman had sought clarification of the attorney general's Feb. 5 statement.

Another indication that television newsmen might feel in need of support was provided by CBS News correspondent Walter Cronkite. Mr. Cronkite, participating in a WTOP-TV Washington

panel discussion on the criticism to which the media are being subjected, said that he, personally, does not feel intimidated by Vice President Agnew's criticism but that he believes the broadcasting industry "as a whole" has been. "I think that was the intention and I think it worked."

Chairman Burch, who expressed his comments on ABC's *Issues and Answers* on March 1, was the second commissioner to have spoken out on the subpoena issue, which is not before the commission officially. Commissioner Nicholas Johnson has said reporters have an "absolute right" to refuse government requests for their notes (BROADCASTING, Feb. 16).

But Mr. Burch's comments, expressed on ABC's *Issues and Answers* on March 1, were more noteworthy than those of Commissioner Johnson, or Cox on the commentary and news-coverage issue. They are liberal Democrats, while the chairman is a former chairman of the Republican national committee and has been associated with dominant figures in the party since his days as administrative assistant to Senator Barry Goldwater (R-Ariz.) in the 1950's.

Indeed, shortly after he took office, on Oct. 31, 1969, he stirred considerable controversy by defending Vice President Agnew's Des Moines speech accusing the networks of liberal bias—the speech Mr. Cronkite now says was an attempt at intimidation.

His role became even more controversial when it was disclosed he had telephoned personally the presidents of the three networks to request tran-

on Vietnam, the latest round of hearings received relatively little coverage. "In fact," he said, "Vice President Agnew's wisecracks about the hearings received almost as much coverage on TV news as the hearings themselves."

The senator also lamented the recent lack of "instant analysis" of the President's messages, implying that the Vice President's criticism of this practice has had its effect. "Has instant analysis been reduced to non-analysis?" he asked.

Senator Muskie also returned to a theme he has sounded frequently in recent weeks—that the media must go out of their way to provide balanced coverage of the Vietnam controversy

and other political issues because "the President can command all the air time and newspaper space he wants," unlike critics of the administration.

The senator emphasized that he was speaking of the need for "constructive" debate. "I'm not trying to drum up controversy for its own sake," he said. "And I'm not trying to make this a party issue—both Democrats and Republicans got us in [the war], and want to get us out. . . . But the absence of all debate can lead only to deep divisions and ugly confrontation."

Senator Muskie, who appears to be the early favorite to win the Democratic presidential nomination in 1972, has

been increasingly critical of the administration's attitude toward the media. He promises to become even more visible in this role, since the Senate Democratic Policy Committee has named him to be chairman of a three-member committee that plans to combat an alleged imbalance of news coverage in favor of the administration. Senators Henry Jackson (D-Wash.) and William Proxmire (D-Wis.) are also on the committee, which as yet has no plan of action.

When the new committee was unveiled, Senator Muskie was quoted as saying that the opposition is given too little opportunity to respond to the administration line. The next day (March



Commissioner Cox



Chairman Burch

scripts of the commentaries the networks had broadcast immediately following President Nixon's Nov. 3 Vietnam speech. It was the commentaries that had triggered the Vice President's criticism.

But last week, Chairman Burch was quietly reminding his questioners that the commission does not "proscribe" commentary and that he personally thinks that "reasoned" commentary is useful. His only proviso was that commentary should be labeled as such.

And he kept his distance from Vice President's more recent comment that "kooks" be driven from their "pre-emptive" position on the nation's television screens and front pages (BROADCASTING, March 2). He suggested only that the media employ "balance" in their coverage of the news.

"After all, this world consists of a great deal more than the Chicago 7, for example, and I think that they have their place on news shows and interview shows and everything else, but I

think they have a proportionate place," he said. He did not indicate whether he thought there had been too much attention paid to the "kooks".

Commissioner Kenneth A. Cox, who spoke two days earlier to the public-affairs committee of the City Club in Cleveland, went further than the chairman in his expressions of concern. He said Agnew-type criticism might induce broadcast newsmen to hold back in their coverage and comment and that the subpoena issue might result in a drying up of news sources.

He also said that while broadcast news is not above criticism as to its fairness, such criticism "comes more properly from critics of the press, the public and officials who have no authority over broadcasters."

The commission's position, he said, is that, "in a free society, it is dangerous for government to sit in judgment of what can be written or said by journalists, and that we do not sit as judges of the fairness or accuracy of broadcast

news." He said the commission's authority is limited to requiring fairness in handling controversial issues, to enforcing the equal-time law, and to investigating charges of staged news.

He expressed the hope that the commission's statements "will serve to reassure broadcasters that they can exercise their First Amendment rights vigorously."

However, he and Chairman Burch, in their respective appearances, also hit on one free-speech issue on which they are on opposite sides—that involving alleged obscenity in broadcasting.

Chairman Burch, who has made the elimination of obscenity from broadcasting a major issue; expressed confidence that the commission will "beat" the problem of four-letter words used on radio. He said the "average broadcaster" does not want to broadcast four-letter words. What concerns him particularly is the problem posed by showing of x-rated movies on television.

He said he had no "easy solution to the problem" and thinks "it is one of those things that we will hammer out." But, he added, that the issue "is a terribly important" one and that "unless the FCC and the industry are able to come up with a compromise, if that be the word, I think the public is going to become greatly upset."

He said he was not talking about mere standards of taste but of matters that border on the obscene or indecent, and added if the industry does not act, the commission will—and that if the commission does not, Congress will.

Commissioner Cox, however, said that the chairman's expressed concern over obscene, indecent or profane language seems to be heading the commission toward "regressive actions which could cause broadcasters to censor themselves in ways which would eliminate from the air some programming of value to many because it offends a vocal few."

1) FCC Chairman Dean Burch appeared on ABC-TV's *Issues and Answers* and was asked to comment on the senator's charges. He responded:

"First of all, I don't think the President has been granted time just out of hand. The President has really not utilized the networks to that great extent. Having gone through a political campaign on the other side of the fence, the losing side of the fence, in 1964, I can understand Senator Muskie's concern, and I say that again as an individual, not as the chairman of the FCC. But I really don't believe that the President has abused his use of television. . . ."

McCormack gives views on news-media abuse

House Speaker John McCormack (D-Mass.), asked last week whether he shares Vice President Spiro T. Agnew's doubts about the news media, said: "I'm for freedom of the press. To get it, we have to accept some abuse."

The Speaker declined to comment directly on Vice President Agnew's recent remarks.

The Speaker chose instead to make his own position as explicit as possible.

Speaker McCormack, who has been the target of much press criticism in

recent months, added jokingly that he knows personally about possible abuse. "I've been the beneficiary of a good deal of that," he said. News commentators have argued that the 78-year-old Speaker is losing touch with contemporary political realities and should hand his job over to a younger man.

Speaker McCormack has also come in for criticism because of allegations that his office was used for influence-peddling by an aide and a friend, Nathan Voloshen, although the Speaker has not been personally linked to these allegations. Mr. Voloshen has since been indicted by a federal grand jury.

Three strikes on fairness pleas

FCC finds NET, CBS, WMAL met their obligations to present opposing views

After looking into several complaints involving the FCC's fairness doctrine, the commission or its staff last week ruled that in each case requirements had been met.

The doctrine requires a licensee to afford a "reasonable opportunity" for contrasting viewpoints to be given when it broadcasts one viewpoint concerning a "controversial issue of public importance." Whether an issue meets that criterion is left up to the discretion of the individual licensee, subject to review by the commission.

The findings:

- The National Education Television network did not violate the doctrine in its broadcast of a program dealing with the problem of hunger in this country.

- CBS did not violate the doctrine in connection with its broadcast of a program on Communist China which allegedly presented an inaccurate and selective picture of the country.

- WMAL-AM-TV Washington has apparently fulfilled its responsibility under the doctrine to present contrasting views on the Vietnam moratorium.

The NET ruling was in response to a complaint from the American Conservative Union to the effect that the program, *Hunger: A National Disgrace*, presented a one-sided argument; that is, that hunger is a national disgrace.

The organization had charged that none of the program's participants disputed the viewpoint and that NET, by refusing "to allow the conservative position on this issue to be heard," had failed to comply with fairness-doctrine requirements.

In a letter to the union's executive director, the chief of the commission's Complaints and Compliance Division, William B. Ray, pointed out that the program had focused on how to end hunger, rather than whether it is a national disgrace. He also noted that a number of contrasting viewpoints were presented by panelists as well as audience participants, and that 20 tickets of admission to the taping of the program had been issued to the union so that it could express its position on the subject.

In the CBS case, Mr. Ray sent a letter to complainant Lee Edwards, secretary of The Committee of One Million, pointing out that the fairness doctrine applies to a licensee's over-all

programming and that contrasting views need not be presented on the same program. He also noted that the commission is specifically prohibited from acting as a censor and that it has previously ruled that inquiries involving alleged distortions of news will be made only when there is "extrinsic" evidence that the licensee deliberately engaged in such practices.

In the WMAL complaint, Amedo Greco, an attorney with the National Labor Relations Board, alleged that the station refused to allow him to answer a WMAL editorial about the moratorium on the ground that many divergent views had already been presented by the stations on the Vietnam war. Mr. Greco argued that views on the war were not pertinent, since the editorial dealt with the moratorium and not directly with the war, and public issues raised by the editorial were left unanswered.

Although the WMAL stations apparently did not broadcast direct rebuttals to their editorials, the commission found news material aired relating to the moratorium contrasted with the views expressed in the editorials. Also, the commission said, Mr. Greco failed to pursue an invitation extended by the stations to review the editorial with an option of filing a complaint with the commission if it did not result in air time.

The commission informed Mr. Greco that the doctrine does not require that "equal time" be afforded to each side, as in political races; that both sides of an issue need not be presented in a single broadcast; that, in the absence of personal attack, no particular person or group is entitled to appear on a station, and that it is a licensee's responsibility to determine how best to present contrasting views on an issue.

N.Y. mayors ask time to answer governor on TV

New York State's "Big Six" mayors, the chief executives of New York City, Syracuse, Albany, Yonkers, Rochester and Buffalo, late last week had not heard from 18 TV stations in New York State in their bid for a half-hour of free time to answer Governor Nelson Rockefeller's Jan. 7 state of the state message.

The mayors made their bid, not on the basis of equal time, but as "a fairness case," a spokesman for New York's Mayor John V. Lindsay said. The mayors specifically want time "to set forth the case for additional state assistance to localities in 1970," their telegram said.

FCC's Cox plays a familiar record

He wants more public-affairs programs, notes how important they are now at renewal time

Broadcasters who carry 30- and 60-second announcements on critical issues of the day really are not fulfilling their obligation to aid in the solution of the nation's problems, no matter how well the spots are done. What is needed is more news and public-affairs programming, imaginatively and effectively produced, and presented in better viewing and listening time.

These views of FCC Commissioner Kenneth A. Cox, expressed in a speech to the Public Affairs Committee of the City Club of Cleveland, on Feb. 27, are not particularly news. What gave them an added dash of interest was his reminder that news and public-affairs programming is one area the commission would examine in determining whether a licensee who was being challenged for his frequency at renewal time had "substantially" served the needs of his area.

He said that spot announcements cannot solve such problems as race, crowded schools, blighted areas, polluted rivers, inflation, national security and peace. He admitted that broadcasting alone cannot be held responsible for making the public aware of these problems and suggesting solutions.

But, he noted, Elmo Roper's annual polls indicate that increasingly more Americans turn to television and radio as their primary sources of news and commentary. Yet, he added, the networks provide "only 30 minutes of news at dinner time, supplemented to varying degrees by our local stations." Discussion programs and documentaries are infrequent and scheduled at inconvenient hours, he added.

He said the lack of needed programming, in better viewing hours, is not attributable solely to broadcasters who "want to squeeze the last possible dime of support out of their stations." He said the audience loss in which such programming results was another reason. Accordingly, he urged his audience to provide the moral and advertising support to enable broadcasters to provide the kind of programming that would help their community find answers to its problems.

It was in discussing the commission's new policy governing comparative hearings involving renewal applicants that the commissioner brought home the broadcaster self-interest such programming serves. He noted that the policy calls for the commission to favor an incumbent if he can demonstrate that he has "substantially" rather than minimally served the needs of his area. (BROAD-

CASTING, Jan. 19).

The commission, in announcing the policy, did not elaborate on what would constitute substantial service. But Commissioner Cox said: "Certainly, one area which will be given close attention whenever a license renewal is challenged will be that of news and public-affairs programming. So, hopefully, we may see improved service in these critical fields."

He said another area is that of balance in programming—the possibility of increased service to those substantial but less-than-maximum groups who would like more serious drama, better music, and other related programming on television."

End of the season is beginning of dispute

CBS accused NBC last week of shortening the season to March 22 "in order to assure winning their first rating victory in 15 years." NBC countered that the CBS argument was "irrelevant," because NBC had already won the ratings race.

NBC spokesmen explained the network's choice of March 22 as a cutoff date for the "ratings season" in this way: On March 22, NBC will start its first rerun and bring in a second on March 23—"by April 19, there will be 14 NBC shows in reruns and this represents well over half of our schedule." Also, NBC people noted, the National Academy of Television Arts and Sciences "has selected March 15 as the end of the current season."

CBS said NBC selection of March 22 (which will be covered by the second Nielsen book for March) was decided "arbitrarily" and "by strange coincidence, Bob Hope and Bing Crosby are on that week." CBS said that the season has always ended with the week before daylight-saving time and before the black (unrated week) of the national Nielsens, thus usually falling on April 19 or 20.

CBS spokesmen contended the 1969-70 season is no more unusual for its repeat pattern than any other season, with no more repeats for the week following March 22 this year than there were last year. As for the NATAS selection of March 15, CBS said the Emmy-award nominations close then because it takes two months to process them (winners will be announced June 7). Moreover, the network said, Emmy entries several years ago had to be in by Feb. 15 and that under NBC's "theory," they could have closed the season on Feb. 15, instead of March 22."

As a final salvo, CBS said NBC apparently is concerned that the network "may stumble into another victory in the closing weeks by some lucky sched-

uling." This, the network added, it hoped it would do.

NBC meantime complained about CBS on another score. The network reacted volubly to reported prices CBS is said to be charging for its fall schedule (BROADCASTING, March 2). NBC said that, according to the reported prices, CBS is asking an average of about \$58,500 per minute for the entire schedule "which would deliver a cost efficiency of over \$5." NBC said the "listed (and inflated) cost per thousand in the fourth quarter is generally about \$4.50 per thousand, [so] you can see that the CBS prices are way out of line."

The prices were compiled from agency sources who maintained, despite NBC's protests, that they came from competent CBS authorities, just as those for ABC and NBC came from authorities at those networks. All three networks traditionally refuse to release their price lists for publication.

Global's nationwide sports series begins

Global Sports TV Inc. which has been active in regional sports coverage on the West Coast began national coverage yesterday (Mar. 8) with a broadcast of the NCAA ski championships

from Franconia, N. H. The telecast was also fed to the Canadian Television Network for live broadcast in Canada. Tapes of the program are also scheduled to be sent to Europe for airing at a later date. Global Sports President Frank A. Fishner reported that this broadcast was the first in a series of 10 events set for airing between now and July. The next scheduled activity is the NCAA college division basketball championships from Evansville, Ind. on Mar. 13 with some 70 stations cleared for broadcast in the U.S.

In addition, coverage of the Greater Greensboro Open and Memphis Open golf tournaments is also planned by Global Sports. Mr. Fisher also announced that his firm would be producing syndicated sports programs for sale to individual stations. Global Sports TV has already produced a one-hour program and two half-hour shows for syndication. Although the content of the three programs was not announced, Mr. Fisher did say that there would be several shows containing sports programs not normally seen in this country. Keith Jackson, who did the ski championships, is also set to handle the GGO and Memphis opens while Bill Welsh has been named to call the play-by-play of the basketball championships.

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Meredith buys TV production firm

Ralph Andrews group produces two game shows for NBC, feature films

Meredith officials and TV packager Ralph Andrews held preliminary discussions last week in New York with syndicators and network executives to assess Meredith's entry into TV-film production.

Meredith Corp., Des Moines, Iowa, a group broadcaster and publisher, announced the purchase early in the week of Ralph Andrews Productions of Burbank, Calif., for an undisclosed amount.

The TV program producing-packaging firm was owned by Mr. Andrews, who continues to operate it as an autonomous unit as its president. With the change of ownership, however, the production company has become a wholly owned subsidiary of Meredith and is associated with the broadcasting division, which operates seven radio and four TV stations in five cities.

The production company has been in business 15 years and at present produces game shows *It Takes Two*

for NBC-TV and *It's Your Bet* for syndication (by NBC Films). It also has completed two motion pictures that it will have ready for release in 1970.

According to Meredith officials, the group owner for some time sought an entry into film making, particularly in features and in TV shows. It is noted that with *Better Homes and Gardens* published by Meredith, the parent corporation holds "considerable inventory of stories and story ideas," many of which may be judged suitable for TV.

Videorecord to serve commercial, home market

Videorecord Corp. of America, Westport, Conn., has been formed by various professionals in the arts, education and science to provide visual programming, electronic publishing and creative production services for commercial broadcasting, home entertainment and industrial, cultural and educational uses.

Dr. William Schuman, composer and president emeritus of Lincoln Center for the Performing Arts, has been elected chairman, and Dr. Stafford L. Hopwood Jr. has been named president and chief executive officer. Dr. Hop-

wood formerly was vice president of business development and professional products for CBS Laboratories, a division of CBS Inc.

Named to the Videorecord board in addition to Dr. Schuman and Dr. Hopwood were William Bernbach, chairman of Doyle Dane Bernbach; Beardsley Graham, one of the founders of Comsat and now a communications consultant; Eli Jacobs, partner, White, Weld & Co., New York; Alan R. Novak, former executive director of the President's task force on communications policy; W. Theodore Pierson, senior partner, Pierson, Ball & Dowd, Washington, and Eugene V. Rostow, Sterling professor of law, Yale University Law School and formerly undersecretary of state for political affairs. Mr. Rostow also served as chairman of the President's task force on communications policy. Dr. Hopwood pointed out that Videorecord will serve as the link between the originators and producers of individualized programming and its distribution channels. He explained that Videorecord is structured to identify the needs of producing, packaging and producing on any subject and to develop the means of combining the technologies and services required to serve them.

Videorecord is expected to work with such organizations and their systems as RCA's "Selectavision"; CBS' Electronic Video Recording (EVR) and the Sony Corp's home entertainment unit.

Dr. Hopwood predicted that inexpensive methods of storing and displaying electronically stored video information on an individualized basis will become a major consumer industry in this decade. He stressed that the development of this market will depend upon those technologies and services which will deliver program content economically.

Trans-Lux TV division is sold to N.J. firm

Television Division of Trans-Lux Corp., New York, has been acquired by Schnur Appel Inc., Short Hills, N.J., and New York, for 83,333 shares of Schnur Appel common stock. Based on trading in Schnur Appel stock in the over-the-counter market on Feb. 28, the transaction is valued at slightly more than \$1.9 million.

Richard Carlton, vice president and chief operating officer of Trans-Lux Television since its inception 14 years ago, becomes president of Schnur Appel Television Corp., a wholly owned subsidiary of the parent company. Schnur Appel is a consumer-research, design and communications company that is active in consumer-product licensing. Mel Appel is president.

Among the properties involved in the sale are the *Felix The Cat* cartoon series; *That Show*, starring Joan Rivers, and various feature films packages, TV specials, action dramas and game and celebrity interview shows.

Mr. Carlton said that Arthur Manheimer and Philip Besser, formerly western and eastern division managers respectively of Trans-Lux TV, will hold similar positions with Schnur Appel TV

and added that other Trans-Lux TV personnel also will move to the new organization. Headquarters for Schnur Appel TV will be located at offices in New York to be announced shortly.

Trans-Lux Corp. continues in its primary business of producing and marketing communications equipment for the financial industry and of operating motion-picture theaters throughout the U.S.



Mel Appel (l), president of Schnur Appel Inc., welcomes Richard Carlton (r), who was elected president of Schnur Appel Television Corp. and a vice president of the parent firm. Richard Brandt (c) is president of Trans-Lux Corp., which had operated its own television division before the division became a subsidiary of Schnur Appel Inc.

USC unveils its 'Now Explosion'

U.S. Communications Corp. and Robert Whitney Productions, both Philadelphia, previewed in New York last week a TV programming concept centering around "the top-40 sound" and "spectacular visual effects" (BROADCASTING, March 2).

Called *The Now Explosion*, the multi-hour, color-taped TV program vehicle is designed to attract the late-teen, young-adult age group that is considered to represent the light viewing audience. The program will make its debut on USC's WATL-TV Atlanta on the weekend of March 14-15, scheduled for 14 hours each day. Subsequently, TNE will begin on other USC stations

and be offered for syndication through USC.

Robert Whitney, president of Whitney Productions, said each recording featured on the program will have "visual counterpoint," paced to the record in tempo and theme and utilizing such techniques as slow motion, color cascade, special mattes, reversed action, chroma key and time-lapse electrography. The taped portions will be continuously updated to reflect the latest popular songs.

Robert M. McGredy, president of USC, noted that stations may program the material in many ways, such as a Monday-through-Friday afternoon hour or longer; a Saturday and Sunday offering of several hours in length, or various other combinations.

USC also owns WPGH-TV Pittsburgh; KEMO-TV San Francisco; WXIX-TV Newport, Ky. (Cincinnati) and holds a construction permit for Rosenberg, Tex. (Houston).

Plans set for specials on Jewish culture

Series of 30-minute entertainment TV specials focusing on the art, music and dance of the Jewish culture are being produced under the auspices of the Jewish Television Council Inc., New York, and will be distributed free of charge to stations throughout the U.S.

K. Charles Arden is producer of the series, titled *Bema V*. The first program will feature Israeli violinist Itzhak Perlman, and others will spotlight dancer Roni Segal and industrialists Meshulam Riklis of the Glen Alden Corp., Charles Bassine orf E.J. Korvette's and Laurence Tisch of Loew's Theatres Inc. in a discussion on philanthropy. Another special will examine the relationship between blacks and Jews through the medium of black gospel singing.

Mr. Arden stated that 52 programs are planned for production. He stressed that in distribution to stations, the Jewish Television Council, a nonprofit organization, is aiming to secure suitable time periods for the specials.

CBS says it isn't so

If Chief Justice Warren Burger called CBS President Frank Stanton following the justice's confrontation with a CBS television crew in Atlanta Feb. 21, he must have gotten a wrong number. Neither Dr. Stanton nor anyone in his office knew of any such call, it was learned last week. Chief Justice Burger had denounced the "disrespectful and outrageous" behavior of the CBS crew that sought to record his speech before the American Bar Association and he reportedly had phoned Dr. Stanton to complain about the incident (BROADCASTING, March 2).

Changing Formats

The following modifications in program schedules and formats were reported last week:

■ WTOP(AM) Washington—Post-Newsweek Stations, effective March 2, began signing off at 1 a.m., Monday through Saturday, which chopped four-and-a-half daily hours off its 24-hour operation. Last March WTOP changed its format to all news, but found, station spokesman said, small listenership in the early morning hours. The cut was made, a spokesman said, to make better use of available resources. Sunday schedule continues from 5:30 a.m. to midnight.

■ WWOV(AM) Palm Beach, Fla.—Palm Beach Broadcasting Corp., effective March 1, dropped "quality standards," middle-of-the-road format from 6 p.m. until sign-off in favor of a progressive-rock format. Licensee said MOR lacked appeal for audiences between the upper teen-ages and under 40. "This group is too old for teenie-bopper ('chicken rock') music and too young for middle of the road," the station reported.

■ KFMG(FM) Des Moines, Iowa—Iowa Fine Music Broadcasting Corp., effective March 1, changes programing from predominantly classical to progressive, underground rock and contemporary folk. Ron Sorenson, program director, said financial and market situations were the reasons for change. Since the station's inception in 1964, he said, it has been operating in or nearly in the red. Before the change there was one other classical station in the market, one "chicken rock" station and no outlets programing progressive music.

■ WOOD-FM Grand Rapids, Mich.—Time-Life Broadcast Inc., effective Feb. 16, began programing 24 hours per day with addition of *Golden Sounds* from 1-5 a.m. Program features easy-listening, mostly instrumental music supplied by three stereo automated tape services.

■ WMOU-FM Berlin, N. H. — White Mountain Broadcasting Co., effective Feb. 1, began programing separately from WMOU-AM from 6 a.m. to 10 p.m. Duplications continue Monday-Saturday 6 a.m. to 9 a.m. and Sunday 7:30 a.m. to 12 noon. FM programs 52 minutes of contemporary popular music every hour using completely automated "downbeat" service. John Gallus, program director, said the tape-system service consists mostly of instrumental renditions of currently popular music. The AM, however, programs "a little

harder than the FM," he added, and uses album cuts and 45 rpm records, relying on top-40 playlists.

■ WBUZ(AM) Fredonia, N. Y.—Dunkirk-Fredonia Broadcasting Inc., effective Feb. 28, went from middle-of-the-road to contemporary, top-40 format. Licensee said the change was needed because "an extraordinary number of young adults within the station's service area were looking to out-of-state stations for the type of entertainment features and music they wanted to hear."

■ WWML(AM) Portage, Pa.—Mainline Broadcasting Co., effective Feb. 18, changed from strictly country and western to block programing of country and western from 6 a.m. to 8:30 a.m. and from 2 p.m. to 3:30 p.m., top-40 rock from 3:30 p.m. to sign-off at 5:45 p.m., polka music from 8:30 a.m. to 9:30 a.m. and from 1 p.m. to 2 p.m., and middle-of-the-road, easy listening from 9:30 a.m. to 1 p.m. Dave Driscoll, general manager, said the top-40 was aimed at youngsters when they get out of school.

■ KTBC(AM) Austin, Tex. — Texas Broadcasting Corp., effective Feb. 6, decreased news coverage from 30 hours (21½%) per week to 26 hours (18¾%) per week.

■ KSOX(AM) Raymondville, Tex.—Melody Inc., effective Feb. 17, went full-time country and western, dropping Spanish programing from 1-5:30 p.m. Wayne Bellard, program director, said he found station's highest ratings were for C&W and that 20 miles away, KGBT(AM) Harlingen, Tex., was programing 100% Spanish. Previously, KSOX operated from 6 a.m. to 11 p.m.

■ WIVE-FM Ashland, Va. — Christian Enterprises Inc., effective Feb. 10, began programing 24 hours a day with addition of *Night Watch*, midnight to 6 a.m. program with predominantly religious content. Station previously operated from 6 a.m. to 12 midnight. Wilbur Goforth, program director, said new programing was inaugurated as a Christian radio service for the community in order to reach those ordinarily not reached by religious programing at any other time.

■ KFIZ-TV Fond du Lac, Wis.—KFIZ Broadcasting Co., effective Feb. 16, discontinued daily 10 p.m. news program. Will Darch, program director for the channel-34 facility, said he was "highly reluctant to give it up" but added that low ratings and high production costs brought about the drop. Entertainment is programed into the 10-11 p.m. slot with news headlines at 11 p.m.

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Ottinger privilege idea snowballing on Hill

Senator Thomas J. McIntyre (D-N. H.) last week introduced a bill to protect newsmen from most government attempts to tap their confidential information and sources. The bill is identical to one already proposed by Representative Richard L. Ottinger (D-N. Y.) (BROADCASTING, March 2).

Senator McIntyre, who also adopted the Ottinger label of "Newsmen's Privilege Act" for his measure, last week said: "I am deeply disturbed by circumstances and conscious efforts that curb freedom of the press and harass and handicap journalists as they practice the traditional techniques of their occupation." He referred to recent federal attempts to subpoena the notes and outtakes of print and broadcast newsmen.

The bill would prohibit governmental bodies from requiring newsmen to disclose confidential information or the names of sources, except in certain cases where national security considerations, grand jury proceedings, or prevention of libel may be involved.

Meanwhile, Representative Ottinger announced that his bill (H.R. 16328) has picked up a total of 22 cosponsors in the past week. The congressmen have asked House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) to hold immediate hearings on the bill.

Joining Representative Ottinger in cosponsorship are James Scheuer (D-N. Y.); Mario Biaggi (D-N. Y.); Leonard Farbstein (D-N. Y.); Lester Wolff (D-N. Y.); Edward Koch (D-N. Y.); Allard Lowenstein (D-N. Y.); Claude Pepper (D-Fla.); John Brademas (D-Ind.); William Clay (D-Mo.); Joshua Eilberg (D-Pa.); William Moorhead (D-Pa.); Michael Harrington (D-Mass.); Henry Helstoski (D-N. J.); Abner Mikva (D-Ill.); Louis Stokes (D-Ohio); John Conyers Jr. (D-Mich.); George Brown (D-Calif.); Edward Roybal (D-Calif.); Lionel Van Deerlin (D-Calif.); Charles Whalen (R-Ohio) and Daniel Button (R-N. Y.).

New director of sales figures in T-L plans

In preparation for an expansion in its TV program activities, Time-Life Films, New York, has appointed Wynn Nathan, formerly vice president in charge of syndication for Metromedia Program Sales, as its director of sales and marketing.

The announcement of Mr. Nathan's appointment to Time-Life Films, with responsibilities over sales to TV networks, stations and educational sources, is being made today (March 9) by Peter M. Robeck, managing director of

the film division of Time Inc., which was formed in 1969.

Mr. Robeck said that in its first significant venture, T-L Films is in the process of completing 14 new half-hour programs in color titled *The World We Live In*, based on Time-Life books. Also in development, according to Mr. Robeck, are three one-hour color specials sponsored by the Aluminum Co. of America and produced by the editors of *Life* magazine.

Mr. Nathan was with MPS, a division of Metromedia Inc., for the past four years. Earlier he was a partner in TV Marketeers, New York, a program packaging and sales company, and with MCA TV Ltd., where he was a vice president.

'Dragnet' will cover 12 major TV markets

MCA TV has placed 98 color half-hours of *Dragnet* into syndication and has completed sales in 12 major markets, according to an announcement being released today (March 9) by Keith Godfrey, MCA TV vice president and director of sales.

Television stations which have bought the off-network series for a fall start are KPRC-TV Houston; KCOP Los Angeles; WPXI New York; KTNT-TV Tacoma-Seattle; WTCN-TV Minneapolis-St. Paul; WUAB Lorain, Ohio (Cleveland); KPTV Portland, Ore.; KORK-TV Las Vegas-Henderson; KOLO-TV Reno; KEMO-TV San Francisco; WTAF-TV Philadelphia; and an unnamed outlet in Detroit.

The series is currently on NBC-TV and is ending a run that began in January 1967.

'Sweet Charlie' chucked

"My Sweet Charlie", the movie that made its debut on NBC-TV three weeks before opening in theaters (BROADCASTING, Feb. 16), closed after a week because of poor box-office performance. Plans for further theatrical release are indefinite, according to a Universal Pictures spokesman. The producers feel the network television showing was the major factor behind the low theater-audience draw. NBC has the rights for a second broadcast of the film, although this fact was not advertised at the time of the theater opening. NBC has not set a date for the rerun.

No CBS fans in the Garden

CBS-TV incurred the wrath of New York hockey fans once again by holding up a Sunday game (March 1) between the New York Rangers and Chicago Black Hawks to finish a commercial. The fans in the Madison Square Garden began chanting "CBS stinks" during the commercial, and con-

tinued after the network returned to the game, but it was difficult for viewers at home to make out the words. Last year CBS moved Garden fans to strong protests when a camera platform was constructed that blocked the view of several seats.

Curtailed stock service

KWHY-TV Los Angeles (ch. 22), which specialized in the broadcasting of live stock information, has suspended its morning programming. Thomas S. Bunn, general manager, reported that the station would continue with approximately three-and-a-half-hours of evening programs devoted to business analysis and would not go dark completely.

The station's recent on-air appeal for a \$50 subscription fee from each viewer did not result in anything more than a minor share of what was needed to maintain continuous coverage of the stock market, Mr. Bunn said. KWHY-TV does not plan any format changes, he asserted. "We hope that we will be back with the full market just as soon as we can do it on a balanced basis."

KWHY-TV began stock-market format in 1966 (BROADCASTING, Nov. 7, 1966, et seq.).

On a clear day

WJAR can see forever

WJAR(AM) Providence, R. I., still has its traffic reporters up in the air, but as far as helicopters and a fixed-wing airplane go, they're grounded. They now observe the city's traffic from the second tallest building in New England, the Industrial National Bank building, from which they can observe all the major traffic arteries in the area.

Equipment includes a high-powered telescope, binoculars and an operator's headset, which keeps them in contact with the station. The stationary post eliminates problems caused by bad-weather flying conditions and high costs involved in using airplanes and helicopters. Visibility from the building often extends to 50 miles and even in foul weather, traffic can be seen for several miles outside the city.

Oscar show back to NBC

The Academy of Motion Picture Arts and Sciences' Oscar ceremonies will return to NBC-TV in 1971 under a three-year contract. ABC-TV has been covering the awards since 1961 on two consecutive five-year contracts, and NBC broadcast presentations annually from 1953 through 1960. Ratings for the ceremonies on ABC peaked in 1967 with a 41.2 national Nielsen rating, 75 share. The telecast in 1968, postponed because of the assassination of Dr. Martin Luther King Jr., attracted an unusually low number of viewers, and

the 1969 presentation did not quite equal the 1967 draw. The average rating for 10 years on ABC was 37.6, with a 71 share. NBC's eight-year average was 42.4, with a 75 share.

Agnew stand backed

Vice President Spiro T. Agnew's attacks on the media are receiving considerable support from the public, according to the latest Harris Survey, published last week. It shows that 56% of those questioned say he is right in criticizing the way the television networks and eastern newspapers cover the news. Of the remainder, 26% disagree, and 18% are not sure.

Senator looks into cut-rate political time

The Senate Commerce Committee last week took up in executive session a number of proposals to provide cut-rate radio and television time for political candidates, but came to no decision and will consider the subject again next week.

Proposals under discussion include a bill to provide discounts of 70% to House and Senate candidates for a specified number of spot announcements, and a proposal to provide half-hour blocks of free time to presidential candidates for simultaneous broadcast.

NCTA will hold program conference in Chicago

Preparing for Jan. 1, 1971, when all CATV systems with 3,500 or more subscribers must begin program origination on at least one channel under FCC orders, the National Cable TV Association has scheduled a two-day CATV program conference in Chicago April 30-May 1.

The conference, aimed at bringing cable TV operators and suppliers of programs together, will take place at the Palmer House. Arrangements are being made by Thomas E. Wilson, NCTA public relations department.

Previous cablecasting conferences, also held under NCTA auspices, have concerned themselves principally with origination equipment.

CBS on top

CBS-TV came out on top by less than one rating point for the week of Feb. 16-22, although NBC-TV still claimed the lead in the season-to-date averages. The Feb. 16-22 National Nielsen averages were CBS 20.8, NBC 20.5 and ABC 16.1. Averages for the season, starting after the networks' premiere weeks, are NBC 20.3, CBS 20 and ABC 16.5.

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Program notes:

Farmers news service ■ A special news service will be provided for broadcasters covering the 1970 Farmers Union Convention in Denver, March 11-14. Beginning at 4 p.m., Wednesday, March 11, broadcasters may call (303) 829-9875 for taped actualities and voice reports of convention activities. Tapes will be changed at 10:30 a.m., 4 p.m. and 11 p.m. daily. One-minute taped interviews with delegates and officials will be fed or mailed to their respective local stations, and broadcasters wanting assistance in conducting their own phone interviews or seeking general information should call (303) 266-2737. A special studio room will be provided for newsmen attending the convention. Following the convention a four-and-a-half-minute taped wrap-up of the meeting will be available upon request.

Pet special ■ English singer and film star Petula Clark will star in a one-hour special on ABC-TV. The program will be produced by Associated Television, London, for telecast during the 1970-71 season.

Free again ■ *The Lions Are Free*, a documentary sequel to the motion picture *Born Free*, will be presented Tuesday, March 31, 7:30-8:30 p.m. EST on CBS-TV, pre-empting *Lancer*. The program records the lions' adjustments to their natural environment two years after being set free.

Charlie Chan returns ■ Development of a one-hour prime-time mystery tentatively titled *New Adventures of Charlie Chan* is being planned by Sandler Burns Marmer, Hollywood production company. Firm recently acquired television and theatrical rights to *Charlie Chan*. SBM series *Secret Chimp* is scheduled to air next season as part of ABC's Saturday morning children's fare.

Good news ■ KNBC-TV Los Angeles aired a news program without the usual stories of war, riots and corruption. Program, titled *Closeup*, featured what station called an "all-positive" approach. Stories covered included an induction center not besieged by demonstrators, children walking to school in safety, and a topless bar free from a vice squad raid.

TV lectures ■ American Program Bureau, Boston, has formed a television subsidiary, APB-TV Inc. to develop programs for distribution on film and video tape to television, CATV and colleges for the 1970-71 season. American Program Bureau is a publicly held lecture agency which recently served as production consultants with Metro-media Television, New York in the production of a pilot featuring David Silver, host of National Educational Television's *What's Happening Mr. Silver?* Contact: Ed Forry, 617-426-1923.

Child fare ■ NBC-TV will spot *The Woody Woodpecker Show*, produced by Walter Lantz Productions in association with Universal, into its Saturday morning lineup next fall at 8:30-9.

Teen-age flight examined ■ The teen-age runaway and what makes him run will be the subject of the Westinghouse Broadcasting Co.'s one-hour TV special, "The Runaway," the week of March 23. The documentary, written and produced by Joel Holt, is part of Group W's *Spectrum 52* series of specials.

Equipment&Engineering

EBS will undergo an overhaul

Robert Wells says advance notice undermines EBS tests of warning system

FCC Commissioner Robert Wells, a former broadcaster, likes to keep his word. And so earlier this year, when he became defense commissioner and learned that it was the obligation of broadcaster to put the President on the air on five-minutes notice, he was disturbed. Because in all the tests of the Emergency Broadcast System, this had never been attempted.

Last week, during the regular bi-monthly simulated test of EBS, Commissioner Wells expressed a very definite viewpoint: When tests are scheduled in advance, they don't prove that EBS can meet the agreed timetable about putting the President on the air to talk to the people no matter where he is within the five-minute notification period.

"Although it is obvious," Mr. Wells said in a taped message to broadcasters from the test site at the Nixon compound in Key Biscayne, Fla., "some check must be made of the circuits themselves, there is some doubt that this

form of test gives a true indication of readiness in the event of a real emergency. When all parties are placed on notice well in advance of any test, we cannot assume that we would function



Commissioner Wells

in the same manner if the same requirement had to be met without prior notice."

It is for this reason, Mr. Wells said, that the commission has called a halt to further tests until it can review plans to come up with what he called a more "meaningful" exercise.

Mr. Wells has asked the National Industry Advisory Committee to look into this problem. He also asked broadcasters and other interested communications parties to let him have their comments and opinions.

"Can we establish nationwide communications in emergency conditions," he asked? "Can we have the President of the United States talking to the people of this country in a matter of minutes?"

And, he added, "who does it, how it is done—these are secondary."

Last week's test simulated connecting the Florida White House with six radio networks—ABC, CBS, MBS, NBC, the Intermountain Network and UPI Audio.

The connections were made by AT&T which set up circuits from Key Biscayne to its Miami test center. From there circuits were opened to Indianapolis, Chicago and Washington. The messages were picked up by the networks and other participants and relayed closed circuit to their affiliates, on a simultaneous or delayed basis. All points reported receipt of the test messages without problems. Also involved in the test were the Office of Military Assistant to the President and the White House Communications Agency.

EBS was established in its present form in 1962, following the phase out of the old Conelrad system. The facilities tests have been underway since then, first on a monthly and more recently on an every-other-month basis.

Computer man foresees machine's selling role

"Instant avails," for years, the gleam in the eyes of station representatives, may soon reach fruition, according to James Vinall, president of Broadcast Computer Services Inc., Colorado Springs. Mr. Vinall's firm has computerized the facilities of KOOL-TV in Phoenix and KNTV-TV (TV) San Jose, Calif., with a system that provides a daily information sheet on availabilities for representatives of the two stations.

Although the systems at the two stations are similar, each station has its own methods of reaching the computer and, in turn, its station rep. At KNTV-TV the operation is considered "over-the-counter." Information is taken from the station to the computer center in Palo Alto, Calif., a short distance away. Reports are then mailed to station reps. For KOOL-TV, the system is more "on-line." A Marc II control data terminal is installed at the station allowing information to be fed to the computer, located at Kaman Nuclear in Colorado Springs. In both cases, updates on daily sales by local and national salesmen are fed into the computer, which then prints out remaining availabilities for the next day, week, month or year, depending on the requirements of the station. For KOOL-TV, an additional terminal at the New York office of its station representative prints out the avails at the same time the station gets them.

Although the system is now established to provide this information on a daily basis, Mr. Vinall claims that providing this information on a minute-by-minute basis, all completely updated, is well within the realm of possibility. According to Mr. Vinall, such a system will be exhibited at the National Association of Broadcasters convention in Chicago. "Someone at the station has to keep a daily record of what spots are sold," Mr. Vinall says, "if for no other

reason than to be able to give this information to the computer at day's end. Instead of keeping these 'paper avails' we have them put that information right into the computer as new data. Then a rep in New York can ask for a display of a particular time frame for KOOL-TV, say 3 to 5 in the afternoon, and see not only what was available at the beginning of the day, but what has been sold during the day."

But more than just instant avails, Mr. Vinall is convinced that computerized operations of a station's sales information can lead to even more detailed responses to sales questions, not only for the station reps but for the local salesmen as well. "For example," Mr. Vinall says, "suppose a station supplies demographic data in addition to availabilities. That is, in addition to time and day data frames, supply the computer with demographic frames and budget frames as part of the data base. Then if a sponsor comes to your station and says he has \$75,000 to spend for a particular product over the next three weeks and wants to reach the 25-39 year-old-females at a particular cost-per-thousand, you can supply the advertiser, not only with the availabilities but which openings will satisfy his conditions.

All it requires," Mr. Vinall continues, "is additional information and not an overhaul of a program that may already be in operation."

The system has three decided advantages, according to Mr. Vinall. Working off the same basic information, the computer can supply availabilities, print logs and do billing.

With additional data, the computer system can also provide reports, projections and aging of accounts receivable. In addition to the two television stations, five radio stations are currently using a computer system designed by BCS.

Zworykin recipient named

The 1970 Vladimir K. Zworykin Television Prize has gone to Charles H. Coleman, senior staff engineer for video engineering, Ampex Corp. video products division, Redwood City, Calif., for his technical achievements in the field of video-tape recording. The Zworykin prize, including a citation and \$500 award, was established in 1951 and is presented annually, by the Institute of Electrical and Electronics Engineers (IEEE), to an individual who has made important contributions to television technology. This year's award will be presented at the National Electronics Conference in Chicago on Dec. 7.

Sony previews new Videocorders

The Sony Corp. of America has introduced an advanced line of one-half inch format Videocorder video-tape recorders, consisting of the AV-3400/AVC-3400 Videorover II, the AV-3600 and the AV-5000.

The Videorover II portable not only shows the operator his picture exactly as it will appear on a TV monitor while he is recording, but also can be used for playback to view the tape as soon as it has been recorded. The AV-3600 provides one hour of monochrome recording and playback. The AV-5000 records and plays back in either full color or monochrome on half-inch tape.

Available for all three models is an optional RF modulator that enables tapes to be played back on any regular TV set.

The Videorover II is expected to sell for \$1,495, the AV-3600, \$695, and AV-5000, \$1,250.

Stiff fine given for presunrise breach

The FCC last week levied a fine of \$10,000 on WDXR(AM) Paducah, Ky., for apparently violating its license by failing to reduce power at sunset on March 14 and 15, 1969, and for other violations.

After inspection March 16, 1969, the commission cited licensee WDXR Inc. for failure to observe the provisions of the station license and for violations including failure to have a first-class radiotelephone operator on duty, for permitting falsification of logs and failure to have logs available. The licensee did not deny the violations, the commission said, but stated that the violations had been caused by a severe shortage of first-class operators. WDXR said the logs are now being kept and corrective measures have been taken. WDXR is licensed on 1560 kc, with 10 kw directionally daytime and 1 kw night. Average sunset time specified in the license for the month of March is 6 p.m. CST.

Production introduction

Cohu Electronics Inc., San Diego, has introduced the 2600 series broadcast sync generator which the firm claims offers jitter-free sync performance in standard and color-lock modes. The stable sync performance stems from sequential division of the base frequency from a temperature compensated crystal oscillator.

Included in the basic system are three modular plug-in boards by sync, output and power.

'Green Acres' star helps fight pollution

Eddie Albert, star of CBS-TV's *Green Acres*, has announced the formation of Eddie Albert Productions Inc., to be headquartered in Los Angeles. The firm will produce anti-pollution public-service announcements for both radio and television as well as half-hour and hour films on the same topic. While making the films available for broadcast use, Mr. Albert also plans distribution among church, civic, educational and professional groups throughout the country.

The primary reason behind formation of the production company, according to Mr. Albert, is to make the public more aware of possible consequences facing mankind if pollution is not stopped. He anticipates having the films his company produces seek out possible solutions to the pollution problem and what each individual can do to aid in the fight. The company's plans do not call for Mr. Albert to appear in every production.

Promotion tips:

Records to hospitals ■ KNX(AM) Los Angeles, has donated over a thousand records from its library to five military hospitals in California. The records will

be sent to San Diego Naval hospital, Camp Pendleton Marine hospital, Long Beach Naval hospital, Oakland Naval hospital and Letterman General Army hospital in San Francisco. The donation is in response to a drive to collect gifts for wounded military personnel being conducted by Pacific Southwest Airlines.

Do unto others ■ ABC-owned WLS-TV Chicago, long-established on VHF channel 7 there, has bought four hours of billboard advertising on the new UHF channel 44 WSNS(TV) there which goes on the air April 5 with continuous multi-screen presentation of news, information and billboards and background music. The WLS-TV buy will be used in small segments just before the channel 7 station's 10 p.m. news to promote that show. WLS-TV regularly advertises on Chicago radio stations.

Famous footwear ■ CBS Enterprises Inc., New York, has licensed the Young Timer Shoe Co., a division of Genesco Inc., Nashville, to produce a new line of children's footwear bearing labels of Buffy and Jody, the young leads in CBS-TV's *Family Affair*.

Radio-TV Scholarships ■ Mullins Broadcasting Co., Denver, has established radio-television scholarships in honor of John C. Mullins, founder and first president of the station group, who died last August. The scholarships provide for tuition and a summer internship at

KBTV(TV) or KBTR(AM), both Denver or KARK-AM-FM-TV Little Rock, Ark. All are Mullins-owned stations. Four recipients have been chosen as John C. Mullins scholars for 1970—one each at Colorado State University, Fort Collins; Regis College, Denver; University of Arkansas, Little Rock; and University of Denver.

There may be no escape from Earl Nightingale

A syndicated radio series—is a book—is a personal cassette-tape medium—is a cross-pollinating promotion.

At least Nightingale-Conant Corp., Chicago, thinks so. The firm, which now has the daily *Earl Nightingale Program* on more than 750 stations in the U.S. and abroad, has gone into the second printing of a book, "This is Earl Nightingale," through Doubleday, and has formed a new division to distribute cassette self-improvement talks to business and consumer markets. Each vehicle boosts the others.

Seven of the program's local sponsors and six stations carrying the series are among the 263 distributors and 176 dealers already named in recent weeks to handle the collateral cassette materials: The distributor-dealer goal for this year is 1,000. The next phase will include similar film materials.

FocusOnFinance®

Earnings looking up at ABC

Revenues rose for broadcast, record divisions but dipped slightly for theater activities

Earnings and revenues of ABC's broadcast division last year rose to record levels as total revenues for the company also reached a new high.

ABC President Leonard H. Golden-son reported last week that ABC's revenues were up 14% and that per-share earnings increased 37%. Revenues of the broadcast division alone rose more than 11% to \$507,807,000. The division includes the TV and radio networks and the owned stations.

Pre-tax operating earnings hit a record \$39.6 million, up nearly \$13 mil-

lion from 1968, but principally because of the 10% surcharge. After-tax earnings did not equal a previous ABC record of retained earnings set in 1966.

Theater revenues were off almost \$3 million, and while considered by ABC to be good (along with earnings), they failed to match the performance of 1968 when theater earnings achieved their best level since 1950.

Revenues also rose substantially in activities apart from either broadcast or theaters. An increase of over 40% was said to reflect principally the phono-

graph-record division where an expansion is underway in retail merchandising, and in revenues from a newly established division of motion-picture production.

ABC's report noted that its per-share earnings were adjusted for a three-for-two stock split in December 1969. Net earnings for both years included non-recurring transactions.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$2.32	\$2.29
Broadcasting revenues	507,807,000	454,704,000
Total revenues	720,924,000	633,994,000
Net income	16,761,000	16,340,000

Company reports:

Gulf & Western Industries Inc., New York, parent of Paramount Pictures Corp., reported record sales but decreased net earnings for the six months ended Jan. 31:

	1970	1969
Earned per share	\$1.21	\$1.79*
Net sales	797,769,000	740,331,000
Net income	26,989,000	40,502,000*

*Includes gains on sale of securities amounting to \$16.4 million.

Zenith Radio Corp., Chicago, reported declines in sales and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$2.08	\$2.50
Net sales	676,577,184	705,404,738
Net income	39,620,527	47,315,200
Shares outstanding	19,019,655	18,924,002

United Artists Theatre Circuit Inc., New York, CATV operator and theater exhibitor, reported a decline in revenues and net income for the first 14 weeks of the fiscal year ended Dec. 9:

	1969	1968
Earned per share	\$0.15	\$0.46
Gross revenues	16,903,000	16,972,000
Net income	243,000	714,000

Foote, Cone & Belding Communications Inc., New York, sustained an advertising billings loss and "normal start-up losses" on its CATV business during 1969, but increased its net income and income per share for that fiscal period. The increase was achieved by cutting back on personnel and office-rent costs and strict adherence to budgets, according to an agency spokesman.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$0.99*	\$0.93
Operating income	39,070,199	40,195,472
Net income	2,128,021	1,992,070
Shares outstanding	2,148,282	2,147,635

*After a loss of six cents per share on CATV activities.

National General Corp., Los Angeles film, theater and insurance firm, reported losses of over \$70,000,000 for 1969. The company is also changing from a September fiscal year to a calendar year reporting basis. Figures listed are for the fiscal year ending Sept. 30, 1968, and the calendar year ending Dec. 31, 1969:

	1969	1968
Earned per share	(\$14.52)	\$2.08
Revenues	476,400,000	117,500,000
Net income	(\$70,300,000)	8,600,000

Notes: For the first three quarters of calendar 1969, National General reported net income of more than \$9 million and earnings of \$1.93 per share. Loss reflects write-downs in the portfolio of Great American Insurance Co., acquired through tender offers in 1968 and 1969. Some \$70,750,000 in write-downs were taken before offsetting tax credits. Firm also reports write-downs in its 33% interest in Performance Systems Inc., resulting in an extraordinary loss of \$23,900,000. Income tax credits amounted to \$25,500,000. Net operating loss was \$46,400,000 to which company added loss from Performance Systems Inc.

Chuck Barris Productions Inc., Hollywood, television production company, reported an increase in net income for the six months ended Nov. 30:

	1969	1968
Earned per share	\$0.34	\$0.29
Revenues	2,508,098	2,473,742
Net income	240,867	201,721

Cohu Electronics Inc., broadcast equipment manufacturer, San Diego, reported

Northwest undeterred by Northeast losses

Northwest Airlines last week said it would not exercise its option to terminate its proposed merger with Northeast Airlines, an 86%-owned subsidiary of Storer Broadcasting Co. (BROADCASTING, March 2).

Under terms of the agreement, Northwest had the option of cancelling the merger if Northeast's 1969 losses ex-

ceeded \$20 million and Northeast suffered a loss of just over \$21 million before extraordinary items.

However, the transaction, which has an estimated value of nearly \$47 million, is still subject to cancellation by Northwest if Northeast's first-quarter loss exceeds \$3 million, or if its loss for the first half is more than \$7 million. Northwest also has the option of terminating the merger prior to consummation if Northeast's cumulative losses after Jan. 1, 1970, exceed \$11 million.

an almost 50% increase in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.32	\$0.21
Net sales	9,930,967	9,289,986
Net income	449,357	294,378

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported an increase in net income but a decline in sales for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.74	\$0.69
Net sales	85,629,695	90,016,440
Net income	1,558,635	1,481,934
Average shares outstanding	1,636,253	1,633,735

Notes: Net income includes gain of \$132,345, or 8 cents per share, on sale of investment in affiliated company in 1969. All figures include poolings-of-interest treatment of Harper-Wyman Co., acquired in March 1969, Win-West Plastics Inc., acquired in May 1969, and Atlantic Laminates Inc., acquired in February 1970.

Combined Communications Corp., Phoenix-based group broadcaster, reported increases in revenues and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.64	\$0.39
Gross revenues	18,400,000	10,760,000
Net income	1,036,000	597,000

Notes: Earnings figures include extraordinary income of 15 cents per share in 1969 and 3 cents per share in 1968. Extraordinary income for 1969 represents the sale of real estate and tax benefits from contribution of certain radio facilities. Operating results of 1968 restated to give effect to acquisition of Naegle Outdoor Advertising Co. of Kansas City in October 1969 which was accounted for as a pooling of interests.

Adams-Russell Co., Waltham, Mass., manufacturer of electronic equipment and owner of Aurovideo Inc., multiple-CATV owner and applicant to buy WYTV(TV) (ch. 33) Youngstown, Ohio (BROADCASTING, Feb. 16), reported decreases in sales and net income for the first fiscal quarter ended Dec. 28:

	1970	1969
Earned per share	(\$0.12)	\$0.16
Net sales	1,255,000	1,819,000
Net income	(100,000)	131,000
Averages shares outstanding	855,000	835,000

Notes: Figures do not include results of Parisi Associates Inc., acquired on Jan. 30, 1970. Figures for 1969 period include 30% of Aurovideo's operating results for the period.

Financial notes:

■ RCA Directors last week declared a quarterly dividend of 25 cents per share on common stock, payable May 1 to holders of record March 16, 1970. Di-

rectors also declared dividends of 87½ cents per share on the \$3.50 cumulative first preferred stock and \$1 per share on the \$4 cumulative convertible series first preferred stock, payable July 1 to holders of record June 12.

■ Commonwealth United Corp., Chicago, has obtained a \$13.5-million, 24-month combined term and working capital loan from three major banks as part of its revitalization program. The firm intends to concentrate on the leisure products and entertainment field and is disposing of real estate, oil and other non-related interests. New emphasis will include the firm's Seeburg Corp., motion picture and music publishing divisions.

Your Blair Man Knows . . .

WTRF-TV'S OHIO VALLEY AREA welcomed more exciting expansion news! B. Ross Nason, President of Moby Chemical Company in nearby New Martinsville, announced that WTRF-TV's Upper Ohio River Valley will get the lion's share of Moby's doubling growth in the next five years. Nason predicts the present work force of 1200 will grow to 2000 employees and millions of dollars will be invested in plant facility expansions. Moby, owned by Bayer, is the nation's largest and most diversified manufacturer of urethane chemicals and is one of the major producers of polycarbonate resins. The firm's better-than-average outlook lies in the raw materials it provides for America's fastest growing industries in the dynamic fields of transportation, shelter and leisure-time items. Moby's growth means more jobs, more payrolls, more investment, more of everything for the avid WTRF-TV audiences we can deliver for you. Are the folks in this activated Wheeling-Steubenville Market getting your message?

BLAIR TELEVISION Representing

WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC
Wheeling, West Virginia

Who traded stock during January

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for January (all common stock unless otherwise indicated):

■ ABC—Martin Brown exercised option to buy 255 shares, giving him a total of 3,318 after December stock split.
 ■ Ampex Corp.—John P. Buchan exercised option to buy 4,550 shares, giving him a total of 13,350 held personally and 50 held by children. Robert R. Owen exercised option to buy 560 shares, giving him a total

of 1,300. John L. Porter exercised option to buy 250 shares, giving him a total of 1,725 held personally and 6 held as custodian. Felix B. Probandt exercised option to buy 438 shares, giving him a total of 1,439. A. A. Sroka bought 150 shares, Lawrence Welland exercised option to buy 600 class A shares, giving him a total of 1,450 class A shares.

■ Cablecom General Inc.—Robert J. Lewis sold 125 class A shares, leaving none. Fred T. McElroy sold 100 class A shares, leaving none.

■ Capital Cities Broadcasting Corp.—Daniel B. Burke bought 8,000 shares, giving him a total of 28,350. Robert M. Peebles exercised option to buy 4,000 shares, giving him a total of 8,000. J. B. Fairchild bought 10,000 shares and sold 3,514 shares, giving him a total of 8,886. J. Floyd Fletcher sold 2,000 shares, leaving 74,192. Daniel H. Smith exercised option to buy 4,000 shares, giving him a total of 7,000. J. B. Fairchild sold 5,000 shares of 50 cent cumulative convertible preferred, leaving 34,835 shares of 50 cent cumulative convertible preferred held personally and 17,408 shares of 50 cent

cumulative convertible preferred held as custodian.

■ CBS—G. Lieberman sold 2,000 shares, leaving 42,479.

■ Chris-Craft Industries—Armand G. Erpt sold \$1,000 of 6% convertible debentures, leaving \$100,000 of 6% convertible debentures.

■ Cohu Electronics Inc. — Paul B. MacCready Jr. sold 1,000 shares, leaving 34,571.
 ■ Columbia Pictures Industries Inc.—J. B. Williams Co. sold or awarded as compensation to executives 75,000 shares, leaving 765,000. Chester I. Lappen bought \$50,000 of 5½% convertible subordinated debentures. D. S. Stralem through trusts bought \$100,000 of 5½% convertible subordinated debentures.

■ Commonwealth United — H. Igor Ansoff bought 300 shares.

■ Cox Broadcasting Corp.—C. George Henderson exercised option to buy 1,250 shares, giving him a total of 4,450.

■ Creative Management Associates — Lawrence M. Rosenthal through one trading account bought 1,500 shares, giving him a total of 2,025 held through that trading account and 525 held through another trading

The Broadcasting stock index

A weekly summary of market activity in the shares of 98 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Mar. 5	Closing Feb. 26	Closing Feb. 19	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	34¾	33¾	35¼	39¼	33¼	7,074	273,686
Atlantic States Ind.		O	5½	5¾	5¼	15¼	5½	1,789	10,287
Capital Cities	CCB	N	35¾	35¼	35¾	37¾	26	5,804	204,649
CBS	CBS	N	44¾	44¼	44¼	59¼	41¾	26,250	1,161,563
Corinthian	CRB	N	32	32¾	30¾	37¼	20	3,384	109,506
Cox	COX	N	23¾	24¾	21¾	24¾	21	5,789	141,020
Gross Telecasting	GGG	A	16¾	16	16	24¾	14¾	805	12,880
Metromedia	MET	N	20¾	19¾	18¾	53¾	16¾	5,603	111,164
Pacific & Southern		O	19	16	14	16¾	13¾	1,627	26,032
Reeves Telecom	RBT	A	7¾	7¾	7¾	35¾	7¾	2,163	16,223
Scripps-Howard		O	21	21	20¾	31¾	20¾	2,589	54,369
Sonderling	SDB	A	28¾	32¼	29¾	47¾	25¾	985	32,013
Starr Broadcasting		O	¾	15¾	17	18¾	6¾	338	5,324
Taft	TFB	N	27¾	26¾	25¾	43¾	25	3,585	95,003
								Total	67,785
									\$ 2,253,719
Broadcasting with other major interests									
Avco	AV	N	25	21¾	21¼	49¾	21¼	11,328	244,685
Bartell Media	BMC	A	12¾	10¾	10¼	22¼	8¾	2,292	24,845
Boston Herald-Traveler		O	40	40	42	71	27	574	22,960
Chris-Craft	CCN	N	9¾	10¾	9¾	24¾	8¾	3,500	36,260
Combined Communications		O	14	13¾	13¾	16	8¾	1,798	24,152
Cowles Communications	CWL	N	8¾	7¾	7¾	17¾	7¾	3,969	29,768
Fuqua	FOA	N	18¾	17¾	21¾	47	17¾	5,219	91,854
Gannett	GCI	N	28¾	27¾	28	29¾	24¾	7,117	195,718
General Tire	GY	N	19¾	18¾	19¾	34¾	17¾	17,914	337,500
Gray Communications		O	6¾	6¾	6¾	12¾	6¾	475	3,206
Lamb Communications		O	4	4	4¼	10	3¾	2,650	10,600
Lee Enterprises		O	21	20¾	20¾	25	15¾	1,957	40,608
Liberty Corp.		O	20¾	21¾	20¾	24¾	14	6,743	147,267
LIN		O	9¾	9¾	9¾	32¾	7¾	2,174	20,870
Meredith Corp.	MDP	N	32	32	32¾	59¾	31¾	2,774	88,768
Outlet Co.	OTU	N	16	15¾	15¾	30¾	15	1,336	20,708
Plough Inc.	PLO	N	81¾	82¾	83¾	85	57¾	6,788	560,010
Post Corp.		O	14¾	14¾	14¾	40	14¾	713	10,160
Rollins	ROL	N	30¾	34¾	39¾	42¾	29¾	8,016	278,556
Rust Craft	RUS	A	26¾	25¾	26¾	38¾	24¾	1,168	29,784
Storer	SBK	N	27¾	23	23¾	62	19	4,221	97,083
Time Inc.	TL	N	35¾	33¾	32¾	100¾	29	7,241	245,035
Trans-National Comm.		O	2¾	2¾	2	11¾	2	1,000	2,120
Wometco	WOM	N	19	19¾	19	23¾	16¾	5,812	99,754
								Total	106,779
									\$ 2,662,271
CATV									
Ameco	ACO	A	10¾	9¾	12¼	16¾	7¾	1,200	11,100
American TV & Comm.		O	21¾	21¾	21¾	22¼	9¾	1,775	38,163
Cablecom-General	CCG	A	12¾	13¾	13¾	27¾	8¾	1,605	22,213
Cable Information Systems		O	2¾	2¾	2¾	5	2	955	2,254
Citizens Finance Corp.	CPN	A	14¾	14	39¾	39¾	11¾	1,094	15,316
Columbia Cable		O	14¾	14¾	15	17¼	9¾	900	13,275
Communications Properties		O	7¾	8	8¾	17¼	4¼	644	5,152
Cox Cable Communications		O	22	22¾	22¾	24¾	11¾	3,550	79,875
Cypress Communications		O	17	17¾	17¾	23	10¾	854	14,945
Entron		A	6¾	5¾	5¾	10¾	2	1,320	7,392
General Instrument Corp.	GRL	N	39¾	18¾	18¾	43¾	18¾	6,111	113,665
H & B American	HBA	A	23¾	25¾	26¾	38¾	11¾	4,973	127,309
Sterling Communications		O	6¾	5¾	4¾	10¾	4¾	1,007	5,156
Tele-Communications*		O	15	*	*	00	00	2,704	43,264
Teleprompter	TP	A	104¾	112¾	114¾	133¾	46	1,007	113,035
Television Communications		O	14¾	12¾	13¾	20¾	10	2,816	34,496
Vikoa	VIK	A	13¾	14¾	11¾	35¾	11¾	1,815	25,864
								Total	34,330
									\$ 559,439

account. Mr. Rosenthal through company bought 18,860 shares and sold 32,000 shares, leaving 829 held through company.

■ Filmways Inc.—A. C. Greenberg sold 102 shares, leaving none. John Nicolaidis bought 200 shares, giving him a total of 608.

■ Fuqua Industries—L. D. Rahlilly exercised option to buy 4,555 shares, giving him a total of 20,665 held personally and 734 held by family.

■ General Instrument Corp.—Armand G. Erpf sold \$50,000 of 5% convertible debentures, leaving \$200,000 of 5% convertible debentures held personally and \$15,000 of 5% convertible debentures held by wife.

■ Harris-Intertype Corp.—George S. Dively sold 12,500 shares, leaving 48,478.

■ Kinney National Service Co.—Albert Sarnoff exercised option to buy 3,500 shares, giving him a total of 38,750. William Sarnoff exercised option to buy 3,000 shares, giving him a total of 26,600. Richard E. Seley exercised option to buy 600 shares, giving him a total of 4,400 held personally and 600 held as trustee.

■ LIN Broadcasting Corp.—C. W. Clifford sold 550 shares, leaving 3,514.

■ MCA Inc.—Albert A. Dorskind bought 200 shares and sold 700 shares, leaving 40,655. Stock Investment Plan bought 2,930 shares, giving it a total of 4,230.

■ Memorex Corp.—Alger Chaney sold 800 shares, leaving 63,000 held personally and 45,000 held through company. Stanley W. Meyer sold 1,340 shares, leaving 6,375 held personally and 246 held by wife as custodian. Laurence L. Spitters through foundation sold 500 shares, leaving 400 held through foundation, 52,557 held personally and 23,093 held through partnership.

■ MGM—John L. Loeb Jr. sold 1,000 shares, leaving 4,000 held personally and 1,325 held through trust.

■ 3M Co.—H. Heltzer sold 3,110 shares, leaving 14,990 held personally, 150 held jointly with wife and 186 held by wife.

■ Movielab Film Labs Inc.—Harry Brandt through company bought 300 shares and through foundations bought 1,500 shares, giving him a total of 3,448 held personally, 300 held through company and 4,700 held through foundations.

■ A. C. Nielsen Co.—Marshall F. Chapman sold 800 class A shares, leaving 902. J. P.

Napier sold 400 class A shares, leaving 1,690.

■ Norton Simon Inc.—Donald E. Simon sold 15,000 shares, leaving 191,048 held personally, 1,161 held by wife, 7,432 held by wife as custodian and 9,927 held through trusts.

■ Official Industries Inc.—Louis C. Lerner bought 4,300 shares, through company bought 5,000 shares and through trading account bought 100 shares and sold 600 shares, giving him a total of 604,300 held personally, 890,000 held through company, 14,447 held through trading account, 2,000 held by wife and 25,000 held through investment account. Mr. Lerner through trading account bought 160 of 4½% convertible preferred class A shares, giving him a total of (all 4½% convertible preferred class A shares) 392 held through trading account, 38,333 held personally, 55,000 held through company and 9,000 held through investment account.

■ Outlet Co.—D. Richard Rodi sold 200 shares, leaving 1,650.

■ Pacific & Southern Broadcasting Inc.—John O. Gilbert received as bonus 285 shares, giving him a total of 10,485.

■ PKL Co.'s — W. A. Murphy sold 1,350

	Stock symbol	Exchange	Closing Mar. 5	Closing Feb. 26	Closing Feb. 19	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	24½	24½	23	42	22½	5,942	145,579
Disney	DIS	N	138½	150	155½	155½	69½	5,015	752,250
Filmways	FWY	A	13½	11½	13½	13½	11½	1,700	19,975
Four Star International		O	3	3½	2½	10	2½	666	2,165
Gulf and Western	GW	N	18½	17½	18	50½	16½	16,310	385,425
Kinney National	KNS	N	33½	31½	30½	39½	19	7,738	242,654
MCA	MCA	N	21½	21½	21½	44½	18½	8,297	177,224
MGM	MGM	N	27	23½	22½	44½	21½	5,843	137,311
Music Makers Group		O	6	6½	7	15½	6½	589	6,976
National General	NGC	N	17½	14½	15	46½	14½	4,515	67,003
Transamerica	TA	N	22½	22½	20½	38½	20½	61,869	1,368,542
Trans-Lux	TLX	A	17½	18½	18½	58½	17½	1,020	19,125
20th Century-Fox	TF	N	17½	17½	16	41½	14½	8,169	142,958
Walter Reade Organization		O	7½	7½	6½	15½	6½	2,342	17,237
Wrather Corp.	WCO	A	8½	9½	9½	10½	7½	2,161	19,989
							Total	132,176	\$ 3,504,413
Service									
John Blair	BJ	N	22½	22½	22½	28½	17½	3,006	66,884
Comsat	CQ	N	39½	43½	44	60½	38	10,000	437,500
Creative Management		O	12½	13	13½	20½	8½	918	11,934
Doyle Dane Bernbach		O	22½	21½	19½	33	17½	2,104	44,710
Foote, Cone & Belding	FCB	N	10½	10½	10½	15½	10½	2,147	22,544
Grey Advertising		O	11½	11½	11½	18½	11½	1,140	12,950
Movielab	MOV	A	6	5½	5½	14½	5½	1,407	8,090
MPO Videotronics	MPO	A	9½	9½	8½	22½	7½	548	5,206
Nielsen		O	40½	42	42	42	28½	5,299	222,558
Ogilvy & Mather		O	21½	20	20	35	15½	1,090	21,800
PKL Co.	PKL	A	8½	8½	9½	30½	8½	739	6,355
J. Walter Thompson	JWT	N	30½	29	29½	36	28½	2,778	80,562
Wells, Rich, Greene		O	13½	12½	12	18½	7½	1,601	20,013
							Total	32,813	\$ 961,106
Manufacturing									
Admiral	ADL	N	13	11½	11½	21½	11	5,150	58,674
Ampex	APX	N	36½	38½	39½	49½	32½	10,825	416,763
CCA Electronics		O	4½	4½	4½	6½	4½	800	3,488
Conrac	CAX	N	20½	22½	24½	59½	22½	1,249	34,660
General Electric	GE	N	74½	68½	69½	98½	67½	91,025	6,257,968
Harris-Intertype	HI	N	68½	70½	65	80½	61½	6,351	447,746
Magnavox	MAG	N	36	34½	31½	56½	30½	16,485	574,337
3M	MMM	N	107	109½	108½	118½	94	54,550	9,965,588
Motorola	MOT	N	121	130½	128	166	102½	6,649	869,357
RCA	RCA	N	32½	30½	30½	48½	29½	62,773	1,898,883
Reeves industries	RSC	A	4	4½	4	10½	3½	3,443	14,633
Telemation*		O	22	•	•	24	22	1,080	25,920
Visual Electronics	VIS	A	7½	7½	7½	37	7	1,357	10,313
Westinghouse	WX	N	65½	60	61½	71½	53½	39,304	2,358,240
Zenith Radio	ZE	N	36½	36½	33½	58	30½	19,020	689,475
							Total	320,061	\$19,626,045
							Grand total	693,944	\$29,566,993
Standard & Poor Industrial Average			90.02	88.90	87.76				

N-New York Exchange
A-American Stock Exchange
O-Over-the-Counter (bid price shown)

Shares outstanding and capitalization as of Feb. 26
* New addition to index.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

shares, leaving 450. Frederic Papert sold 8,000 shares, leaving 55,676 held personally and 34,000 held through trusts.

- **Fost Corp.**—Loewl & Co. bought 18,715 shares and sold 25,131 shares, leaving 4,374.
- **RCA Corp.**—George H. Brown exercised option to buy 10,097 shares, giving him a total of 16,097 held personally and 82 held by wife. Anthony L. Conrad exercised option to buy 1,373 shares, giving him a total of 6,753. George R. Marek sold 600 shares, leaving 20,813. Charles M. Odorizzi sold 5,100 shares, leaving 40,851 held personally and 380 held by wife as custodian.
- **Reeves Telecom Corp.**—E. L. Glockner sold 3,000 shares, leaving 95,652.
- **Rollins Inc.**—O. Wayne Rollins sold 18,000 shares, leaving 3,255,770. R. R. Rollins sold 19,700 shares, leaving 127,325 held personally, 66,136 held by children, 2,424 held by wife and 59,800 held as co-trustee.

- **Sonderling Broadcasting**—Alan Henry sold 325 shares, leaving 4,175.
- **Sterling Communications**—S. Miserendino bought 200 shares.
- **Taft Broadcasting**—Lawrence H. Rogers II sold 2,300 shares, leaving 11,523 held personally, 700 held by wife, 174 held by wife as custodian and 1,212 held as trustee.
- **Technicolor**—Robert Morris sold 500 shares, leaving 272. George L. Murphy sold 200 shares, leaving 1,757. William G. Rabe through company bought 500 shares, giving him a total of 1,015 held through company.
- **Teleprompter Corp.**—Monte E. Livingston sold 400 shares, leaving none. Leonard Tow exercised option to buy 2,000 shares, giving him a total of 4,100. J. D. Wrather Jr. sold 1,000 shares, leaving 55,026.
- **Time Inc.**—J. F. Harvey sold 200 shares, leaving 2,828. James A. Linsen III exercised option to buy 1,500 shares, giving him

a total of 33,989 held personally and 2,095 held by wife and children. Richard B. McKeough exercised option to buy 300 shares, giving him a total of 1,440.

- **Transamerica Corp.**—Arthur B. Krim sold 35,000 shares personally and sold 1,000 shares through foundation, leaving 315,982 held personally and 6,104 held through foundation.
- **20th Century-Fox Film Corp.**—Frank H. Ferguson bought 100 shares. Stanley L. Hough bought 200 shares, giving him a total of 5,000. Paul Miller bought 700 shares, giving him a total of 1,000. R. D. Zanuck bought 2,000 shares, giving him a total of 2,002 held personally, 35,856 held through trust and 1,000 held by wife. Owen McLean bought 1,000 calls on common.
- **Visual Electronics Corp.**—George H. Wagner sold 1,000 shares, leaving 3,000 held personally and 200 held as custodian.

International

D-F-S, Dorland join with \$237-million billings

"We have definite plans to move around the world in the future," Stuart B. Upson, president of Dancer-Fitzgerald-Sample Inc., said last week in announcing formation of D-F-S-Dorland International (DDI), a European corporation.

Combined billings of the new company are \$237 million. D-F-S is the

11th largest U.S. agency with 1969 billings of \$163 million. Dorland, fifth largest agency group in Great Britain, bills \$52.8 million.

The transaction involved exchange of stock and present and future ownership of interests in the affiliated agencies. The international agencies are affiliated with DDI, which will be immediately represented by offices in Berlin, Munich, Dusseldorf, Milan, Amsterdam, Copenhagen and Vienna, as well as London

and New York.

A D-F-S spokesman said the search for an international link had been going on 10 years. "We were looking for a certain type of agency, interested in the services they have and an absence of important client conflicts," the spokesman said.

DDI is jointly owned by D-F-S, Dorland Advertising Holdings Ltd. and Dorland Germany.

CTV pays \$2.2 million for eight series

Independent Television Corp. has sold eight series—two half-hour and six one-hour programs—to the CTV Network in Canada for a total of \$2,225,000.

The one-hour series are *The Friendly Persuaders*, a mystery adventure starring Roger Moore and Tony Curtis; *U.F.O.*, a science-fiction program; *This is Tom Jones*; *The Engelbert Humperdinck Show*; *The Des O'Connor Show* (telecast under the banner of *Kraft Music Hall* on NBC-TV in the U.S. this spring and summer), and *Dean Martin Presents The Goldiggers in London*. The two half-hour series bought by CTV are *From A Bird's Eye View*, a comedy starring Millicent Martin, and *Secret Service*, espionage-adventure program.

New music firm in London

George Martin, arranger-producer for the Beatles, and chairman, A.I.R. London Ltd., and Herman Edel Associates, New York, a leading commercial-music production house, have formed A.I.R.-Edel Associates Ltd., London, said to be the first international commercial-music production firm to reach Europe.

Besides the Beatles, A.I.R. produces records for Tom Jones, Engelbert Humperdinck, Lulu, Cilla Black, the Hollies, and Matt Munro. Among clients of Herman Edel Associates are Buick, Hudson paper towels and Avis.



The Canadian Broadcasting Corp. is now constructing this new \$66.2-million broadcasting complex in Montreal, which will consolidate facilities presently scattered among 22 buildings throughout the city. The complex, called Place de Radio-Canada, will contain mostly offices in its hexagonal tower (25 stories high) and will include seven television and 26 radio studios (all studios being located partly below ground level). The Montreal complex, expected to be completed by the fall of 1971, will become headquarters for the

CBC's French radio and television networks. It will also house the CBC-owned French-language, CBF-AM-FM and CBFT-TV Montreal, and the CBC-owned English-language CBM-AM-FM and CBMT-TV Montreal. In addition, Place de Radio-Canada will include the headquarters and production facilities of CBC's International Service (broadcasting in 11 languages), the Northern Service (serving Arctic regions), and the Armed Forces Service (serving Canadian military personnel stationed overseas).

Broadcast advertising

Frank W. Hall, senior VP, Albert Frank-Guenther Law, New York, named president, succeeding **John V. McAdams**, named chairman of board of directors. Mr. McAdams succeeds **Howard W. Calkins**, who becomes chairman emeritus and continues as director. **John W. Adams Jr.**, senior VP, named vice chairman, position vacant since 1967.

Neal Gilliatt and **Armando Sarmento Sarmiento**, former group VP's, have been elected vice chairmen of the board of directors, The Interpublic Group of Companies. Other elections to board were **Robert S. Marker**, president, McCann-Erickson, and **Elliott Plowe**, president, Erwin Wasey, New York.



Mr. Miller



Mr. Parker

Irving Miller, senior VP and assistant general manager of Pittsburgh advertising operations for Ketchum, MacLeod & Grove, named executive VP and appointed general manager in Pittsburgh. **William R. Parker**, senior VP in KM&G's Pittsburgh office, also named executive VP.

Donald Gwaltney and **Jim Johnston**, creative executives with Earle Ludgin & Co., Chicago, named executive VP for creative services and senior VP, respectively.

Ken Torgerson, VP, Dancer-Fitzgerald-Sample, New York, retires after 16 years at D-F-S and 40 years in the advertising business. He was senior associate media director at D-F-S and account supervisor.

Robert W. Maier, executive VP, Honig-Cooper & Harrington, San Francisco agency, joins Soyster & Ohrenschall Inc. there as executive VP. Soyster & Ohrenschall provides services in package design and marketing.

Jerry Knight and **Lawrence Dobberstein**, in sales management with St. Louis based Falstaff Brewing Corp., appointed Falstaff brand manager and Falstaff assistant brand manager respectively.



Mr. Mikuta

Charles F. Mikuta and **William H. Steele**, senior VP's with Compton Advertising, appointed general manager and associate manager, respectively, of company's Chicago office.

Robert J. Preis, VP and treasurer, Ted Bates & Co. Division, New York, elected senior VP.

Joseph A. Viverito Jr., VP and director of creative services, Al Paul Lefton Co., New York, named senior VP.

Hugh H. Graham, senior VP, Chirurg & Cairns, New York-based agency, resigns to form Marketing Motivators Inc., Hartford, Conn. Firm, which will offer total corporate and marketing-communications services combined with management-marketing consulting, is located at 60 Washington Street.

Arthur E. Kugelman, creative supervisor, Young & Rubicam, New York, named VP. **Donald T. Egensteiner** and **Marvin Lefkowitz**, both art supervisors with Y&R, New York, appointed creative supervisors and named VP's.

Gerald Siesfeld, account supervisor, Benton & Bowles, New York, elected VP.

Eli Silberman, associate creative director, McCann-Erickson, New York, named VP.

Don Heller, national sales director, U.S. Communications Corp., Philadelphia, group owner, appointed director of marketing for company. U.S. Communications owns WPHL-TV Philadelphia, WPGH-TV Pittsburgh, WXIX-TV Newport, Ky., WATL-TV Atlanta, KEMO-TV San Francisco and KJDO-TV Rosenberg, Tex.

George Hamm, **Martin H. Snitzer** and **John J. Kinsella**, VP's at Leo Burnett Co., Chicago, named management directors in client-service division.

Robert E. Balfrey, media director, and **Bruce P. Andrews** and **Joseph L. Hickey**, senior account executives, all with Detroit office of Kenyon & Eckhardt, named VP's.

Thayer M. Kingsley, with advertising accounts service department, and **Robert G. Leckie Jr.**, advertising account supervisor, Doremus & Co., New York, named VP's.

Robert M. Altman, former general sales manager, WCAU-FM Philadelphia, joins

WNAR(AM) Norristown, Pa., as VP and general sales manager.

Robert F. Bodeau, marketing director, Golden Valley division of General Mills, Minneapolis, appointed director of media and shows for company.

Bruce Hirsch, VP and media director, Needham, Harper & Steers, New York, joins Frank B. Sawdon Inc. there as director of marketing services, newly created position dealing with media planning, buying and research as it relates to marketing plans of firm's clients.

Hal Burdick Jr., with Dancer-Fitzgerald-Sample, New York, joins Frank B. Sawdon there as radio-TV producer.

R. Thomas B. Peirce Jr., VP of marketing for Pacemaker Corp., Egg Harbor City, N.J., pleasure-boat manufacturer which is wholly owned subsidiary of Fuqua Industries, Atlanta, appointed director of marketing for Fuqua in Atlanta. Fuqua Industries, diversified company, is also group owner.

Lloyd Prosser, media director, BBDO, San Francisco, joins Hoefer, Dieterich & Brown there as assistant media director.

James Kropp, assistant research and promotion manager, Storer Television Sales, New York, joins CBS Television Stations National Sales, Chicago, as midwestern manager of research and sales promotion.

Rex L. McArthur, with KUTV(TV) Salt Lake City, joins KTVB(TV) Boise, Idaho, and KTVR(TV) La Grande, Ore., satellite of KTVB, as sales manager.

Dennis Israel, eastern sales manager, Radio Advertising Representatives, New York, appointed general sales manager.

Blair to be honorary chairman



Mr. Blair

John P. Blair, founder of John Blair and Co., who retired as board chairman in December 1966, has been named honorary chairman of the board of the company. Mr. Blair also will continue as a director of the independent broadcast representative organization, which serves more than 130 radio and TV stations, and is active in the graphic-arts field through the Blair Graphics Division. Mr. Blair founded company in 1933.

Russell Wittberger named general sales manager at WEMP(AM) Milwaukee. He continues as station manager of sister operation, WNUW(FM) Milwaukee.

Edwin V. Schulz, national sales manager, WHB(AM) Kansas City, Mo., appointed general sales manager.

Jim Bradley, with WAPE(AM) Jacksonville, Fla., appointed general sales manager.

Ben McKeel, with Metro TV Sales, New York, joins WHTN-TV Huntington, W.Va., as sales manager.

Barry Walden, with WVNJ-AM-FM Newark, N.J., appointed sales manager.

Robert L. Kynoch, formerly with WVMT(AM) Burlington, Vt., joins WVLC(AM) Orleans, Mass., due to begin operation in spring, as sales manager.

Dave Lane, with WFAA-TV Dallas-Fort Worth, appointed local sales manager.

Mike Howe, with KTVT-TV Fort Worth-Dallas, joins WFAA-TV as sales service manager.

Vic Iacona, with WTAF-TV Philadelphia, appointed local sales manager.

Robert J. Fierst, former VP and ac-

count supervisor, Edward H. Weiss & Co., Chicago, joins Arthur Meyerhoff Associates there as account supervisor.

Robert H. Flentke, with Rumrill-Hoyt, Rochester, N.Y., appointed creative supervisor.

Jack Hastings, producer, Leo Burnett Co., Los Angeles, appointed executive producer-director, The Haboush Co., commercial production company, Hollywood.

Brian Mindel, director, and **Maggie Randall**, producer, Pritchard, Wood & Partners, London, join N. Lee Lacy Associates, New York, in same capacities.

Media

Elton H. Rule, group VP, ABC Inc., and president of ABC-TV network elected member of ABC board. His election to board expands membership to 14, total now permitted by stockholders vote of last year (see page 30).

Carl L. Patrick, president of Martin Theatre Companies, which includes theater chain in Southeastern states and WTVM(TV) Columbus, Ga., and WTVG(TV) Chattanooga, named president of Fuqua Industries, diversified company and group owner. Martin Theatre Companies is wholly owned subsidiary of Fuqua Industries. Fuqua communications group includes WROZ(AM) and WTVW(TV) Evansville, Ind., KXOA-AM-FM Sacramento, Calif., WTAC(AM) Flint, Mich. and WJBF(TV) Augusta, Ga.

Harold R. Krelstein, president of Plough Broadcasting Co., Memphis, group owner, nominated to serve on board of Plough Inc. Broadcasting group is subsidiary of Plough Inc. Shareholders will be asked to approve nomination at April 21 annual meeting.



Mr. Johnson



Mr. Orne

Kenneth M. Johnson, VP and general manager of WTEN(TV) Albany, N.Y., Capital Cities Broadcasting Co. station, named general manager of group's KTRK-TV Houston. He succeeds Willard E. Walbridge, named senior VP in charge of corporate affairs for Capital Cities (BROADCASTING, Feb. 16). Mr. Johnson is succeeded in Albany by **Peter K. Orne**, VP and general sales manager of WTEN.

John W. Kiermaier, president of non-commercial WNDT(TV) New York, elected chairman of board of trustees of Eastern Educational Network. He replaces **Donald V. Taverner**, former president of noncommercial WQED(TV) Pittsburgh and now president of National Cable Television Association.



Mr. Herd
Feb. 23).

James R. Herd, station manager, KPLR-TV St. Louis, named VP and general manager. He succeeds **Michael McCormick**, who joins WOR-TV New York, as VP and general manager (BROADCASTING,

Eric Lasher, freelance writer and editor, appointed assistant to Dr. Frank Stanton, president, CBS Inc. Earlier, Mr. Lasher was articles editor for now defunct *This Week* magazine, staff writer for *National Geographic* and senior editor for Prentice-Hall Inc.

Tom Turcotte, program director, KYSN(AM) Colorado Springs, joins KRDO(AM) there as assistant to general manager.

Herbert A. Belkin, attorney at NBC since 1967, has been appointed to newly created post of director, equal opportunity. Previously, he served as conciliator with Equal Employment Opportunity Commission, Washington. As head of department handling minority affairs, Mr. Belkin will coordinate network's equal-opportunity programs.

Mary Jean Parson, manager of program controllers, ABC News, appointed associate director of planning, ABC Inc., New York.

William H. Kling, executive VP of Minnesota Educational Radio and general manager of noncommercial KSJR-FM Collegeville and noncommercial KSJN-FM New Brighton, both Minnesota, joins Corp. for Public Broadcasting, Washington, as assistant director of radio projects.

Mike Jackson, news director, KVOO(AM) Tulsa, Okla., appointed to newly created position of director of operations and production. He is succeeded by **Alan Lambert**, newscaster and editor.

Charles S. Walsh, director of government relations, National Cable Television Association, Washington, appointed assistant general counsel. He is succeeded as director of government relations by **Herbert A. Jolovitz**, administrative assistant to Senator Stephen M. Young (D-Ohio).

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Programing

Howard Christensen, responsible for administration and sales of promotional game shows, television-syndication division of Bing Crosby Productions, Chicago, named executive VP and general manager of division. He assumes responsibilities previously held by **Arthur Pickens Jr.**, division's president, and **Lory Goldberg**, VP, who resign to form own firm in syndicated program production and distribution field. Bing Crosby Productions is wholly owned subsidiary of Cox Broadcasting Corp., Atlanta.

Maurie Gresham, director of television sales, King Features Syndicate, Hollywood, named corporate VP of Larry Harmon Pictures Corp. there.

Herb Victor, with WABC-TV New York, elected president of National Association of Television Program Executives (BROADCASTING, March 2). Mr. Victor succeeds **Ian Harrower**, with WFIL-TV Philadelphia. Others elected: **John Comas**, WSJS-TV Winston-Salem/Greensboro, N.C., first VP; and **Allen Sternberg**, WCKT(TV) Miami, second VP.

Tom Lazarus, VP of Cine-Media, New York production firm, resigns to become director of creative services, newly created position, at Avco Em-

bassy Pictures there. His duties will include television, promotion and advertising.

Paul R. Kaufman, visiting lecturer at University of California, Berkeley, named associate director of planning and information for National Center for Experiments in Television at non-commercial KQED(TV) San Francisco.

Nathaniel Lande, consultant to Technicolor Corp., joins Cinema Center 100, Hollywood, to develop and produce motion pictures for television.

Herb McFarland, formerly with KHFM(FM) Albuquerque, N.M., joins KLEF(FM) Houston as program director.

Boyd R. Britton, with KPEN(FM) Los Altos, Calif., appointed program director with additional responsibilities as music and public-affairs director.

Ted W. Scott, with KUAD(AM) Windsor, Colo., appointed program director.

Roger Heydt, formerly with WSSV(AM) Petersburg, Va., joins WVLC(AM) Orleans, Mass., due to begin operation in spring, as program director.

Seymour Horowitz, with Screen Gems, New York, joins contracts department of ABC-TV there as program attorney. **Don Azars**, staff associate director, WNAC-TV Boston, joins ABC-TV, New York, as unit manager.

Joe Saraceni, producer-director of discussion show, WTAF-TV Philadelphia, appointed executive producer-director.

Othur Oliver, former Cincinnati sales representative for Four Star International, joins syndication department of Screen Gems as Midwest sales representative.

News

Lewis W. Brown, new head of news operations for WPIX(TV) New York, also named VP-news (BROADCASTING, Feb. 16).

John Reeder, news director, KARK-AM-FM Little Rock, Ark., appointed news director of KARK-TV there.

Daniel R. Hackel, newscaster-anchorman, WMAL-AM-FM-TV Washington, appointed editorial director.

Alan DePetro, reporter, WKBF-TV Cleveland, appointed news director. **Alan J. Davis**, former minister of United Methodist church, Berea, Ohio, joins WKBF-TV Cleveland, as public-affairs director.

Harold Leonard, budget and accounting consultant, joins ABC News, New York, as business manager. **Charles Frey**, program controller for ABC News special-events unit there, appointed manager of news program controllers for ABC News.

Frank W. Beatty, administrative assistant to central division manager, UPI,

Chicago, appointed UPI's central division business manager. **James Wieck**, Kansas City, Mo., bureau night manager, UPI, appointed bureau manager. He succeeds **Leo Soroka**, who died last December.

William A. Martin, formerly with WOBN(FM) Toms River, N.J., joins WVLC(AM) Orleans, Mass., due to begin operation in spring, as news director.

Noel Heckerson, assistant news director, WIP(AM) Philadelphia, joins news staff of KLAC(AM) Los Angeles. Both are Metromedia stations.

Fred W. Lindlaw, formerly with ABC Radio News, New York, joins WHDH-AM-FM Boston as news editor.

Dean E. Norland, newsman, WAVE-TV Louisville, Ky., appointed head of station's Washington bureau. He succeeds **David Henderson**, who joins CBS News, New York.

Julius K. Hunter, former coordinator of placement program sponsored by Washington University, St. Louis, joins KSD-TV there as newscaster. **Robert A. Hamilton**, training development supervisor, Famous-Barr Co., department store in St. Louis, joins KSD(AM) there as newscaster. **Robert H. Slighton**, newsman for KSD-AM-TV, retires.

John Reed King, veteran newscaster, joins KGO-TV San Francisco as anchorman of early evening newscast. **Herb Michaelson**, press secretary to Mayor Joseph Alioto, rejoins KGO-TV as assistant news director.

Joe Pope, newscaster with noncommercial WHYV-TV Wilmington, Del., joins KYW-TV Philadelphia as general-assignment reporter.

Joyce Blair, with KDKA-TV News, Pittsburgh, joins WHTN-TV Huntington, W. Va., as newscaster-reporter.

Jerry L. Nelson, with WOAI-AM-TV San Antonio, Tex., joins WGAN-TV Portland, Me., as reporter.

Ike Seamans, with WTVJ(TV) Miami, appointed Palm Beach, Fla., county news bureau chief.

Cy Follmer, sports announcer with WSVA-TV Harrisonburg, Va., joins WSMW-TV Worcester, Mass., as sports director and sportscaster for Boston Celtics professional basketball games. **Douglas White**, newscaster, WLBZ-TV Bangor, Me., joins WSMW-TV in same capacity.

Promotion

Richard I. Tellis, PR account supervisor, Doremus & Co., New York, named VP.

Pat Panttonini, with KHON-TV Honolulu, joins KDKA(AM) Pittsburgh, as adver-

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Mr. Kelly
Quentin T. Kelly, manager, station group PR, Westinghouse Broadcasting Co., group owner, New York, appointed director of information services—Broadcasting, Learning and Leisure Industries, Westinghouse Electric Corp., New York. He will consolidate press and PR activities in broadcasting, learning and leisure areas. Westinghouse owns and operates 12 radio and TV stations, produces TV series, maintains foreign and domestic news services, operates CATV systems and radio and TV time-sales companies.

Wallace J. Comer, with Foote, Cone & Belding, Chicago, joins advertising department of The Quaker Oats Co. there in newly created position of manager-promotional services.

Charles A. Napier, with WHB(AM) Kansas City, Mo., appointed sales promotion manager.

Equipment & engineering

Charles J. Hartman, former engineer with WCAU-TV Philadelphia, joins KHVH-AM-FM-TV Honolulu as chief engineer.

Aaron Shelton, chief engineer, and **Lee Whitehurst**, assistant chief engineer, WSM-TV Nashville, appointed WSM-AM-FM-TV technical director and chief engineer for operations, respectively. **Revis Hobbs**, chief engineer, WSM-FM Nashville, appointed chief engineer, transmitters, WSM-AM-FM-TV there. **Gene Wall**, with radio studios of WSM, appointed studio supervisor for WSM.

Donal B. Leith, assistant chief engineer, WPHL-TV Philadelphia, appointed chief engineer. He succeeds **Howard Weissenberg**, appointed to new position with Monroe Griffith Electronics. Both station and Monroe Griffith are part of U.S. Communications Co.

Gerald Plemmons, studio engineering supervisor, noncommercial KQED(TV) San Francisco, appointed chief engineer.

Gordon Benoit, formerly with WPLM(AM) Plymouth, Mass., joins WVL(AM) Orleans, Mass., due to begin operation in spring, as chief engineer.

Denis L. Smith, eastern regional manager for Jerrold Electronics, Philadelphia, joins JFD Electronics systems division, New York, as national accounts manager with responsibilities including master-antenna TV and instructional TV fixed service.

Richard T. Swan, systems manager for Telemet, division of Geotel, Amityville, N.Y., joins American Data Corp., Huntsville, Ala., as manager, video products.

Deaths

George E. Walsh, 55, VP in charge of operations for WHAS-AM-FM-TV Louisville, Ky., and long-time sportscaster, died Feb. 24 in Louisville after long illness. He is survived by his wife, Janie; two sons and three daughters.

John C. Gagliano, 63, VP and sales manager, WEMP(AM) Milwaukee, died Feb. 7 in Milwaukee following complications resulting from stroke suffered in late December.

Norman Reed, 70, retired VP in charge of programing and PR for WWDC-AM-FM Washington, died March 2 after collapsing at luncheon at Washington hotel there. Mr. Reed, who began in broadcasting at WPG(AM) Atlantic City, N.J., joined WWDC(AM) when station went on air in early 1940's as program director. In early years, he was also chief announcer. He was named VP in charge of programing in 1952 and later added PR title. He is survived by his wife, Vivian.

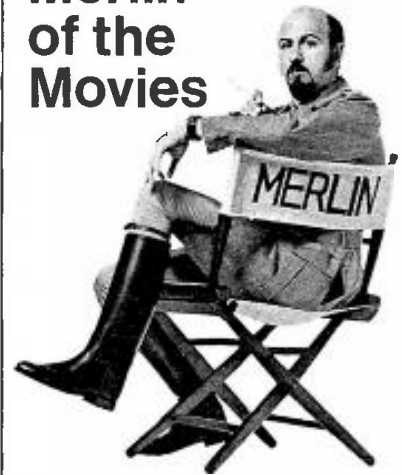
Siegmund Kauffmann, 63, news editor with Voice of America's Near East division, died of heart attack Feb. 26 at Georgetown University hospital, Washington. He is survived by his wife, Hedy, and one son.

Paul Christman, 51, CBS-TV sports commentator and former professional football player and coach, died March 2 in Lake Forest (Ill.) hospital following heart attack. He became TV sports broadcaster after leaving Green Bay Packers following 1950 season and ABC-TV and NBC-TV before joining CBS in 1968. He handled both American and National Football League games. During 1940's Mr. Christman, an All-American at Missouri 30 years ago, was quarterback with Chicago Cardinals (now St. Louis). He is survived by his wife, Inez, two sons and one daughter.

Earle Gill, 47, public-affairs director, WPBS(FM) Philadelphia, died Feb. 26 in Woman's Medical College hospital there of heart attack. He is survived by his wife, Mary, and one son.

Louis Hing Chu, 56, former on-air personality on WHOM(FM) New York and more recently social worker, died Feb. 27 at home in New York of apparent heart attack. One of city's first Chinese broadcasters, he had program, aired from 1952-1962, featuring traditional Chinese music. He is survived by his wife, Gim Kang, one son and three daughters.

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As compiled by BROADCASTING, Feb. 24 through March 3 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. 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

Applications

■ Montclair, N. J. — New Jersey Public Broadcasting Authority. Seeks VHF ch. 77; ERP 1185.7 kw vis., 177.83 kw aur. Ant. height above average terrain 817 ft.; ant. height above ground 605 ft. P.O. address: 1573 Parkside Avenue. Ewing township, Trenton, N.J. 08638. Estimated construction cost \$597,063; first-year operating cost \$575,000; revenue none. Geographic coordinates 40° 51' 50" north lat.; 74° 11' 45" west long. Type trans. RCA TTU-60A. Type ant. RCA TFU-40K. Legal counsel Welch & Morgan, Washington, consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals: Dr. Edward J. Meade Jr., chairman, broadcasting authority, et al. Ann. Feb. 2.

■ Farmington, N. M.—Woodland Broadcasting Co. Seeks UHF ch. 12; ERP 30.9 kw vis., 6.2 kw aur. Ant. height above average terrain 517 ft.; ant. height above ground 297.25 ft. P.O. address: Box 970, Montrose, Calif. 91401. Estimated construction cost \$227,208.26; first-year operating cost \$80,260; revenue \$100,000. Geographic coordinates 36° 41' 43" north lat.; 108° 13' 14" west long. Type trans. RCA TT-5EH1. Type ant. RCA TF-6AH. Legal counsel none; consulting engineer none. Principals: Gerald R. Proctor, president (50%), Jerry Johnson, vice president-treasurer (10%), et al. Mr. Proctor owns coin-operated laundry. Dr. Johnson is physician and surgeon. Principals own KUBC(AM) Montrose, Colo. Ann. Feb. 27.

Final actions

■ Trenton, N.J.—New Jersey Public Broadcasting Authority. FCC granted UHF ch. 52; ERP 1,380 kw vis., 263 kw aur. Ant. height above average terrain 890 ft.; ant. height above ground 975 ft. P.O. address: c/o William H. King, 1573 Parkside Avenue. Ewing township, Trenton 08638. Estimated construction cost \$2,578,792; first-year operating cost \$2,500,000; revenue none. Geographic coordinates 40° 17' 00" north lat.; 74° 41' 20" west long. Type trans. RCA TTU-60A.

Type ant. RCA TFU-16K. Legal counsel none; consulting engineer Paul Godley Co., Upper Montclair, N.J. Principals: Dr. Edward J. Meade Jr., chairman of board, et al. Principals hold CP for *WTLV(TV) New Brunswick, N.J., ch. *19. Action Feb. 26.

■ Medford, Ore.—FCC denied Oregon Broadcasting Co.'s petition for rehearing of commission order denying Oregon application for review of FCC review board decision in VHF TV proceeding in Medford, Ore. (Docs. 17681-2). Oregon Broadcasting was intervenor in hearing on mutually exclusive applications of Liberty Television and Medford Printing Co. for CP for VHF TV on ch. 8 in Medford. Hearing Examiner recommended grant of Liberty's application, affirmed by review board. Action Feb. 26.

Action on motion

■ Hearing Examiner Forest L. McClenning in Jacksonville, Fla. and Miami and Asheville, N.C. (Florida-Georgia Television Inc.). TV proceeding, continued hearing to Feb. 19 (Docs. 10834, 17582-4 and 18185-6). Action Feb. 17.

Other actions

■ Review board in Los Angeles. TV proceeding, Docs. 18602-03, dismissed as moot joint request for certification to commission of NBC's petition to enlarge issues, filed Feb. 13 by NBC and Voice of Los Angeles Inc. Action Feb. 25.

■ Review board in Boston. TV proceeding, Docs. 18759-61, granted consent motion for extension of time filed Feb. 25 by Dudley Station Corp. Action Feb. 26.

Rulemaking petition

■ Terre Haute, Ind.—FCC proposed change in educational TV reservation from ch. *26 to ch. 66 in notice of proposed rulemaking. Action Feb. 26.

Call letter applications

■ Garryowen Butte TV Inc., Missoula, Mont. Requests KPAX-TV.

■ Viking Television Inc., Minneapolis. Requests KTMA-TV.

Existing TV stations

Initial decision

■ KJOG-TV San Diego—Hearing Examiner Basil P. Cooper in initial decision proposed grant of application of Jack O. Gross (Gross Broadcasting Co.) for extension of time to construct KJOG-TV ch. 51—solely to enable commission to process presently pending application for assignment of CP for KJOG-TV from Jack O. Gross to United States International University. (Doc. 18377). Action March 2.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates to Aug. 25 for fol-

lowing: *KTSC(TV) Pueblo, Colo.; *KPTS-(TV) Hutchinson, Kan.; WNBE-TV New Bern, N.C.; *KUED(TV) Salt Lake City; *WSWP-TV Grandview, W. Va. Action Feb. 25.

■ KPLM-TV Palm Springs, Calif.—FCC granted applications by Pacific Media Corp. for license to cover CP for KPLM-TV and for CP for new UHF translator to serve Twenty-Nine Palms, Joshua Tree, Yucca Valley, San Jacinto, Hemet and Ferris, all California. KPLM-TV is authorized to operate on ch. 42 with 150 kw vis. and 22.9 kw aur., ant. height 630 ft. Translator will operate on ch. 82 by rebroadcasting KPLM-TV. Action Feb. 18.

■ KFMB-TV San Diego—FCC granted request for waiver of licensing requirements and applications for CP's and licensees for two remote pickup base stations filed by Midwest Television Inc. (KFMB-TV San Diego). Grant is conditioned that operation of stations as maintenance communications link shall not cause interference to regular remote pickup broadcast station operation. DA's shall be used, and transmissions will be of intermittent, short-duration nature. Action Feb. 26.

■ KOGO-TV San Diego—FCC granted request for waiver of rules and applications for remote pickup broadcast stations filed by Time-Life Broadcast Inc. with condition that operation shall not cause interference to regular remote pickup broadcast station operation. DA's shall be used, and transmissions will be of intermittent, short-duration nature. Action Feb. 26.

■ WPGH-TV Pittsburgh—Broadcast Bureau granted CP to change ERP to 1620 kw vis., 245 kw aur.; specify trans. and studio location as 750 Ivory Avenue, Pittsburgh; change type ant.; change ant. height to 736.4 ft.; conditions. Action Feb. 25.

■ WSUR-TV Ponce, P.R.—Broadcast Bureau granted mod. of CP to locate tower base approximately 30 ft. off peak of Mount Jayaya, P.R.; change overall height to 276 ft. Action Feb. 25.

■ WSPA-TV Spartanburg, S.C.—FCC granted request for waiver of licensing requirements and applications for two remote pickup base stations filed by Spartan Radiocasting Co. (WSPA-AM-FM-TV Spartanburg). Action Feb. 26.

Actions on motions

■ Office of Opinions and Review in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.) TV proceeding, granted request by NBC and extended through Feb. 27 time to file application for review of review board's memorandum opinion and order released Jan. 9, 1970 enlarging hearing issues in proceeding (Docs. 18602-3). Action Feb. 13.

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP(TV)]) TV proceeding, ordered petition by applicant for leave to amend application to reflect certain changes in financial proposal be withheld pending receipt of judgment of Superior Court of Suffolk county, Mass.; set aside all previously suggested procedural dates and rescheduled certain procedural dates (Docs. 18338-9). Action Feb. 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.). TV proceeding, cancelled prehearing conference scheduled for March 4 with matter remaining in abeyance subject to further order (Docs. 18602-3). Action Feb. 16.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp [WBRZ-TV]). TV proceeding, postponed hearing to March 25 (Doc. 18555). Action Feb. 24.

■ Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV-TV] and Ultra-Casting Inc.). TV proceeding, granted petition by Atlantic Video Corp. for leave to amend application to reflect various stock transactions concerning Walter Reade Organization Inc., parent organization of Atlantic Video (Docs. 18403 and 18448). Action Feb. 17.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.). TV

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Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air		Total On Air	Not On Air CP's	Total Authorized	
	Licensed	STA*				CP's
Commercial AM	4,256	2	11	4,269	75	4,344
Commercial FM	2,029	0	51	2,180	130	2,210
Commercial TV-VHF	495	2	11	508	18	526
Commercial TV-UHF	128	0	54	182	127	311
Total commercial TV	623	2	65	690	145	837
Educational FM	377	0	19	391	45	441
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	12	117
Total educational TV	167	0	15	182	19	201

* Special Temporary Authorization

† Includes 25 educational AM's on nonreserved channels.
‡ Includes two licensed UHF's that are not on the air.

proceeding, denied request by Eastern Idaho Television Corp. to authorize counsel for applicant to file petition for reconsideration of examiners' memorandum opinion and order Feb. 9 which reopened hearing record for consideration of KBLI exhibit 15 and granted petition by KBLI to amend application to enlarge applicant's showing under special suburban issue; Feb. 26 further hearing will proceed as scheduled (Docs. 18401-2). Action Feb. 20.

■ Hearing Examiner Forest L. McClennin in Boston (RKO General Inc. [WNAE-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.) TV proceeding, granted joint motion by applicants and continued prehearing conference to April 27; by separate action, granted petition by Community Broadcasting of Boston, Inc. for leave to amend application to show changes in business interests of two of petitioner's principals as shown in corrected amendment submitted and received Feb. 11 (Docs. 18759-61). Action Feb. 18.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV] and Forum Communications Inc.) TV proceeding, ordered page 3 of memorandum opinion and order released Feb. 11 corrected to read items 18-25 in lieu of items 18, 25 (Docs. 18711-2). Action Feb. 13.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV] and Forum Communications Inc.) TV proceeding, granted petition by WPIX Inc. for leave to amend application to reflect additional information respecting efforts to ascertain community needs and interests (Docs. 18711-2). Action Feb. 17.

Other actions

■ WSFA-TV Montgomery, Ala.—Review board denied application of Cosmos Broadcasting Corp. for authority to move trans. site to Grady, Ala., and to increase ant. height to 2,000 ft. (Doc. 16984). Action Feb. 27.

■ Review board in Norfolk, Va., TV proceeding, Docs. 18791-92, granted joint motion for extension of time filed Feb. 25 by WTAR Radio-TV Corp. (WTAR-TV) and Hampton Roads Television Corp. Action Feb. 26.

Call letter application

■ WHAE-TV, Christian Broadcasting Network Inc., Atlanta. Requests WRHK-TV.

Network affiliations

CBS

■ Formula: In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. CBS deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WAPI-TV Birmingham, Ala. (Newhouse Broadcasting Corp.) Amendment dated Jan. 28, 1970, amends current contract to specify termination date as May 30, 1970.

■ KFMB-TV San Diego (Midwest Television Inc.) Amendment dated Feb. 1, 1970, amends contract dated May 9, 1967, effective Sept. 11, 1966 to March 29, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,195; compensa-

tion paid at 32% prime time. Deduction is equal to 60% network rate.

■ KBHK-TV San Francisco (Kaiser Broadcasting Corp.) Contract dated Dec. 1, 1969, effective Dec. 27, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$120; compensation paid at 30% prime time.

■ WTVX(TV) Fort Pierce, Fla. (Indian River Television Inc.) Amendment dated Jan. 28, 1970, amends contract dated Nov. 9, 1966, effective Sept. 11, 1966, to April 4, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$48; compensation paid at 32% prime time. Deduction equal to 60% network rate.

■ WTOG(TV) Tampa-St. Petersburg, Fla. (Hubbard Broadcasting Inc.) Contract dated Aug. 29, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. No compensation.

■ WCIA(TV) Champaign, Ill. (Midwest Television Inc.) Amendment dated Feb. 1, 1970, amends current contract to increase network rate to \$1,290.

■ KRNT-TV Des Moines, Iowa (Cowan Communications Inc.) Amendment dated Dec. 30, 1969, amends contract dated Nov. 8, 1966; effective Sept. 11, 1966, to July 31, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$771; compensation paid at 32% prime time.

■ KOLO-TV Reno (Nevada Radio-Television Inc.) Amendment dated Jan. 28, 1970, amends current contract to increase network rate to \$242.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WBMG(TV) Birmingham, Ala. (Birmingham Television Corp.) Amendment dated Feb. 11, 1970, amends current contract to specify term as April 1, 1970, to May 30, 1970.

■ KBLU-TV Yuma, Ariz. (Eller Telecasting of Arizona). Contract dated Jan. 23, 1970; effective Feb. 1, 1970, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to KTAR-TV Phoenix-Mesa, Ariz., and delivered to station at its expense. Network rate, \$140; compensation paid at 30% of all equivalent hours multiplied by prime-time rate.

■ WALB-TV Albany, Ga. (WALB-TV Inc.) Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$538; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WDSU-TV New Orleans (WDSU-TV Inc.) Amendment dated Nov. 26, 1969, amends contract dated Jan. 15, 1969; effective April 1, 1968, to June 11, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,309; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KFBB-TV Great Falls, Mont. (Harriscop Broadcasting Corp.) Contract dated Sept. 16, 1968, replaces one dated Feb. 5, 1968; effective Feb. 16, 1970, for two years. No first call right. Programs delivered to AT&T testboard in Salt Lake City and delivered to station at its expense. Network rate, \$300 for full-rate periods; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WINR-TV Binghamton, N. Y. (Binghamton Press Co.) Amendment dated Nov. 26, 1969, amends contract dated Jan. 15, 1969; effective April 4, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$267; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WPHL-TV Philadelphia (U.S. Communications of Philadelphia Inc.) Contract dated March 7, 1969, replaces one dated April 4, 1968; effective April 1, 1969, for one year. No first call right. Programs delivered to AT&T testboard in Philadelphia and delivered to station at its expense. Network rate, \$400; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

■ WBRE-TV Wilkes-Barre, Pa. (WBRE-TV Inc.) Amendment dated Sept. 4, 1968, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Dec. 15, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$800; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KRBC-TV Abilene, Tex. (Abilene Radio and Television Co.) Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Dec. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$445; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WBAP-TV Fort Worth-Dallas (Carter Publications Inc.) Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Feb. 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,450; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

Application

■ Ridgecrest, Calif.—Space/Time Broadcasting Co. seeks 1360 kc, 1 kw-D, P.O. address: 208 West Upjohn Road, Box 65, Ridgecrest 93555. Estimated construction cost \$7,850; first-year operating cost \$1,500. Revenue \$30,500. Principals: John T. Murray, manager (51%), and Forrest W. Ogan, chief engineer (49%). Ann. Feb. 20.

Starts authorized

■ KOFE St. Maries, Idaho—Authorized program operation on 1480 kc, 1 kw-D. Action Feb. 24.

■ WEDG Soddy, Tenn.—Authorized program operation on 1240 kc, 250 w-U. Action Feb. 25.

■ KRME Hondo, Tex.—Authorized program operation on 1460 kc, 500 w-D. Action Feb. 9.

■ WPED Crozet, Va.—Authorized program operation on 1440 kc, 1 kw-D. Action Feb. 24.

Actions on motions

■ Hearing Examiner Frederick W. Dennison in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, granted petition by applicant for leave to amend application to remove stated interest in radio application at Boosier City, La (Doc. 18714). Action Feb. 18.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.) AM proceeding, granted petition and supplement to petition by Sumiton Broadcasting Inc. for leave to amend application to remove two stockholders from corporation, substitute one, and divide stock subscription between two old and one new stock subscribers and, also, to amend financing plan and responses to section IV-A (Docs. 18204-5). Action Feb. 19.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music

Broadcasting Co.). AM proceeding, granted petition by Suniton Broadcasting Co. and continued hearing to March 18 (Docs. 18204-5). Action Feb. 24.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, on joint petition, continued hearing to April 21 (Docs. 18640-1). Action Feb. 17.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, scheduled further hearing conference for March 12 (Doc. 18413). Action Feb. 24.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, scheduled hearing conference for Feb. 25 to make procedural arrangements for further hearing (Docs. 16965-6). Action Feb. 17.

■ Hearing Examiner Isadore H. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, upon oral request of Central Dupage County Broadcasting Company postponed hearing conference to March 3 (Docs. 16965-6). Action Feb. 24.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, granted petition by Pleasant Broadcasting Co. and extended to March 6 time to file proposed findings and conclusions, and to March 20 time to file reply findings (Docs. 18594, 18595-6). Action Feb. 20.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc. et al.), AM proceeding, granted motion by Sandern of Iowa Inc. and modified procedural schedule (Docs. 18746-9). Action Feb. 16.

Other actions

■ Review board in Alexander City, Ala., AM proceeding, Docs. 18782-83, granted petition for extension of time, filed Feb. 27 by Martin Lake Broadcasting Co., extended to and including March 6 time to file responsive pleadings to Clanton Broadcasting Corp.'s motion to enlarge issues. Action March 3.

■ Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-69, granted petition for extension of time, filed Feb. 24 by Media Inc. Action Feb. 26.

■ Review board in Charlottesville, Va., AM proceeding, Docs. 18585-87, denied appeal from adverse ruling and request for oral argument filed Nov. 21, 1969, by Charles William Hurt. Action Feb. 25.

Call letter applications

■ Mid-State Broadcasting Co., Lakewood, N.J. Requests WHLW.

■ Robert Allen Mayer, Daisy, Tenn. Requests WPJD.

Call letter actions

■ Rice Capital Broadcasting Co., Crowley, La. Granted KAJN.

■ Radio Voice of Warrenton, Warrenton, N.C. Granted WARR.

Processing line

■ Following AM application is ready and available for processing on April 7: NEW, Jasper, Ga., Robert P. Schwab. Req: 1580kc, 250w-D. Action Feb. 26.

Existing AM stations

Application

■ WHVL Hendersonville, N.C.—Seeks CP to make changes in DA-D pattern. Ann. March 2.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WRDW Augusta, Ga., to March 5 and WAGL Lancaster, S.C., to Aug. 9. Action Feb. 18.

■ Broadcast Bureau rescinded action of Jan. 29 granting renewal of license to WLTO Miami. Action Feb. 16.

■ WMYR Ft. Myers, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to April 15. Action Feb. 18.

■ WCGA Calhoun, Ga.—FCC denied petition by Gordon County Broadcasting Co., for reconsideration of commission decision denying application for renewal of license for

daytime AM WCGA (Doc. 17696). Action Feb. 26.

■ WFBM Indianapolis—Broadcast Bureau granted mod. of CP to extend completion date to March 17. Action Feb. 18.

■ WVLC Orleans, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 13. Action Feb. 18.

■ WNEB Worcester, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to April 1. Action Feb. 24.

■ WDNL Warren, Ohio—Review board granted application of Daniel Enterprises Inc. for additional time to construct 1570 kc, 500 w, DA-D at Warren (Doc. 18770). Grant provided for extension of six months following action on application of Daniel Enterprises for assignment of CP to Warren Broadcasting Corp. Action Feb. 25.

■ KBJB Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 27. Action Feb. 18.

■ WVAM Altoona, Pa.—Broadcast Bureau granted license covering use of former alternate-main trans. as alternate-main and auxiliary trans. Action Feb. 19.

■ WRDS South Charleston, W. Va.—Review board denied application of William D. Stone, licensee, for CP to change frequency and change daytime-only WRDS to full-time facility (Doc. 18366). Mr. Stone requested authority to become Class IV AM on 1450 kHz, 1 kw-D, 250 w-N. Action Feb. 24.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Vancouver, Wash. (Cathryn C. Murphy), renewal of license of KVAN, cancelled certain procedural dates, including March 10 hearing, until Chief Hearing Examiner acts on change of venue request (Doc. 18672). Action Feb. 20.

■ Hearing Examiner Forest L. McClenning in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees], for transfer of control of Jonquil Broadcasting Company, licensee of WYNX), granted motion by Laurence N. Polk Jr. and continued pre-hearing conference to March 13 (Doc. 18784). Action Feb. 13.

Other action

■ WXUR-AM-FM Media, Pa.—FCC scheduled oral argument on applications of Brandywine-Main Line Radio Inc. for renewal of licenses for March 26. Action Feb. 26.

Fines

■ KHDN Hardin, Mont.—FCC notified of apparent liability forfeiture of \$700 for failing to keep maintenance log and failing to make equipment performance measurements at required intervals. Action Feb. 26.

■ WGOO Salamanca, N.Y.—FCC notified of apparent liability forfeiture of \$1,000 for violation of provisions of license and for failure to keep maintenance log. Action Feb. 26.

■ WRAA Luray, Va.—Broadcast Bureau notified of apparent forfeiture for \$25 for failing to file renewal. Action Feb. 18.

■ WMTD Hinton, W. Va.—Broadcast Bureau notified of apparent forfeiture for \$25 for failing to file renewal application at least 90 days prior to expiration of license. Action Feb. 18.

■ WHJC Matewan, W. Va.—Broadcast Bureau notified of apparent forfeiture for \$25 for failing to file renewal application at least 90 days prior to expiration date of license. Action Feb. 18.

Call letter applications

■ WJBS, WJBS Inc., Deland, Fla. Requests WETO.

■ KZYM, Missouri-Illinois Broadcasting Inc., Cape Girardeau, Mo. Requests KFMP.

Call letter action

KZYY, Paul H. Buehning, Weatherford, Okla. Granted KWXY.

New FM stations

Applications

■ Mobile, Ala.—WABB Inc. seeks 92.9 mc, 100 kw, Ant. height above average terrain 270 ft. P.O. address: 1551 Springhill Avenue, Mobile 36604. Estimated construction cost \$45,838.90; first-year operating cost \$30,000; revenue \$80,000. Principals: Bernard Dittman, president, and Julius W. Dittman, secretary-treasurer (each 50%). Principals own

WABB(AM) Mobile. Ann. Feb. 17.

■ Lake Havasu City, Ariz.—Charles D. Langerveld seeks 95.9 mc, 3 kw, Ant. height above average terrain minus 315 ft. P.O. address: Box 1496, Lake Havasu City 86403. Estimated construction cost \$58,635, first-year operating cost \$45,000; revenue \$75,000. Principals: Charles D. Langerveld, sole owner. Mr. Langerveld has real estate interests. Ann. Feb. 17.

■ Milford, Del.—Broadcasters Inc. seeks 95.9 mc, 3 kw, Ant. height above average terrain 231.3 ft. P.O. address: Box 324, Milford 19663. Estimated construction cost \$23,000; first-year operating cost \$10,000; revenue \$50,823. Principals: Thomas H. Draper, president (74.6%), Edward S. Shaw, vice president (25.4%). Principals own WTHD (AM) Milford. Ann. Feb. 17.

■ Palatka, Fla.—Hall Broadcasting Co. seeks 99.9 mc, 3 kw, Ant. height above average terrain 178.04 ft. P.O. address: 900 Block River Street, Box 86, Palatka, Fla. 32077. Estimated construction cost \$47,678.75; first-year operating cost \$20,000; revenue \$30,000. Principals: J. P. Hall, administrator of estate of George W. Hall, deceased, and Mrs. Robert E. Williams (each 50%). Ann. Feb. 27.

■ Boise, Idaho—Associated Student Body of Boise State College seeks 94.3 mc, 10 w, Ant. height above average terrain minus 40 ft. P.O. address: 1907 Campus Drive, Boise 83707. Estimated construction cost \$3,900; first-year operating cost \$2,000; revenue none. Principals: Jack Arbaugh, president, student body, et al. Ann. Feb. 17.

■ Rochester, Ind.—Fidelity Broadcasting Inc. seeks 92.1 mc, 3 kw, Ant. height above average terrain 101 ft. P.O. address: Highway 24 West, Monticello, Ind. Estimated construction cost \$12,500; first-year operating cost \$27,500; revenue \$31,000. Principals: Joseph P. and Patricia A. Sweeney, president and secretary-treasurer, respectively (jointly 99.4%), Flora M. Smith, vice president (.2%), and Anna Sweeney (.4%). Principals own WFOT(FM) Columbia City and WVTL(FM) Monticello, both Indiana. Mr. Sweeney is general manager of WVTL(FM). Ann. Feb. 27.

■ Canton, Mo.—Lewis County Broadcasting Co. seeks 102.3 mc, 3 kw, Ant. height above average terrain 175 ft. P.O. address: 2501 Vermont, Quincy, Ill. 62301. Estimated construction cost \$7,144.50; first-year operating cost \$7,521; revenue \$8,000. Principals: Francis L. and Frances M. Hollon (each 50%). Francis Hollon is engineer for WGEM-AM-FM-TV Quincy, Ill. Mrs. Hollon is registered nurse. Ann. Feb. 27.

■ Norman, Okla.—University of Oklahoma seeks 106.3 mc, 3 kw, Ant. height above average terrain 151 ft. P.O. address: 900 Asp Avenue, Norman 73069. Estimated construction cost \$14,600; first-year operating cost \$18,079; revenue \$10,000. Principals: John M. Houchin, president, board of regents, et al. Principals control WNAD (AM) Norman. Ann. Feb. 27.

■ Marion, S. C.—Swamp Fox Broadcasting Corp. seeks 94.3 mc, 3 kw, Ant. height above average terrain 190.4 ft. P.O. address: 324½ Main Street, Box 1033, Marion 29571. Estimated construction cost \$14,829.50; first-year operating cost \$5,000, revenue \$12,000. Principals: Richard T. Laughridge president-treasurer, and Charles S. Morris, vice president-secretary (each 50%). Principals own WATP(AM) Marion, Mr. Laughridge is vice-president-sales of WNOK-TV and owns 238 shares of WNOK-AM-FM-TV Columbia, S.C. Mr. Morris is director of technical operations for S.C. Educational TV Commission, licensee of *WITV(TV) Charleston, *WNTV(TV) Greenville, *WRLK-TV Columbia, *WJPM-TV Florence and *WEBB-TV Allendale, all South Carolina. Ann. Feb. 17.

■ La Grange, Tex.—Lloyd E. Kolbe seeks 104.9 mc, 3 kw, Ant. height above average terrain 203 ft. P.O. address: Drawer K, La Grange 78945. Estimated construction cost \$16,608; first-year operating cost \$14,000; revenue \$18,000. Principals: Lloyd E. Kolbe, sole owner. Mr. Kolbe owns KVLG(AM) La Grange and 90% of sales corporation. Ann. Feb. 27.

Starts authorized

■ KSPN(FM) Aspen, Colo.—Authorized program operation on 97.7 mc, ERP 480 kw, ant. height above average terrain minus 1,790 ft. Action Feb. 13.

■ WDUK(FM) Havana, Ill.—Authorized program operation on 99.3 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action Feb. 24.

■ WRVI(FM) Winnebago, Ill.—Authorized program operation on 95.3 mc, ERP 1.1 kw,

ant. height above average terrain 260 ft. Action Feb. 25.

■ WJJC-FM Magee, Miss.—Authorized program operation on 107.5 mc. ERP 100 kw, ant. height above average terrain 490 ft. Action Feb. 13.

■ KPFT(FM) Houston — Authorized program operation on 90.1 mc. ERP 47 kw, ant. height above average terrain 430 ft. Action Feb. 24.

■ *KTAI(FM) Kingsville, Tex.—Authorized program operation on 91.9 mc. TPO 10 w. Action Feb. 12.

■ WGAT-FM Gate City, Va.—Authorized program operation on 104.9 mc. ERP 1.2 kw, ant. height above average terrain 450 ft. Action Feb. 20.

Final actions

■ *Boston—Northeastern University. Broadcast Bureau granted 91.7 mc, 10 w. Ant. height above average terrain 96 ft. P. O. address 360 Huntington Ave., Boston 02115. Estimated construction cost \$4,075; first-year operating cost \$5,000; revenue none. Principals: Byron K. Elliott, chairman, board of trustees, et al. Action Feb. 10.

■ *Hamilton, N. Y. — Colgate University. Broadcast Bureau granted 90.1 mc, 10 w. Ant. height above average terrain 50 ft. P.O. address: Colgate University, Hamilton 13346. Estimated construction cost \$8,295; first-year operating cost \$10,000; revenue none. Principals: Wellington Powell, chairman, board of trustees, et al. Action Feb. 17.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted joint petition by applicants and continued hearing to May 4 (Docs. 18437-8). Action Feb. 24.

■ Hearing Examiner Millard F. French in St. Johns and East Dewitt, both Michigan (Ditmer Broadcasting Inc. and Carmine Broadcasting Co.), FM proceeding, granted joint motion by applicants and extended certain procedural dates for period of 60 days; continued hearing to June 2 (Docs. 18708-9). Action Feb. 13.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Three States Broadcasting Inc. to reopen record; received into evidence Three States exhibits 11 and 11-A; ordered record closed (Docs. 18456-7). Action Feb. 13.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Harvit Broadcasting Corp. and extended to Feb. 27 time to file proposed findings of fact and conclusions and to March 20 time to file reply findings and conclusions (Docs. 18456-7). Action Feb. 24.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, granted request of Broadcast Bureau and ordered proposed findings of fact and conclusions of law to be filed by Feb. 27 (Docs. 18515-6). Action Feb. 24.

■ Hearing Examiner Ernest Nash in Daton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding,

granted petition by Norman A. Thomas for leave to amend application with new suburban-survey data on basis of commission's recent proposed primer; ordered record reopened; scheduled further prehearing conference for March 2 (Docs. 18547-8). Action Feb. 18.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, on request by Broadcast Bureau, extended to Feb. 27 time to file initial proposed findings of fact and conclusions and to March 27 time to file replies (Doc. 17613). Action Feb. 17.

■ Hearing Examiner Herbert Sharfman in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Inc.), FM proceeding, granted petition by Pemberton Broadcasting Inc. for leave to amend application by supplementing financial showing (Docs. 18735-6). Action Feb. 18.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, ordered grant of approval made on record for leave to amend application to reflect changes in nature of engineering proposals filed by Wireless of Indiana be affirmed; further ordered amendments dealing with programing proposals and other matters be presented at early date in form of stipulated exhibits for consideration of receipt in evidence (Docs. 18614-5). Action Feb. 18.

Other actions

■ Review board in Grenada, Miss., FM proceeding, Docs. 18735-36, granted motion for extension of time, filed Feb. 18 by Grenada Broadcasting Inc. Action Feb. 20.

■ Review board in Raytown, Mo., FM proceeding, Doc. 18529, granted petition to enlarge issues filed Oct. 1, 1969, by Broadcast Bureau; remanded proceeding to hearing examiner for further hearing and preparation of supplemental initial decision consistent with memorandum opinion and order. Action Feb. 25.

■ Review board in San Antonio, Tex., FM proceeding, Docs. 18238-39, granted motion for extension of time to file exceptions, filed Feb. 24 by Bexar Broadcasting Inc. and Turner Broadcasting Corp. Action Feb. 25.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted Broadcast Bureau's request for extension of time, filed Feb. 18. Action Feb. 20.

Call letter applications

■ Dearborn City Broadcasters, Aurora, Ind. Requests WSCH(FM).

■ Northeastern University, Boston. Requests *WRBB(FM).

■ Dr. Kelly S. Segars, Iuka, Miss. Requests WTIB(FM).

Call letter actions

■ KLGa Inc., Algona, Iowa. Granted KLGa-FM.

■ Christensen Broadcasting Inc., Humboldt, Iowa. Granted KHBT(FM).

■ Edward Henry Schultz, Sparks, Nev. Granted KFON(FM).

■ Mount Union College, Alliance, Ohio. Granted *WRMU(FM).

■ Seguin Broadcasting Inc., Seguin, Tex. Granted KWED-FM.

■ Griffith Broadcasting Corp., Lynchburg, Va. Granted WLLL-FM.

Existing FM stations

Final actions

■ Broadcast Bureau granted renewal of license for WWDB(FM) aux. trans. only Philadelphia, Action Feb. 18.

■ WJLN(FM) Birmingham, Ala.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Feb. 18.

■ *KHSC(FM) Arcata, Calif.—Broadcast Bureau granted CP to install trans. and ant. Action Feb. 19.

■ KPEN(FM) Los Altos, Calif.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 19.

■ WFMT(FM) Chicago—Broadcast Bureau granted license covering changes; ERP 44.9 kw; ant. height to 815 ft. Action Feb. 11.

■ WGSY(FM) Peru, Ill.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action Feb. 19.

■ *KWAR(FM) Waverly, Iowa—Broadcast Bureau granted CP to change type ant.; make changes in ant. system; make changes in trans. line. Action Feb. 25.

■ KEWI-FM Topeka, Kan.—Broadcast Bureau granted mod. of CP to locate trans. 0.3 miles south and 0.2 miles east of N.E. 82d and N. Topeka Avenue, Topeka; studio location to 5315 W. 7th, Topeka; change type trans. and ant.; ant. height 460 ft.; remote control permitted. Action Feb. 20.

■ WJMD(FM) Bethesda, Md. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ant. height 310 ft.; ERP 50 kw. Action Feb. 19.

■ WFXM(FM) Jackson, Miss. — Broadcast Bureau granted mod. of CP to change trans. location to west of Dump Road, Jackson; studio location to be determined, Jackson; ERP 100 kw; ant. height 1060 ft.; remote control permitted from proposed studio location. Action Feb. 20.

■ WKYV-FM Vicksburg, Miss. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ant. height 328 ft. Action Feb. 19.

■ WLVP(FM) Franklin, N. J.—FCC reduced \$1,000 forfeiture incurred by Louis Vander Plate, licensee, to \$500. Forfeiture assessed for failure to conduct maintenance inspections at least five days each week and to include in log results of such inspections, tests, adjustments, and repairs; failure to maintain operating power within proper limits; failure to indicate in operating log cause of each carrier interruption; failure to make operating log entries at intervals not exceeding one-half hour. Action Feb. 26.

■ WHSL-FM Wilmington, N. C.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Feb. 18.

■ WDUB(FM) Granville, Ohio — Broadcast Bureau granted mod. of CP to change trans. location to Blair Knapp Hall, Denison University, Granville, Ohio; studio location Blair Knapp Hall, Granville, Ohio; change type trans. and ant.; make changes in ant. system. Action Feb. 24.

■ *WOBC-FM Oberlin, Ohio—Broadcast Bureau granted CP to install new trans.; condition. Action Feb. 19.

■ *KRBM(FM) Pendleton, Ore.—Broadcast Bureau granted mod. of CP to change type ant. Action Feb. 19.

■ KXLY-FM Spokane, Wash. — Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location on 99.9 mc. Action Feb. 19.

■ WCHS-FM Charleston, W. Va. — FCC granted application by WCHS-AM-TV Corp., Atlanta, for license to cover CP for WCHS-FM for one-year period. Commission noted on Jan. 29, 1970, it granted short-term renewals to stations under control of Rollins Inc. Action Feb. 26.

■ *WMUL(FM) Huntington, W. Va.—Broadcast Bureau granted remote control. Action Feb. 11.

Designated for hearing

■ WHCN(FM) Hartford, Conn.—FCC designated for consolidated hearing applications of WHCN Inc. for renewal of license for FM and Communicom Media for CP for new FM at Berlin, Conn. Action Feb. 26.

(Continued on page 79)

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RADIO

Help Wanted Management

Mid-west 100,000 market radio station needs strong general manager. Must be salesman, administrator, FCC expert, good background. \$25,000 to start and many other incentives. Write Box B-209, BROADCASTING.

Manager-salesman, brand new AM and FM station, most beautiful town in Eastern United States. Box C-19, BROADCASTING.

Expanding group station operator has opening for general sales manager. Must have good track record and able to train sales force. This is a good opportunity for man from a smaller market to move up in a growing chain. If successful with us he will become a general manager. Salary and benefits negotiable. Send resume and references to Box C-88, BROADCASTING.

Commercial/operations manager for midwest independent FM station. Must sell and direct other sales personnel. Salary and commission. Great opportunity for salesman who knows broadcasting. Resume, compensation requirements first letter. Box C-134, BROADCASTING.

Expanding organization needs sales manager & sports director for medium Idaho market. Sales manager must be capable of high personal sales, effective sales supervision and general station management. The right man will be station manager within a year. Sports director will broadcast college sports on state-wide network. High school sports plus special events such as golf, baseball, etc., so he must be good! Contact David at KWIK Radio, P.O. Box 2005, Pocatello, Idaho. Tape resume, 1st letter. No phone calls.

CATV manager—will train radio executive. Administrative and sales background. New system in Mid-Hudson, New York. Enjoyable. B. Karlen, Northeast Mgt. Co. 630 5th Ave., N.Y., 212-247-6250.

Sales

Wanted: Young, experienced sales pro (self-starter) for top rated station in medium midwest market. Prefer man with good track record. Salary and commissions, plus insurance and medical plan. Send resume and photo in first letter. All replies confidential. Box B-211, BROADCASTING.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel and entertainment expenses. No cut rates. No trade deals. Good future in expanding corporation. Box C-14, BROADCASTING

Experienced salesman ready for management, salary plus commission, many fringe benefits, car, leading area station, call General Manager (717) 286-5838 or write Box C-92, BROADCASTING.

We'll look til we find the right man for our expanding Sales Department. Dale Low, KLSS/KSMN Mason City, Iowa.

WDAE, Tampa-St. Petersburg, is searching for good sales talent. If you're the top man in a smaller Florida market, this may be your chance to move into large radio market. We're also interested in hearing from others but only those who would consider it a definite step up to move to the leading station in a million-plus market. Call Jerry Norman, Sales Manager, (813) 229-0404.

WFEC, Harrisburg, Pa., 1st with contemporary sound, needs top salesman to become sales manager under dynamic manager. 215-326-4003.

State College, Pennsylvania, the home of the Pennsylvania State University is also the location of one of Pennsylvania's finest contemporary stations and the only Progressive Rock FM between Pittsburgh and Philadelphia. The ownership of these two stations is seeking a young experienced sales representative. This position can lead to sales manager. The station is in an excellent facility, well-equipped, capably staffed, professionally represented and sold. Salary and commission. Call 814-238-5085 for an interview or send a resume to: Alan Dame, WRSC & WQWK FM, State College, Pennsylvania 16801.

Sales continued

Sales engineer required to assist Broadcast Sales Manager. Must be knowledgeable in AM-FM equipment, concerned with detail, aware of customer service and interested in advancing to Management. Salary open—commensurate with experience. Send resume with all details to Robert Sidwell, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

Fast growing, major market, midwest station seeks aggressive, capable salesman/announcer. Great potential. Call 612-423-2389. Write Box #333, Rosemount, Minnesota 55068.

Salesman-announcer with first class license to join growing station group. Send resume, tape, and picture to Leon Shearhart, Box 770, Chickasha, Oklahoma 73018.

"Idea" Salesman wanted in small market. Experienced, young, aggressive, draft exempt, able to handle mike and typewriter. Salary plus commission. Send resume, picture: Box 426, Carthage, Missouri.

Announcers

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

Top ten market FM going contemporary. Looking for strong young-adult personality with complete knowledge of today's sound. Send resume and tape. Salary in five figures. Box B-268, BROADCASTING.

Opportunity for creative housewife announcer who wants to do his own programing. Salary open. Western Penna., non metropolitan area. Send tape and resume to Box B-326, BROADCASTING.

Announcer. Mid-Atlantic adult operation is seeking a well-rounded announcer, capable of handling news, weather and regular board shift. Must be experienced, versatile and capable of handling production spots. \$150 per week. Box C-17, BROADCASTING.

Top level pro for excellent time slot. East Coast. One of the nation's top rockers. Exciting market, pleasant living conditions. Experienced only! Send tape, resume, references and current pic to Box C-50, BROADCASTING.

AM-FM station in medium southeast market, needs announcer/first ticket engineer. Willing to pay for quality. Prefer individual with ability to manage entire internal station operation. Write Box C-56, BROADCASTING, with resume, tape and references.

Medium market, FM stereo, independent MOR, eastern Pennsylvania seeking announcer/salesman. Entails 20 hour air shift. Salary plus commission should produce five figure salary for energetic person. Send air check, resume & photo to Box C-112, BROADCASTING.

Announcer and sales. Good in both. Energetic. Pulse rated number one Arkansas A.M. Fast pace country-politan. Guaranteed minimum weekly salary plus commission and fringe benefits. Send tape, resume, preferences and photo. Will return. Box C-144, BROADCASTING.

100,000 market, midwest station looking for bright sign-on announcer/production combination. Prefer someone from the midwest. Send tape, photo, resume and salary requirements. Mr. Jim Miller, Program Director, KCRG, Cedar Rapids, Iowa.

Announcer. 1-3 years experience. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wis.

Tropical radio, needs hard-working MOR jock w/ production flair. The living is easy but the job isn't. Tape, resume, and references to Bill Gray, WBNB, Box 5170, St. Thomas, Virgin Islands 00801.

Religious station. Immediate opening for man with first phone and a testimony. Send tape and resume. Tom Wallace, WBRI, Indianapolis 46220.

We're still looking for a mature DJ personality for leading MOR station in central Florida. Send tape. resume and references first letter to Bill Taylor, Program Director, WDBO, Orlando, Florida.

Announcers continued

Announcer/salesman, mostly sales, mature, no circus troopers. Contact Dick Williams, WCRI, P.O. Box 156, Griffin, Georgia. 228-8496. No collect calls.

Maryland modern, country music station, needs DJ with first phone. Rush tape and resume to WISZ Radio, P.O. Box 159, Glen Burnie, Md. 21061.

WPAZ, Pottstown, Pa. a Great Scott Station, beginning its 20th year in a new \$100,000 facility, needs a morning man who can sell after 9:15. Salary, Commission, Mileage, Ass't Sales manager title. 215-326-4003.

Immediate opening for mature announcer with first phone. Contact WSYB, Rutland, Vermont.

AM-FM station, MOR, 100 miles from New York City, has immediate opening for experienced announcer. Salary open. Write or call S. Lubin, WVOS, Liberty, N.Y.

Vermont's most successful radio station, adding FM (MOR), operation mid-March. Need four announcers, third phone. Excellent opportunities for advancement with three station chain. Ultra-modern AM-FM studio complex just completed. Serves Vermont, New York, and Canada. Rush tape, photo, and resume to John Kimel, WWSR-FM St. Albans, Vermont, 05478. Or call 802-524-2133.

Soul man with 1st ticket. No maintenance. Straight tight jock. Top rated station. If you can swing, let us hear from you. Tape and complete resume required. Contact Dick Oppenheimer, 613 Preston, Houston, Texas 77002.

Technical

Chief engineer—first phone. Creative man with maintenance and production experience. Interested in good opportunity. 2500 MC transmission and production in N.Y.C. area school system. Salary dependent on qualification and experience. Box C-37, BROADCASTING.

Chief Engineer for well established non-directional AM-FM stereo station in progressive midwest city of 30,000. Good pay and working conditions with fringe benefits. Must be thoroughly experienced in studio and transmitter maintenance and operation. No air work. This is a permanent position. Send resume to Box C-122, BROADCASTING.

Immediate opening for chief engineer. Limited air work. WSYB, Rutland, Vermont.

Attention first phone! Immediate opening for chief engineer 5 kw directional plus FM. Technical competence essential; little board work. Located hour from Detroit. Call manager WTHM, Lapeer, Michigan 313-664-8555.

Sales engineer required to assist Broadcast Sales Manager. Must be knowledgeable in AM-FM equipment, concerned with detail, aware of customer service and interested in advancing to Management. Salary open—commensurate with experience. Send resume with all details to Robert Sidwell, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

NEWS

News Director leading Philadelphia suburban station. Must have mature voice and delivery combined with experience, intelligence, good news judgment, and desire to dig for local news. Send tape, all info first letter. Box C-9, BROADCASTING.

Experienced newsmen and air-man needed in Abilene, Kansas. Must have experience gathering local news stories. Send tape and resume to Gary Houser, KABI Radio, Box 237, Abilene, Kansas 67410.

Houston, Texas, top rated station, immediate opening. Send tape and complete resume. Experience necessary, but we might consider some beginners in training capacities. Contact Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

Experienced news and air-man needed. Night music is Broadway and show type. Send tape and resume to WALE, P.O. Box 208, Fall River, Mass. 02722.

Help Wanted

Technical continued

Newsman/reporter with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo all information 1st letter. Fred Bradshaw, News Director, WDBO Radio News, Orlando, Florida.

Programing, Production, Others

Cleveland's rich lakeshore suburbs looking for production-minded entertainer. Must sound major market. \$7,200-8,500 for starters. First preferred. Mike Linder, WPVL, 713 Fobes, Painesville, Ohio 44077.

Situations Wanted Management

General Manager—radio. Seeking challenge in North-west area of United States. Currently successfully employed with high earnings. Totally qualified with background in single to multiple station markets with high competitive TV & print. Financially sound, mature, reliable, member of Pioneers. Married. Personal visit your town or mine. Resume to qualified respondent. Reply to Box B-262, BROADCASTING.

Don't know what your problem is or even if you have one, but if you're looking for a general manager, let me tell you my story. Box C-59, BROADCASTING.

Program director position wanted. Major market announcer desires management responsibility in medium market. Solid experience, degree, married, excellent references. Box C-70, BROADCASTING.

Management position. Ten years experience radio-television sales. National, regional, local experience, small market up through including 5 years major market. Strong on local sales, agency and direct—solid production background. Record includes tripling a 6 figure sales volume for current employer. Presently working for one of the country's finest major market stations, unfortunately they have only one major with management positions locked in. Early thirties, married, 3 children, college, salary requirements over \$25,000.00. Preference to multi-station group. Box C-79, BROADCASTING.

Radio station manager-salesman available, proven record, winner. Box C-84, BROADCASTING.

Want to go country? Then I'm your man. First phone, good voice, BBA, strong in sales and broadcast knowhow. Box C-100, BROADCASTING.

Attention: station owner, if you are looking for an active working partner with multi-phased background, including sales, programing, air, engineering, administration, I'm your man! Over 17 years experience including 50 kw top (5) market, will consider investing for piece of the action! Box C-107, BROADCASTING.

Eighteen years radio experience: Salesman, sales manager, manager, representative. Network and independent. Strong general administration; ability to organize sales inside-outside; develop sales beyond ratings. Understand Why and How of programing, promotion. Prefer group radio-television operation, manager and/or general sales manager. Twelve years present employer. Must have opportunity for advancement. You will be interested in my potential for immediate contribution to progress. References from industry leaders complete resume first response. Box C-124, BROADCASTING.

No place to grow: Management and performing experience in multi communications operation. Experienced in radio, TV and CATV. Full details on request. Box C-136, BROADCASTING.

Station manager: Dependable, imaginative, progressive worker. Interest in markets outside top 20. Knowledge, experience and key contacts include RAB, FCC, markets and audience research, reps, spot clients, agencies retailing, D.C. law firms, etc. Record stands close inspection. No RGR. Box C-141, BROADCASTING.

Young radio pro with 10 years experience as top ten major market personality, program director, first phone-chief engineer, sales-promotion and administrative background. Format specialist, MOR to Drake, leading to top billings and ratings. Want first step into management or program manager. Immediate 415-755-2102.

Sales

Broadcast executive (30), eleven years experience with college degree wants sales/management position with opportunity for advancement. Presently employed by outstanding radio station, but limited potential. Box B-330, BROADCASTING.

Situations Wanted

Sales continued

Young man, married, six years experience all phases radio, seeking sales/production position in small market. Top references, community minded. Available after March first. Box C-5, BROADCASTING.

Experienced salesman in southwest coastal area of Florida, seeks new horizons. Strong on Promotion, versed in AM/FM etc., will relocate for position with opportunity and challenge. Big or small market, large or small station. Box C-72, BROADCASTING.

Florida broadcasters: College graduate, 22, seeks a broadcast sales career in your state. 1st phone, 7 years experience including SEC play-by-play and some sales. Will accept your challenge! Jerry Brewer, Village Oaks, Starkville, Mississippi.

Announcers

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

Announcer, newscaster, interviewer, bright DJ, selling sound, personable, desires some sales, wants Northeastern seaboard. Box C-10, BROADCASTING.

Solid sound, P. M., rush hour on AM, six years' experience, tight production, third endorsed, MOR, will relocate. Box C-18, BROADCASTING.

Five years experience, refreshing voice, great knowledge of modern music, good sense of humor, New England area preferred. Box C-21, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-28, BROADCASTING.

Professional rock personality. Medium or major market. Five years experience, two at present station. College, married, draft exempt, 23, will go "Maximum Music." Production is my forte. Several awards. Contact Box C-33, BROADCASTING.

DJ, first phone, seeking position with rocker or upbeat MOR. Box C-57, BROADCASTING.

Top 40 DJ with experience operating tight board. News, commercial delivery, and quality production. Will consider any station serving progressive, growing community. Tape immediately available. Box C-58, BROADCASTING.

D.J., news, three years experience, third, service completed. Box C-61, BROADCASTING.

Announcer, first phone, some top 40 experience; Northeast preferred. Box C-65, BROADCASTING.

Announcer sportscaster/newscaster; fully experienced all play-by-play; some TV. Locate anywhere; third radio, tape available. Box C-67, BROADCASTING.

Diversified—pleasant sound, tight board, play-by-play, news, sales, 3rd endorsed, 32, want permanent position with future in large West or S.W. market. Box C-68, BROADCASTING.

Creative pro, 5 years experience, top 40, upbeat MOR, tight board, strong production, service completed, northeast, southeast, midwest. 212-896-5159. Box C-78, BROADCASTING.

Strong, experienced rock or MOR personality, with 3rd phone and endorsement. Recent college grad, 22 years old & draft exempt. Available in June. Reply Box C-101, BROADCASTING.

Top 40 DJ Personality, recently completed military. Armed forces/commercial experience. Box C-104, BROADCASTING.

Disc jockey, news, ambitious, and reliable. Strong newspaper background. Third endorsed. Can write copy. Will relocate for right station. Box C-105, BROADCASTING.

All-round radio personality jazz-rock disc jockey. Good voice and news delivery. Will relocate. Box C-106, BROADCASTING.

First phone—MOR up-tempo. Mature motivated news-jock with desirable voice wishes to relocate and settle in Midwest or Western U.S. Box C-109, BROADCASTING.

Negro announcer, 8 years experience, 3rd class ticket. Box C-111, BROADCASTING.

Ron Britain type screamer. Two years in top ten market. BBA in marketing. Production-oriented. No draft problem. Prefer AFTRA. No sales, first phone, or days. Box C-117, BROADCASTING.

Professionally trained announcer, first ticket, can do maintenance on equipment, will relocate. Box C-125, BROADCASTING.

Third phone, college, three years in radio, dj. Box C-126, BROADCASTING.

Announcers continued

First phone adult showman—late thirties, married. Mature, stable. Many years diversity. All locations considered. Call 219-456-2449 or write Box C-128, BROADCASTING.

Personality top-40 is what I'm into. I believe jock should be as important as music. I believe in humor. Rating show #1 in N.E. regional market. Will relocate, available now. Box C-132, BROADCASTING.

First phone-announcer-salesman. Six years experience all markets. Mature adult. Box C-133, BROADCASTING.

Talk show host: Heavy experience in all talk formats, radio and television. Seek larger market on east coast. Tape, resume, photo supplied. Box C-135, BROADCASTING.

Disc-jockey, talk man-newscaster. Witty, intelligent (B.A. degree) experienced and single at 26. Professionally programed rock and MOR. Sales oriented, creative, tight board with 3rd endorsed. Am dependable and versatile. NYSAS graduate. Box C-137, BROADCASTING.

Number 1 drive time MOR personality in top 20 market Available now. Call 513-825-5472.

Long on talent—Some experience, willing, eager to learn. Graduate, Institute of Broadcast Arts. Third endorsed. Pix, tape, resume. Box 932, Corona, Calif. 91720.

Femme DJ, news, 3rd, tight board, traffic, well qualified executive, experienced, full/part, dependents, everywhere. Write Pupil, Cross St. Box 57, Palestine, Ohio 45352.

Twelve years experience. All phases radio broadcasting, station management and sales. Newscaster. Expert all sports play-by-play. Reliable. Willing to relocate. P.O. Box 423, Chipley, Florida. Telephone (904) 547-5481.

Young jock, ambitious, creative, dedicated, third phone, strong on sports, news. Will relocate. (212) 287-8532.

1st phone, 8 months experience in medium market seeks top 40 in Calif., Nevada, Arizona. Contact Robert (714) 262-5957.

Young aggressive college grad looking for 1st position. Good in news and sports production and on-the-air work. Will relocate. Draft exempt. Third class endorsed. Bob Fritz, 10725 Rose Avenue, Los Angeles, California 90034.

Educated behind the scenes at major station in top 5 market. Looking for on-air start, preferably "Progressive FM" or MOR. Knowledge of creative programming through professional musical background. Young, exempt, willing to relocate. Tape, resume, available immediately. Gary 1-313-534-9647.

1st phone announcer needs job. Top 40. Calvin Williams, 2920 Grand Ave., #105, Dallas, Texas 75215. Phone 421-5667—374-4475.

First class ticket majoring in radio-television at Boston University seeks non-technical summer employment. Ned Kandel, 1305 Commonwealth Avenue, #4, Brighton, Mass. 02134.

Four years experience and third ticket; available May with B.S. degree. Don't drive, public transportation only but can do the work. All reasonable offers considered. Write: Larry Hummel, Box 1343, John Brown University, Siloam Springs, Arkansas 72761.

First phone jock, one year experience. \$135.00 week min. (404) 767-5859.

1st phone broadcasting school graduate, three years college, dependable, good voice. Up-tempo MOR, rock. Peter Hansen, 333 J St. Apt. B, Chula Vista, Calif. 714-422-5731.

First phone, 8 years experience with smooth professional delivery. Versatile. Available now. Bill J. Melton, 1127 Washington Apt. #1, Lincoln, Nebraska. 402-432-2080 after 7 p.m.

West coast, Rockies or southwest. Announcer/newsman, 15 years experience, third, available now. Let's talk. 406-252-3956.

1st phone DJ with humorous personality and 6 months experience, wants Texas or Louisiana top 40 station. Available immediately. Don't take a chance, take a comer! Jim Pennell, P.O. Box 40307, Houston, Texas 77040. 713-462-1375.

Southern California attention—All formats, married, military completed, available yesterday. Bob Melton, 12886 Fremont, Yucaipa, California. 714-797-7666.

1st phone dj, electronic engineer, salesman. I've been around this whole country but I've never heard a station better than WNEW-FM. Would love to make your station compare with theirs. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820.

Announcers continued

Available now for stations in the southeast, men and women with thorough and professional training in the fundamentals of radio. For auditions and resumes, write to Announcers, Box 1056, Lumberton, N.C. 28358.

1st phone, broadcasting school graduate, military complete, tape, photo, resume on request, some experience, ambitious, will relocate, C. R. Wilcox, 3960 Arizona Street, San Diego, California 92041, 714-298-8784 after 6 p.m.

Technical

Experienced engineer desires director of engineering/Chief Engineer position with major market station or group. BSEE, 10 years experience in equipment design, station planning, construction and supervision. Box C-69, BROADCASTING.

Relocating in Atlanta area. Experienced announcer-engineer. First phone, AM/FM stereo directional, construction, maintenance. Box C-89, BROADCASTING.

Chief engineer with years of high power AM, directional, FM and manufacturing, desires to head-up the technical department of station or group. Box C-90, BROADCASTING.

Chief engineer: 5 kw-DA and FM-stereo on East Coast. Mature, experienced, all phases. Box C-97, BROADCASTING.

Got job for engineer experienced as chief, combo. Starting \$150? Call 215-748-8640.

1st phone engineer/maintenance. 1st class announcer, eight years metro experience. top 40, MOR, 27, USAF vet, deep voice, production expert. Wants home now. 1-318-949-3885.

1st phone—electronic engineer, dj, salesman wants to work in area where I can continue my education in electronics. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820.

NEWS

Is your evening news a warmed over reading of the local newspaper? Why not let an 18-year newspaperman with a First Phone license change all that? Prefer Northeast. Box C-60, BROADCASTING.

I want to report news! Go into the street and dig up news. I have outstanding credentials but an inside job. Box C-63, BROADCASTING.

Professional who communicates: experienced in news interviews, talk-shows, music. Administrative experience. Mature, knowledgeable presentation. Married, veteran, making \$650.00 Box C-85, BROADCASTING.

Graduate prestige college, two years commercial experience, including 50,000 AM top 60 market, seeks challenging position in news as part of progressive, professional operation, top 100 market. Box C-116, BROADCASTING.

Young man experienced in DJ work wants to get into news, preferably in or near a state capital. News experience limited, but willingness to learn isn't. College grad, vet, married. Box C-121, BROADCASTING.

News director—In secondary northwest market. 27 year old college man seeking move to larger market . . . Prefer northeast. Experienced at gathering and writing local news. Not afraid to use tape recorder. Box C-140, BROADCASTING.

Experienced newsmen for large market radio. Box C-145, BROADCASTING.

Want real local news? I can get it for you. Investigative newspaperman, young at 44 with 20 years on most desks, beats including legislature. Small or large city. Family man, J-grad. Phone 805 WE-7-3704.

Programming, Production, Others

Ready to move up to PD small or medium "Good Music" station. 17 years business, 2½ programming experience. Stable family man. Box C-86, BROADCASTING.

Creative program, production director. Track record N.Y. market, Radio, TV. Top references. Box C-91, BROADCASTING.

Creative man with national reputation seeks PD position with top 40 or Progressive Rock outlet. Must have moving expenses. Available in a month. Box C-108, BROADCASTING.

Professional meteorologist, 23 years experience, seeks entry into broadcast field. Personable proficient and practical. Let me give you the professional approach to weather. Lou McCnicoll, (916) 487-6968 or write 4488 Mary Lynn A93B, Carmichael, Calif. 95608.

Television Help Wanted

Management

Top flight manager for well equipped VHF station in medium sized eastern 3-station market. A fine opportunity for successful, creative, sales oriented manager experienced in all administrative phases of TV operation. Ideal family living area. Salary \$18,000 plus. Splendid growth potential. Reply in confidence. Must have excellent references for future check with your O.K. Box B-293, BROADCASTING.

Well established broadcasting corporation will soon be marketing a unique new service to radio and television stations in major markets. Here is a ground-floor opportunity for men willing to trade their station experience for unlimited earnings and stock participation. Management and sales positions now open in New York, Chicago, and Los Angeles. Interested parties please send resume to Box C-39, BROADCASTING. Confidential.

Sales

Rep salesman for Chicago office of major television representative. Minimum 2 years station or Rep experience necessary. \$25,000.00. Rush resume to Box C-42, BROADCASTING.

Technical

TV transmitter engineer. Contact: Alex Giese, KGBT-TV, Box 711, Harlingen, Texas, 78550. 512-423-3910.

First phone, maintenance engineer for expanding CC-ITV system located 1½ hours from New York City in Catskill recreation area. Must be familiar with broadcast quality video, audio, I.O. cameras and Ampex VR 1200. Helical scan tape experience helpful. Some operations duties. New facility and equipment. Contact Kenneth Knecht, State University College, New Paltz, New York, 12561. An equal opportunity employer.

NEWS

Question—can you air radio-TV news, find and write news, shoot and edit film, direct others in doing same? If so, an AM-FM-TV group in North Dakota needs you now as newsmen or second in command of eight man staff or both, salary open send resume, picture, audio or video tape of film and samples of writing to Box C-47, BROADCASTING.

If you're short on experience, but long on desire to learn television news photography check us out here in the midwest, Write Box C-77, BROADCASTING.

News producer for group owned top 10 eastern market. Applicant will produce number 1 rated news program. Experience should include three years as news producer in smaller market. Reply Box C-120, BROADCASTING.

Immediate opportunity for experienced anchor-man large southern market. Journalistic ability a must and familiarity with SOF most helpful. Facility of multi ownership chain, first assignment on top rated night report. Send resume and air check. Returned. Box C-143, BROADCASTING.

Experienced documentary writer/researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact Gene Strul, Plaza 1-6692, An equal opportunity employer.

News writer-producer. Outstanding opportunity to work in nation's 25th market and Capital city of most populous state. Immediate opening for 3 p.m. to midnight shift, (M-F). Strictly off-camera. Minimum of 2 years experience in TV news required. Excellent salary and benefits. Personal interview, at applicants expense, required prior to hiring. All previous employers checked for reference. Send resume or apply in person: McClatchy Broadcasting, 21st & Q Sts., Sacramento, Calif. 95813. An equal opportunity employer.

Programming, Production, Others

Producer-writer-reporter for 10 p.m. newscast. Must know film, be able to write newscast scripts, plus do occasional filmed report. Send complete resume and salary requirements. Alan DePetro, WKBF-TV, Cleveland, Ohio, Equal Opportunity Employer.

Maryland UHF, NBC affiliate seeking creative producer-director. Strong background in studio, film news, commercials, switching. Opportunity to grow with new station. Contact Operations Manager 301-797-4400.

Production manager needed for new Maryland UHF, NBC affiliate. Extensive production experience required. May now be producer-director with major market background. Will head up all facets of the production operation. Contact Operations Manager 301-797-4400.

Television

Situations Wanted Management

Program-operations manager. Presently at a leading group station. Proven background all areas. Strong local programming. Excellent references. Box B-203, BROADCASTING.

Station manager—small or medium market. I can do the job you want Let me tell you about it. Box B-317, BROADCASTING.

TV production manager for medium to medium-large market. A professional with 15 years of solid knowhow in management, production, programming, promotion. Highly creative. Married-family man with references. Resume, photo and salary on request. Box C-66, BROADCASTING.

CATV local origination has its problems, we know because we've solved them. We are consultants not equipment salesmen. Let us show you how to make it pay both in additional subscribers and revenue. For information write S. A. Associates, Box 139, Pennel, Pa. 19047.

Sales

Ass't account executive, (30), long on enthusiasm, drive and creative marketing abilities seeks sales opportunity, preferably with local station in competitive medium/major market. Two years experience on national accounts with major advertising agencies. B.S. degree plus graduate coursework completed. Military fulfilled. Excellent references. Box C-93, BROADCASTING.

Need some young blood on your sales staff? Ambitious small market sales manager seeks move into television in sales or promotion. College grad, four years broadcast experience, six months plus as sales manager. Box C-138, BROADCASTING.

Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality, Box A-209, BROADCASTING.

Young lady, broadcasting graduate, seeks position television, radio, commercials, announcer. Excellent diction. New York City or vicinity. Box C-81, BROADCASTING.

Creative talk—graduate in communications with experience in comedy and in news with network Flagship seeks to combine talent for provocative talk show, radio or TV. Box C-110, BROADCASTING.

Technical

Engineering manager, 21 years all phases of engineering. Heavy construction experience, and operations. Well known in industry, excellent references, proven record. Available for interview at N.A.B. or wherever. Presently with good operation, seeking advancement in large market of group. Box C-73, BROADCASTING.

First class engineer, one year experience in master control room and color camera control operations. Prefer Texas, Box C-83, BROADCASTING.

Progressive engineer seeks position as chief of single station or director engineering of chain. Presently design engineer with major equipment manufacturer. (Present salary 15M+). Former chief engineer and operations manager with experience in AM, FM, VHF, UHF, and major construction. Box C-119, BROADCASTING.

First phone experienced studio operator. Video tape, film, slide, switching, directing, camera. Full character references furnished. Refined. Welcome opportunity to learn maintenance. Metropolitan markets! Box C-131, BROADCASTING.

Chief or supervisor strong on maintenance, transmitters. All phases AM/FM-TV except directional. Prefer middle east. Best offer. C. L. Sweet, 1327 Perry Drive, Hobbs, New Mexico. 505-397-2640.

First class licensed broadcast tech: Experience (mainly switching, but also videotape camera, audio and transmitter). Prefer north central United States. Donald L. Wilson, Box 113, Sebeka, Minnesota.

News

T, V, news pro available. Top reporter top-five city will exchange solid performance record for anchor and/or reporting spot in major market. Box C-31, BROADCASTING.

Sharp young newshen, college grad, good writer, seeks radio/TV reporter slot in medium market. Box C-46, BROADCASTING.

Situations Wanted

NEWS

continued

Newsman, 27, with radio, TV, newspaper experience, seeks move from small market to professional operation where pride in product is foremost. Reporter or anchorman, TV or TV-Radio. Top references, Box C-55, BROADCASTING.

News management. Top ten market broadcast journalist looking for medium market news management position. MA, experienced, qualified. Box C-62, BROADCASTING.

Newscaster, BA, young. Presently at NBC affiliate. Producer, SOF stand-up, photog, silent-sound editor, heavy sports. Do you need any of these talents? Far West, Southwest. Box C-64, BROADCASTING.

Newscaster, reporter, interviewer, BA, female, single, presently at NBC affiliate. SOF's man-on-streets stand-ups, film experience, wish Chicago area. Box C-74, BROADCASTING.

Experience is my only drawback. Somewhere, somebody out there in the Chicago area or the East Coast wants to get a creative boost from a restless 26 year old desiring to break into TV news broadcasting or documentary production. Box C-76, BROADCASTING.

News reporter, writer, producer. 10 years radio and TV background. Presently employed. Prefer Midwest or Southeast. Box C-80, BROADCASTING.

Looking for a good woman? Career journalist, 27, Degree. Seven years experience. On-camera anchoring newscasts in major market, women's talk shows, commercials, news writing, reporting. Familiar with film and production. Box C-87, BROADCASTING.

Senior investigator with five years TV news background seeks challenge of heading news operation with forward looking management in medium or large metro market. Details on request. Box C-102, BROADCASTING.

Broadcast journalist, now staff radio-TV news director for major university, seeks similar position with group owner. Young, aggressive, innovative, experienced in all phases of radio-TV news, including strict budget control. Box C-114, BROADCASTING.

Newsman with experience at New York flagship and metro weekly as managing editor wishes to join local news team in major market. Special interest in creative documentaries. Box C-123, BROADCASTING.

Programing, Production, Others

Sports play-by-play. Want pro or college baseball, football, basketball. 20 years experience. TV-Radio. Regional network experience. Box C-15, BROADCASTING.

Technical director/production director. ETV or commercial. B.S. TV production, first phone, one year commercial maintenance experience. Under 30, married, veteran. Available June 1st. Resume and references upon request. Box C-96, BROADCASTING.

Television production experience wanted. College graduate. Armed Forces TV background. Box C-103, BROADCASTING.

Experienced set design, construction, TV cameraman, lighting, in medium midwest market, wishing to relocate. College graduate, portfolio available. Box C-118, BROADCASTING.

Operations/Program director. Need shirt-sleeve management that can back up decisions with first-hand television experience? Then contact me! Presently employed with UHF station in top 10 market; proven background in production, organization and administration. Ready for a move up or a group on the move. Box C-142, BROADCASTING.

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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.

Complete FM equipment for new station; transmitter, monitors, antenna etc. Contact O. B. Borgen, KFIL Radio, Preston, Minnesota 55965—Phone 765-3856.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For Sale: 2000 ft. 3/8 inch 51.5 ohm Steatite line and hardware, one TF 6 AL antenna. Side band filter, Diplexer and two harmonic filters all tuned for Channel 6. Box B-271, BROADCASTING.

For Sale: 2 RCA TK-41C Studio Color cameras. These cameras (ser. #1078 & 1080) are in excellent condition having been manufactured in 1966 and are extensively up-dated with solid state power supplies, preamplifiers, and color bar generator. Accessories included are 50, 90, 135 mm lenses plus TV-88 single lens turret, 500 feet cable. 2 sets image orthicons and spare parts. Director of Engineering—H. Berger, P.O. Box 9, Toronto 375, Canada. 416-362-2811.

RCA BC6 audio console, TV37 camera cable, 4-500 ft. reels with connectors, can be used with dual cable PC 70's. 3-Marconi MK IV 1/2 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

RCA AVQ-10 weather radar system complete with Raydome, heater, 400 cycle power supply, VJ-B monitors, cabling and spare parts, excellent condition. Box C-25, BROADCASTING.

Tower sales, erection and maintenance, experienced, insured, references upon request. Southern Tower Service Co. P. O. Box 1387, Suffolk, Va. 23434. Phone 703-539-8365.

Gates FM-1B, 1000 watt FM with stereo. \$2500 call Paul Gregg, Bauer Division Granger Associates (415) 321-4175.

RCA BTA-10F-DA-2-phaser, 5000 feet 1 1/2" coax. monitors. Must move off site by March 12, call Paul Gregg, Bauer Division Granger Associates (415) 321-4175.

Westinghouse 5 kw. Type 5-HV-1 must see to appreciate, new about 1950. Also Gates 250-C. Must move these transmitters. Make offer. Reply P.O. Box 603, Lakeview, Oregon.

One Gates 425 25 kw FM-AM tower isolation transformer, factory will convert to your frequency. 290 ft. of H-8-50A cable. Save one half on each one of these items. Frank C. Carman, KLUJ, Salt Lake City.

Clean, operational VR1000B VTR, Marconi Mark IV camera, Mincom Monochrome dropout compensators, RCA and Ampex video heads, Amtec, -05 intersync. Box C-75, BROADCASTING.

Full line of broadcast equipment, new line of Audio consoles, CBS, magnecorders, Bauer transmitters. We can supply your broadcast needs. Good used equipment also. Shain & Young Electronics, Inc. Box 95, Caneyville, Kentucky 502-879-6245.

New Spotmasters, three units, 1 record/playback, 2 playback, all three as low as \$31.78 monthly. Even less with your trade-ins. Vernon Steed, Associates, Box 616, Warrenton, N.C. 27589.

Two McCarta Amplifiers model 450-A and four McCarta playback units model 105. All now in air use. First check for one thousand dollars takes entire package, FOB Radio Station WETZ, New Martinsville, West Virginia.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc. P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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Get your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

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D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Miscellaneous continued

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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First Class License in six weeks. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters. Elkins Radio License School of Atlanta offers nationally famous six week course for 1st class license. Fully approved for Veterans' Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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Attention Mountain States. Now in Denver—Elkins FCC First Class License Course. Elkins Institute in Denver, 420 S. Broadway, Denver, Colorado 80209.

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R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

INSTRUCTIONS continued

No: Tuition, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469. 615-889-2480.

First Class license theory and laboratory training in six weeks. Be prepared to let the Masters in the nation's largest and most respected network of schools train you. Approved for veterans and accredited by the National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institutes: 2603 Inwood Road, Dallas, Texas 75235. 214-357-4601. 51 10th Street N.W., Atlanta, Georgia 30309. 404-872-8844. 3443 Central Avenue, Chicago, Illinois 60604. 312-286-0210. 420 S. Broadway, Denver, Colorado 80209. 303-744-7311. 283 S. Krome Avenue, Homestead, Florida. 305-247-1135. 3518 Travis, Houston, Texas 77002. 713-526-7637. 4119 East Lake St., Minneapolis, Minnesota 55406. 612-722-2726. 2106A 8th Avenue S., Nashville, Tennessee. 615-297-8084. 333 St. Charles Avenue, New Orleans, Louisiana 70130. 504-525-2910. 451 South Main, San Antonio, Texas. 512-223-1848. 165 S. Varn, Ness Avenue, San Francisco, California 94103. 415-626-6757. 404 Dexter, Seattle, Washington 98109. 206-622-2921. 66 Monroe, Memphis, Tennessee. 901-525-8896.

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NEWS

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NEWS
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Box C-127, Broadcasting.

Programing, Production, Others

METEOROLOGIST
VHF Net affiliate, medium market expanding 12 man news staff to include professional weatherman. Need a pro with some personality and imagination. Pleasant mid-west city. Send resume, low band VTR or audio and photo, and salary requirements.
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Situations Wanted Management

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(Continued from page 72)

Call letter applications

- WGAR-FM. Nationwide Communications Inc., Cleveland. Requests WNCR(FM).
- WMGW-FM. Regional Broadcasters Inc., Meadville, Pa. Requests WZPR(FM).
- KLVL-FM. Robert W. Sudbrink, Pasadena, Tex. Requests KYED(FM).

Call letter actions

- WMBO-FM. Auburn Publishing Co., Auburn, N.Y. Granted WRLX(FM).
- KWFR-FM. Solar Broadcasting Inc., San Angelo, Tex. Granted KIXY(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: WALO Humacao, P.R.; WCPA-FM Clearfield, Pa.; WFAI Fayetteville, N.C.; WISA-AM-FM Isabella, P.R.; WRLM(FM) Taunton, Mass.; WUOK Cumberland, Md.; WVAM-AM-FM Altoona, Pa. Actions Feb. 19.

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM-AM-FM, ordered record closed; ordered proposed findings of fact and conclusions of law filed by April 6 and reply findings by April 20 (Doc. 18616). Action Feb. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered further prehearing conference to convene March 13 in San Francisco (Doc. 18500). Action Feb. 17.

■ Atlanta—FCC extended license renewal application deadline to March 30 following request of Lonnie C. King, National Association for Advancement of Colored People, for extension of time to file petition to deny application of any Atlanta licensee for renewal of license of station. Action Feb. 26.

Other actions, all services

■ Hearing Examiner James F. Tierney in matter of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, denied motion to quash subpoena to testify by Julian M. Kaufman whose appearance and testimony is sought under compulsion by Western Telecasters Inc.; ordered subpoena modified to extent that Kaufman may be deposed in or near San Diego, at time and place of mutual agreement to respective person and counsel but, in no event, disruptive to or in delay of deliberate pace of proceeding (Doc. 18606). Action Feb. 17.

■ Hearing Examiner James F. Tierney in matter concerning ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, scheduled hearing for March 9 (Doc. 18606). Action Feb. 19.

■ FCC acting on petitions for reconsideration and repeal of policy statement on comparative hearings involving regular renewal applicants, and for reconsideration of dismissal of petition by BEST et al., for rulemaking to clarify standards in comparative broadcast proceedings set March 12 and March 27 for parties to file responsive pleadings. Action Feb. 26.

■ FCC issued rulings as to whether broadcast of ten specific types of programs dealing with lotteries violate federal statute and commission rules in supplemental declaratory ruling dealing with New York State Lottery. Case was remanded to commission by U. S. Court of Appeals for Second Circuit, in ruling affirming commission determination that statute and rules apply to State-sponsored lotteries, but stating that petitioners were entitled to rulings on lawfulness of certain specified broadcasts. Action Feb. 26.

■ FCC dismissed petition by Anthony R. Martin-Trigona to revoke broadcast licenses of all Metromedia Inc. TV's because petitioner lacks standing and petition is without basis. Petition was filed Oct. 5, 1969, in connection with Metromedia's earlier proposal for assignment of license of WFLD-TV Chicago from Television Chicago, joint venture, to Metromedia. Action Feb. 26.

■ FCC extended time for filing comments and reply comments by interested parties in proposed rulemaking, revising multiple

broadcast ownership rules regarding bank holding of broadcast stocks to April 1 and May 1 respectively (Doc. 18751). Original dates for filing comments and replies were March 2 and April 3 respectively. Action Feb. 26.

■ WKRZ(AM) and WDJR(FM) Oil City, and WOTR(AM) Corry, all Pennsylvania—FCC denied requests by WKRZ Inc., licensee of WKRZ and WDJR(FM), for remission of \$1,000 and \$4,000 forfeitures, and for reconsideration of Nov. 21, 1969, memorandum opinion and order denying reduction of forfeitures; and request by Olivia T. Rennekamp, licensee of WOTR, for remission of \$1,000 forfeiture. Commission said neither licensee submitted information not previously considered and denied, and that WKRZ's reconsideration petition was not timely filed. Action Feb. 26.

Translator actions

■ K10FM Alpine, Ariz.—Broadcast Bureau granted CP to change frequency from ch. 10 to ch. 11; change call letters of VHF translator to K11JS. Action Feb. 16.

■ Oregon Broadcasting Inc., California, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Montague, Calif., on ch. 13 by rebroadcasting KOTI (TV) Klamath Falls, Ore. Action Feb. 16.

■ K79BZ Monterey and Salinas, both California—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Aug. 17. Action Feb. 17.

■ Radio Medford Inc., Yreka, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Yreka on ch. 6 by rebroadcasting KMED-TV Medford, Ore. Action Feb. 16.

■ San Miguel Power Association Inc., Montrose, Colo.—Broadcast Bureau granted CP for new VHF translator to serve rural area west of Montrose, Colo., on ch. 6 by rebroadcasting KREY-TV Montrose. Action Feb. 24.

■ San Miguel Power Association Inc., Naturita, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Paradox, Nucla, Naturita and Norwood, all Colorado, on ch. 4 by rebroadcasting KUTV (TV) Salt Lake City. Action Feb. 24.

■ San Miguel Power Association Inc., Naturita, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Paradox, Nucla, Naturita and Norwood, Colo., on ch. 2 by rebroadcasting KREY-TV Montrose. Action Feb. 24.

■ San Miguel Power Association Inc., Uravan, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Uravan on ch. 10 by rebroadcasting KUTV(TV) Salt Lake City. Action Feb. 24.

■ K11CA Browning, Mont.—Broadcast Bureau granted CP to make changes in ant. of VHF translator. Action Feb. 13.

■ Flathead Valley Community College, Whitefish, Mont.—Broadcast Bureau granted CP for new UHF translator to serve Kallispell, Mont., on ch. 29 by rebroadcasting KSPS-TV Spokane, Wash. Action Feb. 17.

■ K10AJ Howard, Mont.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action Feb. 20.

■ Trout Creek, Heron and Noxon Television District, Trout Creek, all Montana—Broadcast Bureau granted CP for new VHF translator to serve Trout Creek, Heron and Noxon on ch. 12 by rebroadcasting KHQ-TV Spokane, Wash. Action Feb. 24.

■ K10GP Verdi, Nev.—Broadcast Bureau granted mod. of license covering change in primary TV station to KTVN(TV) Reno. Action Feb. 17.

■ K12HI Verdi, Nev.—Broadcast Bureau granted mod. of license covering change in primary TV station to KCRL(TV) Reno. Action Feb. 17.

■ Quemado TV Association, Quemado, N. M.—Broadcast Bureau granted CP for new VHF translator to serve Quemado on ch. 11 by rebroadcasting Albuquerque, N. M. Action Feb. 16.

■ W02AF Sylva, Dillsboro and Cullowhee, all North Carolina—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to August 17. Action Feb. 17.

■ Big Lake Translator System Inc., Big Lake, Tex.—Broadcast Bureau granted CP for new UHF translator to serve Big Lake on ch. 73 by rebroadcasting KVKM-TV Monohans, Tex. Action Feb. 16.

■ K08DL Westport, Grayland, Ocosta,

Ocean Shores. Ocean City Copalis and Pacific Beach, all Washington—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Feb. 20.

CATV

Application

■ Coldwater Cablevision Inc.—requests distant signals of WXON(TV) Detroit and WGN-TV Chicago to Coldwater, Mich. (Lansing, Mich. ARB 49). Ann. Feb. 26.

Initial decisions

■ Sault Ste. Marie, Mich.—Hearing Examiner Millard F. French in initial decision proposed cease and desist order against H & B American Cablevision Co., CATV operator (Doc. 18578). Action March 2.

■ Pottsville, Pa.—Hearing Examiner Thomas H. Donahue in initial decision proposed termination of order to show cause directed against Pottsville Trans-Video, CATV operator (Doc. 18690). Action Feb. 25.

Final action

■ Queensbury, N. Y.—FCC granted waiver of hearing provision on petition by Normandy TV Cable Inc., which proposes to operate CATV system at Queensbury. To comply with leapfrogging provisions (Doc. 18397) Normandy TV Cable was required to carry signals of WFTT(TV) Bridgeport and WHCT-TV Hartford, both Connecticut, closer to CATV community than some of independents system proposes to carry. Action Feb. 18.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Sussex borough and Wantage township, both New Jersey (Continental Telephone Corp. et al.), petition by Garden State CATV Inc. to stay construction and operation of CATV distribution facilities, ordered record closed and proceeding referred to commission (Doc. 18688). Action Feb. 24.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, granted consent motion of Rust Craft Broadcasting Co. and Wheeling Antenna Inc. and extended to March 9 time to file proposed findings and to March 23 time to file reply findings (Doc. 18612). Action Feb. 13.

■ Hearing Examiner David I. Kraushaar in matter of Better T.V. Inc. of Dutchess county, N. Y. (complainant) v. New York Telephone Co. (defendant) et al., CATV proceeding, granted motion by New York Telephone Co. for leave to amend application to reflect change in name of customer from Broadway Maintenance CATV Corp. to Brookhaven Cable TV Inc., and in order to correct exhibit 2 and to show that customer withdrew order for additional service previously requested. (Docs. 17441, 18525, 18620, 18623-4, 18750). Action Feb. 16.

■ Hearing Examiner Herbert Sharfman in Burlington, N. J. (General CATV Inc.) CATV proceeding, scheduled prehearing conference for March 2; extended to Feb. 27 time to answer interrogatories filed by General (Doc. 18756). Action Feb. 17.

Ownership changes

Applications

■ WKND(AM) Windsor, Conn.—Seeks transfer of control of KND Corp. from Jerome Dawson, Hilda Dawson and Kenneth Dawson (as a group, 100% before, none after) to KND Broadcasting Corp. (none before, 100% after). Consideration: exchange of stock. Principals after transfer: Jerome Dawson (66%), Hilda Dawson (22%) and Kenneth Dawson (12%). Ann. Feb. 25.

■ WJBS(AM) DeLand, Fla.—Seeks assignment of license from Walter Davis, receiver, to WJBS Inc. for \$65,550. Sellers: Mr. Davis is court-appointed receiver of Cosmopolitan Communicators Group Inc. Buyers: Jon C. Peterson, president (80%), and Paul H. Downs, vice president (20%). Mr. Peterson owns electric sign manufacturing firm, advertising firm and 20% of WABR(AM) Winter Park, Fla. Mr. Downs own 10% of real estate developer and is vice president of WABR. Ann. Feb. 11.

■ WTWO(TV) Terre Haute, Ind.—Seeks transfer of control of Illiana Telecasting Corp. from Illiana Telecasting Corp. (100% before, none after) to Booth Newspapers Inc. (none before, 100% after). Consideration: \$5 million. Sellers: James Raymond

Livesay, president (25%), et al. Mr. Livesay owns WHOW(AM) Clinton, Ill. and has controlling interest in WLBB-AM-FM Mattoon, Ill. Buyers: Gordon Craig, chairman, Booth Newspapers. Booth Newspapers owns Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle and Saginaw News, all Michigan. John L. Booth, chairman-president of Booth American Co., owns 55.36% of Booth Radio stations—WJLB(AM) and WMZK(FM) Detroit, WSGW(AM) and WSBM(FM) Saginaw, WBBC(FM) Jackson, all Michigan; WTOD(AM) and WKLR(FM) Toledo, Ohio; WABQ(AM) and WXEN(FM) Cleveland, WJVA-AM-FM South Bend, WIOW(AM) and WKMO(FM) Kokomo, both Indiana. Ann. Feb. 27.

■ WTSL(AM) Hanover, N. H.—Seeks assignment of license from Radio Hanover Inc. to Tri-City Broadcasting Corp. for \$150,000. Seller: Norman Knight, sole owner. Mr. Knight owns WHEB(AM) and WFFM(FM) Portsmouth, WGIR(AM) and WNHS(FM) Manchester. WTSV-AM-FM Claremont, WTSL(AM) Hanover, all New Hampshire; WEIM(AM) Fitchburg, WSRB(FM) Worcester, WSAR(AM) Fall River, all Massachusetts and WOXT(AM) and WWOS(FM) Palm Beach and WCKS(FM) Cocoa Beach, all Florida. Buyers: Mark J. Wilcox, chairman-executive vice president (50%), Joseph S. Steinberg, president-treasurer Paul S. Steinberg (each 20%) and Morton Steinberg (10%). Mr. Wilcox owns 70% of advertising agency and 12% of travel business. J. S. Steinberg owns 15% of real estate firm. P. S. Steinberg owns drug store and 50% of real estate firm. M. Steinberg is student. Ann. Feb. 25.

■ KWLG(AM) Wagoner, Okla.—Seeks assignment of license from Wagoner Radio Co. to Austin Oil Co. (contingent on grant of renewal) for \$65,000. Seller: Lum A. Humphries, sole owner. Buyer: Helen C. Oven, sole owner. Mrs. Oven owns KWRW(AM) Guthrie, Okla. Austin's business is in farming rentals and investments. Ann. Feb. 25.

■ KNND(AM) Cottage Grove, Ore.—Seeks assignment of license from Milton A. Viken to Bohemia Broadcasting Co. for \$100,000. Seller: Milton A. Viken, sole owner. Mr. Viken owns 38.46% of KLOG(AM) Kelso, Wash. Buyers: Ronald L. Lettenmaier, president, Charles Richards, secretary-treasurer, and Richard Firman, vice president (each 33⅓%). Mr. Lettenmaier owns 25% of Oregon Mitif Corp. and is marketing representative of Pacific Power & Light. Mr. Richards is manager of KNND. Mr. Firman is employe of South Lane School District. Ann. Feb. 6.

■ KABH(AM) Midland, Tex.—Seeks assignment of license from Mid-Tex Broadcasting Co. to Green Dolphin Broadcasting Corp.

for \$55,000. Sellers: Neil W. Shirley and Charles F. Johnson (as a group, 100% before, none after). Buyers: Michael Fitz-Gerald, treasurer (50.33%), Max G. Lloyd, president (20%), Michael D. McLaren, secretary (19.66%), et al. Messrs. Fitz-Gerald, Lloyd and McLaren own 65.33%, and 33% each, respectively, of KNFM(FM) Midland. Mr. Fitz-Gerald is investor. Mr. Lloyd has interest in advertising production firm. Mr. McLaren is program and production director for KNFM(FM). Ann. Feb. 25.

Actions

■ WWPB(FM) Miami — Broadcast Bureau granted assignment of license from Paul Brake to Robert W. Sudbrink for \$300,000. Seller: Paul Brake, sole owner. Buyer: Mr. Sudbrink owns WRIZ(AM) Coral Gables, Fla., KLVF-FM Pasadena, Tex., 85% of KYND(AM) Burlington, Iowa, and 50% of WRMS(AM) Beardstown, Ill. Mr. Sudbrink also owns Illinois Star, Beardstown, Ill. Action Feb. 25.

■ WZOE(AM) Princeton, Ill.—Broadcast Bureau granted assignment of license from Bureau Broadcasting Inc. to Public Service Broadcasters Inc. for \$185,000. Sellers: Ruel Van Wert and Russell Holcomb (each 50%). Mr. Holcomb is seeking FCC approval to purchase interest in WCRM-AM-FM Clare, Mich. Buyers: Donald G. Jones, president, et al. Principals own WTIM-AM-FM Taylorville, Ill. Action Jan. 20.

■ KICK(AM) Springfield, Mo. — Broadcast Bureau granted transfer of control of Kickapoo Prairie Broadcasting Inc. from Mrs. Hanna R. Strauss, executrix of estate of Lester F. Strauss, deceased (50% before, none after), to Hanna R. Strauss, individually (none before, 21.4% after) and as trustee with Jean R. Kramer and Lester H. Rose (none before, 28.5% after). No consideration involved. Action Feb. 18.

■ WEEW(AM) Washington, N. C.—Broadcast Bureau granted transfer of control of WEEW Inc. from Rosa Mae Springer (100% before, none after) to Radio Washington Inc. (none before, 100% after). Principals of Radio Washington: Roy D. Wooster Jr., president (51%), Georgamoy Wooster Cook, vice president (45%), Roy D. Wooster and Janice Jacobsen Wooster (each 2%), Roy D. Wooster Jr. is vice president of south atlantic division of Borden Inc. Roy D. Wooster is chairman of board of Borden Inc., New York. Buyers are applicants to buy WRON(AM) Ronceverte, W. Va. Consideration: \$121,000. Action Feb. 20.

■ WYMB(AM) Manning, S. C.—Broadcast Bureau granted transfer of control of Clarendon County Broadcasting Co. from James O. Roper, deceased (99.33% before, none after), to Betty T. Roper (66% before, 100% after). No consideration involved. Action Feb. 19.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through March 3. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ *Scottsboro, Ala.*—Janmar Enterprises Inc. has been awarded a 29-year franchise and will pay the city 2% of its annual gross receipts.

■ *Riverside, Calif.*—Communications Industries Inc. (multiple-CATV owner) has applied for a franchise, which if awarded will pay the municipality 2% of the operator's annual gross receipts.

■ *Anna Maria City, Fla.*—Manatee Cablevision Co. has been awarded a nonexclusive franchise. There will be no installation fee during construction. A \$5.50 monthly service charge will be levied.

■ *Chicago*—Coaxial Communications Inc. of Chicago, subsidiary of Coaxial Communications Inc., Gainesville, Fla. (multiple-CATV owner) has applied for a non-exclusive franchise. Under the terms of the proposal the city would be guaranteed \$100,000 within 60 days after the franchise was granted as down payment against an escalation provision that could result in the city receiving up to 12% of Coaxial's annual gross receipts.

■ *Rockdale, Ill.*—Rockdale Cable TV Co. has been awarded a franchise. A 99 cent installation fee will be charged during the construction period and the monthly charge for service will be \$5.50.

■ *Overland Park, Kan.*—Telecab Corp. Norfolk, Va. (multiple-CATV owner), has been awarded a franchise. The company will pay the municipality 7-9 per cent of its annual gross receipts, and for the first three years of service there will be no installation fee. A \$5 service charge will be levied.

■ *Brewster, N.Y.*—American Tele-systems Inc., Bethesda, Md. (multiple-CATV owner), has applied for a franchise to operate in the eastern half of Putnam county, N.Y. A monthly fee of between \$4 to \$5 will be charged.

■ *Lebanon twp., Pa.*—Washington Cable Co., Washington twp., Pa. has applied for a franchise for the area of the township bordering on Hampton and Glen Gardner.

■ *Rimersburg, Pa.*—Tionesta TV Cable Co., Tionesta Pa. (multiple-CATV owner) has been awarded a franchise.

■ *Washington twp., Pa.*—Tex-Video Inc. McKeesport, Pa. (multiple-CATV owner), has applied for a franchise.

■ *Anderson, S.C.*—Four firms have applied for a non-exclusive franchise: American Telecab System; Anderson Cable Television Co.; Keowee Cablevision; and Storer Communications Inc., Los Angeles (multiple-CATV owner).

■ *Pierre, S.D.*—TV Signal Co., Aberdeen, S.D., has applied for a franchise.

■ *Spokane county, Wash.*—Nation Wide Cablevision Inc., Los Angeles (multiple-CATV owner), has been awarded the franchise for the unincorporated areas of the county.

When Roger Douglass Rice, vice president of Cox Broadcasting Corp. and general manager of KTVU(TV) Oakland-San Francisco, was a salesman, one of the most difficult problems he faced was getting to see anybody important in station management. He recalls making a promise to himself that if he ever got to be a station manager, he would make himself available to anyone.

As a result, Mr. Rice now answers his own phone and always has the door to his office open to visitors or station employees.

"We consider ourselves the most involved of any television station in the market in community affairs and that requires that you be available to the community," Mr. Rice says, "If a viewer calls and asks to speak to the manager, he gets the manager, not a secretary. It lets the public know we are interested in what they have to say."

In the almost two years since Mr. Rice joined the station, its image as a dynamic independent has grown considerably. KTVU airs several programs designed to bring community problems and solutions to the public. Begun in January, *Head-On*, a one-hour, prime-time program, has brought together in debate opposing views on sex education, conscientious objectors, school busing and drugs, to list just a few. In addition, the station airs two weekly half-hour programs, one of which, *Dialogue*, is produced and run entirely by members of the Bay area's black community.

But community participation for Mr. Rice and KTVU does not end merely because a show has been aired. The station sponsors community luncheons on a regular basis with leaders from the local and surrounding area. In addition, the station now sends out to community leaders a questionnaire asking them what they consider to be the most important problems in their area.

Mr. Rice also delivers editorials on four different topics every week. These editorials are aired within the station's newscasts, including KTVU's one-hour, prime-time news block.

"It's not that we're trying to meet some figure established by the FCC with our community affairs," Mr. Rice says. "We genuinely believe in taking a part in our community. We hope that KTVU will be identified as the community involvement station in our market for we believe the station so recognized will also get the ratings."

Mr. Rice has continued a community enterprise that began almost five years ago. These are the August TV Festivals. During festival week the station presents films highlighting the political, cultural, historical and social aspects of a foreign country that is rele-

KTVU's Roger Rice knows how to get deeply involved

vant to people living in the Oakland-San Francisco area. The first year, the series spotlighted Japan, followed with Canada during the year of Expo '67, then Mexico and the Olympics and last year presented a series on black Africa. This year, Mr. Rice is hopeful of presenting a festival honoring the American Indian.

These festivals are part of Mr. Rice's philosophy of television programming. That is, airing special programs that are special and not simply because they carry that name. Perhaps the most

Week's Profile



Roger Douglass Rice—vice president of Cox Broadcasting Corp. and general manager of KTVU(TV) Oakland-San Francisco; b. Feb. 20, 1921, Spokane, Wash.; U.S. Marine Corps, 1943-46, discharged as captain; account executive, Beatty Stevens Ad Agency, 1946-47; promotion manager, sales, national and general sales manager, KING(AM) Seattle, 1947-51; U.S. Marine Corps, 1951-53, discharged as major; general sales manager, KING(AM), 1953-54; salesman KING-TV, 1954; general manager KTVW(TV) Tacoma, Wash. 1954-55; general sales manager, WIIC-TV Pittsburgh, 1955-1967, general manager, WIIC-TV, 1967-68; general manager, KTVU(TV), 1968-69; vice president Cox Broadcasting Corp., 1969; member of board, California Broadcasters Association; m. Molly Herron of Los Angeles, Feb. 22, 1946; children —Stephanie Lee, 22; Roger Jr., 17.

special broadcast to be aired by KTVU, in fact by any station, will be a live broadcast of "The Battle of The Giants". The giants in the title refer to the San Francisco and Tokyo baseball variety. This year, the station will broadcast via satellite an exhibition game between the two teams from Tokyo.

Independent television, from Mr. Rice's point of view, is no longer the stage for situation comedy reruns. "I believe that television will evolve the same way radio did," Mr. Rice says. "The future of independent television as a leader in the market will probably result from a network squeeze. When the networks cut down on the amount of entertainment programming they provide to the affiliates, those outlets won't be prepared to provide good programming. The independent stations, on the other hand, have had to face that kind of problem every day they are on the air. As an independent station," Mr. Rice continues, "we have always had to fight for audience shares. That means good original programming and good promotion."

It was in promotion that Mr. Rice began his broadcast career. Following graduation from the University of Washington, a tour of duty with the Marines and a year with an ad agency, Mr. Rice joined KING(AM) Seattle as its promotion manager. "It didn't take me long to see where the money was, though," he adds. "Inside of three months I was a salesman."

He quickly advanced to general sales manager but in 1951 was called back into the Marine Corps during the Korean conflict. During the next two years, Mr. Rice produced Marine Corps programs for ABC Radio and NBC-TV. One of his productions, *Marines At Ease*, later ran for two years on KTLA(TV) Los Angeles. Released as a major, Mr. Rice rejoined KING(AM) but saw television was the new medium and moved over to KING-TV as a salesman. In 1954, he went over to independent KTVW(TV) Tacoma, Wash. as its manager. In late 1955, Mr. Rice became the general sales manager of WIIC-TV Pittsburgh, after helping put the station on the air. Cox Broadcasting purchased WIIC-TV in 1966 and named Mr. Rice its general manager in 1967. He moved to his present position in March 1968 and was elected a vice president of Cox Broadcasting Corp. in September 1969.

Mr. Rice believes in getting involved. Although some of his staff jokingly admit that sometimes he gets too involved, Mr. Rice says: "I have 147 employees and I spend more time in other people's offices than in my own. But then, this is a people business and I like being part of things."

Up in smokε

One of the myths persistently repeated by critics of broadcasting is that broadcasters operate a powerful lobby in Washington. As this myth has it, the head broadcaster, whoever he may be, needs only to snap his fingers and the United States Congress will roll over and play dead.

Last week, after broadcasters from coast to coast had pleaded with their congressional delegations for help on the matter, a Senate-House conference committee agreed on a bill that will cost radio and television \$240 million a year in lost cigarette advertising. Approval by the main bodies is considered certain. If this is a sample of powerful lobbying, God help anyone with weak representation in Washington.

A brief review of events leading up to the denouement of last week is illuminating. The House originally passed a bill that would have perpetuated cigarette advertising on radio and television while slightly stiffening the health warning on cigarette labels. At the time, the broadcast critics called on their favorite myth to attribute the House action to the broadcast lobby.

Later the Senate, in a remarkable deviation from the performance of the House, passed the bill that, with minor modifications, was accepted by the conference committee last week. How did the broadcast lobby fail so disastrously in the Senate when it had bent the whole House to its will? The answer is that the broadcasters had little to do with either action.

As the mythmakers will omit to point out, the Senate voted overwhelmingly to outlaw cigarette advertising on the air only after the major cigarette manufacturers, reversing their course of resistance by 180 degrees, volunteered to abandon broadcast advertising. If a lobby figured anywhere in the legislative history of this bill, it will not be found connected to broadcasting.

In a way it is regrettable that this myth turned out to be only that. Broadcasters desperately need more swinging power in Washington.

Overload

The Rev. Everett C. Parker of the United Church of Christ has established himself as the champion challenger of broadcast-license renewals.

The National Association for the Advancement of Colored People is in need of a high-visibility cause to rid itself of the Uncle Tom image it has acquired among militants.

Now the good Dr. Parker and the NAACP have joined in a campaign to achieve racial integration in broadcasting before it is achieved anywhere else. The new alliance, described in last week's issue, could be formidable.

No broadcaster who pretends to be living in the 1970's can object to the idea that integration must be realized if this country is to be kept from flying apart. Neither can the broadcaster ignore his special responsibilities. Not only must he offer the equality of hiring and promotion that all businesses are obliged to provide, but he also must fulfill his journalistic function of covering news about and for the minorities in his audience.

But there is evidence that the good Dr. Parker and others, of or at his persuasion, want the broadcaster to do even more. They want him to educate minorities and pay them while they are being educated. They want him to put blacks in managerial positions now, whether the blacks

are qualified or not. In short they are asking the broadcaster to do what the schools, the economy and the national culture have so far failed to do. That, it seems to us, may be asking more of the broadcaster than he can be realistically expected to supply.

Sad to say, the government itself has been showing signs of making unreasonable demands on radio and television. A rulemaking that has been pending at the FCC since last June and that is due for resolution soon would require the broadcaster to assume larger burdens than are imposed on anyone else in fitting minorities into employment (BROADCASTING, June 9, 1969).

Somewhere there will have to be a legal confrontation between the broadcaster and those who would thrust upon him obligations that he cannot carry out. Meanwhile the wise broadcaster will make every reasonable effort to find, hire and promote minority personnel and to provide responsible reportage of minority acts and causes.

Is everything sacred?

We have seen some far-out commercials, but nothing lately to match some goings-on out there in what purports to be real life. Consider, specifically, the plea by the Wisconsin Sheriffs and Deputy Sheriffs Association that Chrysler get rid of the Dodge Charger TV spots that portray a local law officer as, in the association's words, "a buffoon" (BROADCASTING, March 2).

We had always assumed, although admittedly without especially thinking about it, that any line of work has its share of buffoons. We have seen the Dodge commercials a number of times, but it had never occurred to us that law-enforcement contained more buffoons than other callings.

The Dodge Charger officer seems amiable enough, and certainly is inoffensive, but so did Frito Bandito, the cartoon character in the Frito-Lay corn-chips commercial. A group of Mexican-American organizations finally succeeded in getting him shot down because, they claimed, he was giving Mexican Americans a bad image. If the Wisconsin sheriffs also succeed and this sort of mentality spreads, what will be left for the commercial writers to write about? If it's comic qualities they are looking for, we suggest something with a cast of, oh, say, some Wisconsin sheriffs.



Drawn for BROADCASTING by Sid Hix
"No use missing all those groovy Saturday-morning cartoons!"

The price of freedom just went up!

A Houston police officer is killed in a gunfight with burglars.

The man charged turns out to be a well-known criminal, free on bond in another case.

Police and the mayor says it's a pattern ...that it happens too often because it is too easy for criminals to get released on bond in Houston. Police say they have to keep arresting the same people, over and over again.

KPRC-TV News begins an intensive study and a series of reports on the Bail Bond business and how it works.

The station concludes that it is too easy for known criminals to get out on bond, and even get arrested while out on bond, and get out on bond again.

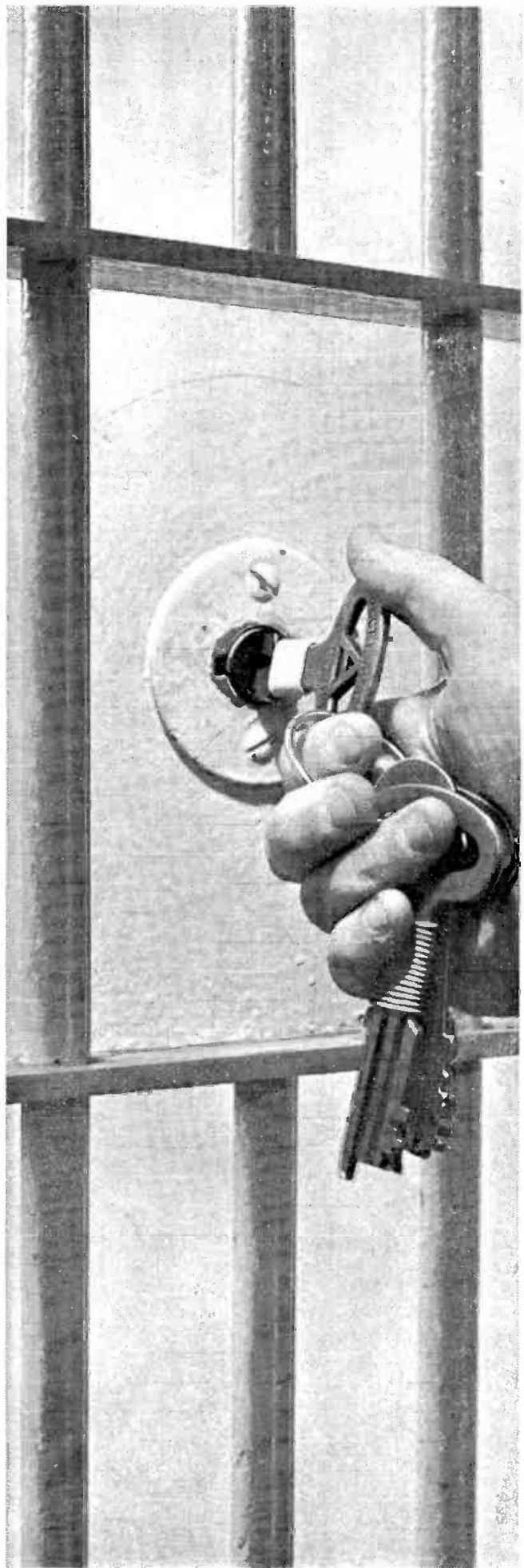
KPRC-TV editorials call for higher bail bonds and for legislation to make it more difficult for repeat offenders. The courts adopt the higher bond schedule.

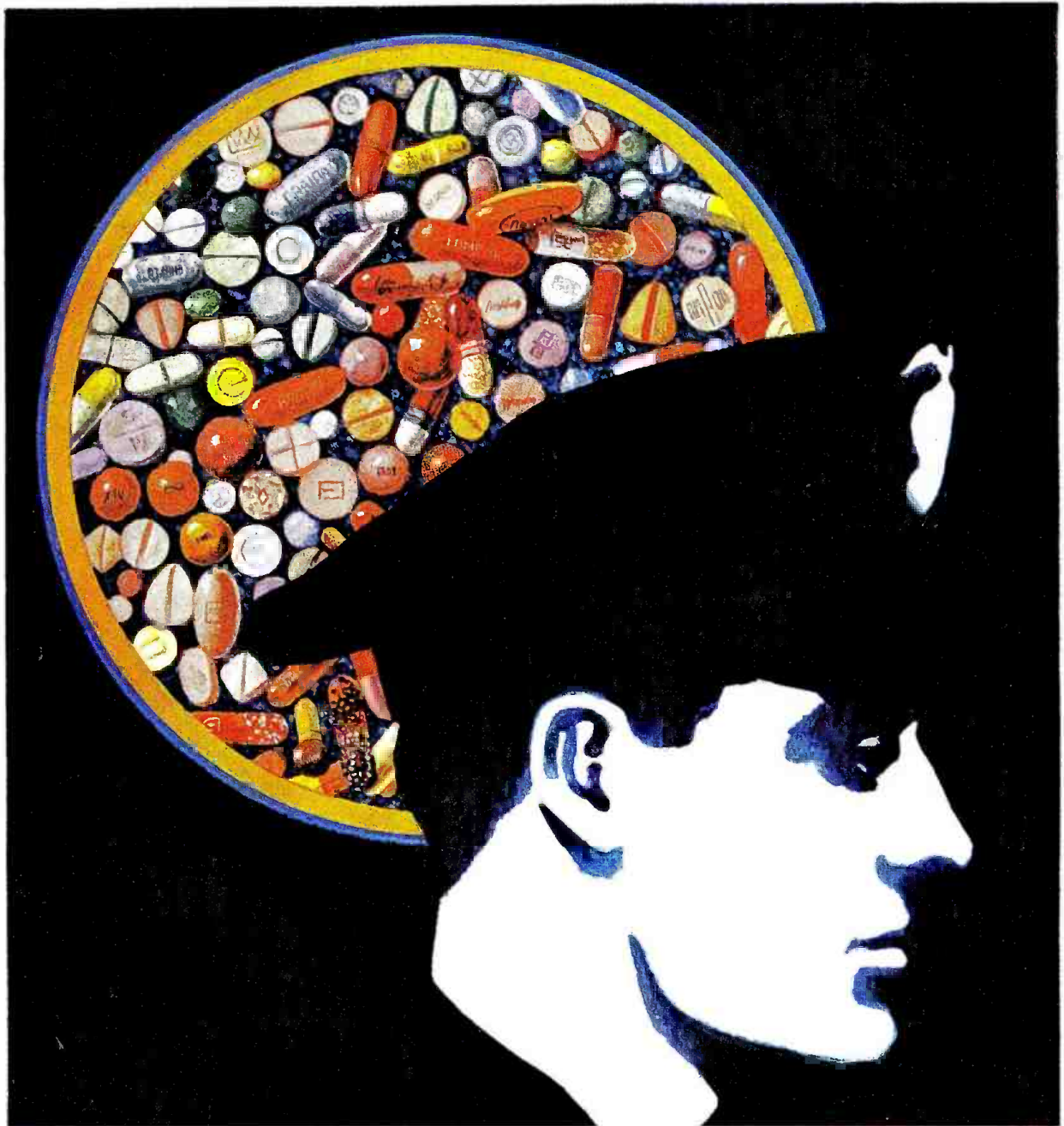
Bondsmen are less anxious to take the risk. Professional criminals are now spending more time in jail.

In Houston today, police are not arresting the same people as often as they were last year... a tribute to the effectiveness of the revised bond schedule brought about through the positive action of concerned Houstonians...like

Good Neighbor KPRC-TV

NBC in Houston on Channel 2
Edward Petry & Co. National Representatives





In Jacksonville, WJKS-TV ABC 17 promotes understanding of its lawmen & aids in the fight against drug addiction.

Now that police need more public support than ever, we introduced the REAL Jacksonville police officer, in an hour-long study of his modern approach to crime fighting. And when illegal narcotics traffic accelerated into the youth movement, we again went to work, following the vice squad, filming narcotics raids and interviews with junkies - from arrests through convictions and rehabilitation.

Two examples of community involvement . . . a Rust Craft tradition in Jacksonville, Augusta, Buffalo, Chattanooga, Philadelphia, Pittsburgh, Rochester, Steubenville & Tampa.



RUST CRAFT
BROADCASTING