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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APR 15 1970  
COMMUNICATIONS  
6/1/70

FCC to fashion one big package of cable controls. p17  
Resistance to enforced divestitures shapes up. p25  
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TV networks buck slumping business trends. p46

## WIIC-TV

PITTSBURGH, PENNSYLVANIA CHANNEL 11-NBC

announces the appointment of

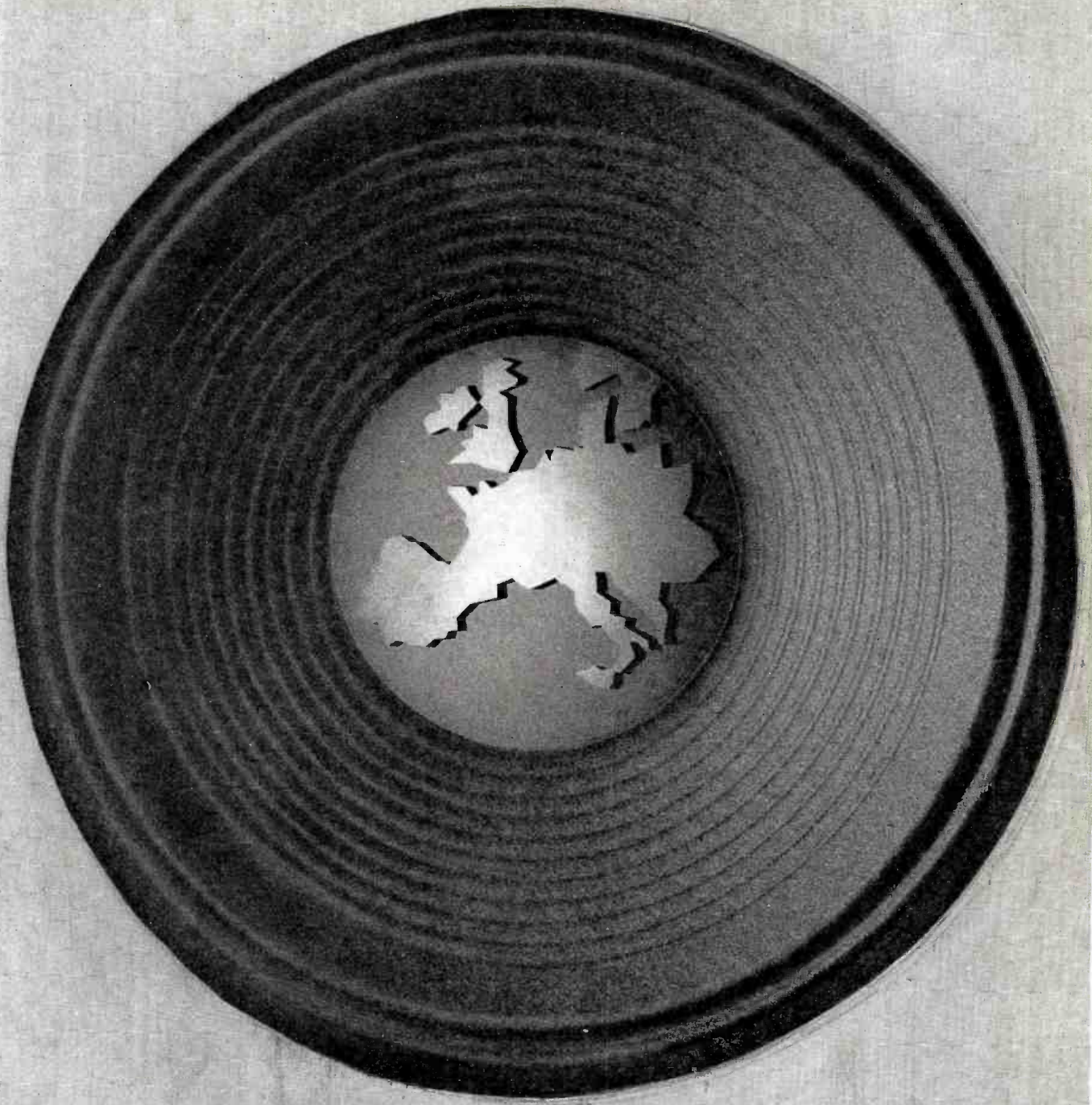
## TELEREP

as national sales representative

Effective July 1, 1970



“I’d like to thank the industry...  
this has to be the friendliest  
industry there is.”



**Our music speaks everybody's language**

A lot of European hit songs rise  
to the top of the charts in the U.S.A.  
72% of the ones that have since 1960  
are licensed by BMI.  
Call us the Transatlantic Hitmaker.

All the Worlds of Music for All of Today's Audiences



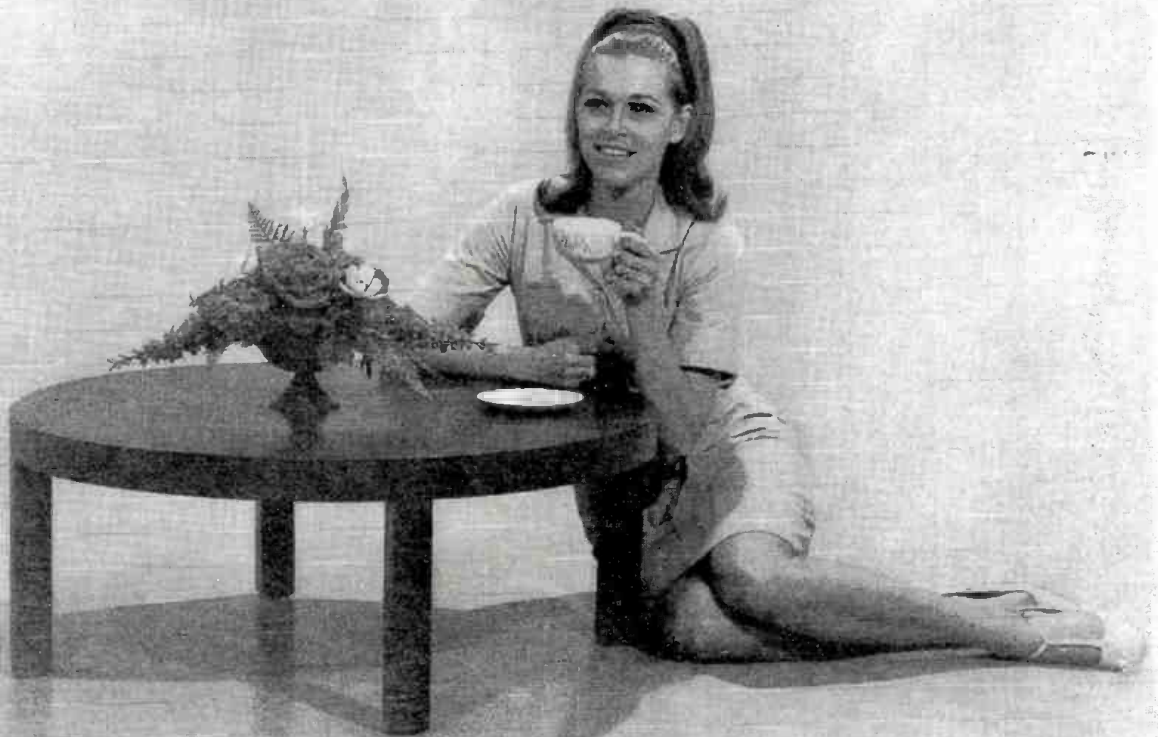


# *Housewives first choice*

To sell food items, health and beauty aids, hosiery, or any of the multitude of products purchased principally by the housewife, select the station that delivers more. In the nation's 12th ranked television market, KRLD-TV reaches 17.4% more housewives per average quarter-hour than the 2nd station.\*

Contact your H-R representative for a most efficient schedule on the housewives' preferred station.

\*ARB Feb./March 1970  
Television Audience Estimates  
Day Part Summary  
Total Survey Area  
Sunday-Saturday  
9:00 a.m. to Midnight  
Average Quarter-Hour



**KRLD-TV**



Represented Nationally by



**The Dallas Times Herald Station**

CLYDE W. REMBERT, President

## Evolution

Credit—or blame—for most unconventional aspect of FCC's still-unpublished CATV "Public Dividend Plan" apparently is being given to wrong source. General Counsel Henry Geller is regarded as chief author. But genesis of idea to require CATV systems to strip commercials from imported distant signals and replace them with commercials of local stations can be traced back to CATV Task Force (now Cable Television Bureau) and, ultimately, arrangement KCOY-TV Santa Maria, Calif., had with local CATV system for several months in 1968. Because of reported poor quality of KCOY-TV signal, station agreed to permit CATV to import network programming from distant station but with substitution of KCOY commercials.

Arrangement fell apart, but in meantime, word of experiment reached CATV Task Force, which, in midst of preparing for major CATV rulemaking, suggested adaptation as general rule. Idea never attracted support, until it was resurrected in dividend plan, which will be up again at FCC this week (see page 17).

## Hard and soft

Agency buyers of network television say they are surprised to find that summer period (third quarter, July-September), "which we all believed was very soft," has suddenly begun firming up. Broadcast head of leading agency says one of his major clients has been "having difficulty" placing his business—substantial money—for desired positions in prime time. Though show prices have come down for the summer, networks "just don't have enough availabilities," some said.

Agency buyers say, however, that network movies continue to be soft. It's estimated that sales in movies for both third and fourth quarters of 1970 are averaging 25%-30% behind last year at this time. Some agencies say they are concerned over the caliber of some motion pictures offered by the networks. In general networks are having fourth-quarter sales problems (see page 46).

## More of Cox?

FCC Commissioner Kenneth Cox's delivery of farewell address last Tuesday before Federal Communications Bar luncheon in Washington (see page 30) doesn't necessarily mean he will leave commission June 30, date his term expires. Law allows him to serve until his

successor is qualified. With no successor yet named and taking into account time usually entailed for confirmation hearing, Senate would be hard-pressed to approve new commissioner before expiration date even if successor were nominated now.

Meanwhile, not much was surfacing from White House on successorship. Commissioner Robert Wells presumably now would be willing to accept appointment to seven-year term and Broadcast Bureau George S. Smith is willing, indeed anxious, to accept remaining year of present Wells tenure and to step out for new appointment next year when he will have reached retirement age of 70. Circulating is report of appointment to major staff post (probably Broadcast Bureau should Mr. Smith move up) of Dean Frank Walsh of San Francisco Law School. Dean Walsh, in late 40's, Georgetown Law School graduate, was candidate for FCC itself before Dean Burch and Mr. Wells were nominated. Chairman Burch knows Mr. Walsh and reportedly conferred with him last week.

## 30-second time bomb

First TV campaign of any magnitude for sanitary napkin may be attempted by Scott Paper Co. for Confidets brand. Thirty-second spot created by BBDO, Scott agency, is now in limited number of markets, while results of audience testing are being gathered and evaluated. Plans for national campaign will be made within 60 days.

Spot, which stresses product convenience, shows female hand opening discreet Confidets package and removing disposable bags which accompany napkins. NAB code authority reviewed spot but has made no exception to ruling that outlaws entire sanitary napkin product category. Spot has been accepted by some stations that are outside code and is under scrutiny by others.

## Cooling it

Is there chance that entire maze of suits, claims and counterclaims over TV-network music licenses will be straightened out in one big round of compromises? Some people close to issues think it's not out of question—if only because they despair of seeing it all settled any other way. Nobody expects it to happen quickly—after all, last negotiations took almost eight years. Privately there appears to be widening support for rationale of compromise.

Rationale runs this way: (1) CBS and NBC felt compelled to seek re-

stricted licenses because of huge back payments they had to ante up for American Society of Composers, Authors and Publishers and because they could see no end to year-after-year escalation of costs under old system. (2) ASCAP believes licenses CBS and NBC are seeking pose threat to its existence, and Broadcast Music Inc. presumably has similar fear. (3) If assured of "reasonable" music costs for period of years with no escalation, networks might abandon costly litigation for new forms of licenses. (4) To avoid new-license threat, ASCAP might ease up its own demands in interests of future security and BMI might take similar deal if its share reflected extent of networks' use of BMI music.

## Candidate

Being mentioned for position of general counsel of FCC is David P. Buckson, attorney general of Delaware, one-time lieutenant governor of state. Mr. Buckson was elected top legal officer of state in 1962, has law firm in Dover, state capital, and is president of Dover Downs race track. Incumbent FCC general counsel, Henry Geller, is expected to move to chairman's office as special assistant once successor is picked.

## Test case

Odds may still be against it, but there is at least reasonable chance that FCC Chairman Dean Burch will suffer reversal this week in his campaign to crack down on stations broadcasting four-letter words. Petition of noncommercial KRAB(FM) Seattle for reconsideration of commission action in February hitting it with one-year renewal in case involving broadcast of allegedly offensive language is on agenda this week. And, although only Commissioners Kenneth A. Cox and Nicholas Johnson voted for full license originally, officials say there is chance they may pick up two more votes.

## Back to the lab

CBS's Broadcast Electronic Video Recording (BEVR) may be sidetracked indefinitely. Work on its refinement had been described as "put on the back burner" while CBS Labs, which developed it, concentrated on getting EVR, from which BEVR is derived, on market this summer. New word from highly placed source suggest that "there doesn't seem to be any future for BEVR." Sources in CBS EVR division acknowledge some "uneven quality" showed up in BEVR field tests.



ROUTE TO:

All A.E.'s  
Media Dept.

Fresno's KMJ-TV  
#1 on the  
charts.  
F.B.W.

... NSI ...

KMJ-TV #1 with 7 of the  
top 10 prime-time shows  
in total homes.\*

\*Fresno NSI  
Feb. 12 - Mar. 11, 1970

... ARB ...

KMJ-TV #1 with 10 of the top 15 prime-time shows in total homes.\*

KMJ-TV #1 in more 1/2 and 1/4 hour rating periods in total homes  
than the next two stations combined.\*\*

Sun-Sat Sign On to Sign Off:	KMJ-TV	190 Firsts
	Station A	78 Firsts
	Station B	51 Firsts

KMJ-TV #1 in news with an average 50% more news audience than  
the next station. (Total survey area—total households.)

\*Fresno ARB Feb 11 - Mar. 10, 1970

\*\*Based on ADI Ratings when all three stations are on the air 1/2 hour and 1/4  
hour time segments.

Estimates subject to errors, variations and interpretative restrictions  
inherent in sampling surveys

Make a few sales records for yourself. Get on  
KMJ-TV—the pick of the pack in Fresno's six-  
county, \$2.1 billion market.\*

\*Sales Management Survey of Buying Power, June 1969  
(Effective Buying Income)

**McCLATCHY BROADCASTING**

BASIC NBC AFFILIATE • REPRESENTED NATIONALLY BY KATZ TELEVISION



In series of tentative votes, FCC begins blueprinting ownership and technical structure of CATV industry. If pattern holds, commission would bar CATV-television cross-ownership and network ownership. See . . .

## One big package of cable controls . . . 17

Delegates to last week's NCTA convention leave Chicago still uncertain over whether their industry is going. One certainty which grated with many operators: origination of programming at beginning of 1971. See . . .

## Program originality is CATV's challenge . . . 18

Eight licensees who would be directly affected by FCC's proposal to break up multimedia ownerships in same market urge commission to establish industry-government task force to determine optimal policy. See . . .

## Resistance to divestitures shapes up . . . 25

FCC Commissioner Kenneth A. Cox, known for his hard-line approach to regulation, regrets leaving with major questions unresolved but hopes to continue in related field after his term expires June 30. See . . .

## Cox in reluctant farewell . . . 30

Justice Department steps into KHJ-TV Los Angeles case and tells FCC it should deny license renewal if commission upholds finding that station's parent engaged in anti-competitive conduct benefiting KHJ-TV. See . . .

## TV-ad ties hit by Justice . . . 35

Old, established winners look to their laurels as new series and faces steal spotlight and Emmy awards at 22d annual presentation last week. NBC edges out ABC, CBS with nine winners. See . . .

## Emmy puts on a new face in 1970 . . . 38

Broadcasters voice their adamant opposition to FCC's prime-time access rule in many petitions, most citing problems and expense involved in procuring suitable independently produced programming. See . . .

## Prime-time rule complaints roll in . . . 40

Federal court suggestion that NBC pay ASCAP \$4.32 million a year pending outcome of rate-making proceedings gains initial acceptance by parties, but final decision may hinge on details other than interim fee. See . . .

## NBC-ASCAP seek interim solution . . . 42

Network-TV sales are running nearly 6% ahead of last year and although advertisers are holding back on fall commitments, increases are expected for fourth quarter and year. However, costs are causing TV to tighten belts. See . . .

## TV networks buck business trends . . . 46

FTC Chairman Caspar W. Weinberger leaves post to be deputy director of new Office of Management and Budget, assured by President his reorganization and attention to consumer protection at FTC will be carried on. See . . .

## Winds of change sweep the FTC . . . 47

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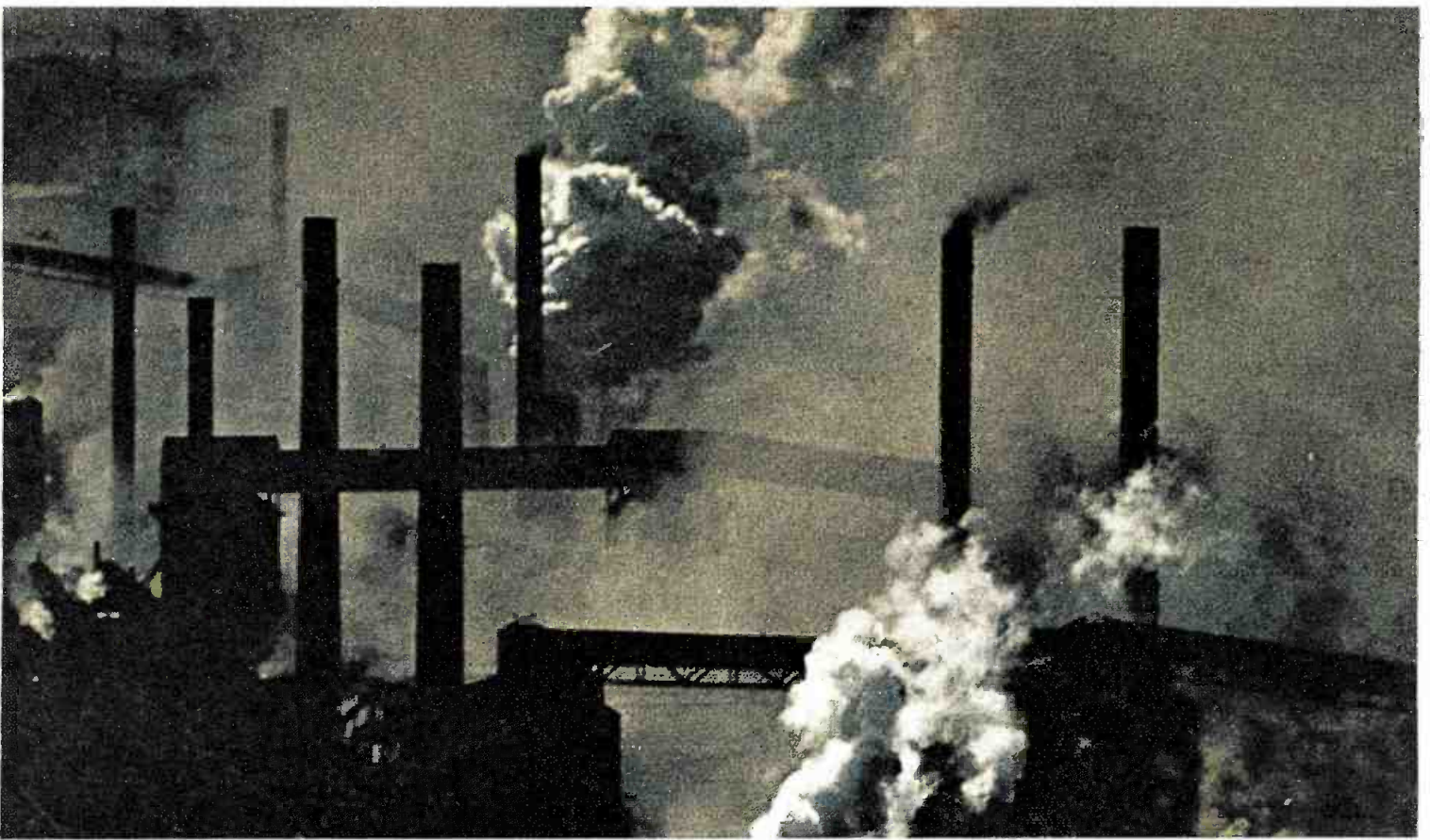
### Broadcasting

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PHOTOS FROM J.B. SWANBERG (LEFT) AND (RIGHT) ARTHUR WEISS

## “As through a glass, darkly...”

St. Paul's phrase, describing the way in which people of Biblical times viewed their spiritual world, applies quite literally today to the smog-fouled world of too many Americans. Although an aroused public is just beginning to fight back, Storer stations have been at it for years. In early 1968, WJBK-TV "named names" of major violators in Detroit. KGBS Radio detailed not only discomforts but actual health hazards of Los Angeles smog. In Cleveland, Atlanta,

Toledo, Milwaukee — Storer stations joined up. Today New York's WHN Radio cites industry's accomplishments in correcting abuses. Cleveland's WJW-TV has cooperated in a unique "Mother's Campaign" to clean up the air their children breathe. WJBK-TV has continued in the van of Detroit's anti-pollution efforts using time-interval films to show constancy, and a "MURC-Index" to show density of pollutants.

Storer's continuing barrage of doc-

umentaries, editorials and in-depth news features, aimed at reclaiming "America, the Beautiful", takes a lot of doing. But Storer's reward comes in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	MILWAUKEE WITI-TV
LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WDEE	TOLEDO WSPD	MIAMI WGBS	NEW YORK WHN





## Rep pioneer dies

Edward Petry, 73, founder of station-sales representation as it is known today and one of its leading figures for more than 30 years, died Friday (June 12) at hospital near his home at Spring Lake, N.J. He had been ill since late last summer, when he underwent first of series of operations for throat cancer.

Mr. Petry founded Edward Petry & Co., original station-representation firm Feb. 1, 1932, and built it into one of dominant radio-TV sales firms before selling it to company employes in 1963 and retiring from board chairmanship in 1964.

There were station "representatives" before Ed Petry, but they operated as brokers, often represented competing stations and tried to drive station prices down to increase their own shares. Mr. Petry, buying time for Biow Co. on Bulova Watch Co. account, shunned brokers, dealt directly with station managers, found many of them receptive to his idea that fair rates, rate enforcement and representation of only one station per market would make unique combination valuable both to stations and to man who could make it work. On that basis he opened Petry company with 13 major radio stations, core of what later came to be known as "the Tiffany list" of station representation.

His company also claimed other firsts under his leadership—in setting up separate TV division (1947), separate promotion-research-sales service unit for TV (1949) and new spot-TV pricing concept (1963) that is still referred to as "the P card."

Mr. Petry was one of key figures in formation of station-representatives association in 1945. Its first major project was to try to drive networks out of representation of independently owned stations. Although he supported that effort, he also put company on record in support of networks when their right to option-time came under attack.

"The fact is," he once said, "I've never been a pronetwork man and I've never been antinetwork. I've been pro-broadcasting."

Mr. Petry was born in Brooklyn, N.Y., July 10, 1896, went through eighth grade and held variety of jobs before enlisting in Navy in World War I. Afterward he sold newspaper space, joined what was then WGL(AM) New York in 1926 and originated what was said to be first daily one-hour local participation program. He joined NBC later that year as salesman and conceived and produced what was described

as first daily participating radio-network program, *Dr. Royal S. Copeland Food Hour*.

At Biow, from 1926 to 1932, he administered one of biggest radio budgets of that period—more than \$1 million annually in production and placement of Bulova time signals broadcast average on nine times daily on 140 radio stations.

He is survived by wife, former Elizabeth Kehoe; two daughters, four grandchildren and sister. Funeral services will be held Tuesday (June 16) at 11:30 a.m. at Frank E. Campbell funeral home in New York.

## Networks hit prime-time rule

In Friday (June 12) filings on FCC's prime-time rules (see page 40), CBS and NBC denounced new regulations as unworkable and self-defeating, while ABC gave them qualified support.

CBS said prime-time access rule—limiting affiliates to three hours of network-fed programing in prime hours—violates First Amendment and Communications Act, and that rules barring network syndication and use of previously aired network material to fill opened time were "arbitrary and capricious." All rules, it added, violate Federal Administrative Procedure Act.

Network said access rule would prevent stations from making own program choices and deprive viewers, stations and advertisers of benefits of free competitive choice.

CBS observed that network shows most likely to be replaced by "pale syndicated imitations of successful network program types" would be more diverse

forms of programing, which it said attract smaller audiences and generate lower spot revenues. Network said rule would have effect of inhibiting type of programing commission champions, such as news, public affairs and documentaries.

CBS affirmed it would not offer programing in prime time beyond three-hour limit if access rule is sustained by commission and courts.

Network said rule would have effect of inhibiting news programing and could force networks to discontinue some of news and public-affairs shows they now offer, especially specials that pre-empt regular schedules.

Restrictions on syndication, network said, would "result in virtual expropriation of property of network-company syndicators and deprive producers of their contractual rights to have their programs distributed by companies they have freely chosen."

NBC said commission had ignored facts presented to it showing adverse effect of rule upon stations, networks, producers and public, and had also ignored "undisputed economic data" showing rule will not achieve its objective. It noted last hearings in proceeding were held eight years ago and that published staff report is "both obsolete and irrelevant to rule."

"No reasonable standard of public interest can justify adoption of rule having such widespread impact on [the] American viewing public without any factual basis for judgment as to what substitute product will be," NBC told commission.

Urging reconsideration of rule, NBC said committee should "develop contemporary evidence" regarding way rule would work. Commission should "face up to fact that record in this proceeding cannot support rule," network asserted.

NBC said it would be "compelled" to reduce its prime-time schedule by eight half-hours per week if rule is sustained.

ABC said it felt it could adapt its operations to function within framework of access rule, but urged that "commission expressly recognize that rule is intended to operate for interim period, pending fuller development of UHF."

Network said restrictions on network syndication were based upon conjecture and speculation and should be deleted.

ABC said it would "not be feasible" to program one-half hour per night "for an essentially *ad hoc* network made up of independent stations in top-50 markets and regular affiliates below top-50."

Both CBS and NBC requested stays

## Much ado about . . . soccer

Spanish International Network, New York, castigated Daughters of American Revolution Friday (June 12) for refusing to lease Constitution Hall in Washington on June 21 for closed-circuit telecast of World Cup soccer-championship match. Rene V. Anselmo, executive vice president of Spanish International, charged that general manager of hall had stalled on renting facilities, citing, among other reasons, that telecasting of event might attract patrons who would smoke and drink and might riot in event of breakdown in satellite coverage of match. Mr. Anselmo called these remarks "insult" to Washington foreign-diplomatic corps and to soccer fans throughout world.

of effective date of rule till beginning of fall broadcast season beginning 18 months after order becomes final and is no longer subject to judicial review.

### More heat on divestiture plan

American Newspaper Publishers Association moved ahead Friday (June 12) in battle against FCC's proposed divestiture of multimedia holdings. Its task force, meeting in Washington, authorized "substantive program of research" into history and facts concerning effects of multimedia and crossownership of communications.

Study will include case histories of previous bouts newspapers have had with Justice Department on antitrust issue. Task force, headed by Grover C. Cobb of group broadcast-newspaper owner Gannett Co. (see page 25), instructed counsel Donald Beeler and Aloysius McCabe of Washington firm Kirkland, Ellis, Hudson, Chaffetz, Masters & Rowe to seek six-month delay in commission's deadline (now July 15) for comments on proposed rulemaking.

ANPA committee will maintain close liaison with National Association of Broadcasters' committee. ANPA group had lunch Friday with NAB President Vincent T. Wasilewski, NAB chairman Willard E. Walbridge, and Paul Comstock, vice president for government affairs and general counsel. NAB's committee (see page 26) meets today (June 15) on same issue.

Details of ANPA research into fields of public service, economic impact on employes and owners, and legal implications will be worked out by Mr. Cobb and top ANPA officials. Mr. Cobb said ANPA strongly feels that all elements in broadcast and newspaper field are involved in proposed rule—including CATV. He said research would be aimed at "preserving right of newspapers to equal treatment in ownership of electronic media, now and in future." ANPA's historic position has been that FCC rules regarding ownership, limits and divestiture are unconstitutional. ANPA committee will meet again at end of July, Mr. Cobb said.

### Cambodia claims newsman

Body of CBS News reporter-producer Gerald Miller was found Friday (June 12) in Cambodia at same place searchers earlier found body of CBS News correspondent George Syvertsen (BROADCASTING, June 8). CBS officials also reported issuance of Cambodian death certificates for two bodies believed to be those of CBS News cameraman Ramnik Lekhi and Cambodian driver Sam Leng. Messrs. Miller and Syvertsen and the other crewmen were among eight newsmen reported captured by com-

## Week's Headliners

Ancil H. Payne, VP of broadcasting division of King Broadcasting, Seattle, and general manager of King's KGW-AM-TV and KINK(FM) Portland, Ore., named executive VP of King Broadcasting. As executive VP, he becomes company's chief administrative officer and all operating divisions report to him. This includes King's broadcast properties in Seattle, Portland, Ore., and Spokane, Wash.; *Seattle* magazine, King Screen Productions, and real-estate properties, among other interests. Forest W. Amsden, news manager with KGW-TV, appointed general manager.

Arthur W. Schultz, chairman, Foote, Cone & Belding Advertising, Chicago, elected chairman of parent firm, FC&B Communications Inc. succeeding Richard M. Tully who resigned in April. John E. O'Toole elected president of FC&B Communications succeeding Charles S. Winston Jr. who becomes vice chairman. Mr. O'Toole is president of FC&B Advertising, New York. Mr. Winston's headquarters are in Chicago.

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

munist forces in Cambodia on May 31. Others, including NBC News correspondent Welles Hangen still are missing, but are believed to be prisoners.

Meantime, NBC News correspondent Wilson Hall was one of 32 hostages released by Arab guerrillas in Amman, Jordan, Friday (June 12) after three days (see page 33).

### WHEC strike settled

Operations were to return to normal today (June 15) at WHEC-AM-TV Rochester, N.Y., where walkout of National Association of Broadcast Employes and Technicians' members began May 27 (BROADCASTING, June 8). Operations had been curtailed by strike. New contract is for three years and includes wage package of \$36 weekly increase over three years. Settlement was announced last week by Glover Delaney, vice president and general manager of WHEC Inc.

In another broadcast strike, some progress was indicated at WBOC-AM-FM-TV Salisbury, Md., where American Federation of Television and Radio Artists' members have been on strike since April 18. Federal mediator got talks going several weeks ago and they

have continued. Another bargaining session was to be held Sunday (June 14).

### Appeal on antismoking spots

Eight Kentucky tobacco farmers, whose suit against ABC, CBS and NBC aimed at limiting scope of antismoking TV commercials was dismissed by federal judge in Lexington, Ky. (BROADCASTING, June 8), will appeal ruling, it was learned Friday (June 12). Basis of appeal, according to attorney Gladney Harville, will be same issues raised in trial suit. Crux of that action was claim that no evidence exists as to "any causal connection" between cigarette smoking and death peril—as charged in antismoking commercials. Appeal must be filed by July 1.

### War critic demurs on offer

Senator J. William Fulbright (D-Ark.) is reportedly "appreciative" but disinclined to accept unusual offer of time on stations owned by Springfield Television Broadcasting Corp.

Sources said Friday (June 12), however, that no final judgment had been made on offer by Springfield President William L. Putnam. In discussions and letter to Senator Fulbright's office, Mr. Putnam had offered to provide time on WWLP(TV) Springfield, Mass., or WKEF-TV Dayton, Ohio, for presentation of senator's opposition to President's war policies. Tape of appearance would then have been made available to other stations around country.

What sparked letter was controversy over President's extensive use of television time. Senator Fulbright has called for legislation that would put Congress on equal footing with President in obtaining network time (BROADCASTING, June 8).

In making offer, Mr. Putnam commented: "There are times when a nationally televised appearance by the President of the U.S. is neither news, nor a public event of overriding importance; but instead constitutes an exposition of divisive policy in defense of programs that are espoused only by our executive bureaucracy. . . . The Communications Act clearly requires me, even if my own conscience did not, to seek out a competent spokesman for opposing views."

Sources close to senator said tentative thinking is that plea for equal time was based on principle that applies to all of Congress, not just to Senator Fulbright and his views. He is trying not to make personal issue out of it, sources said. Additionally, taping by individual station in Springfield or Dayton is not regarded as most "practical" approach.

# 14,000 DIE IN L.A. KILLER SMOG

## It's 1985 and Metromedia Television is telling it like it is... (and asking for help).

"1985" is Metromedia Television's fictionalized news documentary depicting an overwhelming national pollution crisis. The United States and most of the world has been plunged deep into a major environmental catastrophe caused by polluted atmosphere, earth and seas. The total extinction of man is likely.

Metromedia Television's newsmen are reporting on simulated emergency conditions across the nation:

*"New York paralyzed by total power blackout. Army guarding streets against starving looters"* . . . Bill Jorgensen of WNEW-TV, New York.

*"President orders rationing of food supplies"* . . . anchorman Mark Evans in nation's capital.

*"9,000 are dead in Mexico City dysentery epidemic"* . . . Alan Smith from WTTG in Washington, D.C.

*"Governor of Illinois declares martial law in Chicago—only 12-hour water supply remains; mid-America's breadbasket now a barren dustbowl"* . . . Glen Hanson of KMBC-TV, Kansas City.

*"DDT-poisoned sea life nearing extinction"* . . . Science Editor Ken Gilmore.

*"Plague near in D.C.'s garbage crisis"* . . . Maury Povich of WTTG.

*"Killer smog traps 3 million . . . Dead in homes uncouneted . . . highways jammed . . . escape from basin impossible"* . . . George Putnam, KTTV, Los Angeles.

On June 1, Metromedia Television stations preempted two hours of prime time. Immediately following the hour-long "1985" dramatized newscast, Metromedia stations in New York, Washington, D.C., Kansas City and Los Angeles presented in depth one-hour programs covering current pollution problems at the community level. During this local hour, environmental experts and scientists pointed out solutions and active citizen groups confronted these authorities to develop the alternatives and obligations we all must assume immediately.

In "1985" Metromedia Television hopes to dramatically underscore to an apathetic nation the deadly seriousness of

the problems of pollution. The unusual format—a "fictionalized" newscast—was selected as perhaps the most effective method of blasting through today's public apathy.

Each Metromedia Television station is dedicated to seeking out the problems and solutions that will make our communities better places in which to live, now and in the future. The pollution problem is already critical in our country. To any station in the country wishing to join us in the effort to prevent the pollution catastrophe of "1985," Metromedia Television offers the program free of charge.

**MM**  
**METROMEDIA**  
**TELEVISION**


THE PROGRAMMING INNOVATORS

WNEW-TV NEW YORK / KTTV LOS ANGELES / KMBC-TV KANSAS CITY / WTTG WASHINGTON, D.C. / KNEW-TV SAN FRANCISCO

REPRESENTED BY METRO TV SALES



**THE Saint**



**#1**  
in  
**4-station**  
**PHOENIX**

**36%**  
**AUD. SH.**

Source: Overnight ARB Coincidental, Sat., May 16, 8:30 - 9:30 p.m., KODL-TV

**114 HOUR EPISODES**

STARRING  
**ROGER MOORE**

CREATED BY  
**LESLIE CHARTERIS**

**I** INDEPENDENT  
**T** TELEVISION  
**C** CORPORATION

555 Madison Ave., N. Y., N. Y. 10022  
(212) 755-2100

## Datebook®

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

■ Indicates first or revised listing.

### June

June 14-16—Meeting of *Television Program Conference*. Agenda includes network affiliation and independent meetings and presentation on "Changing Attitudes—the Viewers," a study of impact of demographics on TV programming. Conference will also include presentation on use of computers in programming, logging, traffic and accounting and "show and tell" sessions featuring video tapes of stations' individual approaches to programming. Pre-register with Charles Roundtree, TVPC treasurer, WBMG(TV) Birmingham, Ala. Hilton Inn, Oklahoma City.

June 15-20—International Advertising Film Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Piccadilly, London W1V 9PB, England or cabling Festfilm London W1.

June 16—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

June 17-20—First gathering of *Alternative Media Project*. Goddard College, Plainfield, Vt.

June 16—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Rust Craft Park, Dedham, Mass.

June 17-19—Meeting of *Virginia Association of Broadcasters*. The Mariner, Virginia Beach.

■ June 18—Annual stockholders meeting, *Bartell Media Corp.* Delmonico's hotel, New York.

June 18-19—Meeting of *Indiana Broadcasters Association*. Indianapolis Hilton.

June 18-20—Meeting of *Oklahoma Broadcasters Association*. Western Hills Lodge, Wagoner.

■ June 19-20—Meeting of *North Dakota AP*

*Broadcasters Association*. Turtle Mountain lodge, Bottineau.

June 21-24—Convention of *Rocky Mountain Association of Broadcasters*. Featured speakers are FCC Chairman Dean Burch and NBC President Julian Goodman. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake lodge, Wyoming.

June 21-24—Annual convention of American Advertising Federation. Speakers include Arthur M. Wood, president of Sears, Roebuck & Co., Chicago; Sam Thurm, advertising VP, Lever Bros., and Henry M. Schachte, chairman of executive committee of J. Walter Thompson. Program will include four advertising workshops devoted to creative, media, production (broadcast and print) and sales promotion. Pfister hotel, Milwaukee.

June 23-26—Meeting of *National Association of Broadcasters* boards of directors in Washington.

June 24—Annual stockholders meeting, *LIN Broadcasting Corp.* WAVY-TV Portsmouth, Va.

June 25-28 — Annual spring meeting of *Maryland-District of Columbia-Delaware Association of Broadcasters*. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

June 26—Annual stockholders meeting *General Instrument Corp.* Hotel Robert Treat, Newark, N. J.

June 26-28—Meeting of *North Dakota Broadcasters Association*. Turtle Mountain Lodge, Bottineau.

June 28-July 1—Summer meeting of *National Association of Farm Broadcasters*. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environment and rural development. Shoreham hotel, Washington.

■ June 28-July 1—Consumer electronics show at Americana and New York Hilton hotels, New York.

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EDITOR: Your generous contribution of an entire page for a VISTA advertisement serves us doubly. Without the cooperation of media we could not recruit VISTA volunteers. Having a full page in BROADCASTING means not only publicity for VISTA, but a direct and most effective way of reaching radio and television stations. . . . Your generosity helps a great deal. We are very grateful.—Francis J. Mathews, director of recruitment, VISTA.

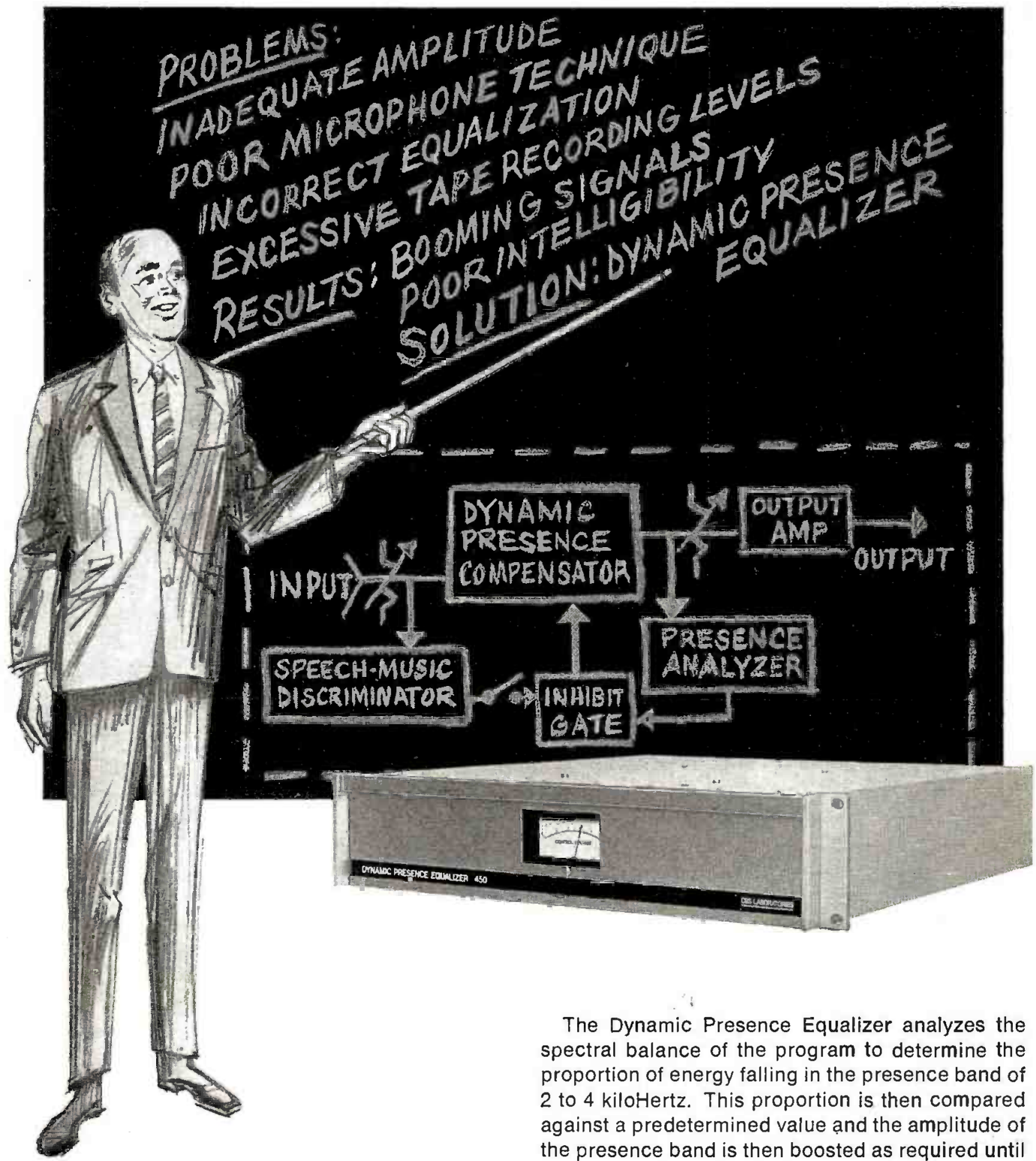
### Another version

EDITOR: Some time ago, in reading BROADCASTING's special report, "The David Sarnoff Era Ends at RCA" [Jan. 12], I noticed several statements that

apparently overlooked important facts of broadcast history. There seemed to be no point then in suggesting corrections, but it has since occurred to me that you might be interested, because I am sure you would want to avoid these inaccuracies in the future.

For instance, let's take the following statements from the first page of the report: ". . . dominant figure in the growth of RCA since its foundation in 1919."

Contemporary records provide much testimony to the fact that it was Owen D. Young of General Electric who was the dominant figure of RCA, not only at its foundation in 1919 but for quite a number of years after that. These records also show that David Sarnoff was certainly in the picture, and became



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*This phenomenon is much more evident in attitudes toward programs under the station's control, i.e., news, weather, sports, children's and women's programs, than toward network programs.*

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increasingly influential, but that in the early years he mostly worked behind the scenes.

"He created NBC in 1926 as the country's first radio network."

Without a shadow of a doubt, the country's first radio network was established by the AT&T in 1923. When NBC was formed in 1926, AT&T turned over its network, as a going concern, to General Electric, Westinghouse and RCA.

I feel that omission or suitable modification of these two points would in no way dim David Sarnoff's great record of accomplishment in the field of broadcasting, and it would avoid unfairness to others who were also mighty laborers in the field.—E. P. H. James, consultant. 4. C. Nielsen Co., London.

(AT&T had no network in the modern meaning of the term. It had WEAJ New York [now WNBC] which it connected to other stations in occasional hookups. NBC was the first network to begin regular scheduling.)

### Jefferson claim challenged

EDITOR: Your June 1 issue carries a very interesting article about Jefferson Productions setting a new television pricing for agencies and advertisers. In your story it is noted that Jefferson [calls itself] the first major independent production company to offer a flat daily rate.

Not so. From the day of our inception [at National Teleproductions Corp.] two years ago, we have been operating on a flat daily rate. . . .—Howard J. Zuckerman, president, National Teleproductions Corp., Indianapolis.

### EVR coming in 1970

EDITOR: One of the many exciting features of CBS Electronic Video Recording is that it is first. In BROADCASTING for June 1, covering the Avco Corp. announcement, it is stated that EVR is expected to hit the market in summer of 1971. As those of you who were at the . . . unveiling of color EVR reported (BROADCASTING, Dec. 16, 1968), we gained a year and will see delivery of color EVR players and cartridges late this summer, 1970. . . .—Norman Ober, director of press and public information, CBS Electronic Video Recording, New York.

### Another editorial voice

EDITOR: In your June 1 article on Chicago editorializing . . . it is stated: "Before that [1962] only WTVJ(TV) Miami had editorialized on a regular basis. . . ." WTVT(TV) Tampa, Fla., has been editorializing each weekday since Oct. 20, 1958.—Eugene B. Dodson, executive vice president and general manager, WTVT(TV) Tampa. (The statement was attributed to a Chicago journalist.)

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BROADCASTING, June 15, 1970



## Kal Kan tailors TV vehicle to reach its animal friends

In this age when the cost of sponsoring a weekly half-hour TV series on the network can range in the hundreds of thousands, what choice does the little advertiser have but to buy spot? None. Unless your name is Kal Kan . . . and you're a California-based packer of quality foods for dogs and cats. And then you do the impossible. You beat the system.

First, you create a TV show around a programing subject that will pull in viewers and interest the networks. Second, you seek out a production house capable of producing the quality of shows you demand at the low cost you require. Then you finance a pilot filming excursion into Africa, and when you are satisfied with the results, pack off to New York, knock on a few selected doors (NBC, ABC and CBS), and wind up with your own network TV show.

As I said, you do the impossible.

The idea of having our own show first hit Kal Kan and its agency, Honig-Cooper & Harrington, Los Angeles, in 1967. But there was risk involved. For a small-budget advertiser it meant putting all its fiscal eggs in one basket. It took a sizeable chunk of corporate courage to buy the filmed product itself without even a predetermined time slot available at any network. Investing in network time costs, to get the show on the air, was an additional fiscal risk.

The real risk was in show content: It had to match the interest of product-purchaser demographics and profiles; it also had to provide strong family entertainment to keep viewers tuned in week after week. This risk rested with the advertiser; it was our dollar being invested. The show itself had to match the quality image of the products; ideally, it would provide a favorable environment in which to show commercials on behalf of those products.

In developing our subject, a decision was made which later proved to be a wise one—that was to portray the problems of animal survival in an adventure setting and in exotic locations. Our show topics built toward ecological and other national interests, which later emerged as national causes. Good timing!

And Kal Kan felt the possible benefits of such a show outweighed the risks. These benefits were: identification, prestige, and personality identifica-

tion and endorsement.

Our first step was to approach Bill Burrud Productions with the basic show concept and hope we didn't get thrown out on our ear. We didn't. In fact our approach was met with enthusiasm. Since we already knew of Burrud's competence in filming and producing shows of this type (his wildlife photographers are second to none), the marriage was made and within a few weeks Burrud's team was on its way to Africa. It was a lean operation to be sure, but the filmed results proved what enthusiasm, planning and hard work can do.

Well . . . we now had ourselves a show format; a name, *Animal World*; a spokesman, Bill Burrud; and enough episodes in the can or on the editor's bench to start a series. So off we went to New York.

Unhampered by protocol, we went straight to the people who count at each network and presented our plan. What we offered them was a pre-packaged show that dealt not with violence or sex, but with the real world and real problems in nature—topics, as it turned out, which have captured the public's attention.

The answer came only after several up-tight months. But when it came it was good. NBC had accepted our proposal and had slated Kal Kan's *Animal World* for 10 weeks of airing.

Now we really had to get cracking. More shows were needed. And commercials. What should we use for commercials? We had nothing in the can. But we did have a spokesman, Bill Burrud. We did have some great locations around the world (where ever the

Burrud camera crews pitched their tent), plus some great wild animals to work with. So why not? Why not devise a format that would utilize these wild, meat-eating animals in their natural setting, eating Kal Kan pet foods to prove that "Kal Kan is good meat protein and lots of it"? The answer is we did follow this format, and produced 26 different commercials that blended in with the look of the shows.

Well, by season's end Kal Kan had shown a significant sales increase. And *Animal World* had built up an impressive audience share. Success!

That was 1968. In 1969 we refined our concept—18 new episodes, 12 new commercials, 14 revised commercials. And we moved from NBC to CBS and from 6 p.m. Sundays to 7:30 p.m. Thursdays—in prime time! During that period, Kal Kan sales doubled and *Animal World's* share of audience averaged 27%. The show enjoyed the highest share of audience of any CBS program during the same eight-week period. Success again!

On Thursday, April 30, 1970, Kal Kan's *Animal World* began its third network season—same time, 7:30 p.m. Thursdays, but a different network, ABC. This year things are different. Instead of having to beg a network to take us on, the reception was more favorable because of the show's impressive track record. We were in the enviable position of negotiating with two networks! Our episodes are all new, and so are our commercials. Things are looking good.

It's nice to know the impossible really isn't.



*Pete Goldish joined Kal Kan Foods Inc. in its Vernon, Calif., headquarters last year. He is director of marketing for this progressive pet-food packer. Prior to that, he was with the Green Giant Co., LeSueur, Minn., in product management for eight years. He holds a degree in marketing from the Wharton School of Finance of the University of Pennsylvania. In this Monday Memo he tells how Kal Kan selected a TV program vehicle for its gourmet pet-food products.*

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# One big package of cable controls

That's what FCC now sets out to fashion after cable convention ends without getting word

The FCC has begun a concerted effort to block out its newest and most comprehensive program for integrating the dynamic CATV industry into the nation's mass-communications system. The most fundamental aspect of the program, the so-called CATV "Public Dividend Plan," (BROADCASTING, May 25) will be considered in a special meeting Tuesday (June 16). But in a series of tentative votes last Thursday (June 11), the commission began shaping the ownership and technical structure of the industry.

If the decisions taken in the special meeting hold, the commission will ban crossownership of CATV systems and television stations in the same market and prohibit the television networks from owning systems anywhere in the country. The ban would apply to existing crossownership situations.

The commission will also issue a notice of proposed rulemaking aimed at setting limits on the number of systems a company could own, or the number of subscribers its systems could serve. Three proposals will be offered for consideration.

And, in another notice of rulemaking receiving tentative approval, the FCC proposed technical standards for CATV systems that are designed to assure the development of the cable industry into something more than a television-signal retransmission system.

In another critical area—CATV program origination—the commission appeared to impose limits to the rule it adopted in October requiring systems with more than 3,500 subscribers to originate programming after Jan. 1, 1971. The rule does not prohibit per-program charges—in effect, a system of cable pay television. But an order disposing of petitions for reconsideration of the rule will, if given final approval, apply to systems charging on a per-program basis the same restrictions that are applicable to over-the-air pay television stations. For instance, they will be barred from showing feature films that

are more than two years old and sports events seen on television in the preceding two years.

Officials stressed that the decisions taken Thursday will be considered again when the staff returns with final documents. However, although no votes were recorded, it was understood that each of the proposals was approved by wide margins.

The commission has set no deadline for completing action on the over-all package. But it is expected to issue all of the items at one time, possibly within two weeks.

Thus, if Chairman Dean Burch did not have much to report on definitive commission CATV actions in his speech to the National Cable Television Association, in Chicago on Wednesday (see page 18), the commission on Thursday helped give meaning to his statement that "the time is ripe for a breakthrough in your industry."

The most critical action was the vote



Chairman Burch

on the crossownership ban. Originally, the commission considered including AM, FM and newspapers in the ban. But it decided to spin off consideration of crossownership of those media with CATV.

The commission will consider the CATV-newspaper matter in the pending rulemaking aimed at requiring multimedia owners to reduce their holdings in individual markets to an AM-FM combination, a television station or a newspaper (BROADCASTING, March 30).

The commission is expected to state that it would be more appropriate to deal with the question of newspaper crossownership of all other media in one proceeding. However, some officials regard the decision as a lessening of the commission's interest in prohibiting newspapers from owning broadcast or CATV properties in the same communities.

The question of radio-CATV crossownership will be the subject of a further rulemaking proceeding. The commission decided on that course after failing to agree on various alternative bases on which such crossownership should be banned—for instance, in markets above or below the top 50. Officials also said they did not consider the concentration-of-control question as pressing as that involving TV.

The divestiture requirement will have no effect on ABC, which has no CATV systems, and only a slight one on NBC, which has five. But CBS will feel it—CBS has interests in more than 10 systems.

It was not clear last week how long the networks and television stations would be given to comply with the divestiture requirement. Originally, the commission considered a three-year limit, but there was talk of extending that to four or five years.

The commission decision to ask for comment on three alternative multiple-ownership-rule proposals, as well as for suggested modifications of each of them, reflected considerable uncertainty



# Program originality is CATV's challenge

## Conventioneers squirm as Burch says that's what FCC, Congress want, holds fast on Jan. 1 deadline

Cable-TV operators, 4,200 strong, went to Chicago early last week poised to break out of the doldrums they have been in for the last year primarily due to what they insist is a "freeze" imposed by the FCC.

They left the broiling city, the people-jammed elevators, the crowded exhibition halls and the long, long corridors of the Palmer House still uncertain which way their industry is to go. And, more important, when.

They know they have a friend in Washington — FCC Chairman Dean Burch—who has promised to lead them into the great breakout. But even their newly emerging champion asked them to have patience.

Still undecided as the 19th annual convention of the National Cable TV Association ended were the grave questions of CATV life: distant signals, copyright, regulation.

Certain at the moment, however, is one thing. Come Jan. 1 many cable operators are going to have to commence program origination—and many of them don't like it one bit even though the equipment exhibits glowed and gleamed with operating cameras, monitors, video-tape recorders, lighting fixtures, switchers, faders, special effects generators. Program suppliers lined the seventh floor of the hotel

with long-legged, mini-skirted girls and Hollywood-type posters (see page 22). The combination of studio equipment and program peddlers caused many broadcasters and former broadcasters who are in CATV to comment that the NCTA convention was beginning to look like an early National Association of Broadcasters convention.

The conventioneering cable-TV operators did have a long, hard look at the future of their business in the non-programming field. Discussions as well as equipment held out the potential for such non-TV program services as business transactions, electronic mail, burglary and fire protection, shopping, facsimile, meter reading, instruction and education, polling, even pay TV—all though the capability of two-way, broad-band wired installations (see page 54).

But, by and large the majority of cable owners attending the Chicago meeting were still pioneer CATV operators—service oriented and reception skilled—like those who started the business 21 years ago in the mountains of Pennsylvania and Oregon.

In the minds of these cablemen, CATV can do two things better than anything else: It can give the public more TV and it can give the public better TV. This ability, and CATV's

expansion into the major cities of the country, together are their dominating goal.

Although Mr. Burch disappointed many in his audience—cable-TV operators had hoped he would be announcing the imminent issuance of the proposed Public Dividend Plan rule-making—his appearance sparked the always latent hope that seems to permeate all CATV conventions.

Mr. Burch told his listeners that the commission was still deliberating on the proposals, as well as on such other matters as cross ownership, multiple ownership and technical standards, and that he was flying back to Washington to preside at a special Thursday (June 11) meeting of the commission on CATV matters—leading some to the expectation that an announcement might be issued Friday (June 12). Later, Mr. Burch told reporters that he did not anticipate anything coming out last week, and he was right.

Mr. Burch let cable operators know, however, that the commission is still expecting them to start local program originations Jan 1. The commission has ordered all CATV systems with 3,500 or more subscribers to commence origination operations by the beginning of next year. The chairman's remarks were obviously aimed at a number of re-

as to how to proceed.

Two of the proposals are rival plans submitted for consideration by Sol Schildhouse, chief of the Cable Television Bureau, and General Counsel Henry Geller. The third, which emerged from the discussion Thursday, would simply limit a company to systems with a total of two million subscribers.

The Schildhouse plan would prohibit a CATV operator from owning more than 50 systems with more than 3,500 subscribers each; he could own any number with fewer than 3,500 of subscribers. However, if he also had newspaper or broadcast interests, he would be limited to 25 systems with 3,500 subscribers each.

The Geller plan is based on market size. It would limit CATV owners to one system in the top-10 markets, two in the top 50 and four in the top 100. It would also prohibit an operator from owning more than five systems in the same state or adjoining state, and from owning two or more systems in the top-100 markets in the same state.

Officials who discussed the proposed

technical standards made it clear the commission intends to see CATV develop as a provider of a wide variety of broad-band services, not merely as a transmission belt for off-air television signals. "The only advantage cable has is its multiple channel capacity," one commissioner said. "You can do things with it you can't do over television—provide minority-taste programming, serve educational needs, provide automated services."

The notice of rulemaking proposes a requirement that new systems operate with at least 20 channels, and it asks for a discussion of the technical and financial problems involved in constructing 40-channel systems. It also asks for comment on standards providing for two-way capability.

The draft notice of rulemaking incorporating the CATV Public Dividend Plan—a plan that has caught the fancy of at least the larger CATV systems—is said to follow the outlines contained in the general counsel's informal memorandum in which it was first described. It would permit the importation of

distant signals into major markets but require CATV systems to delete the commercials and permit local UHF stations to sell commercials for the time made available; limit to 2% of a system's gross revenues the amount a local community could charge as a franchise fee, and require systems to pay 5% of their gross subscription charges to the Corp. for Public Broadcasting.

However, officials said the draft notice contains alternative provisions or modifications aimed at meeting some of the objections that have been aired since word of the dividend plan leaked last month. One suggested alternative would require CATV systems to share equally with UHF stations the costs of stripping commercials from imported distant signals and inserting local spots. As drafted, the notice requires stations to pay the entire cost, which had been estimated at \$110,000 in equipment alone—a factor that helped turn many UHF licensees against the plan.

(This suggested alternative may have been drafted to guarantee the vote of

quests for postponement of that deadline, as well as others seeking deletion of the mandatory provisions of the October 1969 order, which the commission tentatively voted last week to affirm.

There were also reports current during the Chicago meeting that there was a strong possibility that some cable systems with the required customers might refuse to originate, forcing the FCC to take them to court.

For the first time officially, Mr. Burch told the cable operators what kind of programming the FCC had in mind in issuing its origination order: new, local programs.

"... The risks which both the Congress and the commission are willing to take in promoting the wider use of cable television," he said, "are very likely to have a direct relation to the ability of your industry to prove that it will do more than merely shift the content of broadcast television on to wires.

"We will not be moved," he said, "to much excitement by program originators hustling for the same piece of pie now shared by television broadcast stations—using the same program sources, soliciting the same advertisers and seeking the same mass audience."

The same warning was sounded earlier by Sol Schildhouse, acting chief of the CATV Bureau. Mr. Schildhouse also had told CATV operators that cable "is in for a lot of regulation."

Mr. Burch warmed his audience, however, by telling them that the commission is ready to consider the question of state-utility regulations versus FCC pre-emption. NCTA's board, only



*Donald V. Taverner, who became the second paid president of the National Cable TV Association last January and whose presence at the Chicago convention last week was his first in an official capacity, called on CATV operators to put aside parochial concern and work for the good of the industry as a whole. He characterized the prospective "Public Dividend Plan" as representing "a favorable turn" on the part of the commission.*

last month, had voted to seek just such a move in order to stave off state regulation with its potential for varying supervision (BROADCASTING, May 18).

Other matters that the FCC will be considering, but at later dates, Mr.

Burch said, involve rules for common-carrier channels and the possible dedication of channels for specified public services.

He brought solemn focus to his listeners when he talked of CATV and broadcasting. The commission's past attitude toward CATV, he said, has some justification. "I would observe that a couple of generations of investment and experience in broadcasting count for something and the reluctance to run the risk of undercutting that structure is understandable."

The commission, he said, still must balance the lifting of restrictions from CATV with the possibility that the local broadcaster might go out of business, leaving the public the loser.

Explaining that the FCC's objection to the pending copyright bill was principally due to questions of regulation, he cheered his audience by announcing that the commission holds strongly to the belief that there should be no copyright liability or payment for systems serving what he termed "underserved" markets. Everyone seems to agree to that, he said. Mr. Burch did not define underserved markets.

Twice, strong, sharp applause greeted Mr. Burch. The first such expression came when he noted that the time is ripe for a "breakthrough" in CATV and that he looked to lead that effort. The other ovation came after he completed his speech.

The CATV establishment view was presented by Ralph Demgen, Willmar, Minn., cable operator who is the newly-elected chairman of the association. Mr. Demgen told reporters that he an-

Commissioner Robert E. Lee, UHF's leading advocate on the commission, who provided the swing vote in the 4-to-3 decision to instruct the staff to translate the plan into a notice of rulemaking. He has been under considerable pressure from UHF forces to change his position on the matter. Last week, William L. Putnam, long one of UHF broadcasting's principal spokesmen, sharply criticized the plan in a letter to the commissioner. Mr. Putnam said the plan's "unworkability is so apparent as to be laughable.")

One modification which would meet some of the objections raised by CATV operators, would exempt CATV systems more than 35 miles from a major-market city and small systems (with less than 3,500) subscribers anywhere from the requirement to make payments to CPB.

The dividend plan also provides for a compulsory copyright license for all systems except those individually owned having fewer than 2,000 subscribers, and would require them to pay seven-tenths of one percent of gross

subscription charges for each distant signal the cable system carries. However, this provision could not be implemented without an act of Congress.

The proposed franchise-fee limitation is also regarded by some commission officials as requiring congressional approval. But whether or not it does, it opens the delicate and complex problem of federal pre-emption of authority exercised by state and local governments. And, although the commission received comments on the question in its last effort to overhaul the CATV rules—a notice of rulemaking issued on Dec. 13, 1968—the draft notice dealing with the CATV public dividend plan incorporates an inquiry into the proper relationship of federal, state and local governments in the regulation of CATV.

The commission is also set to consider on Tuesday another proposal, one unrelated to the package of regulatory proposals that has attracted most attention but one that would, if adopted, bring considerable cheer to CATV systems that are now barred from import-

ing signals from an overlapping market.

Under interim procedures now in effect, a system within 35 miles of a major-market station but beyond the 35-mile zone of another may not import the second station's signal, even if it is within the station's grade B contour, if a local station objects.

The Cable Television Bureau has proposed an order eliminating the procedure enabling stations to stay automatically the importation of such signals. The draft order would provide for staff processing of CATV requests to import signals from overlapping markets and for grants of those where the commission determines a complaining station would not suffer serious economic hardship. There are some 100 CATV applications now pending that would be affected by the proposed change in the interim procedures.

Some officials say there is a good chance the commission will approve the order. They note that the dividend plan calls for a scrapping of the overlapping-market concept.



anticipated seeing the FCC's proposals in formal form in two weeks and that he expected to be able to live with them. He conceded that when the Public Dividend Plan was first publicized, he felt it would split the industry. But, he explained, after learning from FCC sources that it will not be applied as broadly as it seemed, he feels much better.

The substitution plan, whereby UHF stations would place their own commercials in place of deleted commercials from distant TV station programs, "won't fly," Mr. Demgen observed. He said he expected the National Association of Broadcasters to fight the idea "tooth and nail." And, he added: "NAB is pretty powerful, with friends in high places."

Mr. Demgen said that the NCTA is still in favor of the McClellan copyright bill, and that any change in that position will have to come after the latest FCC proposal is issued.

Mr. Demgen owns cable systems in Willmar and in Benson, both Minnesota. Together they have 3,500 subscribers. He also owns a microwave-relay system that serves 16 cable systems, including his two.

Provided restrictions are lifted, Mr. Demgen said he sees CATV quadrupling size in the next decade, and that he expects to see two-way facilities (see page 54) in general use during that same time frame.

Perhaps the most upbeat speaker on CATV at the convention—aside from the industry's own members—was a one-time leader in the administration of former President Johnson. This is Eugene V. Rostow, now a Yale law professor who was chairman of the Task Force on Communications Policy for President Johnson. It was this group's finding that CATV held out the best hope for diversity in television programming.

Mr. Rostow, who was undersecretary of state in the Johnson administration, told the cablemen that CATV's impact on broadcasting must be tested in the marketplace. "Why . . . should the broadcasters be protected against the competition of a new technology?" he asked. Radio wasn't protected against TV, he said. He questioned the authority of the FCC to require or forbid origination of the sale of advertising.

Mr. Rostow disagreed with the principle that CATV should pay copyright fees (putting himself on the other side of Chairman Burch). CATV, he said, improves the access and enhances the economic position of UHF stations, and they should welcome it. At another point, he painted the current copyright-regulatory proposals as "a cartel-like arrangement that would allow cable TV and the networks to work comfortably together."

The question of preemption by the

FCC hung over the convention in various forms. M. William Adler, Weston, W. Va., operator who was the outgoing chairman, pleaded strongly for this move. ". . . the FCC is our best hope—almost our only hope—for relief from the restrictions on our growth and progress," he said.

In a separate session, Bruce E. Lovett, vice president of American Television & Communications Corp., Denver, and former general counsel of the association, declared it was "imperative" that the FCC assert sole jurisdiction over CATV to head off state regulation.

Mr. Lovett also suggested that the FCC also set standards for licensing



Mr. Rostow

that local governments would be required to follow. And, he added, he foresaw some form of "superintendence" over CATV rates by the FCC. Mr. Schildhouse demurred at this; the commission he said has only 27 people in its CATV bureau; the broadcast bureau on the other hand has 250. Mr. Schildhouse also sent a chill through his audience when he observed that licensing also means the right of revocation. And in another comment, he observed: "NAB and AMST just might be right that cable will kill off free TV. If I was a member of the FCC, I just might want to share the responsibility for that death with the Congress."

The only voice raised publicly against preemption was by Walter Kaitz, an Oakland, Calif., attorney who is general counsel of the California CATV Association. Mr. Kaitz felt that every time a CATV operator in California had a "little" problem, he shouldn't

## Half-million grant for cable-TV study

It's endorsed by Nixon, but Burch says FCC will act in its own way

A \$500,000 study of the place and potentials of cable television has been commissioned by the Alfred P. Sloan Foundation, New York, and endorsed by President Nixon.

The study is targeted for completion by the end of next year. It was said to have been gestating at the Sloan Foundation for some time but to have been precipitated by recent news reports of the imminence of FCC actions to liberate cable television (see page 17).

FCC Chairman Dean Burch said last week, after the new project had been announced, that it would have no effect on FCC actions. He saw it as an inquiry into the long-range implications of cable development. The FCC, he said, is concerned with more immediate conditions.

The study commission set up by the Sloan Foundation will be headed by Dr. Edward S. Mason, former dean of the Harvard University Graduate School of Public Administration. Its members are from academia, business and politics.

President Nixon, in a letter to Nils Y. Wessell, Sloan Foundation president, said he hoped the commission "will be able to illuminate the tremendous potentialities" of broad-band communication as they "are made available on a large scale."

The President added:

"The power of new technologies to impose change is beyond dispute. But

have to run to Washington.

Mr. Adler expressed pessimism that the pending McClellan copyright bill would pass this session of Congress. But, he stressed that the CATV industry has more to gain by paying a "modest" copyright fee than not—particularly if this is coupled with the right to import distant signals.

He was not optimistic either about the possibility of coming to any agreement with broadcasters.

Mr. Taverner repeated his call to CATV operators to put aside parochial concern and work for the good of the industry as a whole. He characterized the prospective Public Dividend Plan as representing "a favorable turn" on the part of the commission.

Herbert G. Klein, director of communications for President Nixon, called on cable operators and broadcasters to work together. Mr. Klein, who had just returned from an inspection trip to Vietnam and Cambodia, called on



we have learned in recent years that there is nowhere any assurance that change will necessarily be beneficial. Perhaps for the first time in history, we are aware that the time to think about the consequences of a technology is before it has become so firmly fixed that it is very nearly beyond reconsideration. A new technology can take society down many roads, not all of which lead to agreeable consequences. Your commission, in attempting to explore some of those roads and set forth an account of the alternatives, will be performing an important public service.

"I look forward with considerable interest to your report. The distinguished group you have gathered to consider these matters provides every reason for confidence in the outcome."

Mr. Wessel predicted that "within a few years many or most city dwellers in the United States will be linked by cable-television systems that will constitute the most powerful communications system ever conceived."

He said cable would be heavily programmed with entertainment and news, "as indeed it should be," but its channel capacity would admit other services in profusion.

"It is now possible," Mr. Wessel said, "to imagine a revolution in the manner in which such urban necessities as health services are provided; health systems such as those which already exist in major cities might be made more effective and more efficient in manners of which we now have little or no conception. Systems of vocational education linked to employment services might contribute massively to the economic well-being of the city. Cable television, uniquely capable of serving small



*Mr. Mason*

cities and areas within the large city, might make a major contribution to community development."

Dr. Mason, chairman of the study commission, said an "assessment of the promises and threats" of cable was needed as a guide for city franchisers and state and federal regulators to "impose limits and develop goals for the system of the future."

A criticism of the commission's approach and composition was made public by Black Efforts for Soul in Television (BEST), Washington-based organization. In a letter to Dr. Mason BEST said that blacks are the majority in inner cities where cable will have "its greatest impact" but that blacks con-

stituted "only a token percentage" of the Sloan commission membership, two of 15.

"The elite, corporate, research and university interests are well represented," said BEST, "but the people whose lives will be most affected are not."

In addition to Chairman Mason members of the commission are Ivan Allen Jr., former mayor of Atlanta; John F. Collins, former mayor of Boston; Dr. Lloyd C. Elam, president, Meharry Medical College; Kermit Gordon, president, Brookings Institution; William Gorham, president, Urban Institute; Morton Janklow, New York attorney; Dr. Carl Kayser, director, Institute for Advanced Study; James R. Killian Jr., former White House science adviser, former chairman of the Carnegie Commission in Educational Television, and chairman of the corporation, Massachusetts Institute of Technology; Edward Levi, president, University of Chicago; Dr. Emanuel Piore, vice president, International Business Machines; Henry S. Rowen, president, Rand Corp.; Dr. Frederick Seitz, former president, National Academy of Sciences, and president, Rockefeller University; Franklin A. Thomas, president, Bedford-Stuyvesant Restoration Corp.; and James Q. Wilson, professor of government, Harvard University.

The commission will operate with its own professional staff, expected to number about a half-dozen.

The Alfred P. Sloan Foundation, established in 1934, has interests in science and technology, education, management and related problems. Assets at the close of 1969 were \$302.8 million.

CATV to achieve its potential through "diversity, responsibility and maturity."

In what in previous years would have been a caustic session but which this year turned out to be remarkably even tempered, even amicable, the broadcasters' position was set out by John B. Summers, chief counsel of NAB, and Martin E. Firestone, general counsel of the All-Channel Television Society representing UHF stations.

Mr. Summers told an overflow meeting of cable operators that CATV is seen as a "great supplement" to broadcasting, but that where too many distant signals are imported it could destroy broadcasting. He said NAB also opposes interconnection of CATV systems, mass-appeal programming and advertising on cable TV systems.

NAB's principal objection to the public dividend plan, Mr. Summers said, is that the proposal would strip from the broadcaster the exclusivity protection he pays for when he buys a

program. He also said that NAB objects to the mandatory origination requirement, to the 5% contribution to the Corp. for Public Broadcasting, as well as any ban on broadcasters owning CATV systems in their own markets.

The prospective public dividend plan also drew opposition from Mr. Firestone. He noted that the commercial substitution proposal would cost WBRE-TV in Wilkes-Barre, Pa., more than \$1 million to implement in order solely to install equipment to accomplish the substitution on the 10 cable systems in its area. There would be other costs too, Mr. Firestone said, that makes the idea impracticable.

A. Harry Plotkin, Washington lawyer who represents a number of CATV clients, termed the plan "harebrained," especially the substitution proposals. He also termed the prospective contribution to educational broadcasting dangerous; if CATV must pay 5% for public broadcasting, he asked, how

long will it be before broadcasters are asked to make a similar contribution?

Mr. Plotkin drew some amusement from his generally sympathetic audience in replying to Mr. Summers's observation that broadcasters would not object to local public service programs, without advertising. This means, Mr. Plotkin said, "it's all right to originate programs people don't watch."

E. Stratford Smith, also a Washington lawyer who represents CATV clients, stated that broadcast TV is not capable of meeting the public demand for program diversity. CATV can meet those demands in the smaller markets, he said, and has "a fighting chance" in the major markets.

Frederick W. Ford, former president of NCTA now in private law practice in Washington, urged as he has previously that the FCC hold an open hearing on CATV regulations before it sets rules in order to learn all it can about the industry.

# Can programing pay on CATV?

## That's what the larger systems are going to find out come Jan. 1

Cable-television operators got down to the fine pencil work in Chicago last week, counting up the costs of going into local program originations, and many of them began wishing Jan. 1, 1971, would go away—at least for a little while longer.

They were romanced by film and program-syndication salesmen, equipment makers and the purveyors of various specialized services who told of the new subscribers and added revenue from advertising that the local programing could produce. But they also were warned of economic and other problems by those who have ventured it.

The effect: Many candidly admitted they were confused and would wait until they could go home, sit back and give origination a hard, cold look.

Others, especially the operators of bigger systems (3,500 subscribers and up) that must start originations on the FCC's deadline next Jan. 1, were serious shoppers of the considerable displays of new color cameras, tape recorders and associated equipment. They carefully canvassed the program suites too.

Teleprompter Corp. came off as the big spender of the show. The systems giant signed with RCA for \$1 million worth of compact one-tube color cameras and related gear.

Despite the growing amounts of feature film, off-TV product and other syndication shows that are beginning to be offered to CATV, operators in talks last week frequently denigrated the quality of what is available, mentioning especially some of that offered them initially at the Chicago program conference several weeks ago (BROADCASTING, May 4).

Their attention focused upon production of their own local shows, live or tape, perhaps using some syndicated format materials. This attention was particularly encouraged by FCC Chairman Dean Burch, who warned them against merely copying commercial TV (see page 17).

It was encouraged, in part, by several major advertising agency observers at the convention, two from J. Walter Thompson Co. and one from Kenyon & Eckhardt, who affirmed national accounts will be interested in cable advertising if adequate, clearly defined and quality audience segments are achieved through specialized programing on the systems.

Roger Morrison, broadcast supervisor, and Richard Ressler, media department attorney, both from JWT, sat in on the meetings as did David Scholes, account executive, Kenyon & Eckhardt.

"I would like to see cable programs highly segmented," Mr. Scholes told a session on advertising.

But making a buck at all in cable advertising is an arduous, expensive and sometimes perilous venture, two systems experts told the session, considering the small dollar units involved compared to regular TV. Barry Stigers, Athena Communications Corp., New York, and Gregory J. Liptak, LVO, Tulsa, Okla., observed that so far every system is approaching it in different ways.

Mr. Liptak said of LVO's 20 systems, 11 are programing locally, eight are selling advertising, two are "making money" and four are "breaking even," but the remaining two "are losing their shirts." A LaSalle, Ill., system at Grand Junction, Colo., selling commercials for about five months, "is up to \$500 to \$600 a week in billings." Best results, he related, are in selling programs, not run-of-schedule spots.

Mr. Stigers said cable operators will have to hire good salesmen at competitive rates if they want a piece of the local media pie. They will also have to learn how to create and produce good local commercials very cheaply, say \$20 for a 30-second spot.

Floor discussion disclosed Montgomery Ward and similar major retailers are very interested in cable advertising and are testing. One chain might even wish to "buy" a full channel, programing it from their local stores, it was learned.

Best preparation for going into advertising: becoming first involved in total community-type programing, thereby winning recognition and acceptance. Case histories were given by Xenophon Mitchell, Ottawa (Ill.) TV Cable Co., and Edward Drake of the LVO group.

Frank Herman, now with CBS Enterprises, recalled running Foote, Cone & Belding's FCB Cablevision System at Newport Beach, Calif., a color operation, with an hourly program cost of about \$50 for some 100 hours a month. Simple "neighbor-to-neighbor" formats are used, taped, rotated and repeated.

Production costs for covering local high-school football can easily run well over \$100 per game in man-hours alone if done on a multiple-camera scale at all approaching regular TV, Gary Weik, TV Transmission Inc., Lincoln, Neb., reported from his experience.

Tony Accone, program director, Palm Desert (Calif.) TV Co., said even an hour or so daily local live can be costly. The Palm Desert system, serving 11,000 subscribers, put \$100,000 in color gear into a \$40,000 custom studio building

and started local color last December.

Despite the costs and problems, cable operators "would lose substantial support" in high places such as among government leaders and educators if they now were to collectively seek any delays in the origination deadline from the FCC, John D. Matthews, Washington attorney, advised one management session on local cablecasting.

Individual operators might seek exemptions, another attorney, Arthur Scheiner, explained, but he advised doing so "sparingly."

Another Washington attorney, Arthur Stambler, reminded the cable operators that the FCC is a government agency "with high spiritual attitudes" that functions with a "holy grail" complex and is very conscious "of the great public trust they have given you—so they expect a lot of you."

Barbara Ringer, assistant register of copyrights, Washington, also on the legal panel, did not feel copyright law revisions will unduly hamper local originations, but urged caution whenever covering high-school plays or similar performances. Music may give cable its most problems, she suggested, urging a blanket license approach similar to broadcasting.

Cablemen touring the program exhibits found a variety of live format properties plus an increasing assortment of film product with selling formulas equally diverse. A system of say 4,000 subscribers could buy live format packages at flat fees of \$6 per half hour and up to as much as \$195 per month for a daily vehicle, some including local sales assistance.

Telemation Program Services Inc., a veteran group film buyer in both broadcasting and cable, was host at its own program seminar at NCTA. The firm cautioned operators to be aware that their first film buy would be the most critical of all because it would be the bench mark known throughout the trade for all future negotiations. It also would be the lowest price the system would ever be able to buy product, at least on its own, it was added.

Monitel Inc., backed by the *Reader's Digest*, producer of a 24-hour information channel service that functions in minute cycles of news and commercials, said 36 systems have been signed, including Cox Cablevision, Jerrold and Columbia Cable, group owners. Monitel said four national advertisers already have been obtained, including *Reader's Digest* and Singer Co. Test operations start soon on four systems.

The regular news service suppliers reported high interest too, especially for their local news insert capability features. AP said its CATV service is now used by more than 100 systems while Television Presentations Inc. said some 40 systems are airing its 24-hour serv-



ice. A new entry is Leviathan Communications, planning to start January 1, which cited "very busy" exhibit traffic.

CBS Enterprises claimed "hard sales" for its live format packages and tape features though it would not detail. CBS Electronic Video Recording Division exhibited its EVR system and national CATV Program Library Inc. announced a broad program service package for EVR including the Motorola EVR units to play them.

Cable Channels Inc., which has five-year CATV rights to National Football League films plus a wide spectrum of other sports programs, announced Jerrold will be exclusive sales representative for its shows, converted to tape. It also is marketing a custom origination center.

National Telesystems Corp., partly owned by personality Dick Clark and partly by International Video Corp. which showed its latest color gear for CATV, announced its new CATV training school, an 83-hour 12-day cram course in all aspects of cable, to be held in Hollywood. Tuition: \$650. NTC also is offering a range of program packages, including live formats.

International Tele-Cable Productions, whose principals market the Romper Room format in regular TV, reported nearly a dozen systems signed for its live cable format packages that include local selling plus national sponsors. Hasbro toys is committed to buying time on the first 25 systems signed.

J. R. Hampton & Associates, distributor of a basic bingo package to CATV (flat fee. \$1,950) now used by more than 200 systems, confirmed that the H & B group and the Telcom group (Denver) had bought the show for all of their systems. Hampton also introduced Lingo at the show, a word game for kids.

Not all the packaged product is coming to cable from outsiders. George Barco's Meadville (Pa.) Master Antenna Co., for example, has formed Key Group, a production unit, and is about to market through TV Stations Inc. a new five-weekly half-hour cooking strip, *Parsley, Sage, Janice and Love*. The production budget is reported to be running about \$10,000 weekly. The show features a popular author, Janice Gardner.

Tape-athon Corp., background music supplier to CATV for 17 years, announced plans to pay systems for use of a channel on which it will market background music services commercially in local markets. Payment to the cable operator would be based on share of gross.

Thomas J. Valentino Inc. offered a basic music and sound effects library to help in local production. Performance rights are included if desired.

National Telemedia Inc. was typical

## Was Red Lion a paper tiger?

A Yale law professor who was a key telecommunications adviser to President Johnson took issue last week with last year's U.S. Supreme Court affirmation of the FCC's fairness doctrine.

Eugene V. Rostow, who was chairman of President Johnson's Task Force on Communications Policy, said the Supreme Court was wrong in the now-celebrated Red Lion case. He said its decision was based on an erroneous premise: that there is a shortage of spectrum space.

"There is in fact," he said, "no inherent shortage of spectrum space. There are few markets where all available spectrum space is used by radio and television. More rational and flexible spectrum management could eliminate such shortages as do survive."

And, he continued, the court's second justification—fear of the power of the medium—"should have no place in our constitutional universe."

"Fear of the power of ideas," he stated, "does not, and in our society cannot, justify censorship. The men who wrote the First Amendment knew the power of ideas. Television has not yet mustered the force which fell in be-

hind the words written in the Declaration of Independence, or in the pamphlets of Tom Paine. The founding fathers believed that freedom of thought was the only principle on which to organize a free society. For them licensing was incompatible with freedom."

Freedom of thought and speech, he added, "will be truly protected not by censorship, however delicate, but by a multiplicity of tongues, no one of which can dominate the market place for ideas, and by rules and conditions that guarantee unrestricted entry into that market place."

Mr. Rostow, who was speaking in Chicago at the annual convention of the National Cable Television Association, added: "Well conceived network and licensing regulation, antitrust enforcement, and the full and free development of cable television should produce a communications environment in which concentration is impossible. In such an environment the public interest could be served by freedom without fear."

He also suggested that the government force television networks to give up program production. Under the 1949 Paramount antitrust decree that required Hollywood producers to divest themselves of their ownership in theaters.

of the many new specialized services springing up for CATV commercial program operations. The firm among other things will produce budget commercials, consult and act as national sales representative. New subscriber promotion is another area in which several firms now function. Cox Data Systems offered computer services to handle business paperwork.

A large number of manufacturers that heretofore have specialized in purely CATV distribution equipment showed origination specialties. There were, of course, a number of established names showing such wares: RCA, Philips, Ampex, Visual Electronics.

Among the CATV-oriented firms showing cameras, tape recorders and consoles were Jerrold Electronics Corp., Philadelphia, displaying a monochrome TV origination package consisting of two cameras (one with viewfinder), control console that including switching and fading controls, and a special effects generator, all for from \$11,225 to \$14,625.

TV Systems Inc., Glen Head, N. Y., showed an origination package of two cameras, lights switcher, control console and monitors, all portable in two cases, for about \$11,000. Sylvania Electronic Products exhibited a compact flying-spot scanner color slide TV center, including a Spotmaster cartridge channel for voice, for \$4,500.

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Vikoa exhibited a black and white viewfinder TV camera, using a 1-inch Vidicon, priced at \$500. Telemation offered a complete color film chain, including Bell & Howell color camera and 16mm film projector and Kodak slide projector for \$14,165, and a complete color production package, including in addition to the film chain, two color studio cameras, lighting and other accessories, for \$69,643.65. Both units were specially priced at the convention; the film chain for \$11,500 and the studio package for \$56,751.

## Court upholds FCC stay rule

### CATV's must wait for commission approval of importation requests

The legal underpinning of the automatic-stay provision of the FCC's CATV rules, which had been wobbly, has been strengthened by a decision of a federal court in Philadelphia in the ongoing Bucks County Cable TV Inc. case.

The Circuit Court of Appeals for the Third Circuit, in a unanimous decision, upheld the automatic-stay provision as it had been applied in a move to block





Carson/Roberts  
Happy Day Award  
 ↳ MERRILL BARR ↳  
 whose one-man campaign is carrying the Happy Day alternative to broadcasting stations throughout a nation beset by problems, but still responsive to the good sense of humor.



Bucks County from importing New York signals into Falls township, in the Philadelphia market.

The decision overturns a ruling of a federal district-court judge, who decided last year that the provision had been unconstitutionally applied to Bucks County. Judge Ralph C. Body had also enjoined the government from prosecuting the system for ignoring the stay (BROADCASTING, April 21, 1969).

The automatic stay prohibits CATV systems from providing a service to which local stations object until the commission has considered the matter and issued a ruling favorable to the cable system. The rules say the commission will "expedite its consideration and promptly issue a ruling. . . ."

Two Philadelphia UHF's, WIBF-TV and WPHL-TV, invoked the provision against Bucks County in June 1968, after it disclosed plans to import the signals of the four New York independent stations. Two months later the matter was ripe for action by the commission. But when the commission had not acted by the following December, and after it had proposed new rules and adopted new interim procedures, on Dec. 13, that would bar Bucks County from importing the New York signals, the system began operating with those signals, on Dec. 19.

The new interim procedures, which implement the proposed rules, permit CATV systems to import distant signals into major markets if they obtain retransmission permission from the stations involved. But in adopting the procedures, the commission said it would "grandfather" under existing rules all systems operating in compliance with them as of Dec. 20, 1968.

Bucks County began operating with the New York signals without the permission of the New York stations but with the hope that, if it won a subsequent court test, it would qualify for grandfathering. It also sought the declaratory judgment that the district court later provided.

The circuit-court decision clears the way for the commission to order Bucks County to stop carrying the New York signals—unless the system petitions the Supreme Court for review and obtains a stay of the circuit court's ruling. The attorney for the system last week said no decision had yet been reached on whether to continue the court fight. Besides the New York programming, the system carries the signals of the Philadelphia stations and a Wilmington, Del. educational station.

At the time of the lower court's decision, there was some question as to whether it applied only to the facts in the case, or to the stay provision itself. Bucks County had claimed that the commission denied it due process by delaying consideration of its request for permission to import the New York

signals.

But the ruling of the circuit court, which took the case on appeal from the government, upholds both the stay provision and the manner in which it was applied. The court called it "a vital part of the FCC's total regulatory concept" aimed at giving the commission time to determine whether proposed CATV service would have harmful impact on existing television service.

And in considering the "complex public-interest problems involved," the court added, the commission is not bound by the same time limitations applying to courts that impose temporary restraining orders—that is, 10 days. In contrast to such orders, which are used to halt service already begun, the commission's stay provision, it added, is designed to permit an advance determination as to whether a proposed service should be allowed.

Bucks County, which obtained a number of franchises in the Philadelphia area, began building a system in Falls township in September 1966, six months after the commission's CATV rules had been published. It invested \$267,000 over the next two years.

However, the court said that the system's decision to invest funds "was made with the full awareness of the substantial risk that, if objected to, its proposed carriage of New York City signals would not be permitted." The court added that Bucks County could have avoided the risk simply by giving notice of its proposed service before beginning construction.

The decision makes clear that the stay provision can be legally applied to overlapping market situations. Falls township is within the Grade B contour of the New York stations involved. In addition, the court cited, as evidence that Bucks County should have been aware of the risk it was running in building without getting prior approval, the commission decision in July 1966 staying the importation of Los Angeles signals into San Diego even though the systems were in the Los Angeles stations' service area.

In view of the commission's apparent intention to take a wholly new approach to CATV regulation—one that would permit CATV systems to import signals into major markets (see page 17)—the decision does not have the significance it would otherwise. However, the automatic-stay provision will be critical in barring the importation of distant signals until the adoption of rules anything like those now under consideration—and such action is months, possibly more than a year off.

In addition, commission lawyers feel the decision will be helpful in discouraging other CATV systems from attempting to override the automatic-stay provision with a claim it was being unconstitutionally applied against them.

## Resistance to divestitures shapes up

Group of groups asks FCC to establish study force while NAB, ANPA get down to planning defenses

Broadcaster skepticism of premises on which FCC rulemaking proposals are based is not new. Nor are broadcaster suggestions for studies to examine those premises. But eight broadcast licensees skeptical of the assumptions on which the commission's proposal to break up multimedia ownerships within communities are based have come up with something new in the way of a research-project suggestion.

The members of the group, most of whom would be directly affected by the commission's proposal, urged the commission last week to establish a task force that would include representatives of the commission as well as the industry and would formulate a program of study and research. The program would be designed to determine the regulatory policies that would "yield the optimum, quantitatively and qualitatively in service to the public."

And it would include "a careful reappraisal of certain *a priori* assumptions on which current and proposed policies are based." The suggestion was offered in the form of a petition for joint study that was filed with the commission by the licensees' Washington law firm, Pierson Ball & Dowd. And it

came at a time when broadcasters, through the National Association of Broadcasters, and newspapers, through the American Newspaper Publishers Association, were establishing committees to lead their opposition to the proposal to break up crossownerships within individual communities. Executives of two of the station groups represented in the Pierson, Ball & Dowd filing are also members of the special NAB committee that was appointed last week (see below). They are Norman P. Bagwell, WKY Television System Inc. (WKY-AM-TV Oklahoma City and other stations), and Edwin K. Wheeler, Evening News Association (WWJ-AM-FM-TV Detroit and other stations).

In the filing last week, a task force on which both the commission and broadcasting was represented was held out as a way of eliminating any doubt as to the objectivity of the study undertaken. The pleading said that past industry studies of commission proposals have been discounted by the commission partly on the theory that industry sponsorship makes industry bias a certainty and partly because the commission experts who analyzed the studies were convinced of the validity of the *a priori* assumptions on which the proposals were based. And commission studies would not be fruitful "if the *a priori* assumptions embraced in the past as a point of departure still control the commission's program of study," the pleading added.

The commission proposal that has alarmed the broadcast and newspaper industries would give present licensees five years to reduce their holdings within individual markets to an AM-FM combination, a television station or a newspaper. It was issued for comment three months ago, on the same day that the commission adopted rules barring the owner of a full-time station from acquiring another one in the same market (BROADCASTING, March 30).

The petition for a joint study was withering in its criticism of the assumptions on which the commission based its actions aimed at diversifying media ownership within markets.

The presumption—"that meaningful diversity of voices flows from mere

numbers"—developed over the 1940's and 1950's and by the end of the 1960's "had become mature dogma which many regulators and critics accepted and continue to accept on faith," the petition said.

"While we believe the presumption has become terribly rustic and unsophisticated, we suggest that, at the very least, it is time in this post-technological age to reappraise its relevance to the realities of these complex times. . . . If one would not assign the building of Apollo to the smithy under the spreading chestnut tree, one at least ought to doubt that our complex and confounding communication challenges can be adequately met by utter devotion to smallness."

The petition suggested that a study aimed at formulating regulatory policies begin with agreement on a goal to be achieved—the establishment of a system of mass communications media that will provide the public with the knowledge and culture it needs to enjoy a reasonable measure of happiness and to resolve, through the democratic process, the complex problems facing society.

From that point, the petition said,



Chairman Cobb



Chairman Manship



## AFTRA points to network gains

### Performers' union ratifies new contract to cover three years

The American Federation of Television and Radio Artists has reached agreement on a new three-year contract with the TV-radio networks providing for increases in wages and improvements in working conditions, according to an announcement to be released today (June 12) by Sanford Wolff, national executive secretary of the union.

The contract, which was ratified by the AFTRA membership throughout the country, provides rates and other provisions retroactive to last Nov. 16 and runs to Nov. 15, 1972. Mr. Wolff said that in every instance a 6½% pension and welfare contribution has been achieved, compared with a 5% contribution in the old contract.

In the television code, rates for programs other than dramatic strips or "soaps" were jumped by 10%; dramatic strips or soaps were increased from \$165 to \$175 for one-time rate and from \$715 to \$790 for five-time rate and announcers' rates for on-camera raised by 10%.

In the transcription code, dealer com-

mercials and spot rates were boosted by 20% as of Nov. 16 and will go up an additional 18% on May 16, 1971. For the first time, provision has been established for re-use payment for commercials made in the U.S. and used outside the U.S.

The base pay of network staff newsmen has been increased from \$350 to \$375 weekly and will be raised to \$400 in November 1970 and to \$410 in November 1971. In the tape commercial code for TV negotiated jointly with the Screen Actors Guild, rates and sessions fees have been boosted by a minimum of 10% to 15%, while rates for wild spots and dealer commercials have been increased by 18% and 30% respectively.

In the network radio code, according to Mr. Wolff, a mandatory clause for singing groups of nine or more has been achieved. There have been increases in the news rates and sportscaster rates, but they were not specified in the contract.

Mr. Wolff said there were, in addition, agreements on local TV and radio codes and new contracts covering staff newsmen in New York, Chicago and Los Angeles, providing increases in wages and improvement in working conditions. He added that Mutual and AFTRA have approved new agreements in New York and Washington containing improvements in rates, fees and guarantees.

the study should proceed to an examination of the problems presented in reaching the goal "and then the development of regulatory policies" needed to achieve it. But in discussing this route, the petition reflects an assumption of the licensee-signatories—that the results of the study would indicate that there is no basis for the kind of limitation on media ownership the commission is contemplating.

The petition suggested the construction of models of the future capacity of various hardware systems to provide the public with multiple aural, video and record channels and of the ideal organization and industry structure which would have the ability to use the technical capacity for optimum service.

The petition said a model of multiple mass-communications channels possible by 1975 or 1980, even based on "conservative technical assumptions," would show that, with all modes of delivery considered, routes of access to the public that are technologically feasible "will far exceed what we now have and will be many times more than existed three decades ago."

Indeed, the petition said, the model

might show that the problem of public access to the media is not hardware but software—the economic and human resources needed to make use of the technology. It added that the study should seek to determine the kind of an organization needed to meet the public's need for information and culture. And in connection with culture, at least, the petition represents the licensee-signatories as believing "there is a definite relationship between the size of an organization and its ability to achieve an adequate response (e.g. network and group owners)."

The signatories, who say they will support and participate in the proposed project, are Atlass Communications Inc.; Eller Telecasting Co. of Arizona, KJAR Broadcasting Co. and Southwest Broadcasting Co., all owned by Combined Communications Corp.; the Evening News Association of Detroit and its subsidiary, Universal Communications Corp., and WKV Television System Inc.

Chairman of the NAB committee, which was named a Special Working Group on Media Structure and Service, is Douglas Manship, president of WBRZ-

(TV) Baton Rouge, owned by the Baton Rouge Broadcasting Co. which also owns the *Baton Rouge Advocate* and *State Times*.

Chairman of the ANPA task force is Grover C. Cobb of Gannett Co. which publishes the *Rochester (N.Y.) Times-Union* and *Democrat & Chronicle*, other newspapers in New York, Connecticut, Illinois, California, New Jersey and Florida, owns WHEC-AM-TV Rochester, N.Y., and has additional broadcast properties.

Both groups have vowed an all-out fight against the FCC proposal. Stanford Smith, manager of ANPA, said last week the proposal is considered the "most serious threat to publishing today." NAB's executive committee authorized President Vincent T. Wasilewski to appoint its group which will report to its board of directors.

The two committees are expected to work closely together. Mr. Wasilewski was to have lunch with the ANPA group Friday. Mr. Cobb is a former chairman of the NAB board as is John F. Dille Jr., also a member of the ANPA committee.

The committees are:

For NAB—Mr. Manship, Mr. Bagwell, Mr. Wheeler, Clair R. McCollough, Steinman Stations, Lancaster, Pa.; James M. Moroney, WFAA Dallas; Ward L. Quaal, WGN Continental Broadcasting, Chicago; J. Leonard Reinsch, Cox Broadcasting Corp., Atlanta; and E. R. Vadeboncoeur, Newhouse stations, Syracuse, N.Y. All are with stations that have newspaper ties. In addition members of the NAB executive committee, with the exception of Mr. Cobb who heads the ANPA counterpart, will be ex-officio members of the group.

The ANPA committee:

Mr. Cobb, Donald B. Abert, *The Journal*, Milwaukee; Frank Batten, *Virginian-Pilot* and *Ledger-Star*, Norfolk, Va.; David R. Bradley, *The Gazette* and *News Press*, St. Joseph, Mo.; W. H. Cowles III, *Spokesman-Review* and *Chronicle*, Spokane, Wash.; Mr. Dille, *Truth*, Elkhart, Ind.; Jack Gallivan, *The Tribune*, Salt Lake City; John Hamlyn, McClatchy Newspapers, Sacramento, Calif.; Jack R. Howard, Scripps-Howard Newspapers, New York; Albert Jackson, the *Dallas Times Herald*; Walter C. Kurz, the *Chicago Tribune*; Robert C. Lobdell, the *Los Angeles Times*; Daniel J. Mahoney Jr., Cox Newspapers, Dayton; Theodore F. Newhouse, *Long Island Press*, Jamaica, N.Y.; Stanley H. Stauffer, Stauffer Publication, Topeka, Kan.; and Robert L. Taylor, the *Philadelphia Bulletin*. All are with newspapers that have broadcast properties with the exception of Mr. Bradley and Mr. Taylor whose firms have CATV properties.



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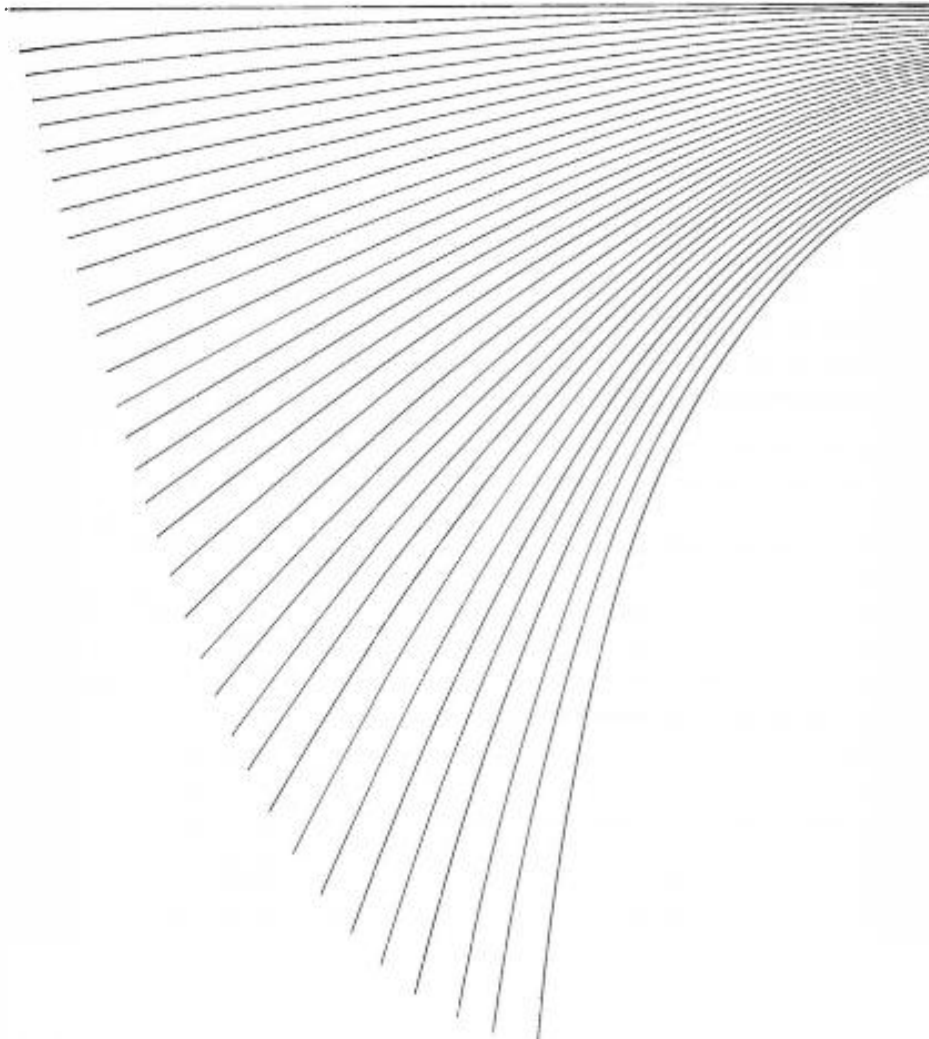
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## FCC shuts door on black FM bid

It says Howard University was simply too late in filing for D.C. outlet

Howard University of Washington, the largest predominantly Negro institution of higher learning in the country, has been turned down a second time by the FCC in a bid to join Pacifica Foundation and another applicant in a contest for the last vacant FM channel in the Washington area.

The order last week was based on a strict interpretation of the commission rules barring acceptance of applications for frequencies which have already become the subject of hearing orders. And no separate opinions were issued.

However, the close vote—4-to-3—and the line-up of commissioners suggested that the strong feelings stimulated by the free-wheeling programming of Pacifica's controversial listener-supported stations played a major role in the commissioners' decisions.

Commissioners Kenneth A. Cox and Nicholas Johnson, who were in the majority along with Commissioners H. Rex Lee and Robert T. Bartley, who concurred, are the most active commissioners in promoting rights of minority groups appearing before the commission. But they are also the most vigorous defenders of Pacifica stations against complaints about their irreverent and, to some, offensive programming.

And they were outraged last summer at what they regarded as the staff's foot dragging in processing the long-pending Pacifica application that, they said, permitted National Education Foundation to get into a contest with Pacifica for the frequency, channel 207. The rule waiver requested by Howard would have lengthened considerably the odds against Pacifica; it would have opened the hearing to a predominantly black institution seeking a channel in a predominantly black city.

The minority consisted of three Republican members, Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells. They are understood to have argued that waiver was justified principally on the ground that Howard was entitled to an opportunity to compete for the last FM vacancy in the area. If their position had prevailed, the commission presumably would have invited all other Washington institutions without broadcast outlets to compete for the frequency.

Whatever the three commissioners' concern for Howard, observers noted that none of them had ever expressed much enthusiasm for Pacifica. Indeed, Commissioners Robert E. Lee and

Wells have indicated grave misgivings about some of the programming on the foundation's stations.

The stations are KPFA(FM) and KPFB(FM), both Berkeley, and KPFK(FM) Los Angeles, all California; WBAI(FM) New York, and KPFT(FM) Houston, which was knocked off the air last month by what was believed to be a dynamite explosion (BROADCASTING, May 18).

The commission last week denied Howard's petition for reconsideration of an earlier decision, on Feb. 4, rejecting the university's request for a waiver of the rule barring the acceptance of applications for frequencies already the subject of hearings. The request was made Oct. 1, 1969, six weeks after the Pacifica and NEF applications were designated for hearing.

In requesting reconsideration, Howard said that the communications industry has been traditionally closed to blacks, depriving them of their First Amendment rights and an opportunity to learn the commission's procedures. Accordingly, it said black applications should be given special consideration by the commission.

The commission, while pointing to its awareness of the need for increased employment of minority groups in broadcasting—it has adopted rules requiring stations to follow equal-employment programs—said it "cannot establish operating stations on its own volition, but must wait until an applicant steps forward and is then required to treat all applicants equally. Howard simply failed to step forward."

The commission did not dispute Howard's assertions that the university's proposed school of communications would help alleviate a national shortage of black broadcasters and journalists and that it would be appropriate to establish such a school in Washington, where a large portion of the population is black.

## WGL(AM) to rejoin CBS

CBS Radio has announced that WGL(AM) Fort Wayne, Ind., 1250 kc, 1 kw unlimited and owned by the News-Sentinel Broadcasting Co., will return as a CBS Radio affiliate on Aug. 17. The station was affiliated with CBS from 1928 to 1936 when it switched to ABC Radio. WGL has been affiliated with ABC's entertainment network service, which is being switched to WPTH(FM) Fort Wayne. The FM station formerly carried ABC's FM network service for which ABC will obtain a new affiliation. WLYV(AM) there carries the ABC's American Contemporary Network service.

## House unit searches for viable CPB bill

Subcommittee rejects plan of administration, shows irritation at stop-gaps

Someone is going to give Congress a plan for permanent financing of the Corp. for Public Broadcasting—and quickly—if the House Communications Subcommittee has anything to say about it.

The subcommittee turned on the pressure last week by throwing out an administration bill that would have provided a three-year extension of CPB. In its place is a new bill (H. R. 17982) that would provide only a one-year authorization.

Meanwhile, the search is on for concrete funding proposals. CPB is expected to submit one to the Commerce Committee within a couple of weeks. The FCC also has been asked for comment, although that agency is known to regard CPB financing as somewhat out of its bailiwick.

The subcommittee has grown increasingly exasperated over the unwillingness of the executive branch to propose anything more than temporary doles for CPB. The feeling boiled over this year during hearings on CPB funding, when a representative of the Department of Health, Education and Welfare conceded that this year's administration bill was the only "permanent financing" in sight. The congressmen scratched their heads in disbelief and turned elsewhere for solutions.

The reason was that the bill was not "permanent financing" by any accepted definition of the phrase. It would have provided annual authorizations—with part of the money to come as a straight appropriation, and part of it to be based upon matching funds from nonfederal sources. Noncommercial broadcast representatives backed the bill without great enthusiasm, but none of them regarded it as more than an interim approach.

In monetary terms, the new subcommittee bill is actually more generous to CPB than was its predecessor. The new version which retains the concept of matching funds, could provide as much as \$40 million: It would authorize a flat \$30-million appropriation, plus up to \$5 million to match nonfederal contributions. The pending budget calls for a \$15-million appropriation plus up to \$7.5 million in matching funds, which could total as much as \$30 million.

Although the subcommittee proposal would undoubtedly be whittled-down in time, it illustrates the fact that CPB is not the target of the subcommittee's ire. The members are simply fed up



# Cox in reluctant farewell

## As term nears ends, he hopes to find a way to go on stiffening regulation

After more than seven years of being what has generally been described as a hard-nosed regulator, Democratic FCC Commissioner Kenneth A. Cox is finding it difficult to accept the prospect of being an ex-FCC commissioner. His term expires June 30, and the Republican administration is eager to take advantage of that occasion to give the commission its first Republican majority since 1961. But Commissioner Cox's head remains a-buzz with questions about the future of broadcasting, and he aches to continue the battles in which he has participated as a commissioner.

Commissioner Cox made all this clear last week in what amounted to his valedictory as a member of the commission—a speech at a luncheon meeting of the Federal Communications Bar Association. The luncheon, which had been sold out for two weeks, was heavily attended by commission members and staff as well as FCBA members.

The audience heard him restate the basic ideas which have governed his decisions over the years and which have given him his reputation as an advocate of strong regulation:

▪ Broadcast stations should be local institutions, “firmly rooted in their communities,” and provide a local service to supplement the national programming they present.

▪ Ownership of media—broadcast stations, newspaper and CATV—within communities should be widely distributed, and regional or national concentration of control of media should be avoided. (However, he conceded, at two points in his speech, that he had little empirical evidence to support his view that such conditions would permit the nation's democracy to function best.)

▪ There should be the widest possible diversity of entertainment-programming sources. Radio presents no great problem. But television, he feels, has become “homogenized.” He hopes the new prime-time access rule will open the market to new ideas and talent that will provide greater choice of program-



Commissioner Cox

ing and result in a better product.

▪ The commission should provide opportunities for new technologies. But in citing pay television and CATV as examples, he said that since “it is conceded” they will not serve the public as broadly as the advertiser-supported system does, they should not be allowed to impair that system.

▪ Stations should recognize that their obligation to operate in the public interest requires them to adopt some practices that will produce less than maximum profits. The commission, furthermore, should not hesitate to adopt policies affecting profit levels—setting limits on commercials, for instance, or requiring “some time to be devoted to more serious entertainment” in order to serve minority audiences.

But all of these aims, he feels, should be pursued “without censorship by the FCC, the Congress or the administration, whether in the form of prohibition, pressure or punishment.” This is especially true, he feels, in the areas of news and public affairs, but important also in connection with the need “to serve all major tastes in entertainment.”

The commissioner expressed regret at leaving the commission at a time when “none of the great questions have been resolved.” But he endorsed the idea of a forum in which he might continue to urge the policies in which he believes.

Three months ago, Donald H. McGannon, president of Westinghouse Broadcasting Co., urged the commission to set up a blue-ribbon committee of social scientists and others from inside and outside of broadcasting to develop “effective and challenging goals and objectives which would be our national

with the continued absence of any plan that would permit the corporation to stand on its own feet, three years after the issuance of the Carnegie Commission Report on Public Broadcasting. The new bill, and the maneuvering that has accompanied it, serves notice that the subcommittee is disinclined to wait three more years.

Conspicuous by its absence from the bill was a Senate-passed provision that would have required noncommercial stations to keep audio records of their news and public-affairs programs, in order to resolve disputes about the “objectivity” of ETV broadcasts. The members were more concerned about money, and the Senate amendment reportedly never even came up in executive session.

The subcommittee measure was endorsed by Chairman Torbert H. Macdonald (D-Mass.) and Representatives Lionel Van Deerlin (D-Calif.), Richard

L. Ottinger (D-N. Y.), Robert O. Tierman (D-Mass.), Fred J. Rooney (D-Pa.), James T. Broyhill (R-N. C.) and Donald Brotzman (R-Colo.). Two members declined to put their names on the bill: Representatives Clarence J. Brown (R-Ohio), who felt the authorized sum was too high, and James Harvey (R-Mich.), who has never put his name on any measure dealing with noncommercial broadcasting.

## CAB bureau favors Storer airline merger

Storer Broadcasting Co. has received support from a bureau of the Civil Aeronautics Board for the proposed merger of its Northeast Airlines subsidiary with Northwest Airlines (BROADCASTING, Nov. 17, 1969, et seq.).

The CAB's Bureau of Operating

Rights has filed a brief with CAB Hearing Examiner Robert L. Park recommending that the merger be approved. The board argued that the merger would result in improved service to the public and would not jeopardize other air carriers. The board represents the public in cases involving air routes.

Bill Michaels, president of Storer and its 86.1%-owned Northeast subsidiary, said Storer is pleased with the bureau's recommendation, but added it is only the first of several procedures involved in obtaining final CAB approval for the merger.

The hearing examiner must now submit an initial decision to the CAB board, which will make the final decision. CAB hearings, in which 13 other airlines and a number of other groups took part, were held last April.

Also remaining is approval by the stockholders of Northeast. Mr. Michaels

charter or our national policy" (BROADCASTING, March 16).

Perhaps because of his frustration at leaving work undone, Commissioner Cox said, he agrees "at least in broad outline" with the proposal, and he expressed the hope his colleagues would seriously consider sponsoring such a project.

He ticked off a number of the specific questions with which such a conference might deal. What is the future role of radio? Can it inform, inspire and motivate the public, or should it be regarded, realistically, simply as a means of entertainment and as a sales tool?

And what is the future of radio networking?

As for television, what balance should be struck between national and local programming, and between commercial time and service to the audience? Can television achieve its journalistic goals and contribute to the solution of the nation's problems with a commercial base? How can television serve both the mass audience and significant special audiences fairly? What is the proper role for cable, satellite and pay television?

How can the FCC enforce the public's rights in broadcasting without slipping into censorship or burdensome overregulation?

Commissioner Cox said he does not know what he will be doing after he leaves the commission.

The commissioner said only that he hopes to remain in the Washington area "and in some phase of communications" where he could continue to concern himself "with the problems of the fascinating industries which the commission regulates."

explained that under Massachusetts law (Northeast's headquarters are in Boston) approval of a merger by stockholders is valid for 60 days prior to the actual consummation.

Mr. Michaels said Northeast is waiting for "reasonable" assurance the merger will go through before holding its meeting.

Under the agreement, according to the CAB bureau's brief, Storer will exchange \$23.8 million in Northeast stock for \$18.7 million in Northwest stock (based on May 20 market closing prices) at the rate of five shares of Northeast for one share of Northwest. And under terms of a Northwest-Storer agreement, Storer will receive \$4.6 million in Northwest stock in full settlement of a \$10 million loan advanced to Northeast by Storer. Northwest will assume \$46 million in Northeast debt, the brief stated.

## Tulsa VHF acquired by Scripps-Howard

**KVOO-TV purchase, for reported \$7 million, fills buyer's quota**

Scripps-Howard Broadcasting Co., Cincinnati, a group owner long inactive in station buying, has announced an agreement in principle to buy KVOO-TV Tulsa, Okla., subject to FCC approval. The price of the channel 2 NBC-TV affiliate is understood to be about \$7 million.

The station is being sold by Central Plains Enterprises Inc., principally owned by its president—Harold C. Stuart. Mr. Stuart also owns 98% of Southwestern Sales Corp., licensee of KVOO(AM) Tulsa.

The acquisition, which is also subject to approval by Scripps-Howard's board of directors and to final agreements, will complete Scripps-Howard's chain of VHF outlets. It already owns WEWS(TV) Cleveland; WCPO-TV Cincinnati; WMC-AM-FM-TV Memphis; WPTV(TV) West Palm Beach, Fla., and WNOX(AM) Knoxville, Tenn. The company's last broadcast acquisition was in December 1961 when it bought WPTV from John H. Phipps for \$2 million.

Jack R. Howard is president of Scripps-Howard, which also owns 49% of a CATV system serving suburbs of Cleveland. Group newspaper publisher E. W. Scripps Co. owns about 67% of Scripps-Howard.

## Texas group gains control of two TV's

A group of Texas broadcasters and Allan Shivers, former governor of the state, have acquired control of the permits of KSEL-TV Lubbock and KVET-TV Austin, both Texas.

The FCC last week approved assignment of the construction permit for the Austin channel 24 facility by KVET Broadcasting Co., owned by R. B. and Bill B. McAlister and others, to Channel Twenty-Four Corp. It also approved the transfer of control of McAlister Television Enterprises Inc., permittee of KSEL-TV (ch. 28).

The buyers—Mr. Shivers, Tolbert Foster, W. E. Dyche Jr. and Edgar B. Younger—will own 54.4% of the permittees of both stations. The present stockholders of McAlister Television Enterprises will continue to own their stock and new stock will be issued to the buyers. The price for the permit for unbuilt KVET-TV is \$44,138; \$200,000 for the KSEL-TV transfer. In addition, the buyers will pay \$300,000 to

Channel Twenty-Four Corp. for their stock in the corporation.

Mr. Shivers was governor of Texas from 1949 to 1957; Messrs. Foster, Dyche and Younger have interests in KNET(AM) Palestine and KDOX(AM) Marshall, both Texas. In addition, Mr. Foster has interest in KDET(AM) Center and owns CATV systems in Center and San Augustine, both Texas.

The McAlister group owns KVET(AM) and KASE(FM), both Austin, Tex.

In approving the assignment and transfer, the commission also granted a request for extension of time to construct KVET-TV and waived the three-year holding rule for KSEL-TV because the ABC-TV affiliate has suffered losses since it went on the air in November of 1968 and the present stockholders were unable to obtain further capital.

The vote was 4-to-1 with Acting Chairman Robert T. Bartley dissenting, Commissioner Nicholas Johnson abstaining and Chairman Dean Burch not participating.

## CBS says its team is not for sale

A London investment group was reported last week to have offered CBS Inc. \$25 million for the New York Yankees baseball club. But CBS, which paid \$14 million for the Yankees in 1964, denied that it was negotiating with the firm—International Investors Group Service Ltd.—and insisted that the team is not for sale.

"Obviously if someone comes in with a tremendous offer, you're going to have to listen," said a CBS spokesman, "but there's no 'For Sale' sign out."

International Investors Group's board chairman is former New York Mayor Robert F. Wagner. There was speculation that the Yankees would be moved from Yankee Stadium to share Shea Stadium, built during the Wagner administration, with the New York Mets. In addition to the club, the investment firm was reported to be interested in the real estate on which Yankee stadium is built, property which is owned by the Knights of Columbus.

## Lee gets its FM in Billings, Mont.

The FCC last week announced that the initial decision April 15 granting Lee Enterprises Inc.'s application for a new FM station in Billings, Mont., became effective June 4.

The commission, noting that Lee owned the only newspaper in Billings and four others in the state, and held interests in 11 others as well as in 12 radio and television stations in the Midwest, last year set Lee's application for hearing on a concentration-of-control issue (BROADCASTING, April 7, 1969).

## Cable merger moves one step closer

### CPI entity agreed upon by principals of Tower, Communications Properties

Final agreements were signed last week merging Communications Properties Inc. with Tower Communications Inc. into a single firm under the CPI name that will include 43 CATV systems serving more than 60,000 subscribers in six states, as well as private microwave systems.

The merger involves the transfer of Tower Communications, now owned by Citizens Financial Corp. of Cleveland, to CPI in exchange for one-million shares of CPI common stock and 100,000 shares of \$2 cumulative, convertible preferred CPI stock, making Citizens Financial a 65% owner of CPI (BROADCASTING, May 18).

CPI has headquarters in Austin, Tex., and is in a joint venture to build CATV in Mexico City with Mexican principals. It has also filed for FCC permission to build a 1,000-mile microwave system for Data Communications in Texas. It also is seeking, Jack R. Crosby,

president of CPI said, active ownership of additional CATV, as well as broadcast, newspaper and independent telephone companies.

Mr. Crosby will remain as president; other officers and board members will be Robert W. Hughes, financial vice president; Benjamin J. Conroy Jr., operations vice president; James Cullen and Nathan Avery, of CPI. Also named to the board will be J. P. Cozzens, chairman; Richard P. Johnston, president, and George Batsche, vice president, all of Citizens Financial, and Claude M. Stevanus, chairman, and Paul Snyder, executive vice president, both of Tower Communications.

Tower Communications is based in Coshocton, Ohio, and owns 23 CATV systems as well as microwave systems in Ohio, Pennsylvania, West Virginia and Kentucky.

CPI owns 13 cable systems in Texas and seven in New Jersey. The Tower Communications properties will operate as the eastern division of CPI. Citizens Financial bought the Tower Communications group in 1969 in an exchange of stock valued at over \$10 million. CPI stockholders are scheduled to vote on the merger late in August. Both CPI and Citizens Financial are public companies.

## TVC and Music Makers have marriage plans

Television Communications Corp., New York, cable systems and broadcast station owner, and Music Makers Group Inc., New York, have agreed in principle for TVC to acquire Music Makers, it was announced last week.

Under terms of the acquisition, TVC would exchange about 419,000 shares of its capital stock for approximately 534,000 outstanding shares of Music Makers common stock. On the basis of quotations on the over-the-counter market last Thursday (June 11), the transaction is valued at about \$3 million. It is subject to an agreement of merger and subsequent approval by both boards of directors, stockholders of Music Makers and the FCC. Music Makers, which produces a variety of programming, production and commercials services for TV-radio stations and owns nine movie theaters, has a 21% interest in WFEA(AM) Manchester, N.H. TVC owns and operates 17 CATV systems and owns KNWA(FM) Fayetteville, Ark., and WBNB-TV Charlotte Amalie, Virgin Islands.

## FCC consolidates tariff hearings

The AT&T program transmission and private line-Telpak rate cases have been consolidated into a single hearing, the FCC announced last week.

In combining the two proceedings, the commission noted that all of the services involved are sub-classifications of private-line services covered by a single AT&T tariff. In addition, the commission said, many parties are simultaneously involved in both proceedings and there are questions of fact and law common to both cases.

The hearing examiner presiding over the new single proceeding was directed by the commission to certify the record to the commission, with the chief of the Common Carrier Bureau instructed to issue a recommended decision before the commission issues its final decision.

The commission said the combination of the program transmission and private line-Telpak cases would be "a convenience to parties participating in both proceedings."

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## *Changing Hands*

### Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities see "For the Record," page 60).

■ Kvoov-tv Tulsa, Okla.: Sold by Har-



old C. Stuart and others to Scripps-Howard Broadcasting Co. for about \$7 million (see page 31).

■ **WARV(AM)** Warwick-East Greenwich, R. I.: Sold by James G. Smith Jr. and William S. Cook to Scott McQueen, Ted Nixon and Fred Hill for \$120,000. Messrs Smith and Cook own **WNRK(AM)** Newark, Del. Buyers have interests in **WCVR(AM)** Randolph, Vt., and **WRLH(TV)** Lebanon, N. H. **WARV** is a daytime on 1590 kc with 1 kw. Broker: Chapman Associates.

## FCC rebuffs charge against KDLO-TV

An Aberdeen, S.D., CATV operator's request that the FCC revoke the license of Midcontinent Broadcasting Co. for **KDLO-TV** Florence, S.D., was denied last week by the commission.

**TV Signal Co.** had alleged that Midcontinent had broken FCC rules by failing to disclose the full extent of its cable interests on ownership reports and renewal applications for **KDLO-TV** and its other South Dakota stations. Both companies hold CATV franchises in Aberdeen (**BROADCASTING**, Dec. 1, 1969).

In rebutting the charges, Midcontinent maintained that as of Jan. 2, 1968, it had an interest in only a single operating CATV with 125 subscribers and that the remainder of its cable interests were either nonexclusive ordinances or nonoperative systems (**BROADCASTING**, Jan. 5).

In denying **TV Signal's** petition, the commission said it did not find Midcontinent's omissions to "constitute a willful or repeated violation of such magnitude as to warrant" revocation of the license.

However, the commission pointed out that while licensees are not specifically required to report the number of franchises they hold on their renewal applications, the commission had indicated an interest in nonoperating systems, and that Midcontinent should have included franchise data and would be expected to do so in the future.

## Combat-zone perils continue

NBC News correspondent Wilson Hall was one of 32 Americans reportedly being held captive last week by Arab guerrillas in Amman, Jordan. They were captured Wednesday (June 10). On another war front, diplomatic efforts continued last week to locate the seven newsmen still missing in Cambodia. They were among eight captured May 31 on a lonely road. The body of CBS News correspondent George Syvertsen had been identified June 5 (**BROADCASTING**, June 8).

## House group affirms newspaper legislation

The House Judiciary Committee last week approved a bill that would clear a legal path for joint operating agreements between newspapers in the same city.

The "newspaper preservation bill," which has already been approved by the Senate, was modified only slightly by the House committee.

Both bills permit continuance of existing agreements in 22 cities; both would permit future agreements only with the approval of the attorney general, and both require separate editorial operations.

Where the bills differ slightly is in their formulations of the criterion for approval of future joint operations. Under the House version, at least one of the newspapers must be in "probable danger of financial failure"; the Senate bill carries the less restrictive stipulation that an agreement can take effect when one paper "is unlikely to remain or to become a sound publication."

The minor difference is not expected to have a serious effect on congressional approval of the measure. Hill sources anticipate that the bill will get through the House and that the two versions will be reconciled with little

difficulty.

The bill would negate Supreme Court rulings which have held such joint operating agreements to be unconstitutional when they involve profit-pooling and fixing of advertising rates. It is expected to be the only judgment on media ownership to emerge from the 91st Congress ("Closed Circuit," May 25).

## NAB still searching for broadcasting's identity

A study of broadcasting's public image and how to improve it, begun several months ago (**BROADCASTING**, May 4), appears certain to continue beyond the June 23-26 board meeting in Washington, although a progress report will be presented to the board.

NAB officials said it was doubtful recommendations, other than to continue the study, would be made at that time.

The committee completed a day and a half of meetings with individuals associated with broadcasting last week. The sessions were confidential and the committee members entered into a free discussion, it was reported, with the various guests.

Willard E. Walbridge, NAB board



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chairman and head of the ad hoc committee, will deliver the committee's report to the board. The committee's aim has been to study the whole image problem including NAB's public relations efforts and related efforts outside NAB or contributed to by NAB. The committee hopes eventually to come up with at least a 10-year plan for promoting the industry to the public.

The NAB and related efforts now cost an estimated \$900,000 a year and the study is expected to recommend even more expenditure, but foremost has been the problem of coordinating now fragmented efforts. The \$900,000 figure includes the Television Information Office budget of around \$700,000, to which NAB contributes only \$75,000. The rest of the TIO budget is supplied by the networks and member stations. NAB's own budget is estimated at nearly \$200,000 but President Vincent T. Wasilewski says this figure does not include printing and mailing costs. NAB also has under quarterly contract, just renewed (BROADCASTING, June 8), Phil Dean Associates to handle special publicity in connection with NAB's fight against CATV encroachments on broadcasting. Dean reportedly gets \$2,500 a month plus expenses.

### New ABC Radio affiliates

ABC Radio reports that new affiliates of its American Entertainment Network are KHSJ(AM) Hemet, Calif.; KZIA(AM) Albuquerque, N.M., and WSFC(AM) Somerset, Ky. Joining the American FM Network are KLIS-FM Palestine, Tex. and WGLF-FM Tallahassee, Fla. The Entertainment Network now has 303 affiliates and the FM Network, 203.

## Fund backs private studies of media

### Analyses will focus on local, national media plus underground press

The Twentieth Century Fund announced last week it is sponsoring three research studies on local media ownerships, control of the flow of news, and the underground press.

The study on news control will examine the extent to which the TV-radio networks and the major wire services dominate the daily flow of news. It will be conducted by Arthur E. Rowse, director of *Consumer News*, a Washington-based newsletter, and former assistant city editor of the *Washington Post*.

He will investigate the extent to which the AP, UPI, other wire services and the networks compete with one another in news coverage; the effect of internal and external pressures on their news content and the quality of their output. He will interview present and former employees of news organizations; observe the operations of news organizations and study the handling of several key issues in the news. The project is expected to be completed in a year.

The study on local media ownerships will focus on outlets in three Ohio cities: Zanesville, Steubenville and Portsmouth. Guido H. Stempel III of the Ohio University school of journalism will supervise the project, assisted by a team of graduate students from the university.

The three cities have similar popula-

tion and economies but have different patterns of media ownership, according to the fund. The fund said that Zanesville has one newspaper, one TV station and a radio station, all owned by one man. In Steubenville, the only newspaper has one owner, and the radio and TV stations another. In Portsmouth, a chain owns the only newspaper and a radio outlet, while another radio outlet and a TV station are independently owned.

The study will consist of an analysis of the news content of the selected media over a two-week period and a survey of the attitudes and the intelligence of their audiences. It will investigate whether monopoly situations have an effect on news coverage; whether reporting by the media is competitive and what their audiences learn and retain.

Lawrence A. Leamer, a former associate editor of *Newsweek*, will conduct the study on the underground press, analyzing its impact and significance.

## Press users granted rate-change extension

The deadline for termination of preferential private-line rates extended to press users by AT&T and Western Union was extended from June 17 to Sept. 1 last week by the FCC.

The postponement was sought by a number of newspaper groups, who pointed out that AT&T has filed a tariff permitting joint use of voice-grade channels. The groups said their use of such channels could lessen the injury they allege would result from elimination of the preferential rates (BROADCASTING, May 4).

Western Union opposed a delay, arguing that press users would not suffer irreparable injury merely because they are required to pay the same rates charged other users, and that they should not receive favored treatment while possible realignments in service are considered.

The commission observed that the joint use of voice-grade channels "would significantly mitigate any hardship which might be caused by its decision terminating the special press rates" and said the time extension would serve the public interest.

## Stations fund courses in broadcast for blacks

WXYZ-AM-FM-TV, the ABC-owned stations in Detroit, are participating in the development of a radio and TV workshop for the black community.

WXYZ Inc. has contributed almost \$70,000 worth of radio and television



### Legislature honors WWJ

In recognition of the 50th anniversary of Radio Station WWJ Detroit the Michigan state legislature has passed a resolution presenting "WWJ Radio one . . . tribute on its golden anniversary in recognition of superior management

and performance in all its many facets throughout an admirable record of 50 years. . . ." Don F. DeGroot, center, general manager of radio and television and Nat A. Sibbold, right, station manager of radio for the station accepted the resolution from Representative Joe Snyder.



equipment and has pledged thousands of manhours during which station personnel will serve as technicians and instructors in this latest project of the Detroit Career Development Center, an off-shoot of the People's Community Civic League.

It is hoped the series of six-week courses will be in full operation this fall. Classes will meet five days a week, four hours a day, and will cover broadcast history, broadcast law, TV and radio operations, advertising and promotion, and news reporting and editing. The study program will include guest lecturers from related fields, and outside reading will be encouraged. WXYZ will contribute a small library to the workshop.

The cost to the station of providing teaching personnel has been estimated at between \$3,000 and \$4,000. Installation costs will approximate 160 man-hours, or \$1,000 straight time or \$1,500 at overtime rates.

An additional \$50 a week is anticipated for maintenance until students are trained to handle operations by themselves.

## How Chet Huntley views the reaction to Agnew

Retiring NBC newsman Chet Huntley called upon fellow journalists last Wednesday (June 10) to educate the public about free communications.

Referring to Vice President Spiro T. Agnew's attacks on the media, Mr. Huntley told an audience at the Overseas Press Club in New York:

"That the Vice President should make so much political capital out of his persistent attack on the communications media of this country should tell us something. Perhaps we have assumed too long that everyone in a free country understands the role and the function of a free press. It is obvious that our assumption is false. We have some work to do in this country of ours in educating our very readers, viewers and listeners about free communications."

Mr. Huntley, who is leaving NBC News in August to develop a resort-recreational project in his home state of Montana, continued: "What Mr. Agnew and others overlook is the fact that when this persistent and recurring criticism comes from the office of the Vice President, it carries with it the sure implication that something should be done to change things or that something is about to be done to correct the faults which Mr. Agnew thinks he detects.

That is the danger here . . . the distinct possibility that our people, in their hunger for more pleasant news, can be beguiled into demanding restrictions on the flow of information."

# TV-ad ties hit by Justice

## If KHJ-TV and parent RKO engaged in reciprocity, then department says license shouldn't be renewed

RKO General Inc. has a new factor to contend with in its effort to hold on to its license for KHJ-TV Los Angeles—the Department of Justice.

The department last week told the FCC it should deny KHJ-TV's license-renewal application if it upholds a hearing examiner's finding that RKO and its parent concern, General Tire & Rubber Co., had engaged in anticompetitive conduct that benefited KHJ-TV.

The alleged conduct involved is reciprocity, in which a company uses its purchases of services and supplies in a way designed to promote the sale of its own products. The department noted that the examiner, Thomas J. Donahue, found that advertising was placed with KHJ-TV on a you-buy-from-me-and-I'll-buy-from-you-basis.

The examiner published his findings in August in an initial decision in which he recommended that the channel 9 facility be given to a competing applicant, Fidelity Television Inc. Mr. Donahue cited not only the reciprocity matter, but KHJ-TV's "poor record" and, "secondarily," Fidelity's "marked superiority" in areas of local ownership and diversification of ownership of media (BROADCASTING, Aug. 18, 1969).

The department, which made no recommendation as to whether Fidelity's application should be granted, said that no licensee who engages in reciprocity—a practice the department said violates the antitrust laws—can be regarded "as 'substantially' meeting its public responsibilities under the Communications Act of 1934 or of being free of 'serious deficiencies.'"

The department was referring to the Jan. 15 policy statement, in which the commission said it would favor a licensee who was being challenged for his license at renewal time if he had "substantially" served his area and was free of "serious deficiencies" (BROADCASTING, Jan. 19).

Even if reciprocity does not violate the antitrust laws, the department said, it constitutes a form of anticompetitive conduct that warrants denial of a license-renewal application. It is the question of whether a licensee's practices comport "with the general public policy of promoting competition which the commission must consider, and not whether the actions were strictly legal or illegal," the department said.

To the extent that a broadcaster can

expect to sell advertising time on the basis of purchases he or a related company makes from suppliers, the department said, he "may cease to try to provide the quality of product and service which he would have had had he been faced with competition."

Indeed, the department said the examiner's finding regarding reciprocal-trade practices on the part of RKO General and General Tire, if true, could indicate the reason for the poor programming the examiner found that KHJ-TV had offered.

The department's pleading could have an effect beyond KHJ-TV. RKO is engaged in a comparative hearing with two applicants seeking to displace it as the licensee of channel 7 in Boston, where WNAC-TV now operates.

The reciprocal-trade-practice issue grew out of an antitrust suit the department brought against General Tire and several of its subsidiaries, including RKO, in March 1967. The case is still pending, and the department, in the pleading it filed with the commission, said it was relying only on Examiner Donahue's findings, as expressed in the initial decision.

## Rex Lee takes dim view of FCC land-mobile plan

FCC Commissioner H. Rex Lee feels commission actions aimed at alleviating land-mobile spectrum crowding (BROADCASTING, May 25) are "no more than feeble efforts; and certainly do not arise to the merited distinction of being called solutions." The actions also hold "especially disastrous" implications for educational broadcasting, the commissioner warned.

Commissioner Lee made his remarks in a dissenting statement to the commission's order permitting land-mobile sharing of one or two of the lower seven UHF channels in the 10 largest urban areas, subject to commission review at the end of five years. He said the action leaves both land mobile and broadcasters "sharing not only channels but doubts and uncertainty."

The commission should have imposed an "early" time limit on the sharing arrangement and insisted on land mobile's early operation in the upper part (above 900 mc) of the UHF band, the commissioner suggested.

Observing that the commission had



completely removed UHF channels 70-83 from the reach of educational broadcasting, Mr. Lee said at least some assurance should have been given that educational needs could be served through the exclusive reservation of the 2500-2690 mc band, which is now shared by television fixed services, operational fixed and international control users.

"It is my fervent hope that the commission will move swiftly to allocate the 2500-2690 mc band exclusively for educational and instructional purposes," Mr. Lee asserted, adding, "the commission must reiterate its special responsibility to educational users . . . even over long periods of time when spectrum reservation may not be completely utilized."

## How Hill can counter FCC's 'shifting sands'

Outlining dire trends in the regulation of broadcasting, Paul B. Comstock, vice president and general counsel of the National Association of Broadcasters, has again urged that the industry increase its efforts to make its views and interests known to Congress.

The need for broadcasters to maintain close relations with their congressmen long has been stressed by NAB. Mr. Comstock last week, speaking before the Florida Association of Broadcasters, said that the challenges that have multiplied against broadcasting can be fought if broadcasters in every state are assured that their congressmen "are dedicated to the principle that basic communications policy should be made by the Congress of the United States and not left to the shifting sands of a four-man majority in an appointive agency."

Mr. Comstock reviewed actions of the FCC during the past several years that have gone against what NAB considers broadcasters' best interests. And he reviewed the one case, on license renewal practices, where pressure from Congress appears to have brought a change for the better, from the broadcasters' point of view.

Mr. Comstock said "last year the commission, in an aberrant case [BROADCASTING, Jan. 27, 1969] indicated that the incumbent licensee at time of renewal would receive no preferential treatment. Apparently reversing a long-standing policy, the indication was that every license would be up for grabs every three years even though the incumbent had invested much in the future development of the stations and even though his record of service to the public was good. Broadcasters repaired to Congress. When it became clear that a majority of the Congress, without regard to political party, was

prepared to enact legislation to preserve broadcasting from this kind of chaos, the FCC, with only one commissioner dissenting, adopted a policy that a broadcaster who renders substantial service to the public consistent with the law and regulations of the commission may reasonably expect renewal of his license [BROADCASTING, Jan. 19]. To be sure legislation would be better insurance against a policy shift in the future, but the commission has acceded to the will of Congress and that is a most significant lesson for us."

Mr. Comstock cited the many issues facing broadcasters, in which rulings have been unfavorable, such as proposed increases in license fees, projected AT&T rate increases, the political broadcast bills, a pending rule to require divestiture by owners of more than one station or medium of communication in a single market and the increasing danger to free broadcasting posed by cable TV.

Mr. Comstock told the FAB delegates "we are not opponents of all change. We are not defenders of every element in the present order, either in broadcasting or in the world at large. Change is inevitable and necessary. We should not stop it even if we could."

The FAB held its three-day session at Key Biscayne, Fla., with a record attendance of 175.

## Vermont sessions seek another media approach

An Alternative Media Project is being held this week, June 17-20, on the 600-acre campus of Goddard College, Plainfield, Vt.

The project was initiated to facilitate direct communication among innovative broadcast and record-industry people, looking toward a permanent alternative way to inform and entertain (BROADCASTING, April 20).

Topics for discussion in various

## Media notes:

**Moving** ■ Chicago office of RKO Television Representatives Inc. is moving to larger quarters at 111 East Wacker Drive, Chicago 60601, Suite 2221. Telephone remains (312) 527-5300.

**Rep firm formed** ■ George Gilbreath, former general sales manager of KGBS-AM-FM Los Angeles, has formed Gilbreath & Associates, radio representative organization. The new firm is representing 14 stations in the western United States. Address: Suite 824, 3810 Wilshire Boulevard, Los Angeles 90005. Telephone (213) 385-2971.

workshops include: drugs; electric media and the rediscovery of "sacred, free form and progressive programming"; community involvement; trade publications; freedom of speech, obscenity and censorship; lasers and holographs; new approaches to advertising, and the possibilities for creating an alternative radio-news network, TV programs and media publications.

Included in the festivities will be live music and theater performances. Phone is (802) 454-8311, Ext. 341.

## Law students to study issues for commissioner

FCC Commissioner Robert E. Lee is looking to two Georgetown University law students for help this summer on two controversial issues—the broadcast of popular music of questionable taste and newspaper ownership of broadcast properties.

David H. Mamaux, of Painted Forest, N.Y., is making a study of alleged obscenity, indecency and drug glorification in rock music played on the air. Commissioner Lee has long urged the commission to take action against the airing of such records, and the commission is now seeking a test case to determine its authority to police the air of indecent or obscene material.

Jack J. Clifford, of Albuquerque, N.M., is attempting to test the commission's long-held theory that newspapers should not be banned as a class from owning stations. He feels that any abuses of such ownership should be handled on a case-by-case basis. The commission, in a decision approved by Commissioner Lee, initiated a rulemaking proceeding aimed at banning newspaper-broadcast station crossownership in the same market (BROADCASTING, March 30).

## AFTRA wins most points in Nashville labor case

A National Labor Relations Board panel has ruled that Central Broadcasting Co., licensee of WENO(AM) Madison, Tenn., engaged in unfair labor practices in interfering in a union-bargaining election and has ordered a new election.

The panel upheld a trial examiner's finding, issued Dec. 2, 1969, in the action brought by the Nashville local of the American Federation of Television and Radio Artists. The election in question, which the AFTRA unit lost in a 5-to-5 vote, was held June 4, 1969. The second election must be held within 30 days of the June 2 date of the order.

The NLRB has ordered offers of reinstatement and the awarding of back pay to three discharged employees.

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## Emmy puts on a new face in 1970

'Welby,' 'Room 222,' other first-time winners dominate competition; NBC edges out ABC, CBS

New series and new faces took much of the spotlight away from old, established winners at the 22d annual Emmy awards presentation of the National Academy of Television Arts and Sciences. *Room 222* and *Marcus Welby, M.D.* led the pack with three awards each, while the canceled *My World and Welcome to It* and the thriving *Sesame Street* won two apiece. Meanwhile, such seasoned items as *Get Smart* and *Rowan and Martin's Laugh-In* were nowhere to be found.

Additionally, *The David Frost Show* took the award for best variety or musical series in its first crack at the honor (it was the first nonnetwork show to receive that award). And *The Forsythe Saga*, NET's acclaimed import from Britain, chalked up one major Emmy when star Susan Hampshire was chosen best actress in a dramatic series.

In all, the June 7 telecast was notable for smooth technical quality—with effective switching between the East-Coast and West-Coast locations (Carnegie Hall in New York and the Century Plaza hotel in Hollywood)—as well as sharp wit from Dick Cavett in New York and Bill Cosby in Hollywood. Mr. Cosby managed to generate considerable comedic capital out of his own frustrating evening: He was nominated in five categories and won in none. Mr. Cavett let the industry enjoy some laughs at its own expense, beginning with his opening assessment of the Emmys themselves: "This is the show that each year asks the question, 'Is radio really improved by the use of pictures?'"

Largely absent from the festivities were individual fluffs and animosities. There were a few exceptions, however: Michael Constantine collected his Emmy as best supporting actor in a comedy series for *Room 222*, started to thank all the people a winner generally thanks, then suddenly found himself unable to remember the name of his producer (Gene Reynolds). When Gail Fisher won as best supporting actress in a dramatic series for her role in *Mannix*, the camera closed in on series star Mike Connors while a super identified him as "Chuck Connors."

And, in an unusual episode, Patty Duke accepted her Emmy with a va-

cant and glassy-eyed stare and took what seemed like several minutes to deliver a very few, very incoherent words. Miss Duke was judged best actress in a single performance for her role in NBC's World Premiere movie "My Sweet Charlie," which also won an award for writing achievement.

Although the winning series were new, a couple of old pros repeated as individual winners. Robert Young won his third Emmy for his new role in *Marcus Welby* (which also captured honors for best dramatic series and best supporting actor, James Brolin); and Peter Ustinov became a third-time winner for his performance in the special, *A Storm in Summer* (which was also chosen as outstanding single dramatic program).

The three awards to *Room 222* went to the program itself (best new series), to Mr. Constantine, and to Karen Valentine (best supporting actress in a

comedy series). *My World and Welcome to It* scored in the categories of best comedy series and best comedy actor (William Windom).

Special trustee citations were awarded by academy president Robert F. Lewine to the National Aeronautics and Space Administration and the 3M Company. Seymour Berns, chairman of the board of the television academy, presented a trustee award to the three presidents of the network news departments (see box, page 39).

Included among the presenters were Astronauts Charles Conrad and Frank Borman. Mr. Conrad, appearing alone, presented the news and documentary winners with their awards. They had been announced by the academy on May 18 (BROADCASTING, May 25). Mr. Cavett presented Astronaut Conrad and fellow moon-walker Alan Bean with two silver bowls for their "color camera work in black and white." (Following their first steps on the moon's surface, the astronauts' color TV camera failed, resulting in cancellation of scheduled TV transmissions.)

By network, NBC took nine awards, ABC was a close second with eight, CBS received five Emmys and NET, four.

Of the four Emmys NET received two went to its children's program *Sesame Street*, as the best in that category and to its writers for the episode titled "Sally Sees Sesame Street." Susan Hampshire won for NET's *The Forsythe Saga* while that network's presentation of *Cinderella* by the National Ballet of Canada was selected as the best classical-music program.

The awards presentation was carried by ABC-TV. Next year it will be shown on NBC-TV, under a system of rotation among the three networks.

■ Outstanding comedy series:

*My World And Welcome To It*; Sheldon Leonard, executive producer, Danny Arnold, producer (NBC).

■ Outstanding dramatic series:

*Marcus Welby, M.D.*; David Victor, executive producer, David J. O'Connell, producer (ABC).

■ Outstanding dramatic program:

"A Storm In Summer" on *Hallmark Hall of Fame*; M. J. Rifkin, executive

### Agnew reported miffed over Emmys to newsmen

Vice President Spiro T. Agnew, in an address last week to a Los Angeles Republican booster club, reportedly expressed some displeasure with the Emmy awards presented to the presidents of the three network-news operations. In a speech behind closed and locked doors, Mr. Agnew is quoted as having said that praise of some media personalities at the awards was "unjustified" because these newsmen had not been "objective."

A film clip of the November 1969 Des Moines, Iowa speech by Mr. Agnew that criticized network-news departments was shown during the awards presentation June 7. Both Emmy hosts Bill Cosby and Dick Cavett joked about the Vice President during the awards ceremony last week (see this page). Mr. Agnew would not pose for pictures or speak to newsmen either on arrival or departure at the hotel where he gave his talk. An aide said the Vice President was on a "tight" schedule.



producer, Alan Landsburg, producer (NBC):

▪ Outstanding variety or musical series:

*The David Frost Show*; Peter Baker, producer, David Frost, host (syndicated).

▪ Outstanding variety or musical program:

Variety and popular music:

*Annie, The Women In The Life Of A Man*; Joseph Cates, executive producer, Martin Charnin, producer, Anne Bancroft, star (CBS).

Classical music:

*Cinderella* (National Ballet Of Canada); John Barnes and Curtis Davis, executive producers, Norman Campbell, producer (NET).

▪ Outstanding new series:

*Room 222*; Gene Reynolds, producer (ABC).

▪ Outstanding single performance by an actor in a leading role:

Peter Ustinov for "A Storm In Summer" on *Hallmark Hall of Fame* (NBC).

▪ Outstanding single performance by an actress in a leading role:

Patty Duke for "My Sweet Charlie" on *World Premiere* (NBC).

▪ Outstanding continued performance by an actor in a leading role in a dramatic series:

Robert Young for *Marcus Welby, M.D.* (ABC).

▪ Outstanding continued performance by an actress in a leading role in a dramatic series:

Susan Hampshire for *The Forsyte Saga* (NET).

▪ Outstanding continued performance by an actor in a leading role in a comedy series:

William Windom for *My World And Welcome To It* (NBC).

▪ Outstanding continued performance by an actress in a leading role in a comedy series:

Hope Lange for *The Ghost And Mrs. Muir* (ABC).

▪ Outstanding performance by an actor in a supporting role in drama:

James Brolin for *Marcus Welby, M.D.* (ABC).

▪ Outstanding performance by an actress in a supporting role in drama:

Gail Fisher for *Mannix* (CBS).

▪ Outstanding performance by an actor in a supporting role in comedy:

Michael Constantine for *Room 222* (ABC).

▪ Outstanding performance by an actress in a supporting role in comedy:

Karen Valentine for *Room 222* (ABC).

▪ Outstanding writing achievement in drama:

Richard Levinson and William Link for "My Sweet Charlie" on *World Premiere* (NBC).

▪ Outstanding writing achievement in comedy, variety or music:

Gary Belkin, Peter Bellwood, Herb



## Network news chiefs honored on Emmy night

The presidents of the three network news operations were given special recognition during the June 7 telecast of the 22d annual Emmy awards. Elmer Lower (r) of ABC, Richard S. Salant (c) of CBS and Reuven Frank (l) of NBC were joint winners of the National Academy of Television Arts and Science trustees' award for "their leadership . . . against forces which strike at journalism's duty to preserve the free flow of information," in the words of academy board chairman Seymour Berns.

In presenting the award, Mr. Berns commented: "The central issue facing broadcasters is the right to broadcast news freely without interference or intimidation, with maturity and perception, holding firmly to the traditions and responsibility of objective reporting." At a time when the press is under widespread attack, Mr. Berns

Sargent, Thomas Meehan and Judith Viorst for *Annie, The Women In The Life Of A Man* (CBS).

▪ Outstanding directorial achievement in drama:

Paul Bogart for "Shadow Game" on *CBS Playhouse*.

▪ Outstanding directorial achievement in comedy, variety or music:

Dwight A. Hemion for "The Sound of Burt Bacharach" on *Kraft Music Hall* (NBC).

▪ Outstanding achievement in children's programming:

*Sesame Street*; David D. Connell, executive producer, Sam Gibbon, Jon Stone, Lutrelle Horne, producers (NET).

Jon Stone, Jeffrey Moss, Ray Sipherd,

said, "television's journalists have steadfastly safeguarded the public's right to full information, their right to know."

In recognition of the network news chiefs' contribution to this effort, he said, "the academy extends this vote of confidence, encouragement and support. . . ."

Two other special awards were given on Emmy night—trustee citations to the National Aeronautics and Space Administration and to the 3M Co. NASA's award honored the many "selfless technicians, controllers and specialists" involved in bringing back to earth the television pictures of man's first steps on the moon.

The 3M Co. award was for presenting "art, cultural, scientific and entertainment programs in the public interest" while subordinating its interest "in television as an advertising medium" to its interests in its "capacity to inform . . . on the highest level." Both citations were presented by academy president Robert F. Lewine.

Jerry Juhl, Dan Wilcox, Dave Connell, Bruce Hart, Carole Hart and Virginia Schone, writers for "Sally Sees Sesame Street" on *Sesame Street* (NET).

▪ Outstanding achievement in daytime programming:

*Today*; Stuart Schulberg, producer (NBC).

▪ Outstanding achievement in sports programming:

The NFL Games; William Fitts, executive producer (CBS).

*Wide World of Sports*; Roone P. Arledge, executive producer (ABC).

▪ Special classification of outstanding program and individual achievement: *Mutual of Omaha's Wild Kingdom*; Don Meier, producer (NBC).

# Prime-time rule complaints roll in

## ABC's live-with-it stand creates split with affiliates; diversity result doubted

Broadcasters pelted the FCC last week with a barrage of petitions seeking reconsideration of its "prime-time access rule." The rule bars major-market television stations from taking more than three hours of network programming between 7 and 11 p.m. and prohibits networks from engaging in domestic syndication.

Many of the filings were directed to FCC Chairman Dean Burch—who has expressed disaffection for the rule—and most emphasized the difficulties and expense involved in obtaining independently produced programming to fill time now occupied by network feeds.

The prime-time rule, adopted May 7 (BROADCASTING, May 11), is premised on the desirability of presenting such independently made material in prime viewing hours.

Evidence of a schism between ABC and its affiliates was apparent as the ABC Television Affiliates Association disavowed the network's acceptance of the prime-time rule and asked that the rule be deleted by the commission.

The association said the affiliates had not learned of ABC's position until just before last month's annual network-affiliates meeting, when it was first disclosed that the network would not oppose the rule. The association said it did not agree with ABC's acceptance of the rule and felt it would have an "extremely deleterious effect" on the ability of network affiliates to serve the public interest.

The association said it had "no confidence in the success of the experiment or [the] chances of securing equivalent program product" to replace present network-supplied programming, and that "contrary to the commission's obvious intent, the rule will have the greatest adverse impact upon those stations least able to afford it." The rule would have a "catastrophic result" upon ABC's UHF and smaller-market affiliates, the association added.

Hughes Sports Network told the commission its rule would "utterly frustrate HSN's efforts to become a fully competitive alternative source of prime time television programming." Hughes said the rule was predicated upon an examination of the operations of the three major networks and thus discriminated against other existing or future networks. Such alleged discrimination "must be removed by a revision of the rule which will relieve HSN, or any other nonmajor network, of its operation," Hughes argued.

In joint comments, groups including The Evening News Association, Time-Life Broadcast Inc. and WDSU-TV Inc. asked the commission to delete the prime-time rule on the grounds that it would harm UHF's. The groups said the rule would require network affiliates to acquire 600 additional non-network hours of programming annually, putting them in competition with UHF's for a "relatively scarce" supply of first-run syndicated material and for local advertising during prime time.

Also, the groups said, the rule would have an adverse impact on affiliated stations not located in the top-50 markets, despite their exemption. They maintained it would be "unrealistic" to assume that such stations could recapture the loss of network compensation and the loss in value of "adjacent" programming by finding new advertising support for an additional one-half hour of programming per night when in most markets the stations already have an unsold inventory of availabilities.

Ves R. Box, vice president and general manager of KRLD-TV Dallas, observed that top-quality, first-run programming, if and when available through syndication, "will be tremendously expensive," adding that the additional expense to stations will not be off-set by additional revenue as a "flood" of added availabilities will result in a general spot price drop "that would seriously affect the future of our industry."

KOSA(TV) Odessa, Tex. said it had "sincere doubts" that suitable syndicated programming material would become available. It estimated it would incur a \$54,496 total annual loss resulting from the prime-time rule (\$23,296 in

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### New voices on NewsBreak

The Associated Press last week announced two changes in its weekly audio package, NewsBreak. *Hollywood Report*, featuring AP staffers Gene Handsaker and Rachel Eberle, will replace *Flashes of Life*, an across-the-board three-and-a-half-minute feature program. At the same time, a 90-second women's program, *The Evelyn Kanter Show*, will run five days a week in place of the current women's features. Continuing as before will be commentary by newsman Morgan Beatty and short segments on sports. July 1 is the scheduled date for the changes.

loss of network revenue; \$31,200 for new programming) and would have to generate \$287,000 in added business to maintain its present profit structure.

The Houston Post Co. said the rule would result in an "inevitable decline in program quality." The licensee said it had sought independent syndicated programming in the past unsuccessfully and that the "quality control of syndicated film series is lacking. . . . The networks on the other hand have proved that they can maintain quality control of a series."

The *Houston Post* said the mere act of making a half-hour available to individual stations in the hope that this will lead to the production of quality programming by independent syndicators "does not take into consideration past experience with syndicated film production, the economic realities of cost of programming and the current state of the economy, particularly the declining availability of risk capital."

KTVB Inc. said concern over the growth and development of independent program sources "should not be accorded a priority over the desires of the television viewing public who prefer and support the high quality network program fare."

S. W. McCready, vice president and general manager of KVAL-TV Eugene, Ore., observed that "because stations in the first 50 markets generate impressive profits it seems to be assumed by the members of Congress and by some of the commissioners that all stations are similarly profitable. This is not the case. . . ."

Mr. McCready further noted that little first-run syndicated programming had been offered in the past several years and that prices were "simply beyond our means (over double what we pay for off-network programming)."

Other groups commenting included Orion Broadcasting Inc., Bass Broadcasting Co., KCEN-TV Temple-Waco, Tex., WFRV Inc., WDAY Inc., KSOO-TV Inc., Bass Brothers Telecasters Inc., Sacramento Valley Television Inc., Fisher's Blend Inc., Mitchell Broadcasting Association Inc., California Oregon Radio Inc., Savannah Broadcasting Co., WFIE-TV Evansville, Ind. and KOAA-TV Pueblo, Colo.

Responding to a petition for stay of the rule's effective date filed two weeks ago by MCA Inc., a major program supplier (BROADCASTING, June 1), Westinghouse Broadcasting Co. observed that MCA had remained silent during the rulemaking proceeding and that the threat of lost sales due to the possibility of reduced network program purchases "falls far short of the requisite showing of irreparable injury to MCA's or other program producer's interests."



# Westinghouse faces antitrust suit

## WAST(TV) asks \$1 million-plus damages in dispute over tie-in selling of programs

Westinghouse Broadcasting Co. and its subsidiaries, Group W Productions Inc. and Group W Program Sales Inc., were sued last week for treble damages totaling \$1.05 million on charges they violated antitrust laws. The suit was brought by Van Curler Broadcasting Corp.

In a complaint filed in the U.S. District Court for the Southern District of New York, Van Curler, owner and operator of WAST(TV) Albany, N.Y., and a subsidiary of Sonderling Broadcasting Corp., accused the defendants of "tie-in selling" or "block booking" of syndicated programming. Specifically, Van Curler claimed that Westinghouse and its subsidiaries attempted to license "the highly desirable and unique syndicated television program, the *Mike Douglas Show* to TV stations throughout the U.S., including the Albany market, on the condition that the licensee also acquire a license for additional, less desirable and unwanted TV programming, such as the *David Frost Show* and/or certain David Frost and Mike Douglas television specials."

Donald H. McGannon, president of Westinghouse Broadcasting Co., issued a statement that the action by Van Curler was "without basis in fact."

Also last week, Sonderling, the Van Curler parent, cited the antitrust suit in support of a petition seeking FCC reconsideration of the prime-time access rule (see page 40). The rule prohibits major-market television stations from taking more than three hours of network programming between the hours of 7 and 11 p.m. and bars them from filling with off-network programming.

Sonderling said the rule would result in intense competition for what it said would be an inadequate supply of desirable syndicated programming. This in turn, Sonderling said, would produce frequent cases of producers engaging in the kind of anticompetitive practice of which it was accusing Westinghouse. The rule is based on an suggestion offered by Westinghouse.

Van Curler said that WAST had carried the Douglas series for four years prior to the 1969-70 season. But when it sought to renew the program, it claimed, "the defendants arbitrarily and unreasonably refused to negotiate with the plaintiff for such a license unless the plaintiff would also negotiate for and accept a license for the *David Frost Show* as a 'package'."

Named as co-conspirator in the suit was General Electric Broadcasting Co., owner and operator of WRGB(TV)

Schenectady, N.Y., described as a competitor of WAST and the station that bought both the Douglas and Frost programs. Van Curler asserted that WRGB bought the series as "a package."

The complaint stated that on one occasion the defendants quoted a price to the plaintiff of \$2,500 per week for the Douglas show alone and added:

"Such price was outrageously and un-

reasonably high, being \$1,400 per week more than the \$1,100 per week that plaintiff was paying for said show during the 1968-69 television season and, upon information and belief, \$300 per week more than the price the defendants subsequently licensed both said show and the *David Frost Show* for as 'a package' to WRGB. . . . On subsequent occasions, defendants denied having quoted any price to plaintiff for the *Mike Douglas Show* and refused completely to quote any price on that basis, repeatedly insisting that defendants would only license the *Mike Douglas Show* in a 'package' with [the] *David*

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WJNT CASILLAC/INVERSE CITY  
WJMT WRIGHTSBURG/ST. LOUIS  
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### *Frost Show.*

The complaint stated that the defendants did license both programs for the 1969-70 season to General Electric Broadcasting for WRGB, but only on the condition that it also accept the Frost program.

Van Curler said General Electric neither wanted nor needed the Frost program and "did deliberately bid for, receive and acquiesce in a license from defendants for both shows on a 'package' basis for the 1969-70 television season, thereby, together with defendants, completely foreclosing and depriving plaintiff of the right to negotiate for and obtain a renewal of its license for the *Mike Douglas Show* alone."

The complaint accused the defendants of engaging in a combination and

conspiracy in "unreasonable restraint of trade and commerce in various sections of the country, including the Albany market." It said that as a result of losing the Douglas series, the plaintiff "sustained and continues to sustain a substantial loss of profits; has suffered and continues to suffer an immense loss of goodwill and reputation and the value of its business has been and continues to be substantially reduced."

The suit claimed the plaintiff has suffered damages of "not less than \$350,000" and asked for damages of three times that amount—\$1,050,000—as provided by the Clayton Antitrust Act.

Mr. McGannon's statement was as follows:

"The action commenced against Group W by a subsidiary of Sonderling Corp. is without basis in fact. There have been no infractions of law by Group W and that fact will be established beyond doubt.

Mr. McGannon continued: Group W will defend this suit vigorously and will hold plaintiff liable for all damages resulting from its malicious institution. We understand that copies of the complaint were distributed by plaintiff's lawyers to various news media prior to the service of the complaint on Group W. Since the action is demonstrably without merit, we are led to suspect that Sonderling's essential purpose in instituting the action was a desire for publicity and to attempt to mask management failure."

## NBC, ASCAP seek interim solution

### Whether they consent to \$4.32 million rate may depend on the nature of court order

NBC and the American Society of Composers, Authors and Publishers tentatively accepted last week a federal court's suggestion that, pending the outcome of rate-making proceedings, NBC-TV pay ASCAP at the rate of \$4.32 million a year (BROADCASTING, June 8).

Whether they will definitely agree on the interim fee is considered more apt to revolve around the provisions of the court order incorporating it than around the dollar figures themselves. A clearer view of the outcome may evolve this week. Both are preparing proposed orders for submission to the court and are due to exchange their proposals during the week.

NBC-TV is seeking a new form of ASCAP license—one covering only about 2,200 specific compositions—and ASCAP is opposing the move as strongly as NBC is pressing for it. If the tentative acceptance of the \$4.32-million interim fee falls apart, the limited-license issue may be at the heart of the breakup.

Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, who made the \$4.32-million proposal in a session in his chambers two weeks ago, suggested that this interim fee give NBC-TV blanket rights to the entire ASCAP repertory.

But he also suggested that NBC might have a right to give ASCAP 20 days' notice that the network was switching from use of the full repertory to use of only the limited list of specified tunes. In that case retroactive adjustments of the interim fee, if NBC were ultimately held entitled to the limited license, would take into account

the network's limited use of the repertory during the interim period.

ASCAP counsel reportedly showed little favor for that provision when it was first proposed and presumably will build into their version of the interim-fee order as many safeguards as they can.

NBC counsel on the other hand presumably will insist that this provision be retained, since they were seeking—and had Justice Department support for—an interim license based on the limited list rather than the full repertory of ASCAP music.

The Justice Department and the courts are involved because ASCAP operates under an antitrust consent decree. Judge Ryan presides over court

matters involving the decree.

The \$4.32 million annual interim fee proposed by Judge Ryan would be payable at the rate of \$360,000 a month until final resolution as to NBC's right to a limited license—a matter that could take years if, as seems likely, the losing side appeals Judge Ryan's ruling, whichever way it goes.

If \$4.32 million is set as NBC-TV's annual interim fee, it seems likely that CBS-TV will be invited to take the same sort of interim deal. Judge Ryan indicated in the chambers session that he would favor a similar deal for CBS-TV, and also indicated he would like to have CBS attorneys attend the next session. They were not present at the one two weeks ago.

CBS-TV is seeking still another form of license—one under which it would pay only for the music it actually used—from both ASCAP and its main competitor, Broadcast Music Inc., in a suit bought under the antitrust laws and assigned for trial by another New York federal district judge, Morris E. Lasker.

Although CBS attorneys had no comment on the subject last week, they gave no appearance of enthusiasm about accepting a license requiring CBS-TV to pay a \$4.32 million annual fee. Observers noted that Judge Ryan could order them to accept it, however.

Argument on still another issue—BMI's motion to require CBS-TV to pay it 70% as much as CBS-TV pays ASCAP, until CBS's per-use case is decided (BROADCASTING, June 8)—meanwhile has been set for July 1. That motion was filed in the suit pending before Judge Lasker.

### Bulls get full season airing

WIND(AM) Chicago last week announced a new three-year radio rights agreement with the Chicago Bulls, National Basketball Association team, covering the complete 82-game home and away schedule. WGN(AM) Chicago, which was part way through a six-year contract chiefly covering home games, gave the team a release. WGN-TV, however, will continue to air a minimum of 20 games per season. The WIND-Bulls arrangement is understood to involve a promotion package instead of money for the rights. The WGN Stations contract involved "modest" financial terms plus promotion, it was said, but the team indicated it preferred full season exposure.

# RTNDA-FCC meeting is due next week

But representatives of the networks won't be on hand in Washington

FCC has agreed to meet on June 26 with the board of directors of the Radio-Television News Directors Association for a "four-part presentation on the role of broadcast news in today's society."

The session agreement was announced in New York last week through Time-Life. John W. (Bill) Roberts, RTNDA president, is chief of Time-Life Broadcast's Washington bureau.

A spokesman for Mr. Roberts said the meeting was sought by RTNDA's board in the belief "that [broadcast] news should be put before the FCC, where the board can emphasize the importance of news. RTNDA is the prime organization in news, and we took the initiative."

The session with FCC is reminiscent of a meeting with Vice President Spiro T. Agnew the RTNDA board held last winter following the Vice President's Nov. 13 speech attacking network news presentations. That meeting was also held in Washington but reportedly failed to settle any issues (BROADCASTING, Dec. 8, 22, 1969).

Conspicuous by their absence in the meeting with Mr. Agnew were most of the invited network representatives and, similarly, the network people will not be on tap for the session with the FCC.

Network authorities indicated that RTNDA, in their belief, represents individual newsmen or individual stations but not the network news organizations. As one network news official in New York put it: "We are not licensees and FCC is a regulatory body. Should we have anything to say to the FCC it would be as the network and not through another group, such as RTNDA. Its board will not be speaking for this network."

At the meeting with Mr. Agnew, ABC did not respond to Mr. Roberts's offer to send a representative, though James A. McCulla, ABC News, Los Angeles, and a member of the RTNDA board, did attend. But Mr. McCulla, it was confirmed last week, will not be at the FCC meeting. Also invited to attend, but not accepting the invitations, were Bill Small, past president of RTNDA and chairman of its freedom of information committee, who is manager of CBS's Washington news bureau, and Bill Monroe, also a past president of RTNDA, who is with NBC's *Today* show.

RTNDA said "individual papers"

will be presented on the "modern challenge to journalism, the effect of newsmen on events, the relationship between broadcast newsmen and station management, and the reporting of political news."

A question-and-answer period will follow the formal part of the session, with FCC said to have granted from two to two-and-a-half hours for the entire meeting. "Panelists" for RTNDA will be news directors Bos Johnson, WSAZ-TV Huntington, W. Va.; Travis Linn, WFAA-TV Dallas, and Eddie Barker, KRLD-TV Dallas, and another news director to be selected. Mr. Roberts will lead off the conference with an explanation of RTNDA's objectives. RTNDA counsel W. Theodore Pierson will summarize the presentation papers.

RTNDA spokesmen said the meeting aimed at making the FCC commissioners "more acquainted with broadcast news."

## Fairness complaint is a dead issue to FCC

An attempt by the National Committee for an Effective Congress to continue a fairness-doctrine case against NBC was aborted last week. The FCC refused to review its ruling that the network was innocent of fairness violations in its broadcast concerning a Senate hearing on the proposed Campaign Broadcast Reform Act of 1969.

In its original complaint to the commission, NCEC alleged that NBC's *Huntley-Brinkley Report* of Oct. 22, 1969, violated the fairness doctrine by failing to give a balanced presentation of the issue and limit coverage to opposition expressed by NBC President Julian Goodman. The commission's Broadcast Bureau maintained that the matter was one involving only NBC's journalistic judgment (BROADCASTING, Feb. 16).

NCEC, in its application for review, asserted that the subject of campaign costs is a controversial one of public importance and that NBC has submitted no evidence it had covered opposing

views in its over-all programing.

NBC opposed the application, stating it had broadcast three programs containing contrasting views on the subject featuring prominent public figures.

The commission, in turning down NCEC's application by a vote of 6-to-0 (Chairman Dean Burch did not participate), said the Oct. 22 newscast consisted of material NBC considered to be of news value and did not involve a fairness violation.

## Program notes:

**On the reservation** ■ The way of life for young and old American Indians is the subject of a Westinghouse Broadcasting Co. special for the week of June 29. *Ho Ka He*, titled from the war cry of Sioux Indian Chief Crazy Horse, will study the plight of the American Indian through the eyes of the Oglala Sioux. Also planned by Westinghouse is a 30-part series of half-hour programs on the history and culture of Black America entitled *A Matter of Pride*. Series will be presented on the five Group W television stations through the summer and fall.

**National Geographic specials** ■ Air dates for the one-hour specials being prepared by Metromedia Producers Corp., Los Angeles, for the 1970-71 season on CBS-TV, have been announced. The first of four National Geographic specials, *Zoos Of The World*, is scheduled for Oct. 13 at 7:30 p.m., NYT. *Ethiopia; The Hidden Empire*, will be seen Dec. 9; *Journey To The Arctic* on Feb. 9 and *The Great American Desert* on April 14.

**Newport and all that jazz** ■ The Colgate-Palmolive Co., New York, for Ultra-Brite toothpaste, and STP Corp., Des Plaines, Ill., for its gas, oil and radiator treatments, will co-sponsor the annual Newport Jazz Festival in a three-hour special on NBC Radio. Agencies are, respectively, Ted Bates & Co. and Media Buyers Inc., both New York. The three-day music festival (July 10-12) will be heard on NBC Saturday, July 11 (7-10 p.m. NYT).

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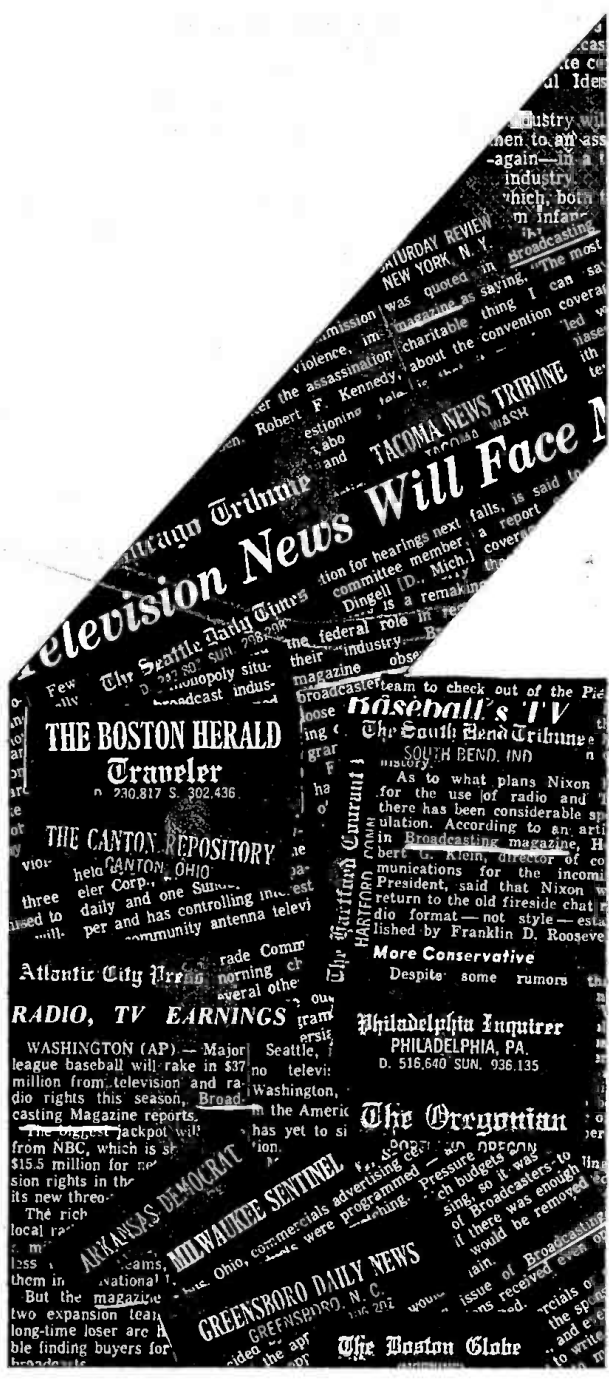
## Changing Formats

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

■ **KENT(AM)** Prescott, Ariz. — Central Arizona Broadcasting Inc., effective June 1, changed format from country-and-western to "sweet instrumental music for the mature with no more than five minutes of talk at any one time," General Manager Sam E. Pendleton said. The switch is consistent with

the instrumental format of Central's KDOT-AM-FM Scottsdale, Ariz., and KSET-AM-FM El Paso.

■ **WVOK(AM)** Cumberland, Md. — Reams Communications Corp., effective June 8, switched from a format of 75% contemporary, 25% country-and-western to 100% contemporary. The change follows "after seven months of experimentation with the combined format," the licensee told the FCC.



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# TV networks buck business trends

Though billings up so far, advance sales falter; word goes out to cut fat from programs, operations

Network-television business thus far in 1970 is running almost 6% ahead of year-ago levels despite the soft general economy, and although advance sales on the new fall season are currently below par, both the fourth quarter and the full year are expected to end up with increases.

The report on business to date came last week from the Television Bureau of Advertising. The predictions for the fourth quarter and full year came from a sampling of both agency and network executives.

TVB said figures compiled for it by Broadcast Advertisers Reports placed network-TV billings for May at \$135,086,200, up 6.5% from May 1969, and for the first five months of 1970 at \$743,611,400, up 5.9% from the comparable 1969 period. The figures are estimates of net revenues from time and program sales.

Sales for this year's fourth quarter, embracing the opening of the 1970-71 season, are generally acknowledged to be below normal levels at this point, though the estimates of how much below tend to vary with the estimator.

A number of agency sources keeping tabs on fourth-quarter prime-time availabilities estimated the networks currently are anywhere from 65% to 75% sold, with CBS-TV's sales pace apparently lagging somewhat behind ABC-TV's and NBC-TV's.

Agency and network sources agreed, however, in predicting that although advertisers are currently tending to hold back on fall commitments—partly as a hedge against unpredictable turns in the economy but probably more in hope of getting bargain rates later on—"the

money will be out there" and will be committed before the selling season ends.

Some agency sources speculated that even with fewer unit sales, higher rates in many cases may have pulled the networks even with or perhaps ahead of their year-ago positions in terms of dollars already committed.

Network sources in particular appeared to expect a resurgence of sales in July and August to pull the fourth quarter up to and above 1969 levels. Even slight increases for the year, some executives stressed, would not remove the pressure on profits. As one official put it: "Costs are horrendous, particularly in the unions and programming areas, and they keep going up without regard to revenues. We have to have a substantial increase in revenues just to stand still."

Like most businesses, all three network organizations are watching their expenses and trimming them wherever they feel they can. NBC launched an economy program about three months ago; ABC is cutting out "unwarranted" expenses without making a formal "program" of it, according to authorities there, and CBS is launching what appears to be the most extensive campaign of all.

In television, CBS's includes a reduction in the number of original episodes in "eight or nine" series from 26 to 25 (in some cases from 25 to 24) and a probable reduction in number of specials that may include greater use of 16 mm rather than 35 mm film, and possibility CBS-TV may open its 1970-71 season ahead of the scheduled mid-Sep-

tember starting date.

These steps and possibilities are in addition to conventional economy-drive elements such as delaying the replacement of departing employes whenever possible and maintaining closer watch on entertainment expenses and expenditures for various services.

"There's no ax, no panic button, no slaughterhouse approach," one key official said last week. "What we're watching is the money that does not contribute to what is finally seen on the screen. If anything is essential to quality, there is no cost-trimming. Program development, for instance, is certainly not being cut. But where we find that in some areas we can travel as efficiently by Volkswagen as by Rolls Royce, then we'll go by Volkswagen."

He said it had been decided that some series could be one original episode shorter without hurting their audience appeal, and that CBS-TV would be "quite circumspect" about scheduling specials only if they "deserve to be called specials" and "don't merely interrupt the regular series without advancing our program objectives." But he said about a dozen specials have already been scheduled from September through December and that he was sure others would be added.

The official said CBS-TV had already conducted some experiments with using 16 mm instead of 35 mm film and found no loss of quality. The question of an opening date for the new season is under review, he said, with an earlier opening attractive as a means of adding momentum to fourth-quarter sales. But other factors may also be involved, he noted, asserting that no final decision had been made.

The CBS economy program apparently is company wide, but in broadcasting, the TV network and the TV owned-stations divisions, being the biggest, presumably will be more affected by it than the CBS Radio and CBS News divisions.

Authorities said that "to some very limited extent in some operations" some people were being let go, but that any personnel cutback would be achieved primarily "through attrition — when people leave, we'll look at the opening and try to see whether we can delay

**Network Television Time and Program Billing Estimates by Day Parts and by Network (add 000)**

	May			January-May		
	1969	1970	% Chg.	1969	1970	% Chg.
Daytime	\$ 40,061.4	\$42,664.5	+6.5	\$215,805.5	\$229,474.2	+ 6.3
Mon.-Fri.	29,784.8	28,674.8	—	155,138.5	157,979.8	+ 1.8
Sat.-Sun.	10,275.5	12,979.7	+25.3	60,667.0	71,484.4	+17.8
Night time	86,732.7	92,421.7	+6.6	486,061.8	514,137.2	+ 5.8
<b>Total</b>	<b>\$126,794.1</b>	<b>\$135,086.2</b>	<b>+6.5</b>	<b>\$701,867.3</b>	<b>\$743,611.4</b>	<b>+ 5.9</b>
	<b>ABC</b>	<b>CBS</b>		<b>NBC</b>	<b>Total</b>	
January	\$36,956.2	\$71,434.8		\$55,794.1	\$164,185.1	
February	39,679.4	57,082.8		48,589.4	145,351.6	
March	45,560.8	61,324.9		53,587.8	160,473.5	
April	37,972.2	51,672.3		48,870.5	138,515.0	
May	36,374.8	52,167.8		46,543.6	135,086.2	
<b>Year to Date</b>	<b>\$196,543.4</b>	<b>\$293,682.6</b>		<b>\$253,385.4</b>	<b>\$743,611.4</b>	

Source: Broadcast Advertisers Reports (BAR)



They also said that the program, which has been dubbed "profit-improvement plan," was aimed not only at cutting costs but also at finding affirmative ways to improve profits. On that basis, one element calls for the hiring of additional salesmen for the TV network.

It was emphasized that, contrary to reports, there would be no cutback in CBS's minority hiring and training programs.

At NBC, authorities said the economy program initiated there about three months ago involved cuts in such items as entertainment budgets, mailing lists, messenger service and the like, but did not involve personnel lay-offs. "This is not to say we replaced everyone who left a job, however," one source reported.

They said the program involved no cutbacks in production and envisioned no revision of the Sept. 13 starting date for launching the new season. The idea, they said, was to trim fat wherever it was found.

Prior to and independent of the economy effort, however, authorities said, NBC decided to produce four series with only 24 original episodes each—*Name of the Game*, for which three production units are making eight episodes each; *Four in One*, a new entry for which four units are producing six episodes each, and *The Bold Ones* and *The Men from Shiloh* (new title for the revised *Virginian*).

As for business aired through May, the TVB/BAR figures showed gains over year-ago levels in both daytime and nighttime, with weekend daytime in May getting a 25.3% rise attributed in part to there having been 10 weekend days in May this year as against nine in 1969. The TVB/BAR table is on page 49.

## S.J. Reiner Co. becomes an independent buyer

S. J. Reiner Co., Lake Success, N.Y., which has specialized for 21 years in barter, consumer promotions and trade incentive programs in the broadcast field, has announced it is moving into the areas of independent media buying, planning and marketing.

As part of this move, Mort Keshin, executive vice president for planning and administration at Lennen & Newell, New York, is joining Reiner as executive vice president of its broadcast division.

A 13-year veteran of the L&N media department, Mr. Keshin will oversee a division that will offer advertisers and agencies such services as planning, negotiating and buying of broadcast media.

## Winds of change sweep the FTC

### Weinberger exits after six months as chairman, but leaves revamping plan

Two days after he announced a sweeping plan to reorganize the Federal Trade Commission, Chairman Caspar W. Weinberger found himself reorganized right out of the agency.

In a move that apparently stunned Mr. Weinberger as much as anyone else, President Nixon named the FTC chairman to be deputy director of the new Office of Management and Budget. The office was created under a presidential reorganization plan that abolishes the Budget Bureau and transfers its functions to an expanded operation within the White House.

The move is a step upward in the government hierarchy for Chairman Weinberger, but he has mixed emotions about leaving the FTC. After only six months in office, the chairman has given the much-maligned trade commission a new look and a steady focus on consumer protection. He reportedly felt that more needed to be done, but received assurances from the President that his work of the past six months will be carried forward.

The reorganization plan announced last week represents a major part of that effort. One of the chairman's primary goals has been the revitalization of the FTC staff, through both reorganization and recruitment ("Closed Circuit," April 20).

The plan itself is still slated to take effect July 1, but the status of the appointments that would be necessary to implement it remains uncertain. Under the reorganization, all present bureau chiefs were to be reassigned or sent packing unless specifically reappointed.

Also up in the air is the identity of Mr. Weinberger's successor. The chairman is scheduled to assume his new post Aug. 1, and the only generally unanimous speculation right now is that the new chairman will not come from the ranks of the present FTC commissioners. Commissioner Mary Gardiner Jones, the only other Republican on the trade commission, has already expressed certainty that she will not be the appointee.

The FTC reorganization contemplates the abolition of five of the six existing FTC bureaus. Effective July 1, their functions are to be consolidated into two major offices—the Bureau of Competition and the Bureau of Consumer Protection.

The plan would not commit the FTC to any new ventures. It simply represents an effort to make the trade commission more effective in its assigned

tasks. However, the new setup does reflect Chairman Weinberger's oft-repeated conviction that the FTC must concentrate its attention upon the two primary jobs of maintaining competition and protecting the consumer against fraud.

At a news conference last week, the chairman acknowledged that harsh criticism of the agency by Ralph Nader's "raiders" and by the American Bar Association contributed to an "internal examination" of the agency. He added, however, that "a combination of factors," including the President's stated desire to bolster the agency, had led to the reorganization. No one criticism was responsible, he said.

Chairman Weinberger said the shake-up would increase the agency's responsiveness but would not point it in new directions. "There's no office or job set up here to take care of a special problem that we haven't worked on before."

Other secondary changes are included in the reorganization. They include:

- Establishment of an economic adviser and office of congressional relations. Both would report directly to the chairman.

- Creation of a deputy executive director for operations and a deputy executive director for management. Both would report to the executive director. The two new offices would assume the duties of the comptroller and office of administration, which would be abolished.

- The Bureau of Competition would have seven assistant directorships: evaluation, accounting, compliance, general litigation, industry guidance, small business, and special projects.

- The Bureau of Consumer Protection would have nine assistant directorships: consumer education, food and drug advertising, evaluation, compliance, industry guidance, general litigation, scientific opinions, textiles and furs, and special projects.



Chairman Weinberger



## Antiwar appeal is via local TV time

### Congressional group seeks TV outlets for 30's and 60's in some 100 markets

Congressional advocates of legislation that would end the Indochina war are attempting once again to use television as their vehicle of persuasion. This time, the emphasis is on spot announcements and individual stations.

The Committee for a Vote on the War, comprising nine senators and nine House members, has sent telegrams to stations in about 100 markets across the country, seeking availabilities of 30-second and 60-second spots. Its objective is to generate more public support for an amendment that would end American involvement in Southeast Asia by cutting off the money that sup-

ports the war. Under the committee's proposal, only funds used for troop withdrawals, prisoner exchanges and related activities would be permitted after the end of this year.

The lawmakers are paying for their announcements with funds generated by a nationwide television appeal last month. At that time, Senator George McGovern (D-S.D.) and four of his colleagues bought 30 minutes of program time on NBC.

Professional help is coming from Charles Guggenheim Productions, which is putting together about nine spots, and from unnamed "agency people in New York who are sympathetic to the cause," one source said last week. Reportedly, none of the spots involve actual appearances by the senators and congressmen.

Ultimate authority over the entire process rests with the lawmakers themselves, but two Senate aides—acting upon the advice of supporters within the industry—are supervising the every-

day business of approving purchases and paying bills: Gordon Weil, an aide to Senator McGovern, and Wes Michaelson, an assistant to Senator Mark Hatfield (R-Ore.).

The first spots are reportedly set for broadcast this week. Sources declined to comment on the early success of the appeal except to state that response was "generally favorable."

Meanwhile, the committee is engaged in a concurrent effort to get more program time on the networks. It has reportedly been turned down once since the broadcast last month, and is now renewing its request. A report that the committee had initially requested spot time on the networks was denied by Senate sources.

## Admen band together in antiwar campaign

"Advertising People Against the War," a New York-based volunteer organization, last week announced formation of a committee of top creative advertising personnel "to prepare an all-media campaign which will be distributed free to responsible, patriotic groups across the country."

According to Robert S. Colodzin, president, Colodzin Productions Inc., New York, organizer of the antiwar organization, the ad material would be placed in local media, including radio-TV, around the U.S. Details of the plan were reported last week as Mr. Colodzin appealed to the advertising industry for funds.

Officers of "Advertising People Against the War" in addition to Mr. Colodzin, are Carl Ally of Carl Ally Agency, William Bernbach of Doyné Dane Bernbach, Lawrence Dunst of Daniel & Charles, George Lois of Lois Holland Callaway, and Dick Lord of Lord, Geller, Federico & Partners. Among the committeemen are Bob Gage of DDB, Dick Earle of Grey Advertising, and Gordon Webber of Benton & Bowles.

## MJ&A gets chunk of Colgate business

The Colgate-Palmolive Co., New York, will move its Palmolive soap, Palmolive Gold deodorant soap and Lustre-Creme shampoo lines out of Ted Bates & Co. and into MacManus, John & Adams, both New York. MacManus becomes the eighth agency assigned to Colgate brands. Bates retains a sizable portion of Colgate business.

The soap and shampoo re-assignment is effective Sept. 1. In addition, several new products under development in Colgate's household and toilet-articles division have been assigned to MacManus effective immediately.

## Making black business aware of media potentials

How an advertising agency can help small, mostly black-operated, businesses improve their sales and thus their economic position may become evident in an unusual program that has been started in the nation's capital.

The project, an advertising clinic covering print and broadcast media, is the creation of David Abramson, president of Abramson/Himelfarb, Washington-based advertising agency. It's being conducted with the assistance of the Washington chapter of the Black Economic Union.

BEU's director, Brig Owens, Washington Redskins football player, has been a vital colleague of Mr. Abramson—for he has had the job of rounding up the businessmen to attend the clinic sessions. Both men say it isn't easy. The response is good, they claim, but the clinic attendance has been sporadic. Yet, Mr. Abramson says those few who came to a planning session a few weeks ago, were enthusiastic. Mr. Owens notes: "If these people were knowledgeable about advertising they wouldn't need our help. . . . We have to go after them."

The Black Economic Union is a national organization, headed by former professional-football player Jim Brown. It was established to put black business into the mainstream of the economy. Mr. Abramson notes that black businessmen have serious disadvantages compared with whites. "They can't borrow as easily or at the same interest rates; they can't buy as cheaply,

and they often have trouble getting their own people to patronize their stores," he says. Further, black businessmen often lack advertising know-how and, in this area, he hopes the clinic idea will help.

The clinic is set up in four sessions to be held at BEU offices in far southeast Washington. The first session covered newspaper advertising; the second will discuss radio, the third television and the fourth public relations, publicity and promotions. The clinics are free. Panelists are being recruited from Washington agencies and universities.



Mr. Abramson, standing, and Warren Van Hook, Howard University, at the advertising clinic for black businessmen in Washington.

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 31, 1970  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 31	Total dollars week ended May 31	1970 total minutes	1970 total dollars
	Week ended May 31	Cume Jan. 1-May 31	Week ended May 31	Cume Jan. 1-May 31	Week ended May 31	Cume Jan. 1-May 31				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 108.1	\$ 2,736.2	\$ 319.8	\$ 7,101.9	81	\$ 427.9	1,847	\$ 9,838.1
Monday-Friday 10 a.m.-6 p.m.	1,718.0	38,403.0	3,013.3	69,178.5	1,897.7	40,560.2	963	6,629.0	18,626	148,141.7
Saturday-Sunday Sign-on-6 p.m.	477.2	23,855.0	737.3	31,625.8	691.2	15,807.8	265	1,905.7	6,384	71,288.6
Monday-Saturday 6 p.m.-7:30 p.m.	205.9	5,046.0	731.5	18,153.6	536.9	13,460.3	83	1,474.3	1,690	36,659.9
Sunday 6 p.m.-7:30 p.m.	87.5	2,802.6	200.4	6,205.0	169.9	5,508.6	20	457.8	475	14,516.2
Monday-Sunday 7:30-11 p.m.	4,866.9	119,835.3	6,262.5	157,315.7	6,282.1	156,344.5	450	17,411.5	9,412	433,495.5
Monday-Sunday 11 p.m.-Sign-off	170.1	6,395.7	440.9	8,467.8	616.4	14,602.1	125	1,227.4	2,403	29,465.6
<b>Total</b>	<b>\$7,525.6</b>	<b>\$196,337.6</b>	<b>\$11,494.0</b>	<b>\$293,682.6</b>	<b>\$10,514.0</b>	<b>\$253,385.4</b>	<b>1,987</b>	<b>\$29,533.6</b>	<b>40,837</b>	<b>\$ 743,405.6</b>

## 20th Century's plan on campaign costs

**Says politicians should get time at half lowest rate; opposes top limit**

A special task force set up by the Twentieth Century Fund has recommended that broadcasters be required to sell "reasonable" amounts of time to congressional candidates.

In a report released last week, the group also said that legally qualified aspirants to the Senate and House should be allowed to buy time at 50% of the lowest rate charged to any commercial advertiser for a comparable advertisement. Under this proposal, broadcasters would be allowed to deduct the discounts from their taxable income.

The recommendations were part of a study of financing in congressional campaigns. The report's basic conclusion was that candidates should be permitted to spend without limit as long as they make a full, public accounting of their expenditures.

Most current proposals for reform of campaign spending, including the political-broadcasting bill now before the House Communications Subcommittee (see page 29), call for some kind of ceiling on spending. The Twentieth Century Fund study, however, concludes that limitations cannot be enforced. It said mandatory and well-enforced disclosure would be a more effective disciplining force in campaigns.

The task force also urged the FCC to "take due regard of the tremendous political value cable television will provide in campaigns within limited geo-

graphical constituencies." It noted that CATV is more "flexible" than over-the-air broadcasting because it can deliver programs to specific audiences, such as the residents of a particular district.

The report is unlikely to have much influence on this Congress. Its broadcast proposals, in particular, will probably not have much impact on a political-broadcasting bill that is already more than halfway through the legislative mill. However, the task force members—including Russell Hemenway, director of the National Committee for an Effective Congress, and Herbert Alexander of Princeton University's Citizens Research Foundation—hope to kindle some interest in the next Congress.

The Twentieth Century Fund is the nonprofit research foundation that also backed a study last year of broadcasting and presidential campaigns. That special commission, headed by former FCC Chairman Newton Minow, recommended the establishment of simultaneous, nationwide broadcast on all stations of campaign appearances by presidential candidates (BROADCASTING, Oct. 6, 1969). Nothing resembling that proposal is under active consideration at the moment.

## DART is D'Arcy system used in media planning

A new system for using a computer in media planning has been announced by James B. Orthwein, board chairman, D'Arcy Advertising Co. Though speeding up the media function and enabling greater efficiencies, the system does not replace human judgment, he said.

Tested until now in the St. Louis and New York offices of D'Arcy, the new

system is now available in all of the agency's offices, he said. The system is called "DART" and involves use of D'Arcy's General Electric model 415 computer.

DART, Mr. Orthwein explained, consists of a three-part series of modular computer programs for the analysis of the complex variables involved in the development of a media plan.

The first series involves a reworking of consumer survey data to provide a demographic profile of product users. With this output the planner further can qualify product users by adding constraints that give a more refined definition of the target group.

After the target group is defined, a second series of programs is used to analyze the set of media vehicles that are considered for the media plan. The programs give measures of average audience size and cost efficiency for each medium. The programs also have been designed to permit the incorporation of spot vehicles in both television and magazine media.

Another unique feature of this second program series, Mr. Orthwein said, is a "buy-sequencing" model that develops the optimum sequence for adding vehicles to a plan in order to achieve the maximum reach at the least cost.

The third program series of DART, he continued, provides for evaluation of media plans in terms of the reach, average frequency and the frequency distribution achieved against the target group. By using the outputs of the vehicle analysis programs, he said, the planner normally develops several media plans that are possible. These then are given an effectiveness evaluation and the best of them is selected.



## Building public trust in all advertising

Where ever they turned last week at the World Advertising Forum of the International Advertising Association, 350 advertising executives from 35 nations were forced to face up to what they were told was a fact of life: They are not the most beloved, trusted, respected people on earth.

And, where ever they turned, they were implored to do something to polish their image—from assuming a greater commitment in solving social problems to implementation of the long-discussed International Institute of Advertising (IIA) to develop campaigns to explain advertising's role in the economy around the globe.

The most direct appeal came from Dan Seymour, president, J. Walter Thompson Co.

"We are not only not getting credit for the fundamental good we do," Mr. Seymour told the opening session last Monday (June 8) in New York, "we are increasingly being attacked. People are either hostile or indifferent to the actual case for business; a great many are blindly unaware or completely

ignorant of what we do."

Mr. Seymour blamed this on failure to produce positive publicity "during the upbringing of this generation, when their professors and their journalists were flailing away at business."

Asked Mr. Seymour: "Where were we? Where were our spokesmen, our own intelligensia, our historians and dialecticians and teachers, tirelessly correcting the lies, admitting our mistakes, but also describing our motives, our successes, our usefulness to society?"

"... We were selling products, promoting brands, pushing trade-names... we were working. But we weren't thinking, or watching the trends... Almost too late we heard about social responsibility..."

"Of course," Mr. Seymour acknowledged, "a good number of companies engaged in [a] broad spectrum of socially beneficial activities over the years."

And, implying that television is the catalyst for "a new kind of international communications unity," Mr. Seymour urged that business embrace the medium in an effort to better world conditions. "The one thing we cannot afford any longer," he emphasized, "is silence."

## No rate-cut pledge is given at KPRC-TV

KPRC-TV Houston has decided to "put the fine print on the face of the contract" to emphasize to advertisers that the station does not engage in rate cutting.

Jack Harris, president and general manager, has instructed that the face of all KPRC-TV contracts be stamped in red ink with the time-rate provisions of the contract. The provisions state that the rate specified in the contract is the lowest made by the station for like broadcasts and that if KPRC-TV makes a lower rate for that program, the contract will be completed at that lower rate. "There shall be no secret rates, rebates, or agreements affecting rates," it states, adding that all time rates will be published by KPRC-TV and will be furnished to advertisers and agencies if requested in writing.

## How young adults go for FM

The value to advertisers of using FM radio in New York to reach the young adult audience is underscored in a study conducted by the American Research Bureau for RKO Radio Representatives Inc., FM sales division and WOR-FM New York. The study shows that 70.5% of all adult FM listeners in New York are 18 to 49 years old, compared with 59.2% for the average of all radio (AM and FM) listeners, while 44.2%

of all adult FM listeners are between 18 and 34, as against 31.5% for the average of all radio listeners.

In contrast, the information showed that AM was successful in reaching its highest circulation among the 50-64 and 65 and over age groups (93.0% and 91.7% respectively) for both men and women.

## Rep appointments:

- Wscv(AM) Peterborough, N.H., and WARV(AM) Warwick, R.I.: Eckels & Queen Inc., Boston (regional).
- Wwww(FM) Detroit: Mort Bassett & Co., New York.
- WAYL(FM) Minneapolis and WKCI(FM) New Haven, Conn.: Robert E. Eastman Co. (stereo division), New York.
- WAAM(AM) Ann Arbor, Mich.: Grant Webb & Company, Inc., New York.
- KPOK-AM-FM Portland, Ore.: Avco Radio Television Sales Inc., New York.
- WNEU (formerly WBZE[AM]) Wheeling and WXTT(AM) Charleston, both W. Va.: AAA Representatives, Rockaway Park, N.Y.
- WMUS(AM) Muskegon, Mich., WPLY(AM) Sheboygen-Plymouth, Wis., KOAH(AM) Duluth, Minn.: Pro Time Sales Inc., New York.
- KLJT(FM) Lake Jackson and KBRZ(AM) Freeport, both Texas: Mario Messina Co., Dallas.

## Office switch

RKO Radio Representatives Inc., Chicago, has moved to new offices on the 22d floor of 111 East Wacker Drive. Phone remains (312) 527-5300.

## Business briefly:

**National Presto Industries**, Eau Claire, Wis., through BBDO, Minneapolis; **Sunbeam Appliances**, through Foote, Cone & Belding, both Chicago, and **Polaroid**, Cambridge, Mass., through Doyle Dane Bernbach, New York, have signed as sponsors in the fourth-quarter of ABC-TV's *Dick Cavett Show*. Signed for third quarter in *Cavett* were American Cyanamid Co. household products, Wayne, N.J., through La Roche, McCaffrey & McCall, New York; **Adolph's Ltd.**, Burbank, Calif., through Foote, Cone & Belding, Los Angeles-New York; **Lever Bros.**, through Ogilvy & Mather, both New York; **Swift & Co.**, through McCann-Erickson, both Chicago; **Singer**, through J. Walter Thompson Co., both New York, and **Volkswagen**, Englewood Cliffs, N.J., through DDB, New York.

**Philco-Ford Corp.**, Philadelphia, through BBDO, New York, will sponsor eight programs from June through August in ABC News *Now* series of specials broadcast Monday (10:30-11 p.m. EDT).

**General Electric Co.**, through BBDO Inc., both New York, will sponsor an encore telecast of *GE Monogram Series: Once Before I Die* on NBC-TV Thursday, Aug. 6 (8:30-9:30 p.m. NYT). Original broadcast was on May 5.

**Mrs. Paul's Kitchen**, through J. M. Korn & Son, both Philadelphia, had announced its association as either one-half or full sponsor of one-hour *America* special for the fall (BROADCASTING, June 1), will back the entire show on CBS-TV, Sept. 10, 8-9 EDT.

**BBDO division** ■ BBDO has set up a direct response division to operate as an independent profit center within the agency. The division is equipped to serve independently the marketing counsel, creative work and media placement needs of direct response clients.

## Also in advertising:

**New ad agency** ■ Keith Lockhart, formerly creative director and partner in Howard Sanders Ltd., New York advertising agency, has opened his own agency, Lockhart Advertising Inc., same city. Located at 655 Madison Avenue, the firm will specialize in general and ethnic-oriented accounts.

**Name change** ■ Allied Advertising Agency Inc./Fox Video Productions have announced a corporate name change to Fox & Associates Inc. Executive offices are in the Standard Building in Cleveland, (216) 621-8520. New York office is located at 137 East 36th Street at Lexington Avenue, (212) 889-7250.



## National General says year to show profits

National General Corp. board chairman Eugene V. Klein told stockholders that the company expects to show earnings of \$2.50 per share by the end of the year compared with a loss of \$14.52 last year. Speaking at the annual meeting, Mr. Klein based his prediction on five points:

- Increased box office.
- Record sales from the subsidiary publishing group coupled with a 32% increase in earnings,
- A successful year by the banking subsidiary, Columbia Savings and Loan Association,
- The significant profit potential of negotiations conducted by its new investment division, NGC Capital Management Corp.
- Greater inroads in television syndication and network sales.

First quarter revenues, previously reported, were up more than \$15 million from last year. In response to a stockholder's question, Mr. Klein discounted the possibility of raising the dividend paid on common stock "for at least a year or two."

## Gross up, net down for Telemation's quarter

Telemation Inc., Salt Lake City manufacturer of television and CATV equipment, reported a 32% increase in sales but a decline in net income for the first quarter.

Lyle O. Keys, Telemation president, attributed the decrease in earnings to start-up costs of several new operations involved in sales to foreign markets and to increases in expenditures for research and development.

The company also announced it has acquired the video-systems division of Ward/Davis Associates, a California television-systems distributor, for "cash in excess of \$1 million."

For the three months ended March 31:

	1970	1969
Earned per share	\$0.04	\$0.15
Sales	1,711,413	1,267,266
Net income	46,060	131,964
Average shares outstanding	1,081,390	835,110

## Starch posts half-year loss

Daniel Starch & Staff Inc. and its subsidiaries have reported a net loss of \$498,000 for the six months ended Feb. 28, down dramatically from a net

profit of \$43,200 a year ago, despite a 65% increase in revenues.

Starch President Oscar Lubow in a report to stockholders cited inclusion of the operations of two subsidiaries, C. E. Hooper Inc. and Roper Research Inc., as one reason for the sharply increased sales figure. Hooper, which was operating at a loss at the time of acquisition in June last year and which continued to operate at a loss through the last six-month period, contributed to the decline in net income, Mr. Lubow said. General improvement and expansion of Starch business and technical operations have required large capital outlays, adversely affecting first-half profits, Mr. Lubow added.

For the six months ended Feb. 28:

	1970	1969
Income (loss) for share	(\$ .91)	\$.14
Sales	\$1,865,400	\$1,130,500
Net income (loss)	(498,800)	43,800
Average shares outstanding	548,090	316,166

## Company reports:

**Rollins Inc.**, Atlanta-based diversified company and group broadcaster, reported a 9% increase in revenues and an 11% increase in net income for the

year ended April 30:

	1970	1969
Earned per share	\$1.18	\$1.07
Revenues	119,047,630	109,253,079
Net income	9,582,059	8,654,352

Average shares outstanding 8,034,142 7,973,910  
 Note: Figures for 1969 have been restated to reflect pooling-of-interest acquisitions during 1970.

**Republic Corp.**, Los Angeles, with film processing interests, reported increases for the six months ended April 30:

	1970	1969
Earned per share	\$0.88	\$0.83
Revenues	116,896,000	107,603,000
Net income	7,725,000	7,363,000
Shares outstanding	8,823,000	8,900,000

Note: 1969 restated to show operations of acquisitions accounted for as pooling of interests. Previously reported net sales and income for 1969 were \$85,719,000 and \$8,422,000, respectively.

## Sorry, wrong numbers

The closing bid-price quotations for Telecommunications Inc. were incorrectly listed at 1¼ in BROADCASTING's May 27 and June 4 stock index; those quotations belong instead to Telecommunications Industries. The correct bid-price quotations for Telecommunications Inc. should have read 9½ for May 27 and 9¾ for June 4. And there was no percentage change in bid price for the firm during the month of May.

This announcement appears as a matter of record only.

\$15,000,000

## Taft Broadcasting Company

Notes due 1986

(with Warrants to purchase 200,000 common shares)

Taft Broadcasting Company has entered into agreements pursuant to which institutional investors will purchase the Notes and Warrants at various dates to January 13, 1972.

The agreements with respect to these securities were negotiated and arranged by the undersigned.

**Loeb, Rhoades & Co.**

June 9, 1970

## Default claimed in Visual notes

Visual Electronics Corp. reported last week that holders of 90% of Visual notes totaling \$2 million have notified the company of a default under a note agreement.

Their actions result from the previous disclosure that Visual is in technical breach of an indenture covering its 5 1/4% convertible debentures due Sept. 1, 1982, in the amount of \$2.5 million. In early April Visual said it had in-

curred more debt than was permitted by the debenture and said it would ask debenture holders to waive the breach. The company is now awaiting Securities and Exchange Commission clearance on this request.

The new announcement concerns \$2 million in 15-year notes that were issued with warrants to buy 700,000 common shares, and requires Visual to comply with the debenture indenture. If the default is not remedied in 30 days, the note holders may declare the notes due and payable and may take legal action. A Visual spokesman said last week that

the company intends to clear up this matter within the 30 days.

## Who traded stock during April

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 April (all common stock unless otherwise indicated):

■ American Television & Communications

## The Broadcasting stock index

A weekly summary of market activity in the shares of 101 companies associated with broadcasting.

	Stock symbol	Ex. change	Closing June 11	Closing June 4	Closing May 27	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	23 3/4	27	23 1/2	39 1/4	19 3/4	7,073	166,215
ASI Communications		O	3 1/4	4 1/4	3 1/4	7	3 1/4	1,789	6,262
Capital Cities	CCB	N	25	24 1/4	22	36 1/4	19 1/4	6,061	133,342
CBS	CBS	N	28	28 1/4	25 1/4	49 1/4	24 1/4	26,512	682,684
Corinthian	CRB	N	25	24 1/4	21 1/4	33 1/4	19 1/4	3,384	73,602
Cox	COX	N	13 1/4	14 1/4	13	24 1/4	10 1/4	5,789	75,257
Gross Telecasting	GGG	A	11 1/4	12 1/4	10 1/4	17 1/4	10 1/4	803	8,632
Metromedia	MET	N	11 1/4	12 1/4	11 1/4	22 1/4	10	5,731	3,729
Pacific & Southern		O	10	9	8 1/2	23	8 1/2	1,636	13,906
Rahall Communications*		O	8 1/2	7 1/2	*	16 1/4	6	1,040	7,800
Reeves Telecom	RBT	A	5 1/4	5 1/4	4 1/4	15 1/4	3 1/4	2,288	9,427
Scripps-Howard		O	19 1/4	18	15 1/4	24	15 1/4	2,589	40,130
Sonderling	SDB	A	17	18 1/4	13 1/4	34 1/4	10 1/4	991	13,131
Starr Broadcasting		O	9	8	8	18	8	461	3,688
Taft	TFB	N	16 1/4	17 1/4	16 1/4	29 1/4	15	3,585	57,790
							<b>Total</b>	<b>69,714</b>	<b>\$ 1,355,595</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	14 1/4	15	14	25 1/4	12 1/4	11,469	160,566
Bartell Media	BMC	A	5 1/4	6 1/4	4 1/4	14	4	2,292	10,314
Boston Herald-Traveler		O	27	25	25	43	25	574	14,350
Chris-Craft	CCN	N	5 1/4	7	5 1/4	11 1/4	4 1/4	3,660	19,215
Combined Communications		O	6 1/4	7 1/4	7 1/4	16 1/4	6 1/4	1,938	15,020
Cowles Communications	CWL	N	4 1/4	4 1/4	5	10 1/4	3 1/4	3,969	19,845
Fuqua	FQA	N	10 1/4	11 1/4	9	31 1/4	9	6,069	54,621
Gannett	GCI	N	20 1/4	21 1/4	19 1/4	29 1/4	19 1/4	7,117	140,561
General Tire	GY	N	13 1/4	14 1/4	14 1/4	20 1/4	12 1/4	18,434	262,685
Gray Communications		O	4 1/4	5	4 1/4	7 1/4	4 1/4	475	2,019
Lamb Communications		O	3	3 1/4	2 1/4	6	2 1/4	2,650	7,288
Lee Enterprises		A	13 1/4	14 1/4	13	20 1/4	12	1,957	25,441
Liberty Corp.	LC	N	14	15 1/4	14 1/4	21 1/4	13	6,744	97,788
LIN		O	4 1/4	4 1/4	3 1/4	11	3 1/4	2,174	7,609
Meredith Corp.	MDP	N	18 1/4	21 1/4	20 1/4	44 1/4	18 1/4	2,779	56,608
Outlet Co.	OTU	N	12 1/4	13 1/4	11	17 1/4	10 1/4	1,342	14,762
Plough Inc.	PLO	N	61	60 1/4	55 1/4	85	55	6,880	380,946
Post Corp.		O	10	11 1/4	8	17 1/4	8	713	5,704
Ridder Publications		O	10 1/4	10 1/4	9 1/4	22	9 1/4	6,217	59,062
Rollins	ROL	N	24 1/4	24 1/4	22 1/4	40 1/4	21 1/4	8,029	233,768
Rust Craft	RUS	A	19 1/4	21 1/4	19	32 1/4	18 1/4	1,168	22,192
Storer	SBK	N	15 1/4	17 1/4	15 1/4	30 1/4	14 1/4	4,223	66,512
Time Inc.	TL	N	28	28 1/4	28 1/4	43 1/4	25 1/4	7,257	205,010
Trans-National Comm.		O	2 1/4	1 1/4	2	4 1/4	1 1/4	1,000	2,000
Turner Communications*		O	13 1/4	13 1/4	*	13 1/4	13 1/4	1,328	4,980
Wometco	WOM	N	15 1/4	16 1/4	15 1/4	20 1/4	13 1/4	5,814	90,117
							<b>Total</b>	<b>116,272</b>	<b>\$ 1,978,983</b>
<b>CATV</b>									
Ameco	ACO	A	6 1/4	7	5 1/4	16	4 1/4	1,200	7,044
American TV & Comm.		O	13 1/4	12 1/4	10 1/4	22 1/4	10 1/4	1,775	19,081
Cablecom-General	CCG	A	10 1/4	10 1/4	9	23 1/4	7 1/4	1,605	14,445
Cable Information Systems		O	1 1/4	1	3/4	2 1/4	3/4	955	716
Citizens Finance Corp.	CPN	A	10 1/4	11 1/4	10 1/4	17 1/4	9 1/4	1,094	11,214
Columbia Cable		O	9	9	8 1/4	15 1/4	8 1/4	900	7,425
Communications Properties		O	6	5	6	10 1/4	6	644	3,864
Cox Cable Communications		O	15	13 1/4	12	24	12	3,550	42,600
Cypress Communications		O	10	9 1/4	9 1/4	17 1/4	8	854	8,327
Entron		A	3 1/4	4 1/4	2 1/4	8 1/4	2 1/4	1,320	3,788
General Instrument Corp.	GRL	N	13 1/4	33	14	30 1/4	11 1/4	6,238	87,332
H & B American	HBA	A	17	17 1/4	14 1/4	30 1/4	12 1/4	5,129	75,653
Sterling Communications		O	4	4 1/4	3 1/4	7 1/4	3	500	1,875
Tale-Communications		O	9 1/4	9 1/4	9 1/4	20 1/4	9 1/4	2,704	25,688
Teleprompter	TP	A	63 1/4	62 1/4	50 1/4	133 1/4	46	1,007	50,723
Television Communications		O	6 1/4	5 1/4	5 1/4	18 1/4	5 1/4	2,816	16,192
Vikoa	VIK	A	9 1/4	10 1/4	8 1/4	27 1/4	6 1/4	2,000	16,740
							<b>Total</b>	<b>34,291</b>	<b>\$ 392,707</b>

Corp.—E. N. Agresti bought 100 shares, giving him a total of 600.  
 ■ Ampex Corp.—C. V. Andersen exercised option to buy 850 shares, giving him a total of 1,320. T. E. Davis exercised option to buy 850 shares, giving him a total of 6,950. W. A. Gross sold 550 shares, leaving 2,422 held personally and 10 held by daughter. A. H. Hausman sold 3,300 shares, leaving 8,600 held personally and 100 held indirectly. W. P. Weber sold 800 shares, leaving 770.  
 ■ Avco Corp.—O. F. Grahame sold 400 shares, leaving 6,010 held personally and 1,617 held by family.  
 ■ Bartell Media Corp.—Herbert Winter through partnership sold 15,500 shares and as co-trustee sold 5,000 shares, leaving none.  
 ■ Capital Cities Broadcasting Corp.—J. P. Arcara sold 1,500 shares, leaving none. John Labatt Ltd. through Labatt Breweries bought 9,500 shares, giving it a total of 704,270 held through Labatt Breweries.  
 ■ CBS—J. A. Schneider exercised option to buy 13,000 shares, giving him a total of 17,542. J. F. Sirmons exercised option to buy

547 shares and sold 300 shares, giving him a total of 859.  
 ■ Cohu Electronics Inc.—H. W. Cohu sold 3,500 shares, leaving 6,000.  
 ■ Cox Broadcasting Corp.—Ivan Allen Jr. bought 1,000 shares. L. A. Swanson bought 250 shares, giving him a total of 270.  
 ■ Creative Management Associates—L. M. Rosenthal through one trading account bought 37,820 shares and sold 31,200 shares, giving him a total of 7,724 held through that trading account and total of 2,550 held through two other trading accounts.  
 ■ Walt Disney Productions—Nolan Browning exercised option to buy 1,000 shares, giving him a total of 7,000.  
 ■ Doyle Dane Bernbach—J. H. Leonard sold 100 shares, leaving 700 held personally, 500 held by wife and 200 held as custodian.  
 ■ Filmways Inc.—H. M. Austin sold 7,162 shares, leaving 14,916.  
 ■ Harris-Intertype Corp.—G. S. Dively sold 2,500 shares, leaving 45,978.  
 ■ H & B American Corp.—W. J. Bresnan bought 2,817 shares, giving him a total of

3,317. Jack Kent Cooke sold 140,625 shares, leaving 1,449,886.  
 ■ Kaufman & Broad Inc.—E. J. Fenmore exercised option to buy 1,500 shares. L. H. Golman sold 2,250 shares, leaving 48,750 held personally and 750 held as custodian. S. N. Levine sold 900 shares, leaving 2,315.  
 ■ Kinney National Service Co.—Samuel Berger exercised option to buy 2,000 shares, giving him a total of 44,890. Alfred Golden sold 200 shares, leaving 5,234.  
 ■ Lamb Communications—E. H. Lamb bought 100 shares, giving him a total of 975 held personally, 610 held through Lamb Enterprises Inc. and 631,874 held through Lamb Communications.  
 ■ LIN Broadcasting—C. W. Clifford sold 100 shares, leaving 2,514.  
 ■ MCA Inc.—A. A. Dorskind sold 2,800 shares, leaving 34,005 held personally and 450 held by family members. Daniel L. Ritchie disposed of 25,000 shares, leaving 5,000.  
 ■ Memorex Corp.—P. C. Hale through wife's estate sold 2,400 shares and through trust

	Stock symbol	Ex-change	Closing June 11	Closing June 4	Closing May 27	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	11	12½	11½	30½	10	5,942	67,561
Disney	DIS	N	117½	116½	106	158	96½	5,133	544,098
Filmways	FWY	A	9½	10½	9½	18½	8½	1,700	16,575
Four Star International		O	2½	2½	1½	4	1½	656	1,832
Gulf and Western	GW	N	13½	14½	11½	20½	9½	15,310	191,643
Kinney National	KNS	N	25½	26½	23½	36	21½	9,067	214,163
MCA	MCA	N	15	16	13½	25½	12½	8,195	112,681
MGM	MGM	N	15½	16½	14	29½	12½	5,843	81,802
Music Makers Group		O	3½	3½	3½	9	3½	589	20,615
National General	NGC	N	11½	12½	11½	20½	9½	4,910	58,282
Transamerica	TA	N	14	15½	15½	26½	12½	63,169	963,327
20th Century-Fox	TF	N	9½	10½	9½	20½	7½	8,562	79,199
Walter Reade Organization		O	4½	4	3½	13½	3½	2,342	8,783
Wrather Corp.	WCO	A	5½	6½	5½	10½	4½	2,161	11,064
								<b>Total</b>	<b>135,617</b>
									<b>\$ 2,371,625</b>
<b>Service</b>									
John Blair	BJ	N	13	14	12	20½	10½	2,604	31,248
Comsat	CQ	N	30½	32½	28½	57½	25	10,000	286,200
Creative Management		O	5½	5½	4½	14½	4½	1,029	4,631
Doyle Dane Bernbach		O	14½	15½	15	24½	14½	1,924	28,860
Foote, Cone & Belding	FCB	N	8½	9½	8½	12½	7½	2,167	17,878
Grey Advertising		O	8	7½	7½	13½	7½	1,140	8,550
LaRoche, McCaffrey & McCall		O	13	12½	12	17	12	586	7,032
Movielab	MOV	A	3	3½	2½	7½	2½	1,407	3,869
MPO Videotronics	MPO	A	6½	7	5	9½	4½	556	2,780
Nielsen		O	31½	31	26½	42	26½	5,299	140,424
Ogilvy & Mather		O	15½	15	15	22½	15	1,096	16,440
PKL Co.	PKL	A	4½	5	3½	12½	3	739	2,392
J. Walter Thompson	JWT	N	25	25½	23½	36	23	2,773	65,165
Wells, Rich, Greene		A	6½	7½	6½	8½	5½	1,582	10,473
								<b>Total</b>	<b>32,902</b>
									<b>\$ 625,942</b>
<b>Manufacturing</b>									
Admiral	ADL	N	7½	8½	8	14½	6½	5,158	41,264
Ampex	APX	N	18½	18	17½	48½	13½	10,825	192,143
CCA Electronics		O	3	2½	2	5	1½	800	1,600
Collins Radio	CRI	N	15	18½	16½	37½	14½	2,968	47,844
Conrac	CAX	N	13½	13½	13½	32½	11	1,254	16,808
General Electric	GE	N	66½	67½	62½	77½	60½	90,884	5,713,877
Harris-Intertype	HI	N	42½	46½	39½	75	36½	6,357	250,339
Magnavox	MAG	N	24½	26½	24½	38½	22½	16,401	397,724
3M	MMM	N	81	85½	82½	114½	77½	56,093	4,620,380
Motorola	MOT	N	41½	3½	44	47½	40½	6,655	292,820
RCA	RCA	N	21½	23	21½	34½	20	66,757	1,435,276
Reeves Industries	RSC	A	3	3½	2½	5½	2½	3,446	9,477
Telemation		O	12	10½	9	24	9	1,080	9,720
Visual Electronics	VIS	A	2½	3½	3	10½	2½	1,357	4,071
Westinghouse	WX	N	61½	62½	58	69½	53½	39,685	2,301,730
Zenith Radio	ZE	N	24	25½	25	37½	22½	19,020	475,500
								<b>Total</b>	<b>328,740</b>
									<b>\$15,810,573</b>
								<b>Grand total</b>	<b>717,536</b>
									<b>\$22,535,425</b>
<b>Standard &amp; Poor Industrial Average</b>			81.09	84.78	79.49				

N-New York Exchange  
 A-American Stock Exchange  
 O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of May 27. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington. \*New addition to index.



sold 700 shares, leaving none held through wife's estate, 800 held through trust, 2,100 held personally, 2,100 held by child and 4,200 held as co-trustee.

- Metromedia Inc.—P. M. Stewart bought 100 shares, giving him a total of 8,500 held personally and 2,200 held by wife.
- MGM—J. L. Loeb Jr. sold 2,500 shares and through trust sold 1,325 shares, leaving none.
- Motorola Inc.—J. T. Hickey sold 400 shares, leaving 1,500 held personally and 672 held by wife. R. N. Swift bought 550 shares, giving him a total of 650.
- A. C. Nielsen Co.—H. W. Hanscom sold 200 class A shares, leaving 815 class A shares. H. E. Nickelson sold 200 class A shares and through trust sold 200 class A shares, leaving 3,281 class A shares held personally, 600 class A shares held through trust, 1,300 class A shares held by wife and 28 class A shares held by child. D. M. Frathers sold 99 class A shares, leaving 410 class A shares. Mrs. D. M. Frather sold 410 class A shares and 205 class B shares, leaving none. Mr. Frather holds 205 class B shares. T. R. Shearer sold 840 class A shares and 180 class B shares, leaving 102 class A shares and 240 class B shares. M. E. Goodin old 5,000 class B shares, leaving 20,000 class B shares.
- Official Industries—Louis C. Lerner bought 100 shares and through trading account bought 2,000 shares and sold 1,200 shares, giving him a total of 627,000 held personally, 890,000 held through investment

company, 25,000 held through investment account, 2,000 held by wife and 8,947 held through trading account.

- Ogilvy & Mather International—Andrew Kershaw bought 5,000 shares, giving him a total of 17,907.
- Post Corp.—M. M. Walter bought 300 shares, sold 700 shares and through stock split acquired 14,700 shares, (including 60 shares acquired by children) giving him a total of 87,840 held personally and 360 held by children.
- RCA Corp.—D. L. Mills sold 4,282 shares, leaving 15,476.
- Sonderling Broadcasting—A. Harry Becker sold 500 shares, leaving 7,000.
- Sterling Communications—R. M. Flynn received 7,500 warrants, giving him a total of 10,000 warrants.
- Storer Broadcasting Co.—J. T. Conway sold 100 shares, leaving 3,900. J. E. McCoy sold 100 shares, leaving 22,100 held personally 3,100 held through trust, 100 held by wife and 75 held by son.
- Tele-Tape Productions—W. J. Marshall Jr. sold 1,000 shares, leaving 120,580.
- J. Walter Thompson Co.—R. E. Dennison Jr. sold 2,450 shares and 7,000 class B shares, leaving none.
- Time Inc.—Rhett Austell bought 500 shares, giving him a total of 3,350 held personally, 700 held by wife and 200 held through trusts. Henry Luce III through trusts and family bought 10,000 shares and through estate sold 10,000 shares, leaving

117,987 held personally, 280,223 held by trusts and family and 1,535 held by estate.

- Vikoa Inc.—H. L. Hochberg bought 100 shares, giving him a total of 100 held personally and 5,572 held through partnership.
- Visual Electronics—J. C. Rafsky sold 2,500 shares, leaving 4,000. Tharpe & Co. sold 1,100 shares, leaving 254,600.
- Walter Reade Organization—Following are purchases of convertible subordinated notes in amounts shown: Albert Floersheimer, \$14,500; Sheldon Gunsberg, \$50,000; Nick Schermerhorn, \$3,000; Edward Schuman, \$25,000; F. A. Augsburg Jr., \$50,000; Walter Reade Jr., \$106,500 (through Mayfair Atlantic Corp.); A. D. Emil, \$100,000; Matthew Huttner, \$25,000.
- Wometco Enterprises—W. R. Brazzil sold 150 shares, leaving 914. Van Myers sold 100 class A shares, leaving 4,317 class A shares held personally 1,282 class A shares held by wife and 157 class A shares held by son. Investors Stock Fund sold \$147,000 of 5½% convertible debentures, leaving \$2,176,000 of 5½% convertible debentures.
- Wrather Corp.—J. L. Loeb through Loeb Rhodes & Co. received 20,512 shares, giving him a total of 20,512 shares held through Loeb Rhodes & Co., 118,033 held personally, 6,642 held as trustee and 56,621 held by wife.
- Zenith Radio Corp.—R. S. Alexander sold 4,400 shares, leaving 2,000. Walter C. Fisher sold 200 shares, leaving 6,400. Hugh Robertson sold 500 shares, leaving 28,973.

## Equipment & Engineering

# CATV may soon play postman

### That's what some at NCTA meeting see in store for cable systems

An \$8.6-billion-a-year market, delivering mail electronically, was held out to cable-TV operators attending the annual convention of the National Cable Television Association in Chicago last week (see page 18).

This potential for nonprogram services—a subject that engaged the excited interest of CATV operators looking to the future—was suggested by William B. Gross of General Electric Co. at a session on tomorrow's business for CATV. Mr. Gross envisaged a charge of 10 cents a letter, with near future handling of business transactions. He also foresaw the need of from 5,000 to 50,000 cable systems to handle what he termed the electronic mail business of tomorrow.

Other speakers at this session talked of meter reading (Herman Moeller, a consultant from West Paterson, N. J.), a two-way system that uses digital-computer techniques as part of the cable system to furnish merchandising, shopping and property protection; stock market and pay-TV services, by E. Edward Harmon of Subscription Television Inc., South Pasadena, Calif.; and a laser system using frequency modulation that holds out the possibility of 50 channels on a single beam at an extremely low transmission-installation cost of \$15,000 to \$20,000. This was related and demonstrated by Dr. William J. Thaler, a

Georgetown University, Washington, physicist. Dr. Thaler emphasized that the laser system primarily would take the place of present microwave-relay links, but expressed the possibility that someday a CATV system might be completely laser-equipped, with small, dish-antennas on home rooftops to receive the myriad signals.

It was, however, the continued discussions about special nonprogram services that held a prime interest for CATV operators in the exhibit halls.

Among those showing two-way gear, principally trunk amplifiers, were HTV Systems Inc., East Rochester, N.Y., which showed its first bi-directional amplifier in 1968, and whose equipment is said to be now in use in 10 CATV systems, including Hudson, N.Y., and Lewiston, Me. HTV also showed extended-band amplifiers permitting up to 27 channels on each system.

Anaconda Electronics Inc., Anaheim, Calif., showed its new two-way system based on dual amplifiers that are now being made, the company said, using hybrid, thin-film integrated circuits for improved quality and reliability. Jerrold Electronics Corp., Philadelphia, also showed a two-way system, including system extender permitting up to 27 channels.

Vikoa Inc., Hoboken, N.J., presented a two-way system called "total con-

cept", based on the use of frequency-division multiplexing. CAS Manufacturing Co., Dallas, showed a "total communications" bi-directional system with a potential of from 25-to-36 channels that uses digital-computer techniques. GE announced it was offering an "extended services" concept that would include switching and interrogation gear as well as trunk line and bridging amplifiers that would permit the use of up to 275 mc out of the 300 mc potential of CATV coaxial cables, and that would allow the sampling of up to 10,000 homes per second.

Cascade Electronics Ltd., Port Moody, B.C., showed its new two-way amplifiers that, it said, already are in use in CATV systems in Vancouver, B.C.; Tacoma, Wash.; Clear Lake, Calif., and Monmouth, Independence and Bend, all Oregon.

Kaiser CATV showed line amplifiers that provide up to 36 channels, or 32 channels plus FM.

Implicit in two-way operation is the coordinate need for a device that provides extended channels for the 12 VHF slots on TV receivers. Most companies have converters available that provide these extra channels, designed to sit on the top or be attached to the back of existing TV sets.

One company, however, has taken a

different route. Electrical Industrial Engineering Inc., North Hollywood, Calif., showed a two-way, 24-channel converter that is designed to be placed outside as part of the trunk-line equipment. Each converter, priced at \$1,596, is said to be capable of serving up to 300 homes.

The extended-line-system concept was not, however, totally unanimous. Advanced Research Corp., Atlanta, plumped for the use of two cables to acquire two-way capability for CATV systems. It noted that the second cable could be a low-cost one to handle such narrow-band services.

## NAB group will examine automatic transmitters

The National Association of Broadcasters' Engineering Advisory Committee, Washington, has taken the first step to develop automatic transmitters using computer techniques. Action approving the creation of a subcommittee to work with broadcast equipment manufacturers on the problem followed a two-day meeting at NAB headquarters last week.

The engineering committee also reviewed several pending actions of the FCC and heard reports on a wide range of engineering projects. The committee revised an NAB petition to be submitted to the commission requesting it to adopt amendments regarding remote pickup stations, aural broadcast studio transmitter link and inter-city relay stations, and television auxiliary stations.

## New cable venture

A new cable-systems department has been formed by RCA Commercial Electronics Systems, Camden, N. J., for cable-TV and related industries. The new department will provide a complete line of live, film and video-tape equipment for cable-TV program originations. W. Thomas Collins, manager, operations plans, was named department manager and Vroman Riley was appointed manager, engineering and product management.

## Technical topics:

**New color tubes** ■ Sylvania Electric Products Inc., Electronic Tube Division, has introduced a new line of Color Bright 85 TV picture tubes in 19-, 21- and 25-inch sizes. The tubes, the company said, provide an improved viewing area.

**Double-take** ■ Lewron TV Inc., New York, has installed two custom-built RCA 5-channel audio-mixing consoles adaptable to tape or mikes. Equipment has AGC compressor-type controls on 5th channels and switchable in and out graphic equalizers.

**Dual capstan recorder** ■ Tape-Athon

Corp., Inglewood, Calif., has developed a tape recorder/reproducer that is equipped with three motors and two solenoid controlled capstans. This configuration is claimed to provide separate movement of each capstan, reducing flutter. Also featured is a tape-lift mechanism that lifts the tape towards the pickup heads or away from them automatically or manually. The machine, Model 1000, is available in three versions. Address: 502 South Iris Ave.

## More companies enter home TV-tape arena

The promising home cassette-cartridge TV market last week gained a new aspirant, Time Inc.; a new manufacturer, Emex International Inc., and a new package of feature-film product through United Artists Corp.

Andrew Heiskell, Time's board chairman, announced formation of Time-Life Video "to develop the company's programming, sales and participation in cartridge television," which he called a "rapidly developing new medium." Richard M. Clurman, a Time Inc. editorial vice president, will head the new organization. Bruce L. Paisner will be general manager.

Emex, New York, is a joint venture of Teletronics International Inc., a New York-based video-tape production and services company, and Audio-Communications, Dover, N. J., a company engaged in manufacturing both cassette and audio-tape through duplication and distribution.

George K. Gould, Teletronics president, said the new firm would "manufacture and distribute video-cassettes throughout the world in every available format and for every TV standard." He also reported that Emex is negotiating with producers for everything from feature films to "how to" shorts. Emex also is expected to distribute all tapes of cartridges for home players.

Also announced last week was an agreement between Avco Corp., New

York, and United Artists Corp., a Trans-america Corp. subsidiary, to lease 50 UA movies, previously shown in movie theaters, for use in Avco's Cartrivision system (BROADCASTING, June 1):

## CATV-only receivers planned by CAS

A color-TV receiver, built for CATV only and presumably to be leased by cable-TV operators to subscribers, is under development.

The move, long talked about but never undertaken in the U. S. is being planned by CAS Manufacturing Co., Dallas, a subsidiary of Anvet Corp. (In other areas of the world like Great Britain and Hong Kong where cable TV is in existence, the leasing of TV sets to customers is a regular practice.)

CAS said at the convention of the National Cable Television Association in Chicago (see page 54) that it has plans to build a special 25-to-36-channel color receiver to be owned by CATV systems for lease to subscribers. The set would not only handle regular TV signals, but also a number of special services as well as include provision for pay TV. CAS said that CATV operators could look forward to a return of from \$15 to \$25 a month per subscriber with this type of instrument.

## Sarnoff awards given

RCA has presented David Sarnoff Outstanding Achievement Awards for 1970 to a scientist, two engineers, and two teams of the RCA research and engineering organization. The presentations were made by Robert W. Sarnoff, chairman and president of RCA and Dr. James Hillier, executive vice president, RCA Research and Engineering. Winners of individual awards were Dr. P. Niel Yocom, RCA Laboratories; Jarrett L. Hathaway, NBC, and Abraham Lichowsky, RCA Electromagnetic and Aviation Systems, Defense Electronic Products.

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## Long-range planning urged in electronics

A major conference to explore how electronics will fit into the social, economic and technological environments of the coming decades is to be held in the fall of 1971 under the sponsorship of the Electronics Industry Association.

The concept for such a far-sweeping conference was approved in Chicago Thursday by the EIA board of governors during the association's annual meeting there. A special study committee on the implications of global marketing of electronic products today also was voted. Details of both projects are to follow later.

The trend toward one-world marketing was noted by EIA Chairman Mark Shepherd Jr. in his annual report. He called for renewed attention to the problems that such trends include, i.e., diverse international technical standards, unequal tariffs, growth of trading

blocks and shrinking technological leadership.

Urging that EIA undertake better long-range planning, Mr. Shepherd suggested the association would be in a position to make significant contributions to the solution of urgent national social problems as well as those concerning industry members.

Plans for the EIA Consumer Products Division to expand into a broader operation to be known as the Consumer Electronics Group also were announced at the annual meeting. The group concept would enable many smaller firms to participate more effectively in the EIA programs, as well as expand the group's interest field, it was explained.

Mr. Shepherd, president of Texas Instruments Inc., concluded his two-year term as EIA chairman at the Chicago meeting. EIA's new chairman, elected earlier this year, is J. Frank Leach, vice president-group executive, Amphenol Components Group, Bunker-Ramo Corp. New chairman of the Consumer

Products Division of EIA is William E. Boss, Sylvania Electric Products, succeeding Charles N. Hoffman, Admiral Corp.

## The Poniatoff award

The first annual Alexander M. Poniatoff award for technical excellence has been presented to Charles E. Anderson, video engineering section manager, Ampex Corp. video products division, Redwood City, Calif. The award is given to Ampex scientists or engineers who make important contributions to technical progress at that company.

Mr. Anderson is credited with developing the FM modulation system which led to the development of the first practical video-tape recorder by Ampex. He received a gold medal and a cash award.

The award is named for the present board chairman and president of the company. The 78-year-old Mr. Poniatoff, who was also a founder of the company, announced earlier this month that he plans to retire.

## Fates & Fortunes

### Broadcast advertising



**Walter W. Bregman**, executive VP, Norman, Craig & Kummel and president of NCK/Europe, returns to New York in fall as chief operating officer of NCK/New York.

**B. David Kaplan**, agency president and president of NCK/International, will assume Mr. Bregman's functions in Europe aided by augmented staff.

**Edward F. Walthers**, former account supervisor with Young & Rubicam, joins Gross, Pera & Rockey, San Francisco-based advertising and PR firm, as VP and manager of agency's Los Angeles office. **Richard S. Macedo**, with Y&R in Los Angeles, appointed marketing/media director there.

**Patrick Smith**, account supervisor, Dodge & Delano, New York, named VP.

**Jerome B. Samuelsohn**, TV production group head, and **George E. Jaccoma**, art and copy group head, Grey Advertising, New York, named VP's.

**Barry Biederman**, **Sam Dana**, **Guy Durham**, **Mort Scharfman** and **Elmer Skahan**, associate creative directors, Needham Harper & Steers, New York, appointed creative directors of five creative divisions of newly restructured de-

partment. Mr. Biederman appointed department's general manager.

**Stanley Birnbaum**, former VP of media systems, Media Information Services, New York, joins Kenyon & Eckhardt Advertising there as associate director of information management for all accounts.

**Edward A. Grey**, president and chief executive officer, Teknamedia, New York media-buying service, named president of advertising sales division of Monitel, newly formed programing and advertising service for CATV. Mr. Grey will provide national advertising-representation service for CATV systems.



**Mr. Sonn**, senior VP / creative director, and deputy division director, Needham, Harper & Steers, New York, joins Ted Bates & Co., in newly created position of executive director of New York division. He will officially join Bates in July.

**Jack C. Lawrence**, formerly with number of agencies including Leo Burnett, New York, and Clinton E. Frank in Chicago and New York, joins Advertising Associates, Jacksonville, Fla., as VP in area of creative and account services.

**Thomas J. Scanlon**, executive VP-marketing, Jenos Inc., Duluth, Minn., producer-marketer of hot snacks, joins IFI

Advertising Agency there as executive VP.



**William F. Abbott Jr.**, sales manager, WICC(AM) Bridgeport, Conn., joins Avery - Knodel, New York - based representatives, as VP in charge of radio-sales division.

**Mr. Abbott**, **Paul F. Kahn** and **Rudy Norris**, account supervisors, Foote, Cone & Belding, New York, named VP's.

**Alan Brentano**, president of Keller-Crescent Co., Evansville, Ind., agency, elected president of Affiliated Advertising Agencies International, network of independent advertising agencies. He will serve with AAAI President **Louis Benito**, Louis Benito Advertising, Tampa, Fla., for the coming year and assume office at 1971 annual meeting. **Connor T. Flynn**, Lessing-Flynn Advertising, Des Moines, Iowa, elected treasurer of AAAI.

**Kevin Cox**, former VP and manager, Metro Radio Sales Philadelphia office, named VP and Midwest sales manager with headquarters in company's Chicago office. He succeeds **Robert Williamson**, now president of Metro Radio Sales. **James McCaffrey**, with WIP(AM) Philadelphia, becomes manager of Metro's office there succeeding Mr. Cox. **Ray Schoenfeld**, media director, Barick-



man & Selders Advertising, Kansas City, Mo., joins Bernstein/Rein & Boasberg Advertising there as marketing director. **Ruth Burke**, media buyer, B/R/ & B Advertising, appointed media director and elected assistant secretary to board of directors.

**Theodore G. Heck**, former VP of Reddi-Wip Inc., division of Hunt-Wesson Foods, Fullerton, Calif., joins Lewis & Gilman, Philadelphia advertising and PR agency, as VP and account group supervisor. He will be responsible for accounts in food and grocery field.

**Thomas C. Neely**, formerly with Katz Television, New York, joins WFGA-TV Jacksonville, Fla., as national sales manager.

**Michael F. Hogan**, with New York office of CBS Radio Spot Sales, appointed sales manager in Philadelphia office.

**Paul Theriault**, director of sales, WNEW-FM New York, appointed general sales manager.

**Bernard Carr**, executive VP, VPI, commercial production company in New York, resigns.

**Ted Kangas**, VP and agricultural director of Albert Sydney Noble Advertising, New York, joins Bozell & Jacobs there as copy supervisor of agricultural division.

**Roy Curtis**, with Leo Burnett, Chicago, joins Gert Bunchez & Associates, station representatives, as VP and head of company's Chicago office.

**Robert G. Baal**, former VP and general sales manager, Television Advertising Representatives, New York, joins WTVJ-TV Miami as national sales manager.

**Harold Frank**, media planner-buyer, Warren, Muller, Dolobowsky, New York, appointed media supervisor.

**William Selwood**, accounting supervisor,

kyw-TV Philadelphia, appointed sales service manager, and **George Winmore**, account executive, WPIX-FM New York, named KYW-TV marketing research manager.

### Media



*Mr. Vihon*

brokers, as VP. His primary brokerage assignment is Northeast U.S.

**Lester Vihon**, former owner of WNWC(FM) (now WEXI(FM)) Arlington Heights, Ill. and WFMQ-FM (now WNUS-FM) Chicago, joins Washington office of Hamilton-Landis & Associates, station

**Charles M. Smith**, assistant controller, East Coast, ABC-TV, New York, appointed to newly created position of associate director of planning and analysis, ABC Inc. He is succeeded by **Murray Resnick**, manager, budgets and financial forecasts, ABC-TV, New York.

**Raymond E. Simonds**, manager of international projects, RCA Frequency Bureau, New York, appointed director of bureau in Washington. Frequency Bureau deals with American and international agencies concerned with use and allocation of radio frequencies.

**Bill McReynolds**, general sales manager, KCMO-TV Kansas City, Mo., appointed general manager, WNEM-TV Bay City-Saginaw-Flint, Mich.

**John S. Lotz**, formerly general sales manager, WKBF-TV Cleveland, joins WCHS-AM-FM Charleston, W. Va., as general manager. **Curtis W. Butler**, local sales manager, WCHS-AM-FM, appointed station manager.

**W. Randolph Tucker**, former chairman of Cypress Communications Corp., Pacific Palisades, Calif. **Claude Stevanus**, president of Tower Communications Inc., being merged into Communications Properties Inc., was chosen treasurer.

Elected to the NCTA board: **Mrs. M. M. Dunn**, Columbus, Miss.; **Eugene A. Iacopi**, Television Signal Corp., San Francisco (which is 81% owned by CBS); **William F. Karnes**, National Trans-Video Corp., Dallas; **Lawrence W. Kliever**, Peninsular Broadcasting Corp. (WVEC-AM-FM-TV), Hampton, Va.; **Bruce E. Lovett**, American Television & Communications Inc.; **Bruce Merrill**, Phoenix, and **Robert Weary**, Junction City, Kan.; **Robert Behringer**, Kaiser CATV, was chosen to represent associate members.

### Demgen new NCTA chairman



*Mr. Demgen*

**Ralph N. Demgen**, Willmar, Minn., was elected chairman of the National Cable Television Association at that organization's convention in Chicago last week. He succeeds **M. William Adler**, West-  
**John Gwin**, Robinson, Ill., who is Midwest regional manager for Cox Cablevision, was elected NCTA vice chairman, and **Edward M. Allen**, Western Communications Inc. (*San Francisco Chronicle-KRON-FM-TV*) secretary, defeating the official nominee

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A Beautiful Track Record  
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\*NTI/NTA 1969-70

**James P. Arcara**, VP and general manager, WPRO-AM-FM Providence, R.I., named to same capacity with WPAT-AM-FM Paterson, N.J. Both are Capital Cities Broadcasting stations.

**John J. Tibiletti** and **Victor J. Boldt**, with KTXN-FM Victoria, Tex., named president, and VP and general manager respectively.

**Frank Maruca**, operations manager, WKNR-AM-FM Akron, Ohio, named VP and general manager.

**Don Jones**, station manager, WLCY(AM) St. Petersburg, Fla., named VP and member of board of directors.

**Richard M. Coulter**, national-regional sales manager, WTOL-TV Toledo, Ohio, appointed general sales manager, WIS-TV Columbia, S.C. Both are Cosmos Broadcasting Corp. properties.

**Charles Stump**, weatherman and director of personnel, WFTV(TV) Orlando, Fla., appointed business manager.

**David Fulton**, former chief of public affairs, World Bank, Washington, joins noncommercial KQED(TV) San Francisco as director of development. His responsibilities will include development of long-range funding proposals and coordinating local fund-raising projects.

**Bill Jenkins**, sales manager, WINN(AM) Louisville, Ky., joins WWOL-AM-FM Buffalo, N.Y., as general manager.

**Paul Blue**, assistant to president of KLZ-AM-FM-TV Denver, appointed manager of KLZ-AM-FM. For present, he will also continue as administrative assistant. He succeeds **Lee Fondren** who resigns. No future plans have been announced.

**Pam Wilson**, accountant, WXIX-TV Cincinnati, appointed business manager.

**William J. Selwood**, accounting supervisor, KYW-TV Philadelphia, appointed sales service manager.

**John Turpin**, with KGO-AM-FM San Francisco, appointed general manager of KGO-FM.

**William N. Walsh**, supervisor of budgets and accounting, WMAQ-TV Chicago, appointed manager, business affairs, WRC-TV Washington. Both stations are NBC owned.

**Laurence Glasberg**, accounting manager, Questor Corp., education products group, New York, joins WCBS-TV there as manager of business affairs.

## Programing

**James T. Fowler III**, with The TM Communications Co. of Florida, appointed programing coordinator. His duties will include development of programing for TM's Florida CATV systems and studio design and production training for local origination programing. TV Communications is wholly owned subsidiary of The Times Mirror Co., publishers of *Los Angeles Times*.

## FCC Bar officers elected

**Howard C. Anderson**, VP and general counsel, Chesapeake and Potomac Telephone Co., was elected president of Federal Communications Bar Association at association's 34th annual meeting last week. Other officers elected were **Thomas H. Wall**, first VP; **Eugene F. Mullin**, second VP; **John P. Bankson Jr.**, secretary; **Grover C. Cooper**, treasurer; **Peter D. O'Connell**, assistant secretary; **Charles A. Miller**, **Alan Y. Nafatalin** and **Michael H. Bader**, executive committee members. **Paul Dobin**, **Jack P. Blume**, **Herbert E. Forrest** and **Morton H. Wilner**, past president of FCBA, remain on executive committee.

**M. J. (Bud) Rifkin**, former president and chief executive officer of Metro-media Producers Corp., becomes consultant to Los Angeles-based MPC on non-exclusive basis for next three years. He has also formed his own independent production and distribution company, M. J. Rifkin Productions, to be located in New York. He left MPC in January after serving as its president for three years.

**Sol Radam**, consultant specializing in creation, development and sales of TV shows whose clients have included Encyclopaedia Britannica and Tel Ra Productions, joins Time-Life Films, New York, as national sales manager.

**Ed Samuels**, assistant director, National Urban League, New York, and former news director, WLIB-AM-FM New York, joins WNBC-AM-FM there as manager, community relations.

**Walter Kempley**, comedy writer who has written for NBC-TV's *The Tonight Show* and Westinghouse Broadcasting Co.'s syndicated *The David Frost Show*, appointed creative consultant for CBS-TV's *The Merv Griffin Show*.

**William S. Martens Jr.**, a news program director with WWJ-TV Detroit, appointed program and production manager, WWJ-AM-FM there.

**Dave Jeffreys**, with KHJ-FM Los Angeles, appointed program director.

**Deane Parkhurst**, air personality, WHEN(AM) Syracuse, N.Y., also appointed program director.

**Michael J. Ziegler**, director of development, noncommercial WITF-TV Hershey, Pa., appointed assistant manager for programing and administration. **Thomas H. Cheronos Jr.**, production manager, appointed assistant manager for production and engineering.

**Leonard W. Lewis**, with Network Associates, New York, named executive VP and treasurer. Company, engaged in entertainment-communications field, specializes in production and distribution of live video-tape and film presentations for TV, motion-picture theaters and college campuses.

**Len Talbot**, former program director, WORC(AM) Worcester, Mass., joins WFEA(AM) Manchester, N.H., as program director and air personality.

**Dennis Morgan**, formerly appearing in films for Warner Bros., Hollywood, joins newly formed Bentley Productions, Fresno, Calif., TV production company, to appear in *Dennis Morgan with the Movies*, series of reviews of current motion pictures for news and movie formats on local stations.

**Stanley L. Kamprath**, assistant director of public affairs, King Resources Co., Denver, joins KR Graphics there as marketing manager. He will engage in sales and service of all phases of graphic arts including TV and movie productions.

**Jerry Adams**, production manager, WNYR-AM-FM Rochester, N.Y. joins WWOL-AM-FM Buffalo, N.Y., as program director.

**Dave Jeffreys**, with Hit Parade '70, syndicated radio programing service, appointed program director, KHJ-FM Los Angeles.

## News

**H. Martin Haag**, formerly news director, KTTV(TV) Los Angeles, appointed to newly created position of assistant director-news operations, WCBS-TV New York, where he will be in charge of technical personnel and facilities and administration of budgets and planning for news.

**Mike James**, with WFTV(TV) Orlando, Fla., appointed to head TV sports department. He succeeds **Don Jonas** who resigns to play professional football in Canada.

**Len Deibert**, manager of news and public affairs, WMAL-AM-FM Washington, elected president of Chesapeake AP Broadcasters Association. He succeeds **George Dietrich**, with WEMD(AM) Easton, Md. Others elected: **Tom Dutton**, WKEN(AM) Dover, Del., VP for non-metropolitan stations and **George Rogers Jr.**, WMAR-TV Baltimore, VP for metropolitan stations. Chesapeake AP Broadcasters Association is composed of Maryland, Delaware and Washington.

**Phil Hayes**, news director, KQV-AM-FM Pittsburgh, joins WLS-AM-FM Chicago, in same capacity.

**David Calef**, with WKVT(AM) Brattleboro, elected president of Vermont AP Broadcasters Association.

**Carl Eckels**, news director, WSAI(AM) Cincinnati, joins KQV-AM-FM Pittsburgh in same capacity.

## Promotion

**Richard A. Page**, with PR section of General Electric, Syracuse, N.Y., ap-



pointed manager of editorial services for GE in Lynchburg, Va. He is responsible for planning national press and publications programs for GE's communication-systems division.



Mr. Saunders

there as director of corporate relations.

**Edward J. Pfister**, assistant to executive director, National Instructional Television Center, Bloomington, Ind., joins National Association of Educational Broadcasters, Washington, as director of information services, newly created NAEB department.

**Henry Rieger**, director of network press and publicity NBC-TV West Coast, appointed press officer of the national awards committee for the Television Academy of Arts and Sciences. Mr. Rieger will be responsible for coordination and dissemination of announcements of Emmy award nominees and winners. He will work media sources in both electric and print areas on both East and West coasts.

**Jesse Taub**, with Irving L. Straus Associates, New York PR firm, joins John De Nigris Associates, also PR firm there, as group supervisor.

**Deleano Benjamin**, with WTCN-TV Minneapolis-St. Paul, joins WDAF-TV Kansas City, Mo., as advertising and promotion manager.

**Michael L. Greenwald**, director of community services, noncommercial WITF-TV Hershey, Pa., appointed assistant manager for promotion and development.

**Kathleen Rainier**, assistant promotion manager, wxix-TV Cincinnati, appointed promotion manager.

## Equipment & engineering

**Robert S. Burgess**, VP and general manager, home-products division of Union Carbide, New York, named VP-marketing, for company's consumer-products division. He will head advertising and marketing service groups.

**James Dangremond**, product sales manager, Sylvania Electric Products, New York, appointed product marketing manager for CATV equipment and special products. He will be responsible for marketing CATV communications equipment.

**James E. Cusson**, with JFD Electronics

Corp. Systems Division, New York, appointed western regional manager. He will supervise equipment firm's factory-representative organizations and will work directly with JFD system installers.

**Eugene Gottesman**, formerly with Applied Radiation Corp., joins Westel Co., Mountain View, Calif., as director of marketing. Westel manufactures commercial and military video-tape recording systems.

**J. Paul Talley**, **Morton J. Jacobson**, and **Jules A. Rubinstein**, with Bell & Howell Magnetic Tape Co., Irvine, Calif., named VP-research and development and quality control, VP-operations and VP-Stereotape division, respectively.

**George P. Petetin**, sales manager for Stanton Magnetics, Plainview, N.Y., joins Pickering and Co. there as original equipment manufacturing manager of both audio and measurement and controls divisions. He is succeeded as sales manager at Stanton Magnetics by **Joseph S. Woodstock**, who handled Pickering & Co.'s dealer sales. Stanton Magnetics is supplier of professional products for broadcast and recording industries and audio specialists. Pickering and Co. is supplier of equipment including magnetic phonograph cartridges. Pickering's measurement and controls division manufactures DC to DC linear variable differential transformers.

**John C. Pound**, director of sales development, Revlon Inc., New York, joins North American Philips, home appliance division there as director of marketing.

## International

**Edward D. Brown Jr.**, with Doyle Dane Bernbach, New York, as consultant to management of DDB-Mexico, appointed general manager of Doyle Dane Bernbach (Canada) Ltd., Toronto. **Doug Hughes**, acting general manager, returns to his job in charge of account services.

**Leslie H. Peard Jr.**, general manager, Channel TEN, Sydney, Australia, elected to executive board of Federation of Australian Commercial Television Stations (comparable to NAB in U.S.). Mr. Peard was sent to Channel TEN in 1966 by NBC International as management consultant with seat on board of operating company and was later made general manager.

**Donald Dentzer**, programing manager for management systems, CBS Television Stations Division, New York, appointed director of management systems for division. He succeeds **Wesley P. Melling**, who joins Island Data Processing Services Ltd., Freeport, The Bahamas, in similar capacity.

**H. Hart Kirch**, operations manager and air personality, CKDA(AM) Victoria, B.C., joins CJME(AM) Regina, Sask.,

as program director.

## Deaths

**Carol Reed**, 44, TV weather reporter and air personality, died June 3 at her home in Mamaroneck, N.Y. She served for 12 consecutive years as weather reporter on WCBS-TV New York's *Rain or Shine* weather program and was winner of Emmy award for most popular female personality. She is survived by her husband, Hamilton, and one son.

**Lt. Col. Harry R. Bangs**, USA, 56, chief of American Forces Radio and TV Service-Washington, died June 10 in Walter Reed hospital, Washington, of cancer. He also served as officer in charge of American Forces Korean Network in 1965-66. He is survived by his wife, Doris, and two sons.

**Murray Dyer**, 63, former news writer with NBC and CBS radio, and author, died June 5 in Loudoun Memorial hospital, Leesburg, Va. During World War II he worked for psychological warfare branch of Office of War Information. He is survived by his wife, Anna.

**Sandor S. Klein**, 63, executive editor of *Boise* (Idaho) *Statesman*, died June 4 in Boise following long illness. He had served in number of bureaus of United Press (now UPI) and was once chief of UP's House of Representatives staff. He also served as news editor for CBS in 1930's. He is survived by his wife, Edith, and four children from previous marriage.

**Fred W. Stein**, 64, member of board of directors of Gannett Co., Rochester, N.Y.-based diversified communications company, and editor-publisher of Gannett's *The Binghamton* (N.Y.) *Evening Press*, died June 7 in Binghamton of cardiac arrest after short illness. Publisher of paper is licensee of Gannett's WINR-AM-TV Binghamton. He is survived by two sons and one daughter.

**Stuart Cochran**, 41, VP-sales, Programming db, Hollywood, died June 8 in Milwaukee. Prior to joining Programming db, he was VP in charge of Chicago office of Blair Radio. He is survived by his wife, Shirley, and four children.

**Barry James Holloway**, 66, PR director, Korean American Federation, died June 8 in Wappingers Falls, N.Y. nursing home after long illness. Mr. Holloway had formerly been with AP in St. Joseph, Mo., and later with UPI and NBC News. He is survived by his wife, Jane, and one son, James H., AP newsman in Denver.

**Aladdin Abdullah Achmed Anthony Pallante**, 57, singer on *The Lawrence Welk Show*, died June 9 in Van Nuys, Calif. He left show in 1967, after heart attack. He also appeared in character roles on several TV shows. Mr. Pallante is survived by his wife, Lori Hunter.



As compiled by BROADCASTING, June 2 through June 9 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

### Starts authorized

- KDUB-TV Dubuque, Iowa — Authorized program operation on ch. 40, 537 kw vis., ant. height above average terrain 790 ft. Action May 28.
- KTVM(TV) Butte, Mont.—Authorized program operation on ch. 6, ERP 100 kw vis., ant. height above average terrain 1,940 ft. Action May 11.

### Actions on motions

- Hearing Examiner Frederick W. Denniston in Hartford, Conn. (RKO General Inc.), TV proceeding, postponed prehearing conference to June 25 (Doc. 18821). Action June 5.
- Hearing Examiner Isadore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co.), TV proceeding, granted petition by Civic Communications Corp. for leave to amend application to include copy of credit agreement (Docs. 18845-9). Action May 28.

### Other action

- Review board in Jackson, Miss., TV proceeding, Docs. 18845-18849, granted joint petition for extension of time to file oppositions to petitions to enlarge issues, filed June 4 by Dixie National Broadcasting Corp., Civic Communications Corp., Jackson Television Inc. and Channel 3 Inc. Action June 5.

### Call letter action

- University of North Carolina, Winston-Salem, N.C. Granted \*WUNL-TV.

## Existing TV stations

### Final actions

- KBLU-TV Yuma, Ariz.—Broadcast Bureau granted license covering CP to replace permit authorization changes in existing station. Action May 27.
- WMAL-TV Washington — FCC granted

Black United Front and other groups and individuals who filed petition to deny application of Evening Star Broadcasting Co. for renewal of license of WMAL-TV, extension of time to July 15 to respond to amendment by licensee on ascertainment of needs and interests of community. Originally given until May 22 but, because of length of amendment, asked for extension. Action June 3.

- WTTG(TV) Washington and KTTV(TV) Los Angeles—FCC granted Metromedia Inc. for period June 8 through Sept. 8 for transmission of special coded signals in visual transmissions of WTTG(TV), ch. 5 and KTTV(TV), ch. 11. Transmissions are to assist Naval Observatory and National Bureau of Standards in conducting precise time dissemination experiments in Washington and Los Angeles areas. Action June 3.

- KYAY-TV West Monroe, La.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 6. Action June 2.

- \*WGSF(TV) Newark, Ohio — Broadcast Bureau accepted engineering data submitted pursuant to report and order adopted Jan. 14 to specify ch. 31 in lieu of ch. 28; change ERP to 4.68 kw vis., 933 w aur.; change type ant.; make changes in ant. structure; ant. height 500 ft. Action May 27.

- WMTU-TV Memphis—FCC granted petition by Memphis Telecasters Inc., permittee for UHF WMTU-TV, and Springfield Associates, requesting declaratory ruling that would authorize Memphis Telecasters to file application for assignment of CP to Springfield, providing assignment application is filed within 60 days. (Doc. 18680). Action June 3.

- KFBC-TV Cheyenne, Wyo.—FCC granted action dismissing, for lack of standing, petition to deny application of Frontier Broadcasting Co. for renewal of license of KFBC-TV. Action June 3.

### Actions on motions

- Chief, Office of Opinions and Review in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications Inc. and extended to June 5 time to file responsive pleadings to WPIX's application for review (Docs. 18711-2). Action May 28.

- Office of Opinions and Review in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]), TV proceeding, granted motion by Cosmos Broadcasting, and extended to June 19 time to file replies to Broadcast Bureau's comments and to oppositions to applications for review (Doc. 16984). Action June 2.

- Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton-Roads Television Corp.), TV proceeding, granted request of Hampton-Roads Television Corp. and rescheduled prehearing conference for June 24 (Docs. 18791-2). Action June 3.

- Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Education-

al Television Commission [\*WITV(TV)] et al., TV proceeding, granted petition by Reeves Telecom Corp. for leave to amend application to reflect minor changes in stockholdings of director and changes concerning information on holders of 3% or more of common stock (Docs. 18569-72). Action May 28.

### Other action

- \*KFME(TV) Fargo, N. D.—FCC withheld request by North Central Educational Television Inc. for STA to use remote control audio signal for operation of video-tape recorders located at various Fargo area schools and municipal agencies to record educational TV programs for later use. Action June 3.

## Network affiliations

### ABC

- Formula: In arriving at clearance payments ABC 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. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

- WEAR-TV Mobile-Pensacola, Fla. (Rollins Telecasting Inc.). Contract dated Aug. 15, 1967, replaces one dated April 20, 1965; effective Aug. 1, 1967, to Aug. 1, 1969. First call right. Programs delivered to station's control board in Mobile. Network rate, \$725; compensation paid at 30% prime time.

- KDUB-TV Dubuque, Iowa (Dubuque Communications Corp.). Contract dated April 24, 1970, replaces one dated Aug. 8, 1969; effective April 27, 1970 (or date station goes on air, but not later than Oct. 24, 1970), for two years. First call right. Programs delivered to AT&T testboard in Cedar Rapids, Iowa. Network rate is specified as "bonus." (Corrected from May 25 item erroneously reporting station has no first right).

- KREM-TV Spokane, Wash. (King Broadcasting Co.). Contract dated March 11, 1970, replaces one dated Oct. 16, 1967; effective Oct. 15, 1969, to Oct. 1, 1970. First call right. Programs delivered to station. Network rate, \$650; compensation paid at 30% prime time.

### CBS

- Formula: Same as ABC.

- WPLG-TV Miami (Post-Newsweek Stations, Florida Inc.). Contract dated Jan. 14, 1970; effective Jan. 25, 1970 to Sept. 15, 1970. First call right. Programs delivered to station. Network rate, \$1,250; compensation paid at 30% prime time.

### 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.

- KMR-TV Palm Springs, Calif. (Desert Empire Television Corp.). Contract dated April 15, 1970, replaces one dated March 29, 1968; effective May 1, 1970, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to KNBC(TV) Los Angeles and picked up by KMR-TV at its expense. Network rate, \$75; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

- KOAA-TV Pueblo, Colo. (Sangre de Cristo Broadcasting Corp.). Contract dated Dec. 15, 1967, replaces one dated Nov. 13, 1963; effective Dec. 24, 1967, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to KOA-TV Denver and picked up by KOAA-TV at its expense. Network rate, \$304; com-

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## Summary of broadcasting

Compiled by FCC, June 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,267	2	12	4,286	79	4,365 <sup>1</sup>
Commercial FM	2,073	0	51	2,124	126	2,250
Commercial TV-VHF	491	2	17	510	13	524
Commercial TV-UHF	131	0	50	181	113 <sup>2</sup>	297
Total commercial TV	622	2	67	691	126	821
Educational FM	391	0	24	415	44	459
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	97	0	11	108	12	120
Total educational TV	173	0	17	190	16	206

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WTOG(TV) St. Petersburg, Fla. (Hubbard Broadcasting Inc.). Contract dated May 12, 1970, replaces current individual program contracts; effective May 12, 1970, for two years maximum. No first call right. Programs delivered to AT&T testboard in Tampa, Fla., and picked up by WTOG at its expense. Network rate, \$175; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ KYUS-TV Miles City, Mont. (Custer Broadcasting Corp.). Contract dated May 19, 1970; effective May 23, 1970, for two years maximum. No first call right. Programs delivered to KUTV(TV) Salt Lake City and picked up by KYUS-TV at its expense. No network rate, no compensation.

■ WTRF-TV Wheeling, W. Va. (Forward Tele-Productions Inc.). Contract dated May 10, 1960; effective June 1, 1960, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$842 (\$892 as of Oct. 1, 1970); compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly (except during July and August when compensation percentage is 30%), multiplied by prime-time rate.

## New AM stations

### Starts authorized

■ WSCV Peterborough, N.H.—Authorized program operation on 1050 kc, 1 kw-D. Action May 18.

■ WOBR Wanchese, N.C.—Authorized program operation on 1530 kc, 250 w-D. Action May 28.

■ KWEY Weatherford, Okla.—Authorized program operation on 1470 kc, 1 kw-DA-D. Action May 25.

■ WPJD Daisy, Tenn.—Authorized program operation on 1550 kc, 250 w-D. Action May 15.

### Final action

■ Knox, Ind.—Kankakee Valley Broadcasting Co. FCC granted 1520 kc, 250 w-D. P.O. address: 815 Bowen Building, Washington 20005. Estimated construction cost \$25,029.70; first-year operating cost \$30,000; revenue \$40,000. Principals: Thomas J. Bell, president, Michael J. Gurrado, treasurer, Almo Smith, secretary (each 20%) et al. Mr. Smith has 5% interest in bank. Mr. Gurrado has 20% interest in title company. Mr. Bell is farmer. Action June 3.

### Actions on motions

■ Chief, Office of Opinions and Review, in Youngstown, Ohio, and Elwood City, Pa. (Media Inc. and Jud Inc.). AM proceeding, granted petition by Jud Inc. and extended to June 11 time to file opposition to application for review filed by Media Inc. (Docs. 18768-9). Action May 28.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell), AM proceeding, postponed prehearing conference to July 29 and hearing now scheduled for August 6 to date to be fixed by subsequent order (Docs. 18856-8). Action June 4.

■ Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowles), AM proceeding, granted request by Broadcast Bureau and extended to June 12 time to file responses to petition for leave to amend filed by Frank M. Cowles (Doc. 18790). Action

June 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Nashville (Second Thursday Corp.), AM-FM proceeding, having under consideration petition filed by trustee in bankruptcy for Second Thursday Corp., ordered hearing in proceeding in Nashville at a specific time and place to be designated (Docs. 17914, 18175). Action June 1.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, set certain procedural dates and postponed hearing to Sept. 1 (Docs. 18852). Action June 5.

■ Acting Chief Hearing Examiner Jay A. Kyle in Bentonville, Ark. (Northwestern Communications Corp.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for July 13 and hearing for Aug. 12 (Doc. 18869). Action May 28.

■ Hearing Examiner Jay A. Kyle in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, granted petition by United Community Enterprises Inc. for leave to amend application in numerous respects (Doc. 18503). Action May 28.

■ Hearing Examiner Jay A. Kyle in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, granted in part and denied in part request of United Community Enterprises Inc. and postponed dates for exchange of exhibits and evidentiary hearing to dates hereinafter determined (Doc. 18503). Action May 28.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt), AM proceeding, granted petition by WUVA for leave to amend section II of application to show change in officers and directors (Docs. 18585-7). Action May 28.

■ Hearing Examiner Forest L. McClennan in Jacksonville, N.C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems, Inc.), AM proceeding, granted motion by Seaboard Broadcasting Corp. and continued certain procedural dates and continued hearing to Sept. 15 (Docs. 18549, 18813-4). Action May 28.

■ Hearing Examiner Ernest Nash in Greensburg, Pa. (WHJB Inc.), AM proceeding, rescheduled prehearing conference for June 29 (Doc. 18868). Action June 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc.), AM proceeding, dismissed motion for acceptance of opposition of Shenandoah Broadcasting Co. (Docs. 18746-8). Action May 28.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, ordered hearing scheduled for June 10 advanced to June 9 (Doc. 18225). Action June 2.

### Other actions

■ Review board in Alexander City, Ala., AM proceeding, Docs. 18782-18783, granted to extent indicated and denied in all other respects motion to enlarge issues, filed Feb. 16 by Clanton Broadcasting Corp. and denied motion to strike, filed March 29 by Martin Lake Broadcasting Co. Action June 5.

■ Review board in Mobile, Ala., AM proceeding, Docs. 17555-17558, granted motion for extension of time to file reply to comments, filed June 3, by People's Progressive Radio Inc. Action June 5.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted to extent indicated and denied in all other respects

supplementary motion to enlarge issues filed Oct. 10, 1969, by Natick Broadcast Associates Inc.; granted to extent indicated and denied in all other respects further motion to enlarge issues filed Jan. 9 by Home Service Broadcasting Corp.; granted motion for leave to file supplement to Natick's supplementary motion to enlarge issues filed Dec. 3, 1969, by Natick Broadcast Associates Inc.; motion for leave to file supplemental opposition filed Jan. 7 by Home Service Broadcasting Corp.; motion for leave to file reply to supplemental opposition filed Jan. 16 by Natick Broadcast Associates, Inc. Action June 8.

■ Review board in Alamogordo, N. M., AM proceeding, Docs. 17624-25, granted petition for extension of time, filed May 22 by Sierra Blanca Broadcasting Co. Action June 4.

■ Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-18769, granted petition to intervene, filed Feb. 5 by Hubbard Broadcasting Inc.; granted request to file additional pleading, filed March 4 by Media Inc. and granted to extent indicated and denied in all other respects petition to enlarge issues, filed Jan. 8 by Jud Inc. Action June 5.

■ Review board in Lebanon, Pa., AM proceeding, Docs. 15835 & 15839, granted request for extension of time filed June 4 by Radio Catonsville Inc. Action June 8.

### Call letter application

■ Norman Petty, Clovis, N.M. Requests KWKA.

### Call letter actions

■ Lee Shoblom, Lake Havasu City, Ariz. Granted KFWJ.

■ Lawrence County Broadcast Corp., Louisa, Ky. Granted WVKY.

■ Total Radio Inc., Appleton, Wis. Granted WYNE.

## Existing AM stations

### Application

■ KIXX Provo, Utah—Seeks CP to increase power from 1400 kc, 250 w-U to 1400 kc, 250 w, 1 kw-LS-U. Ann. June 8.

### Final actions

■ KJNP North Pole, Alaska—Broadcast Bureau granted CP to increase power to 50 kw-U and operate by DA-N; install new trans.; conditions. Action May 28.

■ KTOB Petaluma, Calif.—Broadcast Bureau granted mod. of license covering change in name to KTOB Broadcasting Co. Action May 27.

■ WEAW Evanston, Ill.—Broadcast Bureau granted CP to change location of the auxiliary ant. using FM tower. Action June 3.

■ KPCL Lake Charles, La.—Broadcast Bureau granted license covering installation of auxiliary trans. Action June 3.

■ WTAM Gulfport, Miss.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 290 ft. Action June 3.

■ WQMA Marks, Miss.—Broadcast Bureau granted license covering new AM. Action June 3.

■ WDAL Meridian, Miss.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action June 3.

■ WMLC Monticello, Miss.—Broadcast Bureau granted license covering new AM. Action June 3.

■ WBZY New Castle, Pa.—Broadcast Bureau granted mod. of license covering change in studio location to First National Bank Building, Suite 520, New Castle; operate by remote control from same location; conditions. Action June 3.

■ KCCT Corpus Christi, Tex.—Broadcast Bureau granted CP to reinstate expired permit for changes. Action May 27.

■ WBAP Fort Worth—Broadcast Bureau granted CP to install new alternate-main trans. and operate by remote control from Mansfield and Belt Line Roads Cedar Hill, Tex.—Action May 27.

■ KLAR Laredo, Tex.—Broadcast Bureau granted license covering changes; trans-studio location redescribed as Hwy. 83, 2.6 miles south east of International Bridge, Laredo. Action June 2.

■ WISM Madison, Wis.—Broadcast Bureau granted mod. of CP to make changes in ant. system. June 3.

### Actions on motions

■ Office of Opinions and Review in Jacksonville, Fla. (Mel-Lin Inc. [WOBS]), AM proceeding, granted request by applicant, and extended to June 11 time to reply to oppositions to petition for reconsideration



filed May 20 by Mel-Lin Inc. and Greater Jacksonville Economic Opportunities Inc., Mary L. Singleton, councilwoman, Eleventh District, City of Jacksonville, N.A.A.C.P. of Jacksonville and Urban League of Jacksonville (Doc. 17474). Action June 2.

■ Chief, Office of Opinions and Review in Henderson, Nev. (1400 Corp. [KEMI] and Joseph Julian Marandola), AM proceeding, granted petition by 1400 Corp. and extended to June 10 time to reply to Broadcast Bureau's exceptions and brief filed May 7 (Docs. 16813-4). Action June 1.

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, granted request of applicant and scheduled further prehearing conference for June 10 and continued evidentiary hearing now scheduled for June 2, to date to be announced at conclusion of prehearing conference June 10 (Doc. 18710). Action June 1.

■ Hearing Examiner Isadore G. Ehrig in Clare and West Branch, both Michigan (Bi-County Broadcasting Corp. [WCRM] and Ogema Broadcasting Co.), AM proceeding, sets certain procedural dates and postponed hearing to Sept. 22 (Docs. 18834-5). Action June 1.

■ Hearing Examiner Charles J. Frederick in Selinsgrove, Pa. (B & K Broadcasting Co. [WSEW]), AM proceeding, rescheduled hearing for June 29 (Doc. 18810). Action June 5.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of WVLK, scheduled further prehearing conference for June 5 (Doc. 18285). Action June 1.

■ Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawalian Paradise Part Corp.), renewal of license of KTRG, continued prehearing conference to June 11 and cancelled hearing presently scheduled for June 29 subject to fixing new hearing date at prehearing conference (Doc. 18819). Action June 1.

■ Hearing Examiner David I. Kraushaar in Lonsburg and Mebane, both North Carolina (Franklin Broadcasting Inc. [WYRN] and Radio Mebane-Hillsborough Inc.), AM proceeding, rescheduled prehearing conference for June 18 (Docs. 18836-7). Action June 3.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Juan, P.R. (Radio San Juan Inc. [WRSJ]), AM proceeding, denied petition for leave to amend filed by Radio San Juan Inc. Action May 28. By separate action granted petition by Radio San Juan and postponed all procedural dates including recommencement of hearing scheduled for July 7 pending further order (Doc. 17574). Action June 1.

## Fine

■ WLEM Emporium, Pa.—FCC ordered to forfeit \$500 for failure to observe rules by failing to employ either full-time or part-time first-class operator from Jan. 22 to Feb. 11, 1969. Action June 3.

## Call letter actions

■ WMRI, WMRI Inc., Marlon, Ind. Granted WGOM.

■ KEVL, Shedd-Agard Broadcasting Inc., White Castle, La. Granted KLSU.

## New FM stations

### Starts authorized

■ KPIP(FM) Roseville, Calif.—Granted 93.5 mc, ERP 3 kw, ant. height above average terrain 130 ft. Action May 14.

■ WACG-FM Augusta, Ga.—Authorized program operation on 90.7 mc, ERP 6.1 kw, ant. height above average terrain 400 ft. Action June 1.

■ \*KRBM(FM) Pendleton, Ore.—Authorized program operation on 90.9 mc, TPO 10 w. Action May 8.

### Final actions

■ Tucson, Ariz.—Radio Fiesta Inc. Broadcast Bureau granted 93.7 mc, 28.4 kw. Ant. height above average terrain minus 38 ft. P.O. address: Suite 500 Transamerica building, Tucson 85701. Estimated construction cost \$60,958; first-year operating cost \$15,000; revenue \$20,000. Principals: Harold Kohn, secretary-treasurer, et al. Action June 1.

■ Barnstable, Mass.—Cape Cod Broadcasting Inc. FCC granted 99.9 mc, 50 kw. Ant. height above average terrain 265 ft. P.O. address: 30 Hunt Street, Quincy, Mass. 02171. Estimated construction cost \$66,236; first-year operating cost \$49,300; revenue \$55,000. Principals: Donald P. Moore, president (46%),

Richard D. Walsh, treasurer-vice president (39%), et al. Mr. Moore is engineer for WHDH(TV) Boston and owns broadcast audio equipment manufacturing and distribution firm. Mr. Walsh is director of engineering for Graham Jr. College, Boston. Action June 3.

■ Falmouth, Mass.—Cape and Island Broadcasting Inc. FCC granted 101.9 mc, 50 kw. Ant. height above average terrain 238 ft. P.O. address: 141 Main Street, Falmouth 02172. Estimated construction cost \$67,596; first-year operating cost \$49,020; revenue \$45,000. Principals: Paul A. Christo, president (44%), Marshall R. Cook, vice president (3%), Oilmas Management Corp. (53%). Mr. Christo owns 10% of applicant for new AM at Ridgefield, Conn. Mr. Cook is insurance agent. Oilmas is equally controlled by 47 stockholders (each 2.17%). Action June 3.

■ Falmouth, Mass.—Falmouth Broadcasting Co. FCC granted 95.9 mc, 3 kw. Ant. height above average terrain 186.1 ft. P.O. address: c/o David H. Amend, Box 546, Falmouth 02541. Estimated construction cost \$23,445; first-year operating cost \$11,000; revenue \$11,000. Principals: David H. Amend, president (9.3%), Arthur P. Vidal Jr., vice president, Harry P. Little, D. Norman Brady, William L. Connell et al. Principals own applicant for new AM at Falmouth. Mr. Amend is vice president of bank. Mr. Vidal owns 51% of construction company. Mr. Little is partner in real estate company. Mr. Brady is associate rector of church and Mr. Connell is electrical shop foreman in U. S. Coast Guard. Action June 3.

## Initial decision

■ Rockmart, Ga.—Georgia Radio Inc. Hearing Examiner Thomas H. Donahue in initial decision proposed grant of 107.1 mc, 3 kw. Ant. height above average terrain minus 20 ft. P.O. address: 602 West Elm Street, Rockmart 30153. Estimated construction cost \$16,410; first-year operating cost \$9,600; revenue \$14,600. Principal: L. E. Gradick, sole owner. Mr. Gradick is licensee of WPLK(AM) Rockmart. Ann. June 5.

## Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, reopened record; received First Security and Exchange exhibit No. 8 and closed record. (Docs. 18664, 18666). Action May 27.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted request of First Security and Exchange Co. and extended to June 19 time to file replies to proposed findings and conclusions (Docs. 18664, 18666). Action June 5.

■ Hearing Examiner Millard F. French in Rochester and Henrietta, both New York (Rochester Radio Co.), FM proceeding, granted Rochester Radio Co.'s request for dismissal of application from proceeding and dismissed application with prejudice (Docs. 18673-6). Action June 5.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, dismissed petition by KAKE-TV and Radio Inc. which requested examiner to retain application in hearing status until commission action on petition for reconsideration of effective date in Doc. 18110 (Docs. 18515-6). Action June 4.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, denied motion for reconsideration (Docs. 18634-5). Action May 25.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, continued to June 9 date of exchange of exhibits and ordered scheduled dates of notification of witnesses and hearing to remain in effect (Docs. 18634-5). Action June 1.

## Other actions

■ Washington—FCC denied petition by Howard University, Washington, for reconsideration of commission's Feb. 4 action, denying Howard's request for rule waiver to allow filing of application for CP for educational FM and tendered application, seeking use of ch. 207 in Washington was returned. Action June 9.

■ Macon, Ga.—FCC denied petition by Middle Georgia Broadcasting Co. for reconsideration of order March 5 denying application for review of review board's decision to deny Middle Georgia's application for CP for new FM at Macon (Docs. 18278,

18279). Action June 3.

■ Review board in North Syracuse, N. Y., FM proceeding, Docs. 18667-18668, denied joint request for dismissal of application and approval for reimbursement of expenses, filed Jan. 23 by WSOQ Inc. and Eastern Associates. Action June 5.

## Rulemaking petitions

■ WRUM Rumford, Me.—Requests amendment of rules to delete ch. 241 from Berlin, N. H., and add it to Rumford, Me. Ann. June 5.

■ WCGR Canandaigua, N. Y.—Requests rulemaking to substitute ch. 269A for ch. 272A at Geneva and add ch. 272A at Canandaigua, both New York. Ann. June 5.

■ New Castle, Pa.—FCC proposed assignment of ch. 240A to New Castle in notice of proposed rulemaking. Lawrence County Broadcasting Corp., licensee of WBZY(AM) New Castle, requested amendment to provide first FM. Action June 3.

■ Ronald L. Hickman and Louis C. Adler, both Newport, R. I.—Request amendment of rules to add ch. 296A at Newport. Ann. June 5.

## Call letter application

■ W.R.R. Inc., Roseburg, Ore. Requests KR5B(FM).

## Call letter actions

■ Broken Arrow Broadcasting Co., Broken Arrow, Okla. Granted KBKN(FM).

■ Wayside Broadcasting Corp., Front Royal, Va. Granted WFFV(FM).

## Existing FM stations

### Final actions

■ \*KSWH(FM) Arkadelphia, Ark.—Broadcast Bureau granted license covering new FM; specify trans. and main studio location as 1100 Henderson, Arkadelphia. Action June 3.

■ KGMR-FM Jacksonville, Ark.—Broadcast Bureau granted license covering permit for new station. Action June 3.

■ KARK-FM Little Rock, Ark.—Broadcast Bureau granted license covering use of former main ant. as auxiliary ant. Action June 3.

■ KENA-FM Mena, Ark.—Broadcast Bureau granted license covering new FM. Action June 3.

■ KUAM-FM Agana, Guam—Broadcast Bureau permitted remote control. Action May 27.

■ WFMF(FM) Chicago—Broadcast Bureau granted mod. of CP to change trans. location to 875 north Michigan; install ant. and make changes in ant. system; ant. height 1150 ft.; ERP 6.2 kw; remote control permitted. Action June 1.

■ WGNU-FM Granite City, Ill.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ant. height 500 ft. Action May 27.

■ KCRF-FM Winnsboro, La.—Broadcast Bureau granted license covering new station. Action June 3.

■ WAYL(FM) Minneapolis—Broadcast Bureau granted CP to install new trans. and ant.; ant. height 420 ft.; ERP 100 kw. Action May 27.

■ WMDC-FM Hazlehurst, Miss.—Broadcast Bureau granted license covering new FM broadcast station.

■ WNLA-FM Indianola, Miss.—Broadcast Bureau granted license covering new station. Action June 3.

■ WJDX-FM Jackson, Miss.—Broadcast Bureau granted license covering use of authorized main ant. and auxiliary ant. Action June 3.

■ WSJC-FM Magee, Miss.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 490 ft. Action June 3.

■ WDAL-FM Meridian, Miss.—Broadcast Bureau granted license covering permit for new FM; specify type trans. Action June 3.

■ WEKT(FM) Hammondsport, N. Y.—Broadcast Bureau granted mod. of CP to change ant-trans. location; make changes in ant. system; ant. height 98 ft. Action May 27.

■ WHHO-FM Hornell, N. Y.—Broadcast Bureau granted license covering changes. Action June 3.

■ WAKR-FM Akron, Ohio—Broadcast Bureau granted CP to install trans. and ant.;

(Continued on page 69)

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Wanted Sales Manager. Wonderful opportunity for 3rd or 4th man on sales staff to become #1 man with top accounts. Track record required! Starting \$10,000—call Mr. Giordano, 301-542-1021.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs experienced salesman. Guarantee against 20%. Box 341, Worthington, Ohio.

Atlanta. Unusual part-time challenge. Small production firm needs vital link in marketing chain—Atlanta representative who can develop client list in spare time. Our company has an excellent track record in production of radio commercials, syndicated programming, newspaper advertising, multi-media sales presentations. Our team is young, professional, and dedicated. If you are a working broadcaster, 23-35, adhere to the highest personal standards, love to sell, and are willing to share the responsibility of our company's success; then join us. The Rolar Company, Box 1682, Athens, Georgia.

### Announcers

Ohio up-tempo MOR needs experienced personality for major market operation that swings. Must be a pro with something to offer. Send picture, tape and resume. Box E-249, BROADCASTING.

Northeast 5kw daytimer, 60 miles from New York City, interviewing for opening about September 1st. Seeking personality-type for MOR format. Experience necessary. 1st ticket, production ability, football play-by-play helpful. Paid insurance, hospitalization, major medical. Talent for remotes, play-by-play. Salary open. An opportunity to grow with a growing station, part of a new media group. Send air-check, resume, salary requirements to Box E-267, BROADCASTING.

### Announcers continued

News—play-by-play sports man—major market—forming solid news and information has opening for experienced, proven man. Excellent salary and potential. Forward resume, air check and photo to Box F-34, BROADCASTING.

Need strong voiced professional news man for major southeast market. Send tape and resume immediately to Box F-42, BROADCASTING. An equal opportunity employer.

Modern country station is looking for experienced first phone announcers. Opening will exist soon for production-minded dj's at our No. 1 rated station in the heart of Michigan's "Water Wonderland." Send picture, tape and resume to Box F-157, BROADCASTING.

Northeast. Contemporary Heavy needs 2 creative jocks. Preferably with first tickets. Desire and ability as important as experience. Openings created by staff promotions and expansion. Send tape and resume to Box F-164, BROADCASTING.

Illinois 5KW MOR needs personality first phone to join professional announcing staff. Top benefits and working conditions. Box F-175, BROADCASTING.

Announcer with first phone needed, must have bright morning sound. Send resume, tape, and salary requirement in first letter. This is very desirable northern midwest location. Box F-183, BROADCASTING.

We're a long established station with new facilities in a western Pennsylvania small market and are looking for an experienced all-around announcer with a first class license who will fit our MOR format. Please send resume and 7 1/2 tape. Box F-206, BROADCASTING.

Disc jockey with 1st phone, college grad., experience. Can handle MOR or Rock. Also sales and play-by-play. Box F-209, BROADCASTING.

Virginia 5KW, modern C&W will have opening soon for experienced morning man. Prefer someone able to handle news department too. Bright personality plus slick production essential. Call Don Miller (703) 434-1777 or send tape and resume to WKCY, P.O. Box 1007, Harrisonburg, Virginia 22801.

Morning man, . . . pro! Production experience necessary. WVIP has immediate opening for a bright, stable early bird in the Westchester market. 45 minutes NYC. New studios ABC Network, 5000 watt AM . . . stereo FM, ABC net, great opportunity for the right man. America's great suburban stations will pay for the right man. Send non-returnable tape and resume to Bob Bruno, Program Director, WVIP Radio, P.O. Box 608, Mount Kisco, N.Y. 10549. Equal opportunity employer.

First Phone jock with knowledge of CW preferred. \$150-\$165.00 per week for 44 hours. Excellent fringe benefits and working conditions. Write or phone Mr. Cameron, WVMT, Burlington, Vermont.

If you're an experienced announcer with 1st, stuck in a job with no advancements. If you can program a modern Country, work with public service and pull board shift and take charge of Control Room operations . . . Call Mr. Cole . . . 314-586-8577. 3 station operation.

Wisconsin MOR am/fm in Milwaukee area needs midwest background announcer with mature voice, 1-3 years experience. WBKV, West Bend, Wisconsin.

### Technical

Chief engineer for AM directional. Must be familiar with directional system and know audio well. Close to Pittsburgh. Excellent opportunity. Box F-146, BROADCASTING.

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced and have good employment record. Send current picture, resume, references to Box F-202, BROADCASTING.

### Technical continued

Maryland directional needs experienced engineer. Age no barrier if you can do the job. Box F-210, BROADCASTING.

Wanted: Chief Engineer for AM-FM-SCA. Send complete information plus salary requirements in first letter to Box F-212, BROADCASTING.

Engineer, 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs engineer-announcer, emphasis engineering. Box 341, Worthington, Ohio.

### News

News director—announcer: 1st ticket only. Compile, write, deliver local news 6:00 am—11:00 am. Air shift 11:00 am—2:00 pm. No maintenance. Experienced only. Salary range \$8400-\$9600 according to experience. Attractive mid-Atlantic large market. Benefits. Send complete information to Box F-96, BROADCASTING or call 302-737-5200.

Bright Authoritative Newsmen . . . One of Illinois' top-rated news departments is looking for a dedicated newsmen who lives, thinks, eats and sleeps news. We offer a fine salary, a full-time company car, and many other fringe benefits. Send us a complete resume, news tape and photo and we'll send you full details in return. Box F-152, BROADCASTING.

Medium metro Alabama market has opening for news director. Award winning local news operation. New, modern studios and equipment, mobile news units, portable two-way radio, everything needed for a first class local news job. Good pay, excellent fringe benefits. Send resume, tape and photo to WDNC, Anniston, Alabama 36201. No phone calls please.

Southern Indiana. Need immediately an aggressive News Director with some play-by-play experience. Rush audition tape and resume to WITZ, Box 167, Jasper, Indiana.

Cleveland suburban radio needs seasoned writer-reporter with news director potential. Must be strong in municipal affairs reporting. WPVL Radio, 1 Radio Place, Painesville, Ohio, 216-352-3155.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs announcer-engineer, emphasis news. Box 341, Worthington, Ohio.

### Programming, Production, Others

Bill Greer Productions: Please contact me. Need some work done in our area. Box F-191, BROADCASTING.

Wanted immediately—a combination program director and play-by-play sports announcer. Send resume, audition and photograph to Greely N. Hilton, WBUY-WLYM FM Radio, Lexington, N.C. 27292.

Continuity director. Experience in professional commercial writing necessary. Please forward sample copy with resume to Program Director, WSOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

### Situations Wanted Management

Young station relations executive—major network seeks general managers position. Box F-168, BROADCASTING.

Duck wants back in the water! Young, aggressive, take charge generalist seeks administrative responsibility with organization that gives a damn. Experience in broadcast and print journalism, community affairs, graphics/photography, programming, p.r./promotion, politics, business. All major market. Degree. First. Awards. No problems. Midwest preferred. Box F-188, BROADCASTING.



## Management continued

Group radio station owner available July 15. 18 years of TV and Radio promotional, sales, and management experience. 100% track record. Success in rock, MOR and CGW formats. Must have equity and/or stock option position. Past income for last nine years \$40,000 plus per year. Box F-169, BROADCASTING.

Lets get it together. I would like to put together, a money making leader, for you or your organization, or develop a station that's on the right track. Twelve, successful, years in broadcasting. Six years as a General Manager. Major market sales and programing experience. Complete knowledge of RAB, Brand-Rating-Index, and age and cost marketing. I will consider, sales managers job, with right organization. Age 31. Box F-192, BROADCASTING.

Assistant Manager & Program Director of one of New York State's most successful operations desires position as Manager or Program Consultant. Experience includes, sales, production. Details by phone or letter. Box F-222, BROADCASTING.

Young man with knowledge of all phases of radio seeks management position. Have extensive business experience and previous management experience. Radio and TV college major with intelligence and drive to make your station profitable. Any offer considered. Box-F-233, BROADCASTING.

## Sales

Top 30 Markets only. Top Biller, top qualifications. 1/69, took over depressed list (1968: \$21,000) doubled it to \$42,000 in 1969. Currently running 100% ahead of 1969 (thru 5/31/70) with \$7,000 billing for May in 6 station, 160,000 market. Well organized, stable employment history, top industry, client, character references. RAB trained. Age 27, 12 years broadcasting background. 1965 major university graduate. Minimum starting \$18,000. Box F-159, BROADCASTING.

Experienced Salesman. Available mid July. Resume upon request. Box F-196, BROADCASTING.

## Announcers

Talented major market rock jock with background in programing wants medium market PD post. First phone. Box E-126, BROADCASTING.

New Zealand announcer, 24, seeks position with U.S. station or agency. Copywriter/accounts background. Tape available. Box F-62, BROADCASTING.

First phone heavy wants work in S.W. or S.E. Rock, MOR, CGW. Box F-74, BROADCASTING.

CGW, 1st phone, sales. Large market experience. Hard worker, 28, single. Box F-133, BROADCASTING.

Contemporary jock. Experienced. First-phone. Major markets only. Box F-139, BROADCASTING.

Red headed, draft fulfilled, 1st ticket, college, 23 yrs, itching for 1st job in top 40-rock. Box F-172, BROADCASTING.

Wanted, station to help me prove that money can buy happiness. Twenty seven, eight years experience, First Phone. Prefer rock. Employed. No schlock junk operations. Five figure salary a must. Box F-176, BROADCASTING.

I keep having this dream in which this young-female-country-music singer knows she can make good if she can just find some way to make her adenoids grow . . . I gotta get to the MOR quick. . . please. Box F-177, BROADCASTING.

Questionable talent wants great paying MOR-personality job. Box F-178, BROADCASTING.

Unusual personality. 30. Family. Professional. MOR only, please. Box F-179, BROADCASTING.

Experienced morning man with No. 1 rated, large market AM/FM. First Phone, sales, production, news, sports. Will increase sales and ratings. Active in civic affairs, 30, married, excellent references. Tape on request. Presently working. Prefer year round tropical climate. Box F-180, BROADCASTING.

Los Angeles, surrounding areas 1st, young pro, rock, Up Tempo MOR. Box F-181, BROADCASTING.

Know meaning of work and radio. 1st ticket wants to work with professional organization. Box F-182, BROADCASTING.

Attention northern and central Ohio. An excellent jock for rock or MOR. Experienced. Box F-190, BROADCASTING.

1st phone, experienced. Would like rocker. Will consider other. Good production. Tape and resume upon request. Box F-193, BROADCASTING.

## Announcers continued

First phone announcer, 25, looking for rock or up-tempo MOR station. 8 mos. anncr/jock experience. References and tape upon request. Will relocate if right price. Box F-197, BROADCASTING.

Eager, intelligent, creative young man wants career in radio or TV. 25 years, veteran, 1st phone, college graduate (2 years), D.J., newscaster, commercial writer and administration, very confident. Box F-199, BROADCASTING.

Network vacation relief announcer desires, quality, straight announcing stint October 1st. Box F-203, BROADCASTING.

MOR/Country. D.J./newsman. Tight board. Permanent. East. Box F-204, BROADCASTING.

First Class, two years experience, dedicated, hustler, play-by-play, basketball, football. Like sports, program announcing-sales. Prefer eastern Minnesota, West or northwestern Wisconsin. Box F-215, BROADCASTING.

Play-by-play opening? Or combination? Tired of run-of-mill sportscasters? Receive refreshing tape from responsible, energetic, knowledgeable individual who has professional touch. Not interested if you don't place community and station responsibility first. Box F-216, BROADCASTING.

Sports announcer 1 yr experience in small market. Would like to move with sports minded station. Where sports and play-by-play are important part of programing. 23, married. Box F-224, BROADCASTING.

Navy Vet—Third endorsed—seeking announcer or announcer/sales. Prefer small market—midwest college town. Available third week August. Box F-226, BROADCASTING.

Personality top 40 or progressive rock only. Third, experienced, married. East Coast only. Box F-228, BROADCASTING.

Professionally trained announcer. Draft exempt, third endorsed. Box F-229, BROADCASTING.

Small or medium market rocker anywhere in the West need an eager summer replacement? Two years at college station, third, know the music well. Box F-230, BROADCASTING.

Extremely sharp—28—married—college—honorable discharge—top NYC announcing school graduate—third. Seeks first announcing position. Excellent news, conversation, DJ. Have great job in P.R., sales, but Radio-TV career a must. Personal interview essential. Metro NY, NJ area. Box F-231, BROADCASTING.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

Tight money forces top jock into short ad. Want to hear from you. Dan Cook, 205-591-1384. Box 1086, Birmingham, Alabama 35201.

Female D.J. . . . 3rd endorsed . . . traffic, bookkeeping, continuity . . . radio or TV . . . Los Angeles area . . . time to relocate . . . Donna Hastings, Manistique, Michigan

Experienced announcer. Third Phone. Draft exempt. Will relocate. Mike Johnston, 330 Elm Ave., Woodlynne, New Jersey. 609-962-8452.

First Phone Announcer-DJ. Top ratings, mature, sober. Respected in community CGW, MOR, Top 40. Midwest. Phone 317-453-3222 after 10:00 AM, or write P O Box 54, Kokomo, Ind. 46901.

Entertainment . . . put it back in radio. Personality announcer. Very capable assistant engineer. First phone, AM and FM announcing and engineering experience. Looking for rock or up tempo morning wakeup show. Will relocate for right job. Call the "Dragon", 707-642-2025, after 7 PM.

Experienced Chicago, first ticket, seek disc jockey work, instant reply, (813) NA5-2724, James Leonard, 187 NW Glenridge, Port Charlotte, Florida 33950.

Ambitious, dedicated first phone top 40 jock, tight board, etc. getting married in August. Draft free. Call for more—Dave (312) 446-4497.

Young, draft exempt, 3rd endorsed. Smooth delivery, pleasant voice and personality. Can run tight board. Prefer rock or MOR format. Salary open. Will relocate. Tape, resume upon request. Rob Anderson, 6717 So. L St., Tacoma, Wash. 98408, (GR4-3581).

College journalism major with 2½ years radio experience needs summer job. 3rd phone. Versatile. Any format. Near area. S. Van Goo, 615 E. 18th St., Yankton, South Dakota 57078. Phone 605-665-3369.

## Announcers continued

Broadcasting school grad with 3rd endorsed seeks contemporary MOR. Knows music, and willing to relocate. Tight board. Interested in play-by-play. Draft exempt. Tape, resume and photo on request. Tom Weed, 303 Frederick Street, San Francisco, California 94117, (415) 982-9640.

## Technical

Combo/1st phone . . . 20 years experience; AM/FM/UHF/VHF; all power; D/N; studio/transmitter . . . tape/board. 55, single, good health. Excellent BC. Box F-101, BROADCASTING.

First phone. Radio/Television transmitter engineering. Extensive experience. Night shift preferred. Reasonable pay; go anywhere. Box F-214, BROADCASTING.

Chief Engineer—all phases construction—maintenance AM/FM—Directionals. Box F-225, BROADCASTING.

First phone technician, transmitter experience, available immediately. Married, draft exempt, car. 716-567-2601.

## News

3.0 to 21.1 in just two months! Telephone-talk show host did that and much more. I am interested in doing a TV and/or Radio talk show in major market. Attention 50 kw's how about half-talk half-music all night to aid your A.M. ratings. There aren't many top flight talk men around nowadays . . . I'm one of them. Salary open, all contacts in strict confidence. Box F-219, BROADCASTING.

Top newsman-news director available now. Major market. News director at top rated major midwest station past five years. Excellent on air, writing, documentaries, sports. Award winner. College grad. Mature. Responsible. Bob Betts, Milwaukee (414) 771-0786.

Give the kid a break. Eager beginner from Newark, N.J. Call Mack Donn, 201-923-7646 or 180 Pomona Ave.

Responsible newsman. Graduated college, June. B.A. Degree R-TV, Broadcasting Journalism. Seeking start in small-medium market. Air experience, single, 26, veteran, third. Resume, tape, photo upon request. James Huska, 15602 Pastrana Drive, La Mirada, Calif. 90638.

## Programing, Production, Others

Copywriter, prefers New England area. 203-658-6196 or Box F-21, BROADCASTING.

Sales/Promotional oriented FM-PD available. Currently with nationally recognized progressive adult MOR chain. Major/medium NE market. Box F-200, BROADCASTING.

Sports play-by-play: dependable, good voice, 8 yrs. experience pro, college, prep basketball, baseball, football, hockey. College grad also experienced in management, sales, programing. Box F-211, BROADCASTING.

I wear lots of hats: engineering, production, news, announcing. I can take over the entire internal operation. If you're looking for experience, competence and a professional attitude, I'm looking for you. Box F-234, BROADCASTING.

Gemini with multiple talents seeks challenging position at stable operation. Five years in Washington, D.C. Area, as Program Director, Disc Jockey, First Class operator, talent promoter, artist and ventriloquist. Will consider all good offers. John Derrick, Box 28116, Wash., D.C. 20006, or (202) 332-9786.

## Television Help Wanted

### Management

Leading southeast VHF seeking outstanding newsman. Should be well versed in air work, writing, reporting, and film work. Salary open for right man. Excellent opportunity. Contact Al Fleming, News Director, WTVM, Columbus, Ga., 404-322-8828.

### Sales

Young aggressive local professional TV salesman for leading VHF network station in 50-size market located in city of 300,000 in mid USA. Station recognized for award-winning creative ability of staff which means chance for profitable creative selling. Opportunity to work with established active and good potential accounts. Sales bonus plan, profit sharing plan, excellent medical insurance coverage, paid vacations and opportunity for advancement. Box F-195, BROADCASTING.

Cable TV salesman needed for local channel time sales. Small market. Lakeshore Broadcasting, Box 324, Oswego, N.Y.



## Television continued

### Help Wanted Announcers

Wanted—aggressive, young TV Sports Director—play-by-play announcer for Top 50 network affiliate with exclusive rights to both college and professional sports in our market. Send resume to Box F-186, BROADCASTING.

### Technical

Staff technician: Needed for a middle western TV station. Full color operation, new equipment, top one hundred market area, fine city. Must have first phone, experience desirable, but not absolutely necessary. Reply to Box F-145, BROADCASTING.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York 772-1122.

Experienced first class engineers for educational station. Must be reliable. All new equipment. Contact Dennis Dunbar, Chief Engineer, WSKG TV, P.O. Box 954, Binghamton, N.Y. 13902.

Experienced television studio technician for CCTV operation. Duties include lighting, IO camera, set up, operation, maintenance. Work closely with television director. Interested candidates send resumes. Contact State University College, Oneonta, New York 13820. Telephone 607-431-3314.

### NEWS

Experienced news director looking for a challenge. Must be capable of running news department as well as gathering and presenting news on the air. Small station on way up. Midwest market. Box F-95, BROADCASTING.

Wanted young, aggressive asst in sports department of a VHF NBC affiliate in southeastern state capital city. Applicant should have strong air ability as well as proficiency with SOF and DOF cameras, editing and writing experience. Applicant will produce major college weekly coaches basketball show as well as cover local high school, college and professional sports. Send tape or SOF resume and samples of writing to Dick Edwards, WIS Television, Columbia, S.C.

Staff expansion will result in several news openings. Essential to send VTR or SOF along with resume indicating your strong interests and abilities; anchoring field reporting, editing sports, etc. All previous employers contacted for reference prior to hire. Prefer minimum of two years experience in broadcast news Opportunity to join stable news department in one of Nation's best news areas. All replies answered. McClatchy Broadcasting, 21st & Q Sts., Sacramento, Calif.

### Programing, Production, Others

Experienced, creative director-producer for medium market, VHF network affiliate, one of the Midwest's finest full color plants. Full experience, supervisory ability and creativity essential for direction of major local productions, documentaries and directing assignments. Give full details of production and directing experience and creative assignments in initial reply. An equal opportunity employer. Box F-147, BROADCASTING.

Midwest Public TV station seeks talented, creative film editor, experienced all phases 16mm double-system. Salary range \$7,000 to \$9,000 depending upon experience. Send resume to Box F-174, BROADCASTING.

San Francisco Net V needs a Producer/Director who thinks. Write me a paragraph about your background and a page of your ideas. Program Manager, Box F-221, BROADCASTING. (M/F, An equal opportunity employer).

Position Open—Executive Producer in educational television at new East Coast state network production center. Exceptional creative opportunity. Excellent production facilities. Salary \$12,357+ yearly, but negotiable. Equal opportunity employer. Master's degree, open circuit production, and some educational experience required. Starts at once. If qualified and interested, please call ITV Project Director, (301) 356-5600.

### Television

### Situations Wanted Management

Young professional executive who can cut costs and improve quality. Experience keyed to efficient operations, saleable programing and creative production Box E-125, BROADCASTING.

## Management continued

General Manager, sales manager, mature, up through the ranks professional with 15 years experience in sales management and general management in radio and television. Presently employed as general sales manager. Ready for larger market. Box F-100, BROADCASTING.

General Sales or National/Regional Sales Manager available now. 15 years National TV station representative. 3 years local TV station general Sales Manager. 3 years local radio sales. Experienced all phases TV/Radio broadcasting. Married. 2 children. Prefer midwest. Telephone 606-252-2127.

### Sales

Ready to go after my future. 8 years TV Production-Directing, 2 years Radio Announcing. College educated, no degree. Age 39, want Sales starter position or other with future. Box F-187, BROADCASTING.

### Announcers

Pro TV-Anncr (Journ. Major)—Employed—seeks New England TV—Adv.—University Pr. (References). Box F-213, BROADCASTING.

### Technical

First phone—maintenance or transmitter watch, field engineering. Box F-156, BROADCASTING.

### NEWS

Dedicated young professional will bring respect, loyalty, spirit and ability to your news operation. =I rated anchorman. Good appearance, delivery, production and demographics. Inquiries for news director-anchorman will receive thorough consideration and prompt reply. Box F-91, BROADCASTING.

Aggressive college graduate, former Army Information Officer, seeks young progressive news operation. Some talent desired. Box F-129, BROADCASTING.

Television news director—13 years experience cameraman to administration 17 man department. Editorial, documentary awards. Major market. Box F-130, BROADCASTING.

TV news reporter, experienced, currently employed. Sharp news sense, competent writer and film editor. Female—but not a women's news reporter. VTR on request. Box F-166, BROADCASTING.

Television newsman presently employed in top 25 market . . . BA Degree in Communications . . . Married . . . 27 . . . Experienced in all phases of broadcast news . . . color VTR and references on request. Box F-167, BROADCASTING.

Award-Winning 1969 Los Angeles Press Club newspaper reporter, 31, wishes to switch nearly three years indepth news experience to television reporting. BA, MA. Will relocate. Box F-170, BROADCASTING.

Available September: Crack writer-researcher, network feeder, experienced anchorman and news director (both media), specialist at public affairs/editorials. Have Masters Degree in Journalism. Now working on Doctorate (and teaching) at top journalism school. Prime references broadcasting and academe. Excellent voice/appearance. Box F-171, BROADCASTING.

Dynamic news producer, currently with group-owned station in top five markets. seeks additional responsibilities as producer or news director of major-market operation. Box F-201, BROADCASTING.

Available September 15 . . . Young . . . Versatile . . . News . . . Sports . . . Weather. Four years experience. Box F-218, BROADCASTING.

TV News Director/Anchorman available. 17 years experience including recent network correspondence. Would consider anchor work only. Box F-220, BROADCASTING.

### Programing, Production, Others

Documentary film team, script to screen, 17 years experience. Husband; producer-cameraman-editor. Wife; director-writer. Own equipment. Permanent employment or freelance assignments. Box F-114, BROADCASTING.

Experienced producer—director; top 50 market; live, tape, film M.S. Wanted: More challenging position as producer-director or production manager. Box F-184, BROADCASTING.

Graphic Artist with high style design background seeks position as art director with progressive operation. Nearly three years experience in programing, promotion, commercial, and print work with large market VHF. Bachelor degree in design. Box F-189, BROADCASTING.

## Programing, Production, Others

### continued

Documentaries, numerous awards, cinematography, editing, ideas, producer. Box F-194, BROADCASTING.

Future desired. Age 39/College—no degree, 10 years Radio-TV Production, 8 TV—2 Radio. Want future leading to management. Box F-198, BROADCASTING.

Are you looking for someone who is an expert on station operations, who is a perfectionist in production and a salesman to boot and best of all a Scotsman when it comes to cash flow? Your investment, 6¢ to reply to Broadcasting. Box F-217, BROADCASTING.

Director—4 years experience, some overseas, seeks PTV or commercial position that will challenge. Prefer sports but can handle anything. Box F-235, BROADCASTING.

Award winning cameraman, 30, experienced reporter. Malcolm Davies, Box 4054, Roanoke, Virginia 24015, 703-343-7185.

Gemini with multiple talents seeks challenging position at stable operation. Five years in Washington, D.C. area, as: Program Director, Disc Jockey, First class operator, talent promoter, artist and ventriloquist. Will consider all god offers. John Derrick, Box 28116, Washington, D.C. 20006, or (202) 332-9786.

### Wanted To Buy

#### Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irbuide St., Laredo, Texas 78040.

Wanted to buy—Amplex VR 2,000 or 1,200 include options and asking price. Box F-92, BROADCASTING.

### FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spirolite, 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.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

Self-Supporting towers from 50 ft. to 530 ft. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

Background music studio system. Automation Laboratories Autosperer plus two 14" tape decks in two door rack, \$1200. Box F-185, BROADCASTING.

RCA 5DX Transmitter. Final 692-R. Exceeds FCC Standards. Cream puff. Operating as main. Can see. Changing location. Need space. \$3,000. FOB WEEB, Southern Pines, N.C.

I.T.A. 10,000 D FM Transmitter. Excellent condition. Presently operating 101.5 mc. Reason for sale: Going to higher power. Spare parts and plate transformer can be generated at 5KW. Contact C. E. Edward L. Bryant, c/o WJCW FM Radio, Box W, Johnson City, Tennessee 37601, phone 615-926-6167.

FM Antenna, tower side-mounting type, RCA BFA-6A, horizontally polarized six-stack FM antenna for operation on 106.5 MHz, with de-cipher equipment. Recently removed from tower and now available. WMAR-FM, Baltimore, Md. Phone 301-377-2222.

For sale/lease: Color TV remote unit—U.S. and European standard, vehicle included. Length 30 feet, width 8 feet, four cameras full compliment lenses, six seater production control, 24 channel Neve audio console. All in excellent condition. View London. Further information from RPTA Ltd., 314 West 56th Street, New York City, 212-541-8730.

AMPEX 351. Good condition. 7½-3¾ ips. Full track. \$895.00. 419-782-4811 or H. R. Malone, Box 482, Defiance, Ohio 43512.

Breeze video test generator, Model VTC2B, produces long window, composite NTSC vtc in small, 2¼ lb. package, @ \$395.00. Made in USA for VIF International, Box 1555, Mtn. View, California 94040. (408) 739-9740.

## FOR SALE Equipment

### continued

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.

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, call collect 312-944-3700.

"1970 Test 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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(Continued from page 63)

ant. height 500 ft.; ERP 50 kw; remote control permitted. Action June 1.

■ Hudson Broadcasting Corp., Middleton, Wis.—Broadcast Bureau granted mod. of FM CP to change type ant.; remote control permitted. Action June 3.

Call letter application

■ KGEC(FM). KDES Inc., Palm Springs, Calif. Requests KDES-FM.

Call letter actions

■ WWJC-FM, The Titanic Corp., Duluth, Minn. Granted WGGR(FM).

■ WBNY-FM, Niagara Frontier Broadcasting Corp., Buffalo, N.Y. Granted WBNY-(FM).

■ WSTP-FM. WSTP Inc., Salisbury, N.C. Granted WRDX(FM).

**Renewal of licenses, all stations**

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, scheduled further hearing conference for June 16 (Doc. 18500). Action May 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered further depositions of Albert Kihn and Blanche Streeter to proceed; parties consult among themselves to establish schedule for taking of such depositions; parties report to examiner result of consultations during conference June 16 (Doc. 18500). Action June 3.

**Modification of CP's,  
all stations**

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KPLN(FM) Del Rey Oaks, Calif., to Dec. 24; WFTV(TV) Orlando, Fla., to Dec. 1; \*WHSD(FM) Hinsdale, Ill., to Dec. 17; WHYN-FM Springfield, Mass., to July 16; WCLV(FM) Cleveland, to Sept. 1; W77AF, W72AK, W80AH and W82AJ, all White Haven, Pa., to Dec. 1; WARD-TV Johnstown, Pa., to Dec. 1; WANS-FM Anderson, S. C., to Nov. 13; WMAL-FM Washington, to Sept. 16. Action June 1.

**Other actions, all services**

■ FCC adopted amended rule extending length of time permitted for construction of TV to 18 months and for construction of AM or FM to 12 months, effective July 13 (Doc. 18763). New rule also requires TV permittee to file progress report during ninth month after grant of CP. Action June 3.

■ 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, ordered record reopened July 14 to consider preferred testimony of Don Emilio Azcarraga and Senor Emilio Azcarraga Milmo both of whom shall appear and testify on July 14 (Doc. 18806). Action June 3.

**CATV**

**Final actions**

■ Vista, Calif.—FCC authorized Vista Cablevision Inc. to carry signals of Los Angeles TV's on system, and petition by Vista Cablevision for mod. of final order in proceeding on Midwest Television Inc. (San Diego market hearing, Doc. 18786) granted by FCC. Action June 3.

■ Middlesboro, Ky.—FCC granted petition by Middlesboro TV Systems Inc., CATV operator, for waiver of hearing requirements of rules. Middlesboro TV Systems authorized to carry signal of WKYH-TV Hazard, Ky. Action June 3.

■ Nebraska—FCC granted petitions filed by T-V Transmission Inc., CATV systems at Seward, Crete and Lincoln, all Nebraska, asking for waiver of rules to carry signal of KHAS-TV Hastings, Neb., on systems at Seward and Crete, and to carry signals of KHTL-TV Superior, Neb., and \*KYNE-TV Omaha, as well as KHAS-TV on system at Lincoln. May 27.

■ Bellevue, Ohio—FCC granted petition by Continental Cablevision of Ohio Inc., CATV operator, for waiver of hearing requirements of rules. Continental authorized to



carry distant signals of \*WVIZ-TV and WCTF(TV) both Cleveland; \*WBGU-TV Bowling Green, WAKR-TV Akron, all Ohio, and CKLW-TV Windsor, Ontario. Action June 3.

■ Zanesville, Ohio—FCC authorized Better TV of Zanesville Inc., CATV system, to carry distant signal of independent UHF WKBF-TV Cleveland. Action June 3.

■ Oregon—FCC directed Bay Television Communications Corp., CATV systems at Coos Bay, Eastside and North Bend, all Oregon, to provide carriage and simultaneous program exclusivity on its systems within thirty days for KOBI(TV) Medford, Ore. It was also directed to report, within same period, on progress in rewiring systems for higher channel capacity. Action June 3.

■ Pennsylvania—FCC directed Parkland Cable TV Inc., CATV systems at Whitehall twp., North Whitehall twp. and South Whitehall twp., all Pennsylvania, to show cause why it should not be ordered to cease and desist from further violation of program exclusivity requirements. Action June 3.

■ Newport News, Va.—FCC denied motion by Hampton Roads Cablevision Co., CATV system, to stay further proceedings under show cause order (Doc. 18841). Commission directed the CATV operator to show cause why it should not be ordered to cease and desist from carriage of certain contested TV signals April 30 in violation of mandatory stay provisions of rules. Action June 3.

■ Dayton, Wash.—FCC denied motion by Touchet Valley Television Inc., CATV system, to stay further hearing procedures under show cause order (Doc. 18825). Commission directed Touchet Valley to show cause why it should not be ordered to cease and desist from violation of CATV rules by failing to carry signals of KNDU(TV) Richland, Wash. Action June 3.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Newport News, Va. (Hampton Roads Cablevision Co.), CATV proceeding, continued prehearing conference to June 10 (Docs. 18841). Action June 3.

■ Hearing Examiner Charles J. Frederick in matter of California Water and Telephone Co., Associated Bell System and General Telephone System, and United Utilities Inc., tariffs for channel service for use by community antenna television system, corrected transcript of further prehearing conference held May 12 (Docs. 16928, 16943, 17098). Action May 26.

■ Hearing Examiner Isador A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, granted request by Touchet Valley Television Inc. and extended certain procedural dates with last scheduled hearing date of July 16 being unaffected by order (Doc. 18825). Action June 5.

■ Hearing Examiner Herbert Sharfman in Burlington, N. J. (General CATV Inc.), CATV proceeding, granted request of all private parties and certified to commission for disposition joint request for termination of proceeding. Broadcast Bureau's opposition to joint request and private parties' reply to opposition. Pending commission action on matter. Hearings held in abeyance (Doc. 18756). Action June 1.

### Translator actions

■ El Paso Natural Gas Co., Window Rock, Ariz.—Broadcast Bureau granted CP for new UHF translator to serve Navajo, Ariz., on ch. 78 by rebroadcasting KGGM-TV Albuquerque, N. M. Action June 2.

■ W09AP Ishpeming and Negaunee, both Michigan—Broadcast Bureau granted mod. of CP to change principal community of VHF translator to Beverly Hills, Teal Lake area, Eagle Mills and South Negaunee, all Michigan; change primary station to WLUK-TV Green Bay, Mich., via W70AQ Ishpeming, Mich.; change trans. location to junction of Highway M28 and M35, Negaunee; change type trans; make changes in ant. system. Action June 1.

■ K10GD Park Rapids, Minn.—Broadcast Bureau granted mod. of CP to change type trans. of VHF translator and make changes in ant. system; specify principal community as Park Rapids, rural and Lakeshore residents around Fish Hook, Big Sand and Potato lakes, Dorset and rural and Lakeshore residents around Long Lake, Minn.; condition. Action May 27.

■ K10GS Carson City, Nev.—Broadcast Bureau granted license covering changes in VHF translator. Action May 27.

■ K74AL Gold Beach, Ore.—Broadcast Bureau granted CP to change type trans.; K71AZ granted CP to change type trans. and make changes in ant. system of UHF translator. Action June 2.

■ Williamsport, Pa.—FCC granted application of WHP Inc., licensee of WHP-TV Harrisburg, Pa., for CP for new 100-watt UHF translator to serve Williamsport on ch. 70 by rebroadcasting WHP-TV. Minimum separation requirements have been waived. Action June 3.

■ Hearing Examiner Charles J. Frederick in Williamsport, Pa. (WGAL Television Inc. [W80AJ]), translator proceeding, re-scheduled prehearing conference for June 17 (Doc. 18850). Action June 4.

■ Fajardo, P.R.—FCC granted application by Ponce Television Corp., licensee of WRIK-TV Ponce, P.R., for CP for new 100-watt UHF translator to serve Fajardo on ch. 78 by rebroadcasting WRIK-TV. Action June 3.

■ K02CV Dummer, Puyallup, Steilacoom, University Place and Narrow View, all Washington — Broadcast Bureau granted mod. of CP to change type trans. and make changes in ant. system of VHF translator. Action May 27.

### Ownership changes

#### Applications

■ KCSJ(AM) and KOAA-TV Pueblo, Colo.—Seek transfers of control of Sancre De Cristo Broadcasting Corp. from William M. White Jr. (25.641% before, none after) to Helen T. White (none before, 25.641% after). Consideration: \$173,465. Principals: Mrs. White is chairman of the board of Minnequa Bank of Pueblo, First National Bank of Alamosa, Bank of Aspen, First National Bank of Salida and First National Bank of Durango, all Colorado. Ann. June 3.

■ WOCB-AM-FM West Yarmouth, Mass., WVPO-AM-FM Stroudsburg, Pa., and WDOS(AM) Oneonta, N.Y.—Seek assignment of licenses from Ottaway Stations Inc., Pocomo Broadcasting Inc. and Ottaway Stations Inc., respectively, to Sea-Mount Radio Corp. of Massachusetts for \$765,000. Principals: James H. Ottaway and family, sole owners. Divestiture is for corporate reorganization. Principals retain identical percentages of ownership in subsidiary Sea-Mount. Ann. June 3.

■ KYIT(AM) Missoula, Mont.—Seeks assignment of license from W. L. Holter (87.5% before, same after) and Stephen A. Schoen (12.5% before, none after) to W. L. Holter and Gene S. Peterson (none before, 12.5% after). Consideration: \$16,600. Principals: Mr. Peterson is former station manager of KGVO(AM) Missoula. Ann. June 3.

■ KRNY-AM-FM Kearney, Neb.—Seek assignment of licenses from Radio Kearney Inc. to Semeco Broadcasting Corp. for \$185,000. Sellers: John W. Payne, president, et al. Buyers: W. O. Corrick, president (90%), and Charles A. Barber, secretary (10%). Buyers own KICX(AM), McCook, Neb. Mr. Corrick is general manager of KICX. Mr. Barber is general manager of cattle feeding operation. Ann. June 3.

■ WEKT(FM) Hammondspport, N.Y.—Seek transfer of control of Taylor Aviation Inc. from Ellen K. Taylor (50% before, none after) to Walter S. Taylor (50% before, 100% after). No consideration involved. Part of arrangement for termination of marriage. Ann. June 3.

■ WSNY(AM) Schenectady, N. Y.—Seeks transfer of control of Radio WSNY/1240 Inc. from Gene F. Seehafer, Francis J. Stratman, et al (100% before, none after) to Vallewide Enterprises Inc. Consideration: \$154,000. Sellers: Gene F. Seehafer, president, et al. Buyers: Enrico Frank Bove, president (14.45%), Henry Valentino, executive vice president-secretary-treasurer (29.51%), Frank A. Bove (12.95%), et al. E. F. Bove and F. A. Bove own 14.4% and 14.8% respectively, of WMRI(AM) Marion, Ind. Ann. June 3.

■ WIVI-FM Christlansted, St. Croix, V. I.—Seeks transfer of control of HRH Inc. from Raymond E. and Hazel M. Higdon (jointly 51% before, 50% after) to Eugene B. and Virginia I. Gray (jointly 49% before, 50% after). Consideration: Messrs. Higdon and Gray purchase 17,400 shares and 17,600 shares, respectively, each paying \$25,000. Ann. June 3.

■ WBKV-AM-FM West Bend, Wis.—Seek transfers of control of West Bend Broadcasting Co. from August C. Berkholtz, deceased (100% before, none after) to Ethel B. Berkholtz, executrix of A. C. Berkholtz estate (none before, 100% after). No consideration involved. Ann. June 3.

### Actions

■ WABF-AM-FM Fairhope, Ala.—FCC granted transfers of control of Eastern Shore Broadcasters Inc. from J. Kege Bishop, Julia H. Bishop and Robert H. Cowen (as a group, 100% before, none after) to J. Russell Kilgore Sr. and Bettie F. Kilgore (none before, jointly 100% after). Consideration: \$100,000. Principals: Mr. Kilgore is executive director of recreation and tourist service. Mrs. Kilgore is personnel director for hospital. Action June 3.

■ WINF(AM) Manchester, Conn.—Broadcast Bureau granted assignment of license from Profit Research Inc. to National Media Corp. for \$500,000. Sellers: Sidney Walton, president, et al. Buyers: Robert D. Charnas, president (24%), Edyth Charnas (15%), Jan Levison, secretary (10%), et al. Miss Charnas owns 29% of textiles firm. Action June 3.

■ WXPQ(AM) Eatonton, Ga.—Broadcast Bureau granted assignment of license from Eatonton Broadcasting Co. to Eatonton Broadcasting Inc. for \$75,500. Sellers: Lawrence S. Lane and Paul J. Wolfe Jr., partners. Buyers: Lerner O. Benton III, president (51%), Nancy T. Benton, treasurer (31%), David H. Thomas, vice president (15%), and William A. Connelly, secretary (3%). Mr. Benton owns 99% of petroleum products jobber. Mr. Thomas owns 50% of real estate interests. Mr. Connelly is career sergeant. Mrs. Benton is school guidance counselor director and has interest in real estate. Action June 3.

■ WDNL(AM) Warren, Ohio—Broadcast Bureau granted assignment of license from Daniel Enterprises Inc. to Warren Broadcasting Corp. for \$61,254. Sellers: Leon Enken, president, et al. Buyers: John A. Bagler, president-treasurer (90%), L. W. Stauffer, vice president (10%). Mr. Bagler owns 85% of automobile dealership, 70% of leasing company and 33 1/3% of credit firm. Mr. Stauffer owns Niles Suburban Newspapers Inc., Niles, Ohio. Action May 28.

■ KLUR(FM) Wichita Falls, Tex.—Broadcast Bureau granted assignment of license from Nortex Broadcasting Co. to KLUR Broadcasting Co. for \$35,000. Seller: Bobby J. Miks, sole owner. Buyers: Carl M. Adams, president (60%), William A. Wensink, vice president (25%) and William E. Wickens, secretary (15%). Mr. Adams has 67.5% interest in KNCY(AM) Nebraska City, Neb., and Mr. Wickens owns 22.5% of that station. Mr. Adams has real estate interests and owns business and financial consultant firm. Mr. Wickens is attorney and has other business interests. Mr. Wensink owns 2% of diversified electronics firm, 50% of appliance company and 33 1/3% of used car dealership. Action June 3.

■ WKBY(AM) Chatham, Va.—Broadcast Bureau granted transfer of control of Pittsylvania County Broadcasters Inc. from George G. Beasley (51% before, none after) to Everett C. Peace Jr. (49% before, 100% after). Consideration: \$107,000. Principals: Mr. Peace is general manager of WKBY and owns 50% of WYNG(AM) Goldsboro, N.C. Action June 3.

■ WFHR(AM) and WWRW(FM) both Wisconsin Rapids, Wis.—FCC granted transfer of control of William F. Huffman Radio Inc. from Louise F. Huffman (75.4% before, none after) to William F. Huffman, trustee (24.6% before, 100% after). No consideration involved. Action June 3.

### Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through June 9. 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*.

■ Chelmsford, Mass.—Delco Co. has applied for a franchise. Further action will be taken pending the state legislature setting up guidelines for licensing and regulating CATV.

■ Columbia, Mo.—A franchise has been granted to CATV of Columbia Inc. Voters must approve the franchise.

■ Monroe, Mich.—ATM Communications Inc. has applied for a franchise. Subscribers would pay a maximum of \$12 for installation and \$4.75 a month. The company proposes to pay the city 4% of annual total gross receipts up to \$250,000 and 6% of gross receipts above \$250,000. (Corrected item.)

Leonard Goldberg always believed he should be in television programming. So, from his research-department post as director of special projects at NBC-TV in 1960, he would regularly send memos to Robert E. Kintner, then president of the network, with his suggestions for improving the caliber of programs. The results were hardly what he expected.

When he answered his phone one morning, the voice at the other end asked: "Len Goldberg?" "Yes," he replied. "This is Bob Kintner. Are you in research?" "Yes, I am," Mr. Goldberg answered. "Well, stay there" was the network president's advice, and he hung up. "I figured my time with NBC was just about up," Mr. Goldberg says now.

Today, Leonard Goldberg is vice president in charge of network television programming at Screen Gems, Hollywood. He is starting his second year in the supervision of the studio's present product and the development and sale of new shows. His freshman term must be counted as a strong opener.

Screen Gems has four new shows, totaling two-and-a-half hours, starting on the television networks this fall. The studio also produces on tape the *Johnny Cash Show* and its summer replacement, *Johnny Cash Presents the Everly Brothers*.

At 36, Mr. Goldberg has been injecting youth into his studio's product. The four new shows involve young stars; one includes several pre-teen performers. But at 36, Mr. Goldberg has already been seasoned in network programming.

It wasn't long after the Kintner phone call that Mr. Goldberg left NBC to head daytime television at BBDO. From there he went to ABC-TV, becoming vice president in charge of daytime programming. He brought new life to that schedule with *The Dating Game* and *The Newlywed Game*.

"We started a serial while I was there that I thought no one would turn down," Mr. Goldberg says. "Yet, when we showed the pilot to the network decision makers, I was almost run out of the office." There may have been some doubts as to the success of *Dark Shadows* when it first aired, but they have since proved groundless.

He brought *The Mod Squad* and *Room 222* to ABC-TV pointing up his belief that entertainment programs can contain a message and still be successful. "You stand a better chance of acceptance if you incorporate that message into the natural dialogue of the program," Mr. Goldberg says. "Regardless of how important the message is, you can't make points—social or Nielsen—if you're off the air, and to stay on, you have to entertain."

Now that he is producing and selling programs, his guidelines for staying on the air are couched in three questions

## The Goldberg story: one false start, steady climb since

he asks about every script he reads. "The first thing I want to know," Mr. Goldberg says, "is whether the show is distinctive. If someone says a script needs a young Robert Redford, or a variety show idea requires another Tom Jones, I'll discard it. Why should an audience be expected to watch a copy if they can see the original somewhere else?" he asks.

"If a script is distinctive, I next question the idea's durability. Can the show hold up for three years? I'm interested in what the script for the 63d episode is, just as much as the first or fifth or 20th." Mr. Goldberg notes. "Then I ask if the show gives the audience a different visual treatment. One of our new programs, *The Young Rebels*, is a costume drama," Mr. Goldberg points out. "This comes at a time when there are no other shows of this type on the air and I believe that it will be well received by the viewers

in the fall."

An affirmative answer to those questions does not insure a successful series, as Mr. Goldberg is quick to emphasize. He says that his next step is to try to sign the best individuals for each show. This means the right star, but also includes producers and directors, writers, cameramen and grips.

As to any new programming tricks he may have, Len Goldberg says they involve taking old stories and treating them in a new way, either with a fresh interpretation or with new people. "Don't let the desire to reach a younger audience fool you," he says. "Any show that programs strictly to the 18- to 25-year-old will go off the air under present standards because it can only muster a 20 share. We have almost reached the point of 'relevating' the audience to death and I believe they are a little tired of it."

There may come a day, however, when a 20 share will be considered acceptable, Mr. Goldberg thinks. "I once asked an advertiser if he would be happy knowing that his program resulted in a million people buying his product," Mr. Goldberg relates. "He told me he would be happy with 200,000. What I think this means is that a program no longer has to have a 30 share or reach 25-million people to be successful. If I produce a show that reaches only eight or 10 million who would be highly susceptible to buying the advertiser's product, I might only have a 15 or 20 share, but the program would be an outstanding success. This is the direction I think television is heading," he says.

Eventually, he says he would like to produce shows that appeal to highly segmented groups of the population, audiences that would be smaller in numbers but highly selective in their attitudes. "Television could reach its full creative potential and most effective advertiser usage if a program could successfully reach the four-million people who agree with your point of view. It's not unreasonable to assume they will buy your product as a result, either," Mr. Goldberg believes.

Mr. Goldberg attributes his success both at the network and studio levels to a deep concern for the work he does. He gathers around him others who feel the same way. "My job is a very personal thing. The day it becomes just another vocation is my last."

The future, indeed, appears bright for Leonard Goldberg, who began in television at \$65 a week checking station clearances and once turned an ABC studio parking lot into a beach for *Never Too Young*, a TV series. "I got into this business because I was absolutely fascinated with TV," he says, "and there is nothing else I would rather do."

### Week's Profile



Leonard Goldberg—VP in charge of production, Screen Gems Inc., Hollywood; b. Jan 24, 1934, Brooklyn; BS in economics, Wharton School, University of Pennsylvania, Philadelphia, 1951-55; research department, ABC-TV, New York, 1955-56; supervisor of special projects, NBC-TV, 1956-60; broadcast coordinator in charge of daytime television, BBDO, New York, 1961-63; manager of program development, VP in charge of daytime TV programming, VP in charge of current programming, VP in charge of network TV programming, all ABC-TV, New York, 1963-69; current position, Screen Gems, April 1969; bachelor; hobbies—tennis, sailing, movie going.



## Two systems

All within the past month the FCC has initiated rulemaking to enlarge the broadcasters' responsibilities under the fairness doctrine, a group from Yale and the New Haven Black Coalition has petitioned the FCC to commandeer broadcast time for opponents of President Nixon's policies, and Senator J. William Fulbright (D-Ark.) has argued that there ought to be a law requiring broadcasters to give time to Congress, as well as to the President, on demand.

Each of these proposals is an extension of a doctrine that started out innocently enough as a simple affirmation of the principle of fairness but that has grown into a monstrosity of federal regulation. In its original form, as stated in 1949, the doctrine said only that broadcasters ought to provide reasonable opportunity for the presentation of conflicting views. As it is now being read, after 21 years of bureaucratic accretion, it suggests that broadcast time must be made available to—indeed thrust upon—anybody with a point of view on any issue of public consequence.

The difference in the two concepts can make a profound difference in the nature of radio and television. As originally conceived, the fairness doctrine was applicable to broadcasting as a form of journalism. Though even so harmless an exhortation to be "fair" would probably have offended the writers of the First Amendment, it at least implied that broadcasting was in the charge of broadcasters, as the press was in the charge of publishers, and that editorial judgments would in the end be left to those in charge. As now corrupted, the doctrine would turn broadcasting into one big Hyde Park and broadcasters into nothing more than custodians, tending the grass and arranging the soap boxes.

Broadcast journalism, as developed and now practiced by the stations and networks of the huge commercial radio and television systems, can only wither under more regulation of this kind. If it withers, the public will be the loser.

There is, however, a way to satisfy the regulators and the academics and the politicians who want access to the air and at the same time protect the vital journalistic function of radio and television. Why not use the government-subsidized noncommercial broadcast system as everybody's Hyde Park? It could become the all-purpose platform.

## Precedent with punch

Whenever the professionals argue about regulation they invariably dig into legislative history to determine "congressional intent." It carries an omnipotence unexcelled by any other authority save possibly that of the Supreme Court, and even the court is subject to congressional correction.

Of timely interest is pending legislation that would exempt joint newspaper operating agreements from the antitrust laws. The Senate passed such legislation and last week the House Judiciary Committee, despite a hostile chairman, approved the Senate bill by 13 to 8. There remains Senate approval and presidential signature, both of which are anticipated.

The legislation would protect joint agreements now in effect in 22 cities, in which the newspapers have combined their mechanical and business operations while maintaining separate and competitive news staffs.

It seems obvious that what Congress does in the newspaper-hardship legislation should clearly convey its attitude

in regard to the FCC's proposed rulemaking on separation of newspaper and TV-station ownership, not to forget cable TV. To force separation on the enlarged one-to-a-customer philosophy would diffuse ownership and make individual operations more costly. This in turn could mean curtailment of the public-service activities of the new absentee owners. Moreover, it would be difficult for them to spread their allegiance in such a way as to serve the new communities with the same zeal as they served their old. This is the very criterion the FCC pursues in its local-ownership quest under existing procedures.

When the joint newspapers in 22 cities were defeated in the Supreme Court under the antitrust laws, they carried their case to Congress. With the record and personnel of the present Supreme Court what they are, it might be prudent for the joint broadcasting and newspaper committees, marshalled under the auspices of the National Association of Broadcasters and the American Newspaper Publishers Association, to consider legislation as the first, rather than the final, step in the attack upon what would be usurpation of the legislative function by a regulatory agency—itsself a creature of Congress.

## Sloan's liniment

At the same time that the FCC is considering ground rules that would shape cable television, President Nixon has endorsed an 18-month, \$500,000 study of the future of cable television.

The President's letter to the Sloan Foundation, sponsor of the study, observed: "Perhaps for the first time in history we are aware that the time to think about the consequences of a technology is before it has become so firmly fixed that it is very nearly beyond reconsideration."

It's hard to argue with that observation, and we don't think the FCC should.

No one will be mortally hurt if government regulators mark time for the next year and a half while the Sloan commission does its work. Existing cable systems can go on doing what they have been doing. Expansion can occur under present terms.

Once the Sloan commission findings are in hand, the system of regulation can be drawn more on projections than on assumptions. It is the tidier way to proceed.



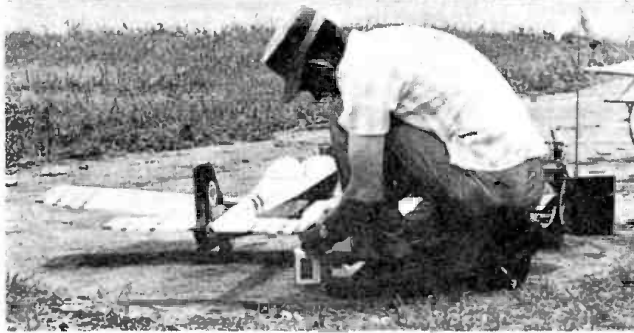
Drawn for BROADCASTING by SIA HIX  
"The color's all faded, washed-out. Could it be all those bleach and detergent commercials?"



## In the Dallas-Fort Worth Market...

In Texas there's a saying: "If you don't like the weather, wait a few minutes." And the elements are often that changeable.

But when summer sets in, a man could almost broil a steak on a Texas street, day after day. Then in their spare time, Texans take refuge in lakes, on backroads and highways, in the air or under the air conditioning. Summer finds Texans relaxing. Watching TV. Receptive. And that's when advertising in this market of over one million households produces some hot sales.



*Represented Nationally by  
Peters, Griffin, Woodward, Inc.*





A pack of dogs broke loose from a dog catcher's wagon  
and raced crazily through the fields of a well known tobacco plantation.  
Friends, does your cigarette taste differently lately?

