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THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

ARB confronted by massive subscriber revolt
Black radio: a medium changing with its audience
Autopsy ordered on that old Overmyer sale of UHF's
Cox loses most big ones at his last FCC meeting

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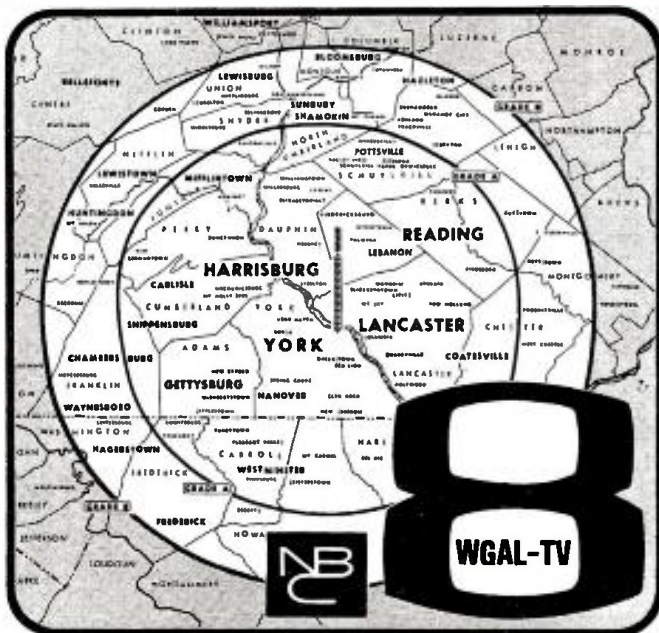


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Paper work

Despite none-too-subtle effort to force FCC to expand conglomerate ownership inquiry (BROADCASTING, Aug. 17, 24), it's by no means certain this will happen. To extend study from 10 to 50 companies (none as yet specified) would entail executive-branch approval. On ground that preliminary report, which was leaked or planted, produced little of probative value, Committee on Communications Industry of Advisory Council on Federal Reports, which consults with Office of Management and Budget at White House, already is resisting project as unnecessary, expensive make-work at time when government is seeking to bolster sagging economy and reduce government overhead.

Frank U. Fletcher, Washington communications attorney, chairman of committee, has already had preliminary meeting to study proposed new questionnaire. Meeting with Budget personnel is called for Sept. 18.

Interest in interest

Feasibility of penalty approach by broadcasters in attacking accounts-receivable problem—through imposition of interest charge on overdue accounts—is being explored by Radio Advertising Bureau at suggestion of number of broadcasters. Figure most frequently mentioned seems to be 1% per month, equivalent of 12% per year, but apparently there are legal as well as financial questions to be researched. For one thing, some states limit such interest charges to less than 1% month (while others permit more). General approach has obvious attractions, however, particularly since with substantially overdue accounts—and many are—someone else is now getting interest on broadcasters' money.

Could be worse

Veteran network watchers from advertiser and agency vantage points seem agreed that, considering state of 1970 economy, TV networks' fall sales must be rated healthy. These sources estimate fourth-quarter prime-time sales at about 90% of inventory on ABC-TV, 85% or so on NBC-TV and CBS-TV. For CBS and NBC that is figured to be few percentage points short of their levels approximately year ago, but for ABC it seems clear improvement, attributed in part to early jump ABC got through sell-out of prime-time pro football. Sell-

ing time left before start of new-season schedules: about two weeks at CBS and NBC, three at ABC.

Many-sided man

FCC Chairman Dean Burch is causing some observers to recast their image of him. As former chairman of Republican National Committee and aide to symbol of conservatism, Senator Barry Goldwater (R-Ariz.), Mr. Burch was casually categorized as industry man when he took over at FCC last year. But he is showing some signs of being consumer's man, of all things. There is, for instance, his reaction to petitions of ACT (Action for Children's Television), to ban commercials from children's television programming and require stations to carry 14 hours weekly of kiddie fare, and TUBE (Termination of Unfair Broadcasting Excesses), to establish code aimed at barring deceptive ads from television.

His interest in those petitions is major reason they have not gotten short shrift they had been expected to receive ("Closed Circuit," Aug. 17). Chairman Burch cannot envisage commission adopting proposals in either petition, but neither does he feel commission can walk away from questions petitions raise. Thus, he expects commission to take some action—and not simply dispense "eyewash," either.

San Jose off block

Continental Urban TV Co. (in which Washington communications law firm of Welch & Morgan are principals) has withdrawn from sale of Channel 26 KGSC-TV San Jose, Calif., because of improved economic posture of station. Decision was made, reportedly, after \$2.7-million offer for facility, on air since 1967, had been rejected. Welch & Morgan still have on block construction permits for Channel 24 KGSL(TV) St. Louis and Ch. 29 KGTC(TV) St. Paul.

Black box

Teleprompter Corp., New York, is reported to be prepared to commit approximately \$1 million as initial investment in Vicom Industries, Ann Arbor, Mich., which has developed two-way communications system for cable TV. Investment by Teleprompter is expected to be made shortly, and plans are to test system in on one or more of Teleprompter's California cable systems later this year. Teleprompter long has

believed that cable TV has potential in merchandising field (ordering by cable) and years ago attempted to develop system it called "key TV" to perform in such service.

Harold Katz, president of Vicom, says his device is capable of sophisticated two-way communication, going well beyond "yes" and "no" response. It can become component in hard-copy delivery system or cathode-ray display screen at home TV receiver, Mr. Katz claims.

Number two at OTP

First deputy director of new Office of Telecommunications Policy is expected to be Dr. George Mansur, formerly director of microwave and space-systems division of Collins Radio Co., Dallas. Dr. Mansur is already working at OTP on consultancy basis. His appointment will be announced after his boss, Dr. Clay T. Whitehead, is sworn in as director—and that is expected to occur after President Nixon returns from San Clemente, Calif., after Labor Day.

Dr. Mansur, 42, with 18 years in private industry, would provide OTP with technical expertise and background lacked by 31-year-old Dr. Whitehead. Dr. Mansur received medal from National Aeronautics and Space Administration for work on Apollo tracking network. He is also known in intelligence community for his work in developing communications devices for intelligence work.

Together again

FCC fanciers who have observed close relationship between outgoing Commissioner Ken Cox and outgoing Deputy Broadcast Bureau Chief James Juntilla have speculated upon what breakup of this de facto team that has prevailed for decade will mean. Actually, it develops, they'll be foraging in same field again, but on opposite sides of fence. Mr. Cox, who becomes officer of Microwave Communications of America as well as private lawyer, will emerge as specialist in common-carrier field, with headquarters in Washington, practically stone's throw from FCC (see page 28).

Mr. Juntilla, it now develops, is moving from Broadcast Bureau to Common-Carrier Bureau at FCC. He will become special assistant to Bernard Strassburg, Common-Carrier Bureau chief, protected for two years at his present pay of \$34,810.

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Some major TV broadcasters are still resisting American Research Bureau's rate increases. ARB may face large financial loss, and boycotting stations would find it difficult and expensive to sell without ARB reports. See . . .

Subscriber uprising threatens ARB . . . 19

Ladies of the liberation movement lash out at Silva Thins, Ivory Liquid, Pristeen and *Cosmopolitan* commercials, calling them offensive, insulting and degrading to women, and refusing to buy products. See . . .

Women's Lib boycotts 4 products . . . 22

Outgoing FCC Commissioner Kenneth A. Cox—participating last week in his last commission meeting—sees ad guidelines adopted and his community survey proposal accepted but tastes defeat on other items. See . . .

Cox gets parting shot at FCC issues . . . 25

Commissioner Kenneth A. Cox leaves FCC post today to become senior vice president of Microwave Communications of America. He will also be associated with Mi-Com's law firm, Haley, Bader & Potts. See . . .

Cox joins Mi-Com as senior VP . . . 28

D. H. Overmyer case involving transfer of 80% of five UHF construction permits will be subject of FCC evidentiary hearing to determine whether Mr. Overmyer misrepresented out-of-pocket expenses in selling CP's. See . . .

Overmyer case surfaces again . . . 30

Zenith's Radio Corp.'s Phonevision system for subscription television is first technical system for service to receive advance approval from FCC. Company says it is prepared 'to move ahead as rapidly as needed.' See . . .

Phonevision gains FCC approval . . . 32

Senate confirmation hearings show no opposition to five presidential nominees as directors of Corp. for Public Broadcasting; Thomas Moore, former ABC-TV president, was fifth and last-minute nominee. See . . .

A quiet hearing on CPB nominations . . . 34

Broadcasters complain that windshield radio antennas built into new General Motors automobiles are responsible for deterioration of FM broadcasts and corresponding worsening of AM reception. See . . .

GM antennas pick up static . . . 38

Sound of black-oriented radio has evolved considerably over past decade, particularly in terms of increased community involvement. SPECIAL REPORT examines some of leading outlets. See . . .

Black radio: On a high wire with no net . . . 44

ABC-TV and CBS-TV join NBC-TV in implementing FCC's rule giving time for views opposing President Nixon's on Indochina; war critics lined up, air dates announced. ABC takes pains to schedule incumbents. See . . .

Prime time opens to war critics . . . 51

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Broadcasting

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TV stations urged to file ASCAP reports

Smith says failure means higher rate for all

Robert H. Smith of WCYB-TV Bristol, Va., chairman of All-Industry Television Stations Music License Committee, called Friday (Aug. 28) upon all TV stations that have not already done so to file promptly with American Society of Composers, Authors and Publishers their 1968 and 1969 revenue reports as recalculated on basis of new ASCAP music-license contract that went into effect late last year.

"Filing is a requirement under the ASCAP license," Mr. Smith said. "Failure to file will not reduce the stations' liability to ASCAP but will result in a higher [ASCAP] rate for all stations. Your committee urges you to file promptly."

Mr. Smith said committee had no way of knowing which stations had not filed but that independent accounting firm administering this part of contract had reported some stations have not filed revised reports for 1968 and 1969

and some are behind for 1970.

Other sources said most stations filing new 1968 and 1969 reports based on new contracts should get rebates from payments previously made for those years.

New license terms provide for stations to pay ASCAP at rate of 2% of specified revenues up to industry average for 1964-65 but at rate of only 1% on revenues above that average.

Mr. Smith said ASCAP had agreed that 1968 and 1969 reports mailed by Sept. 14 or received by ASCAP by end of that week will be included in computation for those years. Later filings will be computed in year in which received, as provided by contract.

Mr. Smith suggested stations having questions call him at (703) 669-4161, or Don Schapiro or Michael Finkelstein of committee's New York legal counsel at (212) 422-8180 or Ron W. Iron of National Association of Broadcasters at (202) 293-3500.

KNBC(TV) license renewed

Application for renewal of license of KNBC(TV) Los Angeles has been granted for remainder of license term—until Dec. 1, 1971—FCC announced Friday (Aug. 28).

In connection with next renewal application to be filed by NBC for its channel 4 outlet, commission said it will require assurance that NBC is continuing to implement measures to improve program security. KNBC's next renewal application is due Sept. 1, 1971.

Station's renewal application was challenged by competing application for facility filed by Voice of Los Angeles Inc. (BROADCASTING, Feb. 10, 1969). Both applications were set for hearing in July 1969 on issue involving two KNBC programs. Programs were *Golden Globe Awards*, annual presentation to TV and motion picture performers by Hollywood Foreign Press Association; *Hollywood Squares*, independently produced network program, and *PDQ*, syndicated show produced at NBC's Burbank, Calif., studios.

Commission said network had misled public in several presentations of *Golden Globe* program by leading it to believe winners were selected by

foreign publications and that victors were secret until announced. In *Hollywood Squares* and *PDQ* quiz programs, FCC said some guest celebrities had been supplied questions and answers in advance and that network failed to inform viewing public of fact.

Subsequently, commission approved agreement between NBC and Voice for withdrawal of Voice's construction permit application in return for \$102,460 in reimbursement expenses. KNBC application was then returned to processing line (BROADCASTING, July 6).

Vote on renewal was 6-to-1 with Commissioner Nicholas Johnson dissenting.

Time given to blacks

As it has in two previous cases, FCC last week granted group of local blacks extension of time in which file petitions to deny against renewal applications of stations in community, this time Youngstown, Ohio. Purpose of delay, as in Atlanta and Nashville, is to permit blacks time to complete negotiations with stations on their programming and employment practices.

Stations involved are WFMJ-AM-FM-

TV, WKBN-AM-FM-TV and WBBW-AM-FM. Commission extended deadlines for filing against them for 30 days, to Sept. 30, at request of Black Broadcasting Coalition (BBC). It had requested 45 days.

BBC, in telegram requesting extension of deadline, said it had submitted programming and employment proposals to stations "on or about May 11" and that negotiations that would eliminate need for petitions to deny were proceeding "in good faith."

Commission, in response reportedly approved Thursday, said that while it does not look with favor on such requests, it would grant this one in view of negotiations now underway. Vote reportedly was 6 to 1, with Commissioner Robert Wells lone dissenter.

Another buying group

Another new Midwest independent media service company, The Media Bureau Inc. was announced in Chicago Friday (Aug. 28) by founder and president, Richard C. Pickett, until recently vice president and media director of Edward H. Weiss & Co. there. Earlier in week new media firm opened in Detroit area under name of American Media Group Inc. (see page 22).

Mr. Pickett said Media Bureau will serve both agencies and advertisers with full range of media, marketing and research services. Firm will consult and plan as well as buy media.

Norma Wren has been named vice president and media director. She formerly was media supervisor at Weiss and earlier in media at various smaller Chicago agencies. Mr. Pickett earlier had been at William Esty Co., Foote, Cone & Belding and Post-Keyes-Gardner.

FCC turns down GOP, Dole

FCC was sweeping up Friday (Aug. 28) some fallout from its spate of fairness doctrine decisions announced Aug. 14 (BROADCASTING, Aug. 17). In one action, it said it does not intend to permit undue delay in resolution of opposition to its ruling that CBS must afford time to Republican National Committee for reply to July 7 broadcast by Democratic National Committee chairman Lawrence F. O'Brien.

In other, it denied request by Senator Robert Dole (R-Kans.) that it stay its order denying him and 10 other senators

their request for free time on NBC-TV (see page 57).

Commission made comment on resolution of matter involving CBS in denying GOP petition that DNC be directed to file pleading in proceeding two weeks ahead of date now due, Sept. 15. DNC has asked commission to reconsider its order; next pleading would be response to RNC opposition filed last week (see page 51).

Commission noted that CBS has announced intention to request reconsideration also (BROADCASTING, Aug. 24) and that it will attempt to file by Sept. 4. Accordingly, commission said, acceleration of DNC filing would not expedite matters.

But it said it expects all pleading to be filed by mid-September and that it does "not intend to permit resolution of the issue to be unduly delayed."

Senator Dole and colleagues requested stay in connection with appeal they have filed in U.S. Court of Appeals in Washington. They are seeking to overturn commission ruling that they are not entitled to free time on NBC-TV as result of broadcast by Senate doves who paid for time for May 12 broadcast to urge support for Amendment to End the War.

Senator Dole had said that effect of commission ruling had been to encourage NBC to grant further time to senators who hold views on war opposed to him and his 10 colleagues.

He was referring to program scheduled for tonight (Aug. 31), 7:30-8 p.m., featuring Senators J. William Fulbright (D-Ark.) and George S. McGovern (D-S.D.). However, commission noted that program results from yet another of its fairness rulings—that networks must provide additional time for critics of President Nixon's Vietnam policy.

In another fairness matter, Friends of the Earth have asked appeals court in Washington to review commission's Aug. 5 decision that WNBC-TV New York has not violated fairness doctrine in its coverage of pollution issue.

Commission rejected FOE's petition that it apply fairness doctrine to gasoline and automobile advertisements in same way it applies doctrine to cigarette commercials.

NBC says 'no' to Dole

NBC President Julian Goodman rejected last Friday (Aug. 28) bid by Senator Robert J. Dole (R-Kan.) for inclusion of Nixon administration supporters in fairness-doctrine program scheduled—in response to FCC order—for critics of President Nixon's Southeast Asia policies.

NBC set TV-radio program for 7:30-8 p.m. EDT tonight (Aug. 31), featur-

ing Senators J. William Fulbright (D-Ark.) and George McGovern (D-S.D.), after FCC ruled all major networks must give critics one more opportunity to reply to series of TV appearances by President Nixon on Southeast Asia issues. But Senator Dole, who is appealing FCC refusal to support his earlier demand for NBC time, contended program would be incomplete unless Nixon supporters were included (see page 55).

"If we were to grant your request to speak . . . we would be upsetting the balance which the FCC ordered us to achieve," Mr. Goodman wrote. He also noted that neither he nor Senator Dole had originally thought it necessary to schedule additional program for administration critics, but that "the FCC decided on Aug. 14 that we were both wrong."

CPB directors approved

Nominations of Frank E. Schooley, Saul Haas, John Hay Whitney, Jack Wrather and Thomas W. Moore to board of Corp. for Public Broadcasting were approved by Senate Friday (Aug. 28) (see page 34).

Also confirmed was Rudolph A. Peterson for Communications Satellite Corp. board.

VHF sharing still hope

FCC, after considering report from mittee for Testing Sharing of VHF channels by land-mobile radio service, said Friday (Aug. 28) some sharing of VHF channels is possible. Commission added, however, no such move should take place until further information, includ-

Siren sound caution

Broadcasters were warned Friday (Aug. 28) to be aware of "possible adverse consequences" of sirens and other alarm sound effects in commercial and other announcements.

FCC, issuing statement, said it has received complaints from public, law enforcement officers and other public safety officials concerning alarming sound effects in commercials. Commission added it was not referring to sound effects which are integral parts of dramatic programs.

Complainants were mainly concerned with motorists' reactions to such sound effects on car radios. One termed sounds "responsible for motorists making sudden gestures to yield to a non-existent emergency vehicle." Another complainant said motorists pay no attention to real siren, believing sound was from car radio.

ing laboratory tests, is available.

Commission took no action at this time, but hoped for more industry work on problem and planned to continue its studies when sufficient resources are available. Commission added perhaps experience gained from UHF-TV sharing could be applied to VHF problem.

Last May, commission formally unveiled long- and short-range plans aimed at providing spectrum relief for land-mobile radio users (BROADCASTING, May 18, 25) by sharing some UHF channels.

CBS signs for NHL

CBS-TV has signed over \$2-million, two-year contract (as opposed to one year previously) for rights to National Hockey League games. Network reportedly sweetened rights payment slightly over previous cost. This will be fifth straight season for hockey on CBS.

Rights give CBS hockey Sunday afternoons during next season (1970-71), starting Jan. 10, and continuing through end of Stanley Cup playoffs. Season ends April 4 with playoffs starting one week later. There will be minimum of five, maximum of six, cup playoff telecasts. League now has 14 teams with addition of Buffalo Sabres and Vancouver Canucks. Each NHL team plays 78 regular season games; three games at home and three away with every other club in league.

Blacks to confer

Group of demonstrators, made up of blacks and whites, who disrupted taping of *Merv Griffin Show* last Thursday night (Aug. 27), agreed to hold discussions with producers of CBS-TV program this week on their complaint of alleged lack of black jazz musicians on TV entertainment shows.

Approximately 60 members of group, called "Lovers of Music," jumped to their feet after 35 minutes of 90-minute show had been completed and blew whistles, played flutes, held up placards and mounted stage. Taping continued to roll for some time until Mr. Griffin halted production.

Program is taped one day ahead usually, but last Wednesday, because of summer schedule, two programs were produced. One tape was used Thursday and second one last Friday (Aug. 28).

Cine-Vox sold

Transcommunications Corp., New York, tape and motion picture producer, reports acquisition of Cine-Vox Programming Inc., New York, producer and distributor of radio programs, for stock and cash. Raymond A. Gardella, sales director of Cine-Vox, has been appointed president, replacing Larry Jacobson, who has resigned.



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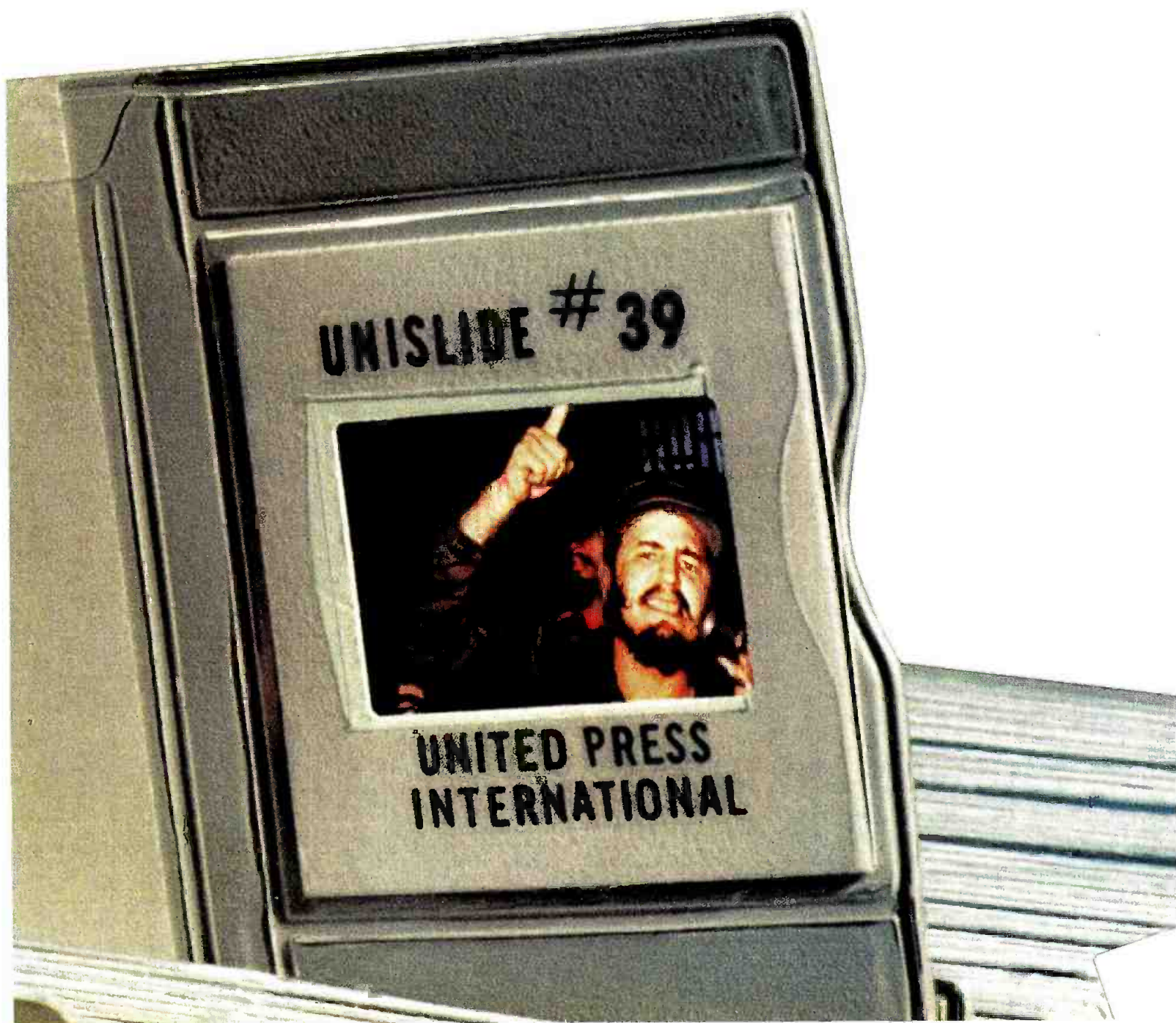
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A calendar of important meetings and events in the field of communications

■ Indicates first or revised listing.

September

Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stocks by banks acting through their trust departments.

Sept. 7-11—International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Royal Television Society, and Society of Motion Picture and Television Engineers*. Inquiries: Secretariat, Savoy Place, London, W.C. 2. Grosvenor House, London.

■Sept. 9—Indiana joint news media conference, co-sponsored by *Hoosier State Press Association and Indiana Broadcasters Association*. Indianapolis Hilton.

Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11—Florida CATV Association fall meeting. Coronado motor hotel, Fort Walton.

Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis.

Sept. 11-13—Meeting of *Maine Association of Broadcasters*, Sebasco Lodge, Sebasco Estates.

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 3657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 15—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

Sept. 15—Deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo.

Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX-TV, New York, to be held there. Previously scheduled for July 20.

■Sept. 16—11th regional marketing with premiums seminar, sponsored by *Premium Advertising Association of America* in cooperation with *San Francisco Advertising Club*. Sheraton-Palace hotel, San Francisco.

Sept. 16—FCC Chairman Dean Burch is to be speaker at *International Radio & Television's Newsmaker luncheon*. Waldorf-Astoria hotel, New York.

Sept. 16—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.

Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*. Airport marina, Los Angeles.

Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts and Sciences*, Essex House, New York.

Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programing clinic presented by *Smiles Group Broadcasting* to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management*, Statler Hilton, Washington.

Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently, Brown Palace hotel, Denver.

■Sept. 23—Technical Committee of *Association of Maximum Service Telecasters* meets in Washington office.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations*. Ponte Vedra club, Ponte Vedra, Fla.

Sept. 27-29—*Nebraska Broadcasters Association* annual convention. Omaha Hilton, Omaha.

Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

■Sept. 28-29—Briefing conference on The Media and the Law, sponsored by *Federal Bar Association, Federal Communications Bar Association and Foundation of the Federal Bar Association* in cooperation with *Bureau of National Affairs Inc.* Mayflower hotel, Washington. Contact briefing conference secretary, 1231 25th Street, N.W., Washington 20037. Telephone: (202) 223-3500.

■Sept. 28-29—New dates for fall meeting of *New York State Cable Television Association*. Country House, Syracuse. Previous dates were Oct. 1-2.

Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association*. Hanford House convention center, Richland, Wash.

October

Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Oct. 2-4—West central area conference of *American Women in Radio and Television*. Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television*. Syracuse motor inn, Syracuse, N.Y.

Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

Oct. 4-9—103d technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.

Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner motor inn, Fayetteville.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

■Oct. 12-14—First *International Symposium of TV Cassettes*. Ambassador hotel, Los Angeles.

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.

■Oct. 15—Deadline. *Trans World Airline's* 33rd annual writing and picture competition. Entries address to: 605 Third Avenue, New York 10016.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

Oct. 15-17—Seventh *Hollywood Festival of World Television*. Directors Guild of America Auditorium, Hollywood.

Oct. 15-17—WSM-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television*. Ponchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*, Waldorf-Astoria hotel, New York.

Oct. 21—*Pulse* Man of the Year luncheon. Plaza hotel, New York.

Oct. 21-23—*Missouri Broadcasters Association* fall meeting. Plaza inn, Kansas City.

Oct. 22-23—Annual fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.

Oct. 23-25—Southern area conference of *American Women in Radio and Television*. Marriott motor inn, Atlanta.

Oct. 23-31—22d Cine-meeting of *International Film, TV-Film and Documentary Market (MIFED)* in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.

Oct. 26-27—Fall convention of *Kentucky Broadcasters Association*. Phoenix hotel, Lexington.

Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.

Oct. 29 - Nov. 1—Western region fall conference, *American Advertising Federation*, Casa Royale, Bakersfield, Calif.

Oct. 30 - Nov. 1—Mideast area conference of *American Women in Radio and Television*. Cherry Hill inn, Cherry Hill, N.J.

November

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

Nov. 3-6—*New York State Educational Communication Association* convocation. Grossinger's, Grossinger, N.Y.

Nov. 5-7—Eleventh annual *Information Film Producers of America Conference*. Newporter inn, Newport Beach, Calif.

Nov. 5-7—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada inn, Portland, Ore.

Nov. 7—15th annual *Petry* promotion seminar, conducted by *Edward Petry & Co.* Astroworld motel, Houston.

Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

■Nov. 8-11—Annual convention, *National Association of Educational Broadcasters*. Sheraton Park and Shoreham hotels, Washington.

■Nov. 9-11—Annual convention, *Broadcast Promo-*

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Avco Broadcasting is the challenging controversies and issues of today . . . on the Phil Donahue Show.

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*Reg. U.S. Patent Office.

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tion Association, Astroworld complex, Houston.

Nov. 10—Public hearing of the *Canadian Radio-Television Commission*, Winnipeg Inn, Winnipeg, Man.

Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters Conference, Washington Hilton, Washington.

Nov. 11-14—*Sigma Delta Chi* convention, Palmer House, Chicago.

Nov. 12-13—*SMPTE-SPSE* tutorial seminar on "Technologies In Motion Picture Film Laboratories", Airport Marina, Los Angeles.

Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.*, Shoreham hotel, Washington.

Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters*, Radisson Hotel, Wichita.

Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference theme, which celebrates Golden anniversary of commercial broadcasting, Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on *FCC's* proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

December

Dec. 1—Deadline for reply comments on *FCC's* proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators at broadcast stations.

Dec. 4—Annual meeting, *Arizona Broadcasters*

Association, Mountain Shadows, Scottsdale.

■Dec. 14—New deadline for comments on *FCC's* proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21.

January, 1971

Jan. 11-17—Triannual meeting, *Unda*, International Catholic association for radio and TV, Loyola University, New Orleans.

■Jan. 18—New deadline for reply comments on *FCC's* proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970.

February, 1971

Feb. 4-6—New Mexico Broadcasters Association convention, Palms motor hotel, Las Cruces, N.M.

Feb. 16-18, 1971—Winter convention, *South Carolina Broadcasters Association*, Wade Hampton hotel, Columbia.

March, 1971

March 8-11—Spring conference, *Electronic Industries Association*, Statler Hilton hotel, Washington.

March 28-31, 1971—*National Association of Broadcasters* annual convention, Conrad Hilton hotel, Chicago.

April, 1971

April 1—New deadline set by *FCC* for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

BookNotes

Television: A Selection of Readings from TV Guide Magazine, 1970, edited by Barry G. Cole. The Free Press, New York. 605 pp. \$12.50.

Anyone who thinks of *TV Guide* as simply a collection of weekly schedules and personality profiles will be surprised by the range and depth of these essays. The 79 articles include everything from scholarly "think pieces" ("Television's Impact on Our Civilization") to inside glimpses of broadcasting as a business ("How TV Shows Are Sold"). Also examined are news, programming, government regulation, ratings, the effects of television—nearly everything, in fact, except weekly schedules and personality profiles.

The book's editor, Barry G. Cole of the Indiana University department of radio-television, sees it as "a basic reader in television which will be of benefit to both the layman and the college student of broadcasting and communications."

The description is precisely correct. But, alas for students and laymen alike, the book is overpriced.

"Handbook of Magnetic Recording," by Finn Jorgenson. Tab Books, Blue Ridge Summit, Pa. 224 pp. \$7.95 hard-bound; \$4.95 paperbound.

The latest in the series of Tab "how-to" books, this one is on the art of magnetic recording and all currently popular ap-

plications, from audio to weather surveillance data recording. It covers differences between recorder types, transport designs for specific applications, magnetic head design and operations, plus explanations on how to judge tape quality, how it is made and the best type to use for specific purposes.

"Corporate Ambassadors to Washington," 1970, by Robert W. Miller and Jimmy D. Johnson. American University Center for the Study of Private Enterprise, Washington. 130 pp. \$5.95

There are too few books on this subject. The Washington representative—a "two-way communications link" between the government and corporate America—is a vital element in the decisions of both the public and private sectors.

This book provides a general description of the man and his work.

Unfortunately, the book all but ignores the profound and sometimes disturbing implications of Washington representation. The voice of the corporation is so overwhelming in Washington that other, less powerful viewpoints are sometimes denied a hearing. Men who earn \$40,000 a year to shape the decisions of government in favor of big corporations are themselves a significant social force. Any book that purports to be "objective" but ducks this important issue is—intentionally or not—mere propaganda.

Buying services will come and go

Over the past four or five years, we have observed the growing phenomenon of independent specialist groups in the advertising business. These range from house agencies that purchase network television and charge their other agencies a production fee, the so-called creative boutiques, copywriters advertising that they are available by the day or hour, creative planners, creative moonlighters, independent buying groups, media-planning organizations, merchandising subsidiaries, new-product marketing groups and on and on and on and on.

It might be wise to ponder the reason specialists are utilized. Consulting is a phenomenon that has grown mightily since the end of World War II. Companies were expanding and diversifying at an accelerated pace. New products were being introduced by the shelf- and freezer-ful. Money and profits were abundant and getting more so each year. Nothing could go wrong. Everybody was looking up. Consulting fees, ever on the rise, could easily be explained and carried. It almost became the thing to do or have. This does not mean that these individuals did not contribute. They did, but the expansiveness and economics of the times permitted, indeed almost required, their use.

In 1967 something happened. The stock market turned down. Costs were going up and profits were harder to come by. In short, we were in a slight recession. Advertising costs were increasing at a faster pace than general business growth. The computer age in advertising began. The creative clarion was louder than ever. Advertisers, and naturally so, became vulnerable to an "economic" presentation.

Those of us in advertising were either not smart enough to see this happening or else we were too close to the business to realistically appraise its potential effect. Or, maybe we instinctively saw it, creatively contended with this weakened buying market, but didn't really optimize our activity by trumpeting our deeds to our clients. I tend to believe this last statement to be most true.

Ironically, it took individuals not directly related to the advertising business to see what was happening. They took advantage of the advertisers' unhappiness with general business conditions and their dissatisfaction with advertising agencies, as well as with advertising

costs in general. They proposed what on the surface appeared to be a simple and economically satisfying proposition. They said they would do the buying; the advertiser would realize a dollar saving of from 10% to 25%; the agency would receive its total commissions; media-department costs could be decreased; monies saved by the agencies could be applied to the creative area, thereby enhancing creative output and solving client requirements; and agencies' profits would increase. What a brilliant idea! What a simple package!

Conceptually, those individuals were geniuses. Who could argue with that proposition? And to top it all off, these buying services made a handsome profit and either did or tried to go public.

It was Barnum who said "a sucker is born every day." I believe this is most true of advertisers who bought the buyer service's spiel hook, line and sinker. Conceptually, the idea is genius. Practically, it just doesn't work. There simply just isn't enough spread to cut advertising costs, maintain agency commissions and inject a new and handsome profit margin into the picture. If this were true, local stations would really be taking their lumps. Instead, a look at the most recent station-income report issued by the FCC for calendar 1969 demonstrates most clearly that stations' gross revenue is up. The same was true the year before.

Now, you might reasonably ask, what is happening? Who is being affected? Who is paying for this? I submit it is the advertiser and the product or service being advertised. How? Very simply—through the caliber and quality of spots being purchased, the scheduling, the time of day in which they run, and a

host of other methods and activities that would rightfully permit an advertiser to fire its agency if the agency conducted itself in a similar manner.

In reading the newspapers and trade press during the past six months, there have been several instances (although not as many as certain people would have you believe) where advertisers have decided to use independent creative and media-buying functions. I submit that this represents a lack of advertising sophistication and an unwise decision based solely on an economic justification. Further, I believe this will prove to be a shortsighted point of view that will not provide dollar savings commensurate with the level of output.

Certain major advertisers have gone the route of independent buying services. After careful analysis, examination and testing, many of these advertisers have gone back to their agencies.

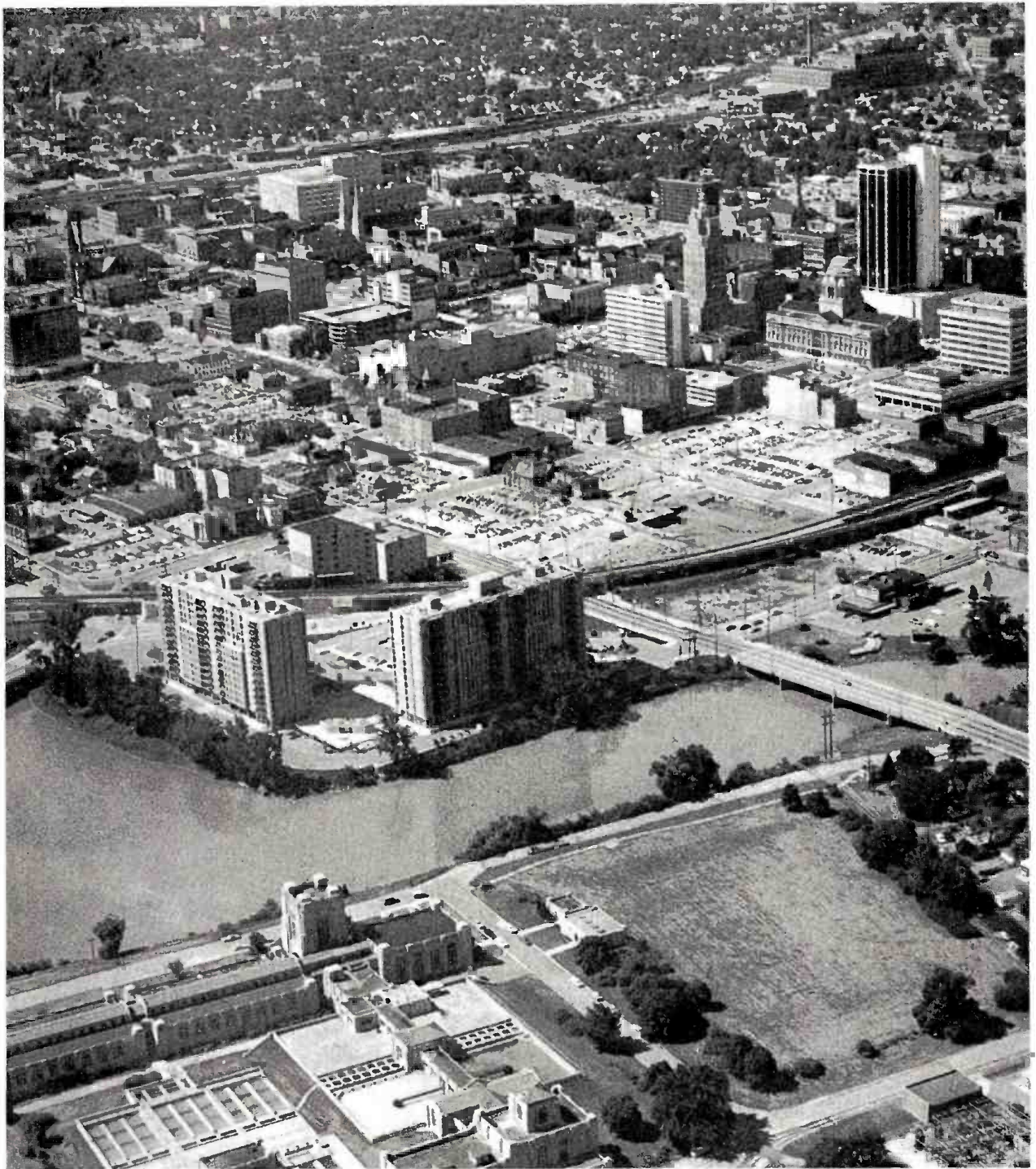
Recently, certain advertisers have announced their decision to utilize an "in-house" operation. I think time will prove them wrong. The expected dollar savings will not accrue as they establish and contend with the complexities and internal problems of an "in-house" operation.

In my judgment, the future remains bright for effective and professional media departments as part of a total agency operation. Buying services will come and go. Some will prosper, serving small and medium-sized agencies—if they adopt a suitable fee as a system of payment. Those who are unrealistic and offer savings beyond the realm of practicality will fall, as they deserve.

A wise man said: "You get nothing for nothing." It's time these words were heeded.



Bern Kanner held virtually every position in media after he joined Benton & Bowles in 1952. By 1961 he was vice president and associate media director and subsequently became manager and then director of the media department. He was named B&B's director of media management, and elected a senior vice president and a member of the board in 1966. Mr. Kanner left media in July to become senior vice president and management supervisor of the Birds Eye division of the General Foods account.



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The Elkhart Truth

JOHN F. DILLE, JR., PRESIDENT

Subscriber uprising threatens ARB

Rebellion against prices, findings and techniques could lead to upheavals in TV-station measurements

The resistance by television broadcasters to rate increases invoked by the American Research Bureau for its 1970-71 market reports took on the appearance of a revolt last week. The outcome could become known this week but may not emerge clearly for weeks or months.

In clear recognition of the problem, ARB officials moved Thursday (Aug. 27) to take some of the heat out of the dispute. Without backing down on prices—which they said had failed to cover costs this past year—they offered assurances that ARB would make rebates if its October and November reports fall short in two areas that have been sticking points for many broadcasters in the past: delivery dates and sample sizes.

"ARB is sensitive to the dissatisfaction currently being expressed by many broadcaster subscribers to our market-report service," Dr. Peter Langhoff, president, said. "Other than the increase in our prices it is rather difficult to identify any factor common to all or most broadcasters which contributes to this dissatisfaction. Assurances of reasonable delivery and maintenance of sample sizes appear as the concern of many."

In outlining rebate policies in these two areas Dr. Langhoff declared that ARB did not consider them "a necessary part of the responsibilities it undertakes under its contracts." Rather, he said, they "are intended to signify ARB's confidence in the speed and accuracy of its survey methods for the coming year by placing unusual financial burdens upon the company to comply with rigorous performance standards."

He said ARB had raised prices in an "attempt to cover our costs" because "in the past year they have been less than adequate," because ARB's costs are going up "substantially" and because "we believe we must cover our costs if we are to provide the service required by the industry."

The controversy, which has been

building for weeks (BROADCASTING, Aug. 3 et seq.), appeared to raise questions approaching make-or-break proportions on both sides.

If all the stations that were reported to be ready to drop their ARB subscriptions should in fact do so and stand by that decision, the financial cost to ARB would be substantial if not stunning.

But those stations would not find the going easy, either. The consensus of station representatives and other au-



Dr. Langhoff

thorities was that while it would not be impossible for stations to sell without ARB reports even though the spot-TV business is oriented toward ARB, selling in such circumstances would be awkward, difficult and probably very expensive.

Just how awkward, difficult and expensive would depend on the willingness of ARB-oriented agencies and clients to accept submissions based on the rival Nielsen Station Index (NSI) reports.

The outcome of the dispute could become known this week. Tomorrow (Sept. 1) is the deadline by which all

stations that served "protective" cancellations—to create a grace period for further negotiations—must rescind those cancellations or, under ARB terms, lose their approximately 10% continuity discounts.

Just how many stations were still out was not clear. ARB authorities said a majority of the station subscribers—which totaled 400 or so in the past year—had signed for 1970-71. If most of the holdouts rescind their cancellations by tomorrow, the dispute will be history and ARB will have won.

If most do not, however, or if enough of the big-station holdouts stand firm, the outcome would depend on how long they remain out or, if the dropouts are protracted as well as substantial, how long ARB and its parent company, the Control Data Corp., are willing to continue operating the service at an apparent loss.

ARB officials said that a number of large group owners, including all of the network-owned stations, were signed for the new year, but did not deny that some other large groups were not.

Other sources said the holdout groups included Westinghouse, Cox, Metro-media, Avco, Newhouse, most of the Corinthian stations, at least one Post-Newsweek station and perhaps the Storer group.

For the most part officials of these groups declined to comment officially on their immediate or long-range plans, although representatives of Avco, Newhouse and WTOP-TV Washington—one of the Post-Newsweek stations—indicated they would let their cancellations stick unless ARB backed down. A Metromedia source also indicated that group was "fairly serious" about keeping its cancellations in.

A Post-Newsweek executive said, however, that the other stations in his group—WPLG-TV Miami and WJXT(TV) Jacksonville, Fla.—"have not come to a firm conclusion" as to future relationships with ARB. He also left open the possibility that WTOP-TV might resub-

scribe later if negotiations between Post-Newsweek and ARB prove productive.

In addition to the holdouts among groups and independents, it was said that all stations in at least a few markets seemed likely to "stay canceled." This would tend to stabilize competition among stations in those markets and hurt ARB financially at the same time, since the service is committed to measure the markets anyway.

But, as one rep noted, "in a situation like that, all it takes is for one station to fold [sign up] and the rest have to fold, too, as a matter of competitive business."

Several broadcasters said that if they did not subscribe to ARB, they would simply, as one put it, "sell on NSI." Other sources, particularly among reps, thought it would not necessarily be that easy, especially if ARB-oriented agencies and clients insisted on presentations and availabilities submissions based on ARB data.

In that case, these sources said, stations would either have to risk suit by pirating ARB data or send representatives to agencies to piece together the pertinent data from the agencies' ARB books—a time-consuming and therefore expensive approach.

Even if ARB-oriented agencies and clients agreed to accept NSI data, other sources noted, in many cases they would have to devise and apply a factor to make it comparable to ARB data.

At the opposite extreme, some sources contended that "there is not all that much difference between ARB and NSI," and that "it's unthinkable that agencies would turn down good availabilities simply because the station

doesn't support them on ARB Data."

It also was reported that some stations, apparently relatively few, have historically competed with obvious success—without being ARB subscribers. But there did not seem to be much support for the idea that ARB would let this happen on a wide scale if illegal use of its data was involved.

It is generally believed that ARB reports are used by agencies in placing approximately 50% of all spot-TV business while NSI's are used in placing about 35%.

Just what NSI may gain from the controversy remains to be seen. It has been picking up additional agency subscribers in recent months—J. Walter Thompson Co. recently signed a five-year contract (BROADCASTING, Aug. 3)—but it is frequent practice among agencies to use one service for some clients and the other service for other clients.

An executive of JWT told BROADCASTING last week that his agency would accept NSI data in the absence of ARB data and, in fact, had no preference between the two.

While more agencies seem to lean toward ARB than NSI, some tend to prefer NSI. Ted Bates & Co., for instance was described by a Bates official last week as one that is considered "an NSI agency."

The uprising against ARB's rate hikes apparently stems from a number of factors in addition to the prices. Among these are the widespread declines in viewing levels that ARB reported last fall, which despite ARB's efforts have not been accepted as valid by most reps, especially since NSI showed no such declines; inclusion in the ARB re-

ports of much information that the broadcasters feel is unnecessary and therefore adds unnecessarily to the costs, but which ARB says is wanted by the agencies; and what many reps and stations regard as refusal by ARB to consider their needs and complaints, much less their wishes, as well as complaints about sample sizes and late deliveries.

Even so, there was no evidence last week that even ARB's bitterest critics wanted to see the two services now available reduced to one. As one rep said: "There are two advantages to having two services. If one gives you a bad report, you can always hope the other one will give you something better to sell on. More important, if there's only one, you're at its mercy. In the long run you could be paying more for one service than you would for two—as long as there are two."

Some ARB critics conceded privately that they did not expect to get a rollback in the ARB price increase—which is said to average 15% but amounts to 25% in major markets. What they were shooting for, they said, was concessions in other areas, such as less "unnecessary" information, in some cases additional information such as data on over-50 age groups and "better" ethnic measurements, and in general a more attentive response to broadcasters' needs and wishes.

This week's responses should indicate whether or not to what extent Dr. Langhoff's assurances and offer of rebates succeeds in dousing the fire.

"We are confident that we shall be able to meet reasonable delivery schedules in the coming year where we faltered last year because of a massive system conversion," his statement said. He said that "the changes necessary in the program to modify the 1970-71 report format are extensive," however, and that the forms had been kept open "until all parties had had the opportunity to express their preferences," so that "we are now in the midst of re-programming to accommodate the required changes."

Deliveries of the October and November reports are dependent on these systems, he said, adding that "should we by some unforeseen set of circumstances be forced to process October on the 1969-70 system, appropriate price adjustments will be made."

In addition, he said, "we also shall run some test markets against last year's data to provide the industry with a basis for evaluating the effects of the new statistical balancing system. Present indications are that this new system will overcome the 'zero-cell' problems [which some critics thought contributed to the viewing declines reported last fall], improve the effective sample base

Congressman's phone gives healthy ring

Representative Olin Teague's (D-Tex.) private Capitol Hill telephone, usually silent during House recesses, became a hot line last week after the unlisted number was advertised on a Washington radio station for several days as a sales contact for a west Texas health spa.

The spots, carried on WTOP(AM), urged those seeking information either to call the Apache Indian Springs spa, owned by the Texas multimillionaire H. L. Hunt, or Olin Teague at 225-3693, the representative's unlisted inner-office number.

The station subsequently received complaints that no one answered the Washington number given in the commercial. George Fisher, Representative Teague's administrative assistant, confirmed that the phone has not been an-

swered since Aug. 14 when the congressman returned to Texas for the recess. He said the private line is generally used only by Mr. Teague.

Mr. Fisher said the spots were made without the congressman's knowledge. He said the congressman had agreed only to provide additional, otherwise unavailable, information on the spa to bona fide prospective visitors.

Calling the incident an "embarrassing misunderstanding," the aide said the congressman had never agreed to allow his private number to be used in commercials as a contact for initial inquiries.

He said Representative Teague had no financial interest in the spa but had been a paying guest "three or four years ago." Subsequently, a testimonial to the therapeutic value of the spa's mineral springs was placed in the *Congressional Record* by the congressman. This later cropped up frequently in Mr. Hunt's advertising, Mr. Fisher said.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Aug. 9, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 9	Total dollars week ended Aug. 9	1970 total minutes	1970 total dollars
	Week ended Aug. 9	Cume Jan. 1-Aug. 9	Week ended Aug. 9	Cume Jan. 1-Aug. 9	Week ended Aug. 9	Cume Jan. 1-Aug. 9				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 63.6	\$ 3,497.8	\$ 286.4	\$ 10,148.4	67	\$ 350.0	2,578	\$ 13,646.2
Monday-Friday 10 a.m.-6 p.m.	1,502.4	54,097.7	2,649.1	97,147.6	1,443.7	56,177.2	834	5,595.2	27,258	207,422.5
Saturday-Sunday Sign-on-6 p.m.	334.0	28,638.3	748.9	38,784.1	576.5	22,851.3	220	1,659.4	8,738	90,253.7
Monday-Saturday 6 p.m.-7:30 p.m.	137.0	7,021.2	487.1	23,926.1	428.1	17,758.4	75	1,052.2	2,469	48,705.7
Sunday 6 p.m.-7:30 p.m.	47.9	3,760.4	149.9	7,904.4	15.6	6,072.2	12	213.4	632	17,737.0
Monday-Sunday 7:30-11 p.m.	3,919.7	164,537.6	4,450.0	208,874.2	4,518.8	206,566.6	455	12,888.6	13,893	579,978.4
Monday-Sunday 11 p.m.-Sign off	235.0	9,258.9	221.6	11,606.6	591.5	21,242.9	105	1,048.1	3,563	42,108.4
Total	\$ 6,176.0	\$267,314.1	\$ 8,770.3	\$391,720.8	\$ 7,860.6	340,817.0	1,768	\$22,806.9	59,131	\$ 999,851.9

and produce age and sex projections nearer the updated census values."

As for rebate policies, he said:

"By Oct. 1 we shall publish delivery dates and sampling quotas for the October survey [of 33 markets]. By Nov. 1 we shall do the same for the November survey [national sweep of more than 220 markets]. Both of these are three-week survey periods which add to our processing load. Nonetheless we are . . . offering assurances that we shall meet our schedules or pay a penalty.

"If mailing of the October and November reports for a market falls behind the published schedule by more than five standard working days, each subscribing station in the market so delayed will receive a 10% rebate based on the pro-rata net charge per survey report. For each additional working day of delay, 2% of the net price to the station will be added to the rebate up to a total of 20%. Beyond that, the existing delivery protection in the station contract will govern. A similar rebate schedule on a net pro-rata basis will be offered to agency and advertiser subscribers.

"If the in-tax diaries in the ADI [area of dominant influence] for any market fall below the published ADI quotas by more than 10%, the subscribing stations within the ADI will receive a 5% rebate based on the pro-rata net charge for survey report. An additional 1% rebate will be received for each two percentage points reduction in the in-tab total in excess of 10%."

Dr. Langhoff said that although the exact schedules would be published no later than Oct. 1 and Nov. 1, "it is expected that the first November market report will be scheduled for mailing on or about Dec. 15 and the 200th market report will mail on or about Jan. 12."

He said "these assurances are limited

to conditions directly controllable by ARB and exclude delays and deficiencies resulting from such occurrences as strikes, failures of the postal service and acts of God."

In addition, he said, "in order to meet the schedules which will be set, ARB will accept as is and without question the station logs as submitted by the responsible station. Likewise, nonduplication conditions governing CATV systems will be accepted from the protected station as is and without question.

"If program logs, and nonduplication and satellite confirmation forms are not received by the established deadlines, they will not be incorporated in the survey. No station which was in arrears in its payments to ARB by more than 60 days on the first day of the month in which a report is mailed will be entitled to the rebates for late delivery or sample reduction. Nor will these rebates be made to any station whose input documents are not received by the established deadline."

He also said stations in the New York market, "which operate under special conditions"—the metered reports there, for instance, must be integrated with diary data—will not be entitled to such rebates.

Of ARB's own costs, Dr. Langhoff said: "Increases in multiset homes and CATV subscribers in recent years have added to our costs far out of proportion to our past price increases. Cost estimates for next year are up substantially. A probable 33% increase in postal charges for the placement and return of diaries is part of this."

ARB has also defended its 1970-71 cost increases on the grounds that for the first time it is offering two-year contracts, which would protect stations

against a further increase a year from now. For both the holdout stations and ARB, however, the key question today is what will happen now.

Jones asks new devices for consumer complaint

Informal grievance-solving mechanisms must be created in order to deal with consumer complaints and disputes, according to Federal Trade Commissioner Mary Gardiner Jones.

Speaking before a meeting at the Center for Consumer Affairs at the University of Wisconsin, she said that such mechanisms were necessitated by the prohibitive cost of filing a suit and the formalities involved in litigation.

Whether established by federal, state or local authorities, these forums, designed to counteract the inadequacies of existing consumer-complaint handling mechanisms, should have, she said, certain characteristics in common. They should be readily accessible to the consumer, be selected with participation of the consumer, financed by a method which spreads the cost throughout the consuming public and the business community, and must be capable of enforcement both through the pressure of publicity and through recourse to the courts.

Regional football sold

The Lincoln-Mercury Dealers Association in Pennsylvania has agreed to sponsor the telecasts of Penn State's five Saturday home football games this season on a six-station, state network.

The games, to originate on Taft Broadcasting Co.'s WTAF-TV Philadelphia, will be broadcast at 11 p.m. on the same day of the game.

Women's Lib boycotts 4 products

Calls commercials 'offensive, insulting'; vows action against other sponsors, too

The Women's Liberation movement, headed by the National Women's Strike Coalition for Equality, New York, moved last week against commercials and other advertising considered discriminatory against women (also see page 29).

The coalition group announced a boycott of four products whose advertising was termed "offensive and insulting to women and degrading the image of women."

The four products are Silva Thin cigarettes of the American Tobacco Co., a subsidiary of American Brands; Ivory Liquid, a product of Procter & Gamble; Pristeen, a feminine-hygiene deodorant made by Warner-Lambert Pharmaceutical Co., and Hearst's *Cosmopolitan* magazine.

In the Silva Thins commercial, one line reads, "Cigarettes are like women, the best are rich and thin." Sally Lydgate, New York, speaking for the women's liberation group, claimed "the ad shows a woman as an object of male contempt, and puts man in a

supreme fantasy." She also said "it pollutes the mind of women and is degrading to them."

A spokesman for American Brands said his company had no comment on the allegations and that it had no plans to change the advertising content.

Anne Brady, of Women Feminists in the Arts, said that "the Ivory Liquid commercial, emphasizing that beauty is only skin deep, is hurting the feelings of older people." She also said the women's movement would "like to see Procter & Gamble show the women in the role of something other than a housewife."

A spokesman for Compton, New York, a P&G agency handling Ivory Liquid, in response to the coalition's remarks about the Ivory Liquid commercial, stated, "that older people like to be young, that women want to look their best and should." He ended his statement by saying "Compton and Procter & Gamble love women."

The women's liberation group objected to the Pristeen commercial on

grounds that it is corrupting to women, dishonest, exploits the feminist and makes women believe they are offensive.

A spokesman for Warner-Lambert said: Pristeen is for femininity, freshness, and women's confidence. How can anyone be against that?"

At a news conference last Tuesday (Aug. 25) leaders of the coalition group said they had collected hundreds of advertisements from broadcast and print media before selecting the four products cited. They found these to be the most offensive and insulting to women.

Leaders of the coalition also said they intend to contact other companies concerning their ads and, if they do not get satisfactory results, they then will make plans to boycott their products.

New media firm opens in the Detroit area

A new media consulting firm, American Media Group International Inc., designed to assist regular full-service advertising agencies, was announced in the Detroit area last week. Its "rent-a-media-department" facilities are available on a fee basis only and includes time buying ("Closed Circuit," Aug. 24).

Ron Hammer, formerly with ABC Television Spot Sales in Chicago and

Business briefly:

Two paint advertisers bought news-and-sports schedules on ABC Radio: **Du Pont**, Wilmington, Del., through N. W. Ayer & Son, Philadelphia, for a campaign to run from September through October on the American Contemporary, Information and Entertainment networks; and **Pittsburgh Paints**, division of Pittsburgh Plate Glass Co., through Thyme Inc., New York, for the month of September, on the American Information Network.

Burlington Industries, through Don Greene Associates, both New York, has purchased sponsorship for Ballet Hosiery on ABC Radio's American Contemporary Network.

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has purchased sponsorship for Total cereal, on NBC Radio's *News on the Hour and Emphasis*.

Polaroid Corp., Cambridge, Mass., and **Kitchens of Sara Lee**, Deerfield, Ill., through Doyle Dane Bernbach, New York, will be co-sponsors of four New York Philharmonic Young People's Concerts on CBS-TV next season. Specific times will be announced.

Scott Paper Co., Philadelphia, through BBDO, New York, will launch a campaign for Scotties facial tissues on spot and network TV, starting Sept. 14, with Jimmy Durante appearing as "The Sneezer."

Quaker Oats Co., Celeste Food Division, Chicago, announced plans to use local TV spots to help introduce six new frozen Italian food products this fall in Milwaukee, Kansas City, Mo., and St. Louis. The drive begins in September. Agency: Klemtner Casey Inc., New York.

Noxell Corp., Baltimore, through SSC&B, New York, for its new cosmetic product, Supersheer by Cover Girl, is launching a campaign to rely heavily on spot TV in 37 key markets.

Busch Gardens Attractions of **Anheuser-Busch Inc.**, St. Louis, through Gardner Advertising there, begins local radio-TV spot campaigns in various Florida markets to promote its gardens at Tampa. Radio markets include Tampa-St. Petersburg, Gainesville, Orlando, Tallahassee and Jacksonville. TV is being used in Tampa-St. Petersburg.

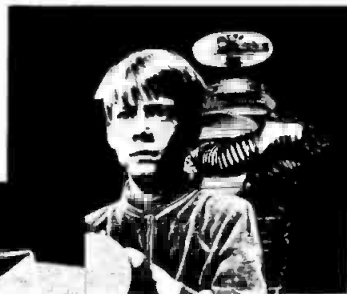
New Busch Gardens are underway in Houston, Los Angeles and Williamsburg, Va.

Agency appointments:

■ **Delmonico International** and **Elgin Radio** home entertainment products, manufacturing and marketing divisions of Elgin National Industries Inc., New York, has appointed David Parker Valenti Inc. there as its new advertising agency. Campaigns are still in the planning stage but broadcast and print will be used. Jerry Della Femina & Partners, New York, was the previous agency.

■ **Dow Chemical** has appointed John B. Itta Inc., New York, to handle creative advertising work on Dow's new automotive after-market activities, starting with new Super Coolant antifreeze. Media buying will be handled by SFM Media Service Corp., New York.

■ **Northern California AAMCO Dealers' Association**, automobile transmission specialists, has named Gross, Pera & Rockey, San Francisco, as its advertising agency, effective Oct. 26.



4:30



5:30



6:00



7:00

7:30

**San Francisco's
great movie lead-in
and now
San Francisco's
great movie leader**

movie
2
7:30 PM **WEEK-NITES**

KTVU is leading from strength this fall. Reflecting the young adult needs for the best in young adult entertainment. In San Francisco, it's KTVU. And the socko above and the boffo below.

A reflection of San Francisco

KTVU Television

 A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

San Francisco as well as WXYZ-TV Detroit, is president of the new company at 18311 West Ten Mile Road, Southfield, Mich. Phone is (313) 354-6644.

The other principals are Roy Wade, vice president and sales manager, and Pat Connelly, media director. Mr. Wade also had been with ABC Television Spot Sales in Chicago, New York and Los Angeles and WXYZ-TV. Miss Connelly has been planner-buyer for Coca-Cola and Burger Chef at McCann-Erickson, Detroit, and earlier was timebuyer for Buick there.

American Media will develop media plans for clients as well as execute them, Mr. Hammer said. The flat-fee principle enables the company to return savings in media buys to the client agency or to use them to extend campaigns. Though the fee structure varies, an average might be about 3%, it was indicated.

'Farm-out' no trend, says FC&B president

John E. O'Toole, president of Foote, Cone & Belding Communications and Foote, Cone & Belding Advertising, New York, took issue last week with agency observers who "began tolling the knell for full-service agencies" when several large advertisers—including Monsanto Co. (BROADCASTING, July 13)—announced they were going to "farm out" their work to freelance suppliers.

In a staff memo, Mr. O'Toole said that calling this a trend was "somewhere between premature and dead wrong." To say that "farming out provides an advertiser with everything he would get from an agency at less cost" is "overlooking something," he said.

Elaborating on that "something," Mr. O'Toole said he admitted that the "farm-out" system had "a number of surface attractions" for the advertiser, including saving the agency commission. He added, however, that there were some "valuable services provided in return for that 15% commission" of which the advertiser was unaware. He cited "fashioning environments for successful creative work" by assembling a compatible problem-solving team as the most important service to increase advertising effectiveness.

Rep appointments:

- KOCO-TV Oklahoma City; Avery-Knode Inc., New York.
- KCUB(AM) Tucson, Ariz.: Radio Time Sales/International, San Francisco.
- KMED(AM) Medford, Ore.: Robert E. Eastman Co., New York.
- WEEX-AM-FM Easton, Pa.: PRO Time Sales, New York.

Dole tries new tack to get spots on air

He says that alteration in end-the-war amendment raises new fairness issue

Senator Robert Dole (R-Kan.) has renewed his request for free, comparable time on TV stations that carried the paid spot campaign seeking public support for the Amendment to End the War.

The follow-up letters went out to 19 TV stations which had earlier refused to grant Senator Dole's request for free time under the fairness doctrine for his 28 and 56-second spots. The message presented the views of those seeking the amendment's defeat (BROADCASTING, July 27).

The renewed appeal was made because of what Senator Dole called "radical changes" in the amendment itself. He pointed out in the letter that the antiwar senators sponsoring the End the War Amendment, which would place a time limit on U.S. war spending in Southeast Asia, had extended the proposed time for American withdrawal from June 30, 1970, to Dec. 31, 1971.

"None of the end-the-war commercials made any mention of possible changes in the Amendment to End the War," the senator added.

An aide to Senator Dole said that if the stations again refuse to give free time for his spots without giving a concrete reason, a fairness doctrine complaint might be filed with the FCC.

He added that the senator chose to write directly to the stations rather than to file an immediate FCC complaint because of the "murky nature" of the fairness doctrine. He said the doctrine has been clouded by recent FCC rulings.

Senator Dole has also questioned the propriety of antiwar senators' attempts to influence other senators through the end-the-war spots, by "drumming up outside pressures against them, or by seeking to influence fellows while acting in the dual capacities of senator and lobbyist."

He has introduced legislation to amend the Federal Regulation of Lobbying Act to include congressmen who publicly solicit funds for the purpose of bringing pressure on colleagues through TV, radio and newspaper advertising.

The legislation is spurred by the money-raising activities of the antiwar senators who reportedly raised \$500,000 to back the end-the-war drive through a paid half-hour appeal on

NBC in May. Of that amount, approximately \$320,000 has been used to buy time for the End the War Amendment spots.

In a speech on the Senate floor in late August, Senator Dole also asked for clarification of whether the funds received by the antiwar senators had been classified as income, political gifts or campaign contributions and if laws on lobbying are being adhered to.

In response to the Dole comments, Senator George McGovern (D-S.D.), a leader of the antiwar senators, replied:

"I am confident that we have neither violated any laws nor jeopardized a proper sense of ethics and propriety." He added that accounts of all money received and disbursed had been recorded in the *Congressional Record*.

Politicians are due in CBS-TV prime time

CBS-TV notified its affiliates last week that it will make available to them a total of 25 isolated one-minute positions within prime-time one-hour programs for local sale to candidates for political office this fall.

Robert D. Wood, president of CBS-TV, advised affiliates of the network's plan in a wire sent last Thursday (Aug. 27). He said the positions would be made available during the period of Oct. 4 to Nov. 5 in one-hour nighttime programs and in the *CBS Thursday Night Movies* and *The CBS Friday Night Movies*. Mr. Wood added that the affiliates could use their own discretion as to whether the minutes would be sold in 60-second or smaller units.

A CBS official said that affiliates are permitted to sell a created seventh commercial position in the following one-hour shows: *The Glenn Campbell Goodtime Hour*, *Hee Haw*, *Storefront Lawyers*, *Mannix*, *The Tim Conway Hour*, *Medical Center*, *Hawaii Five-O*, *Gunsmoke*, *The Carol Burnett Show*, and *Mission: Impossible*. Affiliates will be notified which commercial positions they may sell within the movie periods.

CBS said unsold minute commercial positions will be filled by CBS-TV promotional spots and fraction of minutes by local public-service and CBS-TV announcements.

CBS guides managers on 'pornographic' ads

CBS has adopted a policy for its owned radio and TV outlets designed to guide station managers on the acceptance or rejection of advertising for feature films characterized as "pornographic."

It was learned last week that the

CBS policy statement questions whether its owned radio or TV stations would be serving the interests of their viewers and listeners by advertising the availability of these sex-exploitation films.

The company's policy makes it clear that the advertising for these films must be made to meet CBS standards.

CBS's policy points out that "its rigorous commercial continuity standards may result in a failure to inform the audience of offensive aspects of the motion picture content, which can be obtained from newspaper ads." It acknowledges that the advertising of any product or service on its radio and TV stations "carries the implications of general and wide acceptability."

CBS has concluded that the best interests of the audience can be served by having the station manager decide whether to accept advertising for specific sex-exploitation motion pictures. Appropriate CBS officials are expected

to screen the film, assess the manner in which it is being offered to the public and review the consensus of informed critical reaction to the picture.

Managers of CBS owned stations must take into consideration that some "X" rated films have "clear cultural and artistic merit and can be considered as appropriate for tasteful advertising" on the outlets.

The CBS policy on the rejection of advertising suggests the advertiser be informed that in the judgment of the station the film is not acceptable for advertising over the station's facility. It recommends that no public comment be made.

CBS's policy statement follows the expansion in the number of sex-exploitation films, which, it said, "are dominated by explicit scenes of actual or simulated on-screen copulation and are presented in the guise of 'sex education films' or as documentaries on pornog-

raphy." It cited such recent titles as "Man and Wife," "Marital Fulfillment," "Wide-Open Copenhagen 70," "He and She" and "Black Is Beautiful."

Grey-Guggenheim merge operations

Grey Advertising Inc., New York, has acquired the San Francisco advertising agency, Guggenheim International, it was reported last week. The merger was for an undisclosed amount of Grey stock and cash.

Guggenheim bills approximately \$500,000, of which 50% is in television and 10% is in radio. The Japan Food Corp.'s Kikkoman International soy and teriyaki sauce account will move from Guggenheim to Grey. Kikkoman has been active in broadcast

Richard F. Guggenheim, president of Guggenheim International, will join Grey as vice president-international.

TheMedia

Cox gets parting shot at FCC issues

Commissioner sees ad guidelines adopted, survey dropped but other items he backed are defeated

The FCC, which normally spends no more than a day on its agenda, devoted a day and a half to a mountain of accumulated items last week. In part, at least, the exertion was made in deference to the desire of outgoing Commissioner Kenneth A. Cox to participate in a number of items of particular interest to him.

And when the commission completed its labors, Commissioner Cox had reason to be pleased with some of the results, disappointed by others and satisfied with a stand-off in one.

The stand-off involved what was perhaps the most controversial item on the agenda—the so-called one-to-a-customer rule.

One of the significant items reportedly approved with Commissioner Cox's support was a directive giving the staff firm guidelines to follow in evaluating commercial proposals by AM and FM renewal applicants.

He also saw the commission accept a proposal he has offered frequently over the years—that it scrap the community-survey question in renewal applications and replace it with one asking applicants to list the major issues in the community and how they are meeting



Commissioner Cox

them.

However, he is said to have tasted bitter defeat in the commission's refusal to approve an agreement under which KTAL-TV Texarkana, Tex., would reimburse the United Church of Christ for the expenses it incurred in helping a number of black groups oppose the station's license renewal, then reach an

accommodation with the licensee.

The one-to-a-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same community, was approved by the commission in March on a 4-to-3 vote, with Commissioner Cox in the majority. But pending before the commission are a number of petitions for reconsideration.

Under consideration last week was a staff recommendation that the commission hold oral argument before acting on the petitions. The majority that voted for the rule reportedly defeated that proposal.

However, Commissioner Cox will not be on hand when the question to grant or deny reconsideration is resolved. A new Republican commissioner, Sherman Unger, ex-general counsel for the Department of Housing and Urban Development, will be present for that.

The guideline given the staff on commercialization amounts to a refinement of standards the commission had indicated in February it would follow in reviewing the renewal applications of AM and FM stations that had already filed 10-month letters. These are letters in which applicants who proposed to ex-

This is David Hunter. He's the most popular boy in his class. He's a pusher.



David is the guy in his class with the connection. If some of his classmates want some grass, they just give David the money and he'll get it for them. If they want pills, David can get ups (Speed or Bennies). And he can get downs (Redbirds or Yellow Jackets). He can get LSD. David can even get the heavy stuff, Heroin. Why not? David's connection knows that David's classmates all come from

good homes with lots of money. And you thought drugs were only in poor neighborhoods in the city. Stop fooling yourself. It's happening everywhere. If you don't believe us, ask your children. How do you keep the dope dealers away from your children? You start by being the kind of parent you should be. Get to know your children. Do things with them. Talk to them.

But before you start talking about drugs, make sure you know what you're talking about. To help you, we've put together a special package of information about drugs. Hard, straight facts. And some answers. While you still have a chance to keep your children off drugs, write WGN, Box 4919, Chicago, IL 60677. We'll send you a special package called "Cold Turkey Isn't Something You Eat."

We think you should send for the package today. If you won't talk to your children about drugs, there's always a pusher who will.

WGN Continental community service

©1978 Continents Broadcasting Company, Inc.

My son, the speed freak.



"I'd raised Johnny to be a good boy. I never thought he'd start taking any kind of drugs. About two months ago, I started to notice he was acting differently. He had always been active, but now he was on the go almost all day and all night. He never seemed to get tired. Every day he got more nervous and jittery and jittery. I would fix him delicious meals and he wouldn't eat. He got skinny. I got worried. Then, three weeks ago today, Johnny came home at four in the morning and went straight to his room and slammed the door. He wouldn't talk to me. He thought I was his enemy. That I was part of a system that was out to get him."

Johnny became paranoid. Speed made him think everybody was his enemy. And it led to violence. Now can you keep this from happening to your son? Or daughter? You start by being the kind of parent you should be. Get to know your children. Do things with them. Talk to them. But before you start talking about drugs, make sure you know what you're talking about. To help you, we've put together a special package of information about drugs. Hard, straight facts. And some answers. While you still have a chance to keep your children off drugs, write WGN, Box 4919, Chicago, IL 60677. We'll send a special package called "Cold Turkey Isn't Something You Eat."

We think you should send for the package today. If you won't talk to your children about drugs, there's always a pusher who will.

WGN Continental community service

©1978 Continents Broadcasting Company, Inc.

Cold turkey isn't something you eat.



Cold turkey is the withdrawal you go through when you can't get the heroin you're hooked on. It's hell. Your head explodes. Your muscles cramp. Suddenly you're freezing (like you're naked in a blizzard). And you're burning up with fever at the same time. It's like coming down with double-pneumonia.

You choke. You gag. You vomit. Cold turkey lasts three, four, or maybe five days. But that's never going to happen to you. Right? You aren't on this drug. But what about your son? Or your daughter? How do you keep it from happening to them? You start by being the kind of parent you should be. Get to know your children. Do things with them. Talk to them. But before you start talking about drugs, make sure you know what you're talking about. To help you, we've put together a special package of information about drugs. Hard, straight facts. And some answers. While you still have a chance to keep your children off drugs, write WGN, Box 4919, Chicago, IL 60677. We'll send you a special package called "Cold Turkey Isn't Something You Eat."

We think you should send for the package today. If you won't talk to your children about drugs, there's always a pusher who will.

WGN Continental community service

©1978 Continents Broadcasting Company, Inc.

Sometimes you want to forget your problems. And everybody else's problems. Just get some of the ones you sell. Go, you try to do something to get high. And look. Remember you know it, you're burning up every winter day. One day you get enough courage to take the big step. Suddenly you are hooked. With a habit that costs 30 dollars a day. And up, 30 you have to shed and risk to pay a pusher. There are only two ways to do it. And you get away from it all. Forever. But don't leave your kids in the hands of a pusher. Keep it from happening to them. Stay by using a better parent. Get to know your children. Do things with them. Talk to them. But before you start talking about drugs, make sure you know what you're talking about. To help you, we've put together a special package of information about drugs called "Cold Turkey Isn't Something You Eat."

Drug Addiction: It's a great way to get away from it all.



Photo: Peter Popadopolous

pany controlled by management, with some direct and some overlapping interests in the regional companies. Chairman and chief executive officer is William McGow and its president is John D. Goeken.

Mr. Cox, a Democrat, is returning to private life after more than seven years as a member of the FCC. President Kennedy appointed him in 1963 after he had served two years as chief of the Broadcast Bureau.

The expiration of his term, on June 30, enabled President Nixon to give the commission a Republican majority. He named Commissioner Robert Wells to succeed Mr. Cox and Sherman Unger, general counsel of the Department of Housing and Urban Development, to fill out the remainder of Mr. Wells's term, which ends next June 30. Both men are Republicans.

The Senate Commerce Committee has not scheduled a hearing on their confirmation but is expected to set a date within the next few weeks.

Child and media topic at White House parley

The White House Conference on Children, held every 10 years, will meet this year in Washington, Dec. 13-18.

Included on the agenda is a forum on "Child Development and the Mass Media," which will study the "nature of the interaction between the child and the media, and its creative uses in child development."

The forum will be conducted by Fred Rogers, creator, writer, producer and chief protagonist of ETV's *Misterogers's Neighborhood*.

The task of the conference's forums is to "present recommendations and innovative approaches for action and implementation." The forums are meeting through this summer to present their reports to the conference staff in September.

Among questions to be considered by the forum headed by Mr. Rogers are these: How do mass media affect child "socialization" today? What is the role of mass media, particularly television, in relating to parents and children and their problems? Should children's television programs be defined as a public service? What steps can mass media take to better deal with questions of child development? How can mass media be used as an educational or information-disseminating tool?

The forum on "Child Development and the Mass Media" has established a Washington-based radio-TV advisory board of local station personnel and broadcasting group representatives.

Schneider on Lib: 'Serious business'

CBS VP urges 'calm consideration' of women's demands

Television and radio network headquarters in New York reported last week that absences by women on Wednesday — "Women's Strike for Equality" Day—appeared to be at the same level as on a normal working day.

CBS offered women the option of taking the day off from their vacation time or without pay. NBC and ABC had no enunciated policy, but left it up to department heads. Both ABC and CBS said absenteeism by women was "normal." An NBC spokesman said no record had been kept but added that no undue absenteeism was noted.

John A. Schneider, executive vice president, CBS Inc., said in an internal memorandum that the demands of the Women's Liberation Movement are "serious business and deserve calm, respectful and understanding consideration." He attached background information on the movement and said the two specific areas of concern for CBS are employment and TV programming.

He noted that ABC already has been charged with unlawful discrimination by the American Civil Liberties Union and that the National Organization of Women (NOW) plans to file suits against all networks. Mr. Schneider also said television has been accused of presenting to the world "a picture of an America where women are inferior, subservient and consistently in an apron."

"It has been suggested that the tele-



Mr. Schneider

vision industry become as sensitive about women in program content and advertising as they are concerning blacks," Mr. Schneider wrote.

He cautioned against believing the movement is "short-fused and will die out." He said that "today, embattled women are not prepared to wait for what they consider to be their equal rights."

In a related move, Sharon Niederman, an ABC News secretary, who enlisted the support of the American Civil Liberties Union in filing a complaint against the organization charging employment discrimination against women (BROADCASTING, Aug. 17 et seq.), acknowledged last week she had resigned voluntarily from ABC News. She said the ACLU complaint to the New York City Commission on Human Rights, filed on her behalf and of other women at ABC News, would continue to be pressed.

She said she resigned because she considered it to be "a conflict of interest" to remain at ABC News and at the same time be a party to a complaint against it. She said she also had received "many other job offers." She has accepted another position, she revealed, but could not identify it at this time. She said she is still on the ABC payroll while on vacation.

Chicago lawyers mum; prober Nader irked

Investigator Ralph Nader complained in Chicago last week that the communications law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters is not being very cooperative in his proposed study of that major firm. Kirkland's executive committee indicated the reason is that any report Mr. Nader makes probably would only be adverse.

Mr. Nader cited one Chicago partner of the law firm, Don H. Reuben, and alleged that "no lawyer in any other city in the U.S. is treated with such awe and fear as Don Reuben is treated in the city of Chicago." Mr. Reuben recently was involved in talks with high U.S. Justice Department officials in Washington on the news subpoena problem.

Mr. Nader, explaining the Kirkland firm is the largest in Chicago—where it handles other law as well as that of the media—said only one of the firm's 98 lawyers there consented to an interview and then only off-the-record. He said, however, that 19 of the 25 lawyers in Kirkland's Washington, D.C., office submitted to interviews.

The Nader study is to be issued later this year. Also due is an earlier investigation of another major Washington law firm, Covington & Burling.

Overmyer case surfaces again

FCC, taking its cue from House subcommittee, will reopen probe of UHF price inflation

The FCC will revisit one of its most controversial station-transaction cases, one that not only split the commission but subjected the agency to severe congressional criticism—the D. H. Overmyer case.

The commission last week ordered an evidentiary hearing to determine whether D. H. Overmyer misrepresented the out-of-pocket expenses he claimed in the transfer of 80% interest in construction permits for five UHF stations to an AVC Corp. subsidiary, for \$1 million, in December 1967.

The issues designated by the commission are designed to enable it to unwind at least part of the three-year-old agreement—one that would permit U.S. Communications to acquire the 20% interest Mr. Overmyer has retained in the permit for up to \$3 million. An option to buy, which can be exercised between Jan. 15, 1971, and April 14, 1972, was given U.S. Communications Corp., the subsidiary, as partial security for a \$3-million loan it made in connection with the sale.

The hearing order results from information developed and allegations made by the House Commerce Committee's Investigations Subcommittee, which initiated hearings on the transfers almost as soon as they were approved. The hearings continued sporadically over the following eight months, and resulted in May 1969 in a stinging report castigating both the commission, for its handling of the case, and the principals involved (BROADCASTING, May 19, 1969).

Involved in the case were permits for KEMO-TV San Francisco, WPGH-TV (then WECO-TV) Pittsburgh, WXIX(TV) (then WSCO-TV) Newport, Ky., WATL(TV) (then WBMO-TV) Atlanta, and KJDO-TV Rosenberg, Tex.

The commission approved the \$1-million purchase price for the 80% interest on the basis of representations that Mr. Overmyer incurred \$1,331,900 out-of-pocket expenses in processing the applications. The commission last week said the applications, on that basis, complied with its policy of allowing no more than out-of-pocket expenses to transferors of permits.

But the commission said that the House subcommittee report raised questions about the claimed expenses. One was whether services supposed to have been performed by employes of other Overmyer affiliates in behalf of the five television stations were in fact per-



Mr. Overmyer

formed. Mr. Overmyer's principal business is warehousing.

Another is whether services for an ill-fated network and for television interests in Toledo, Ohio, and Dallas were charged to the five transferred properties. (Mr. Overmyer retained his UHF station in Toledo, WDHO-TV, which went on the air four years ago, but dropped out of a contest for channel 27 in Dallas, (in November 1967). A third question is whether Mr. Overmyer charged for time during which no services were provided.

The commission indicated that these questions, in turn, lead to one as to whether Mr. Overmyer's retention of the 20% interest and the accompanying option agreement were justified. They were not justified, it said, if Mr. Overmyer's actual expenses did not exceed the \$1 million he has been paid.

Accordingly, the issues in the hearing are aimed at this aspect of the agreement. Besides the matter of whether Mr. Overmyer had engaged in misrepresentation, the issues involve questions as to whether U.S. Communications Corp.'s option to acquire Mr. Overmyer's remaining interest in the stations should be voided; whether Mr. Overmyer should be required to transfer his interests in the construction permits to U.S. Communications Corp., and, if so, whether he should be permitted to receive any payment.

Questions about the out-of-pocket expenses claims and the \$3-million loan agreement led three commissioners—

Kenneth A. Cox, Robert T. Bartley and Nicholas Johnson—to dissent to the transfers. Commissioner Cox, in a statement for all three, said Mr. Overmyer was making a profit.

The commission majority, besides accepting as valid Mr. Overmyer's representations, was persuaded to approve the permit transfers by a desire to see the proposed stations built. Since the sale, all but one of the stations—KJDO-TV Rosenberg—has gone on the air.

The House subcommittee, in its report, accused the commission of abdicating its "statutory responsibility" in failing to hold a hearing on the transfers. The report said the details of the option agreement "should have immediately raised the specter of trafficking and called for a full-fledged review. . . ."

The decision to set the matter for hearing was taken on a 6-to-1 vote, with Commission Robert E. Lee concurring in the result and Commissioner Nicholas Johnson the lone dissenter. Commissioner Johnson offered no explanation for his vote, which came as a surprise in view of his opposition to the transfers initially.

The commission order constitutes another piece of bitter fruit of an effort to establish a significant UHF television business. At one time, Mr. Overmyer had plans to put seven UHF television stations on the air and to set up a fourth television network.

However, beginning three years ago, difficulties resulting from the financial problems of the warehousing business that was to have supported the television business, forced Mr. Overmyer to cut back. First to go was the Overmyer Network; it was taken over by a group of wealthy Western businessmen (but no money changed hands), renamed United, in March 1967, then expired in June (BROADCASTING, June 6, 1967).

Then he entered into the agreement with AVC for the five permits, in June 1967 and in November dropped his bid for Dallas' channel 27.

Thus, the sole survivor of his television business is WDHO-TV Toledo. And commission officials last week said that the station's license renewal application, due to be acted on by Oct. 1, will be deferred pending hearing results.

CBS Radio adds two

CBS Radio has announced affiliations with WGAF(AM) Valdosta, Ga., and of KLIN(AM) Lincoln, Neb., effective Aug. 24 and Nov. 1, respectively. WGAF, licensed to Valdosta Broadcasting Co., was an independent, and KLIN, licensed to Shurtleff-Schorr Broadcasting Corp., was with ABC Radio (Entertainment Network). WGAF is full-time on 910 kc with 5 kw and KLIN is on 1400 kc with 1 kw day and 250 w night.

**You don't have to
get hooked on the
stuff for it to kill you,
you could be lucky the
first time.**



**Ask not what your
pusher can do for you.
But what you can
do for your pusher.**

That's the way they look at it, you know.

Cold turkey isn't something you eat.

Cold turkey is the withdrawal you go through when you can't get the hard drug you're hooked on.

But a lot of people don't know that.

We're in the communications business, so it's up to us to help people understand one of the biggest problems our country has. Drug abuse.

That's why we're conducting the public service advertising campaign you see here in the Chicagoland area (served by WGN Radio and WGN Television), Denver (KWGN Television) and Duluth-Superior (KDAL Radio/Television).

We hope it'll help a lot of people understand the horror of being a slave to drugs.

We hope it'll help keep a lot of people off drugs.

We hope it'll help save some people's lives.

You're in the communications business. You should help.

You can. By running this same campaign in your community. And you don't have to put our name on it. You run it. Put your name on it. Just run it.

Write us for the details. Together, we can begin to solve this problem.

Sincerely,

Ward L. Quaal, President
WGN Continental Broadcasting Company

Write to: DRUG ABUSE
WGN Continental Broadcasting Company
2501 Bradley Place, Chicago, Ill. 60618

Please send me a complete set of ad proofs, school posters and information on how to set up the program in my community.

Name.....

Title.....

Company.....

Address.....City.....State.....Zip.....

Cox joins Mi-Com as senior VP

Departing FCC commissioner also will be counsel to communications law firm

FCC Commissioner Kenneth A. Cox is leaving government today (Aug. 31) to become senior vice president of a Washington-based company that is establishing a nationwide network of regional common carriers and to become counsel to a Washington communications law firm ("Closed Circuit," Aug. 24).

The company is Microwave Communications of America (Mi-Com). It has helped establish and is prepared to coordinate and provide technical, economic and marketing service to 16 independent and separately owned carriers that are designed to offer specialized transmission services. These are generically called "MCI" companies, after the pioneer in the field.

The law firm with which Mr. Cox will be associated is Haley, Bader & Potts, which is counsel to Mi-Com as well as to several of the regional microwave carrier applicants. Besides practicing general communications law, including representation of broadcaster clients, Mr. Cox will undertake work connected with his Mi-Com affiliation.

Along with Data Transmission Corp., Mi-Com and its associated companies are emerging as competitors of AT&T and Western Union in providing transmission services on a common-carrier basis. MCI companies, which have 825 microwave applications pending before the FCC, intend to offer services tailored to customers' needs, such as data, fac-

simile, voice and teletype. The companies' facilities, which are designed for interconnection, would also have the capacity for radio and TV transmission, but there are no present plans to offer it.

Datran contemplates establishment of an all-digital, switched network for use exclusively for data-transmission.

Thus far, only one MCI company has received FCC authorization to provide service. It is building facilities to link Chicago and St. Louis. However, the grant in August 1969 led to establishment of the other MCI companies which are designed to cover 74% of the population and 84% of the communications traffic of the country.

MCI efforts to provide microwave service on a common-carrier basis are being opposed by AT&T and Western Union, which urged the commission to deny the applications for the Chicago-St. Louis link, and have appealed the commission's grant to the U.S. Court of Appeals in Washington.

Mi-Com is a privately owned com-

ceed the 18-minute per hour standard contained in the National Association of Broadcasters commercial code have been required to report on their commercial practices 18 months after their applications were granted.

In February, the commission indicated that such applicants who propose to exceed the 18-minute standard again, during 10% of their weekly operating schedule, would very likely face a renewal hearing unless they amended their commercialization proposal. Last week, the commission directed the staff to retain those standards but to set 20 minutes as the ceiling to be imposed for "special" hours when the 18-minute limit is exceeded. The "special" ceiling would be raised to 22 minutes during political campaigns to accommodate political advertising.

The ascertainment-of-community-needs has posed problems for the commission staff, in processing the answers, as well as for applicants ever since the present radio and television application forms were adopted five years ago.

There were said to be no objections last week to Commissioner Cox's proposal that the commission replace it in renewal forms—it would remain in applications for new stations and for assignments and transfers—with one relating to the licensee's efforts to identify major issues in the community and to report on the programming carried that dealt with them. Officials indicate that, along with the major-issues question, renewal applicants will be asked to describe how they are keeping attuned to changing needs in the community.

The commission staff is expected to prepare a draft of the proposed change, probably within a matter of weeks.

The commission is said to have decided to turn down the request for approval of the KTAL-TV-United Church of Christ reimbursement agreement despite a spirited argument in its behalf by Commissioner Cox. But though he failed to persuade a majority of his colleagues, Commissioner Cox picked up the vote of Chairman Dean Burch, which reportedly surprised those at the meeting, along with Commissioner Nicholas Johnson's.

The general counsel's office had urged approval of the agreement, which provided for a \$15,000 payment to the church. But the majority followed the lead of the Broadcast Bureau, which argued that approval would serve to open the door to a flood of protest petitions that would benefit, ultimately, protesting groups' attorneys.

According to some sources, the issue will not be completely resolved until the order denying approval is drafted. The general counsel's office is said to be recommending that it include language that would make clear that denial of the KTAL-TV-church agreement did not indicate that all such requests for approval would be rejected.

One matter in which Commissioner Cox has been particularly interested that did not receive much attention last week involves standards for evaluating renewal applications. He and Commissioner Johnson have long opposed the staff renewing, without further inquiry, the applications of stations that do not

propose to devote at least 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programming (religious, instructional, and agriculture).

Commissioner Cox expressed his views on the issue, but there was no firm proposal pending, and the commission put the matter over, possibly to this week.

Commissioner Cox, who is scheduled to step down from the commission today (Monday) (see story above), expressed his appreciation for the effort made by his colleagues to deal with the matters of interest to him.

"I have no squawks," he said. "Nobody outwaited me. We did all that we could."

Senate routinely OK's Kirkpatrick for FTC

Miles W. Kirkpatrick, nominee for Federal Trade Commission chairman, was routinely confirmed by the Senate last week in a unanimous voice vote following an equally agreeable question-and-answer session before the Senate Commerce Committee the preceding week (BROADCASTING, Aug. 24).

Mr. Kirkpatrick will succeed California lawyer Caspar W. Weinberger, who left the FTC Aug. 7 to become deputy director of the executive department's new Office of Management and Budget.

The commission has set no date for the swearing in of Mr. Kirkpatrick, who investigated the FTC in 1969 as head of an American Bar Association team.

“Duel In The Wind,” the third LIFE-produced Alcoa Hour special, will be telecast Wednesday night, September 9, 10-11 p.m., on the Hughes network.



Once again, the Hughes television network has come up with a power-packed line-up that will cover more than 95 percent of all U.S. television homes and will include many new affiliates. "Duel In The Wind" is produced in LIFE magazine's exciting photo-journalistic style. It's a behind-the-scenes chronicle of a timely, exciting subject, the same kind of approach that made "Cowboy" and "Thirty Days to Survival," the two previous Alcoa specials, so well received by the public and the critics. The glamorous, thrill-packed saga of the sailors, skippers and yacht designers who are dedicated to keeping the America's Cup in the

United States is an exciting successor to The Alcoa Hours aired earlier this year.

The highlight of "Duel In The Wind" will be the dramatic moment when a spokesman for the Selection Committee of the New York Yacht Club announces the name of the 12-meter yacht chosen to defend the America's Cup against Australia's *Gretel II* or the French yacht *France*.

So, if you haven't yet noticed what a solid audience The Alcoa Hour is building, better join us Wednesday night, September 9, 10-11 p.m., on the Hughes television network. That's where the action will be.

Change for the better with
Alcoa® Aluminum

 **ALCOA**

Phonevision gains FCC approval

The hardware developed by pioneer promoter of subscription television gets type OK

The first technical system for subscription television was authorized last week by the FCC when it granted advance approval to Zenith Radio Corp.'s Phonevision system.

Phonevision transmits a television signal that is altered by a device that scrambles the picture and sound as received by a standard TV set. Subscribers to Phonevision would rent a decoder that unscrambles the signals. To select an STV program the subscriber inserts a ticket and dials a simple code.

Zenith and Phonevision go back a long way. It was on July 3, 1947, that the Chicago-based manufacturer of radio and TV receivers announced the first of its Phonevision systems after 15 years of development. On Feb. 25, 1952, the company petitioned the commission to authorize subscription television, and in 1961 Zenith received FCC approval to conduct the first—and only—over-the-air pay-TV test in the U.S. The test was run over RKO General's WHCT(TV) Hartford, Conn., from June 29, 1962, to Jan. 31, 1969.

"We are naturally very gratified that Phonevision—which is the product of more than 20 years of research, development and field testing—has met the strict engineering requirements developed by the FCC for broadcast STV," commented Joseph S. Wright, board chairman of Zenith.

"Phonevision is the only broadcast STV system proved out in actual use by thousands of subscriber families," he said, adding that the Hartford trial "demonstrated the system's technical feasibility and its practicability in day-to-day operation in the home."

FCC rules permit other equipment and systems to be used in pay TV, provided they meet basic specifications. The rules also set restrictions in the amount and type of programing to be offered in a subscription service.

Mr. Wright said that with the FCC's technical approval, Teco Inc., Zenith's licensee for commercial development of Phonevision in North America, "is in a position to implement plans to introduce this new box office TV service. It is now possible for Teco to proceed with selection of a premiere STV market and to conclude negotiations with broadcasters and others around the country to establish this FCC-approved STV system in local markets."

He noted that under the FCC rules for over-the-air STV, no station application for regular STV broadcasting can

be granted unless the station has an agreement to use an FCC-approved system. "Advance approval of Zenith's Phonevision system makes it possible for television stations and others interested in making STV applications to facilitate plans for authorization," he added.

Zenith is prepared "to move ahead as rapidly as needed," Mr. Wright continued, "to furnish the equipment requirements of local STV operations to be franchised by Teco Inc." Unofficially, it was indicated, Zenith probably could deliver equipment in about a year after grant of application.

Under its licensing agreement with Zenith to promote and commercially develop Phonevision in North America, Teco Inc. has the responsibility for franchising organizations to use Zenith's STV systems. Teco will supply Phonevision franchise holders with the special encoding equipment for transmitting STV programs and it will provide assistance in such areas as marketing, engineering and programing.

Zenith will supply Phonevision franchise holders directly with the decoding units to be installed in subscriber homes.

RKO General holds options with Teco for regular STV service ventures at Hartford, Philadelphia, Washington, Pittsburgh, Cleveland and San Francisco. Teco itself presently holds the Phonevision STV rights for New York, Los Angeles and Chicago, although at one time the Kaiser group held an

option for Los Angeles and Field Enterprises Inc., owner of WFLD-TV Chicago, held an option for Chicago.

Teco's licensing and development agreements with Zenith date back to 1949 and were last modified in 1960. Teco's president, Pieter E. van Beek, also is employed by Zenith where he is in charge of subscription-TV activities. Teco's stock has been owned 42% by two trusts created by the late Eugene F. McDonald of Zenith.

The license agreement with Zenith also provides that Teco will pay certain percentages of its gross revenues or net profits to Zenith. Teco has operated with a small net loss.

At Teco's annual meeting in Chicago last Tuesday [Aug. 25], the stockholders approved an increase in the common shares from the previous 100,000 with par value of \$10 to a new total 5-million shares with par value of \$1.25. An eight-for-one split also was approved.

Purpose of the moves is to increase working capital and make the issue more attractive to general investors. Bid prices for the shares have ranged from a high of \$380 in early 1969 to \$160 recently.

37 from Columbia assigned to stations

Thirty-seven minority-group members were graduated from an intensive 10-week training program at the Columbia University Graduate School of Journalism last Friday (Aug. 28). The university said that all 37 will begin work immediately as reporters and writers for major newspapers and broadcast stations.

Of the graduating students, 24 were trained in broadcast news and 13 in newspaper reporting. Included in the group are 31 blacks, three Mexican-Americans, two Puerto Ricans and one Chinese-American.

The graduates in the broadcast area and the stations they are returning to or joining for the first time are James Baca, KOAT-TV Albuquerque, N.M.; Dorothy Brown, WKYC-TV Cleveland; Maureen Bunyan, WITI-TV Milwaukee; Christopher Chow, WMAQ(AM) Chicago; Gail Christian, KNBC(TV) Los Angeles; Michele Clark, WBBM-TV Chicago; Isabel Duron, KNXT(TV) Los Angeles; Arthur France, WMAQ-TV Chicago; George Groce, KMOX-TV St. Louis; Mattie Hall, WHBQ-AM-FM Mem-

Media notes:

Cable course ■ Columbia College, Los Angeles, is offering new course entitled, "Introduction to CATV." Class schedule describes course as "study of what CATV is; how it works; its growth potential and appeal together with its legal and regulatory aspects and future potential." Instructor is George Schardt, with news department of KWHY-TV Los Angeles and Audience Studies Inc. there.

Wheels for new ETV ■ WISH-TV Indianapolis has donated a large remote production mobile unit to soon-to-be-completed noncommercial WFYI(TV) there. WFYI General Manager Warren Wright said the donation was part of a pledge by Indianapolis' three commercial television stations to aid the new ETV unit.



MEDIA MUSIC NO. 6

THE PROGRAMMING AND PRODUCTION GIANT

THE COMMERCIAL VOLUME

UP, UP AND GO GIRLS

COUNTRY & WESTERN

NEW SOUND COLORS IN BEAT MUSIC

THE NOW ELECTRIC STRINGS

AND MUCH MORE

AND... IN :30 & :60 SEC. TRACKS FOR COMMERCIALS

STILL SIZZLING FROM THE RECORDING SESSION!

PLEASE SEND ME:

Media Music No. 6 (10 records)
for \$115.00 Mono, 125.00 Stereo.
(Surface freight prepaid)

I enclose a check or U.S. Currency.
Please bill me.

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releases No.'s 1, 2, 3, 4 & 5



NAME _____

COMPANY _____

COMPANY _____

STATE _____

ZIP _____

Signature _____

phis; Jacqueline Hayward, WAGA-TV Atlanta; Jacqueline Hendricks, WTOP-TV Washington.

Also Sherman Jackson, WNBC-TV New York; William Jamison, WKYC-TV;

Henrietta Johnson, WNBC-TV; Vernon Odom, WQXI-TV Atlanta; Gerald Rivera, WABC-TV New York; Andrew Reynolds, WCAU-TV Philadelphia; Ray Scruggs, WCBS-TV New York; Roger Sims, KNBC-

(TV); Ana Throne, KOMO-TV Seattle; Arturo Villarreal, KENS-TV San Antonio; Richard Watkins, WHEN-TV Syracuse, N.Y., and George Woods, WHIO-TV Dayton, Ohio.

A quiet hearing on CPB nominations

Thomas Moore, former ABC-TV president, is last of five named to directorships

Confirmation hearings held by the Senate Commerce Committee last week on five presidential nominees as directors of the Corp. for Public Broadcasting and one director to serve on the Communications Satellite Corp. board proceeded amicably and uncovered no opposition.

The fifth and last-minute nominee for CPB director—whose name was submitted by President Nixon Tuesday (Aug. 25) morning, just in time for the afternoon hearings—was Thomas W. Moore, chairman of the board and chief executive officer of Ticketron Inc. and former president of ABC-TV. Ticketron is a New York-based centralized box-office operation selling reserved seats to Broadway shows, sports events, motion pictures and other entertainment attractions.

Before assuming the ABC-TV presidency in 1966, Mr. Moore worked in ABC programing and sales; prior to that

he was with CBS in the same areas. He left ABC-TV in 1968 to become president of Ticketron.

Other first-time CPB nominees appearing before the committee were John Hay Whitney, former ambassador to Great Britain under the Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp., and John D. Wrather, chairman and president of Wrather Corp., which owns Muzak Corp. and the Disneyland hotel among others, and produces television programs—among them *Lassie*, longest-running filmed series still on the air. Mr. Wrather is also 12% stockholder in Teleprompter Corp., multiple-CATV owner.

Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle) were up for reappointment to the CPB board.

✓ Rudolph A. Peterson, former presi-

dent of the Bank of America, appeared as a presidential appointee to the Comsat board. Mr. Peterson, formerly a stockholder-director, is in effect exchanging places with Dr. William W. Hagerty, president of Drexel university, Philadelphia, formerly appointed by the President but now elected by Comsat shareholders.

In response to a question from the committee chairman, Warren G. Magnuson (D-Wash.), Mr. Peterson affirmed that Comsat is now operating "in the black." After Mr. Peterson assured the committee that he would strive to meet the challenge of his nomination, Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), who has been critical of this country's laggardness in establishing a domestic communications-satellite system, commented that "our failure to have [a system] is a loss to the American people."

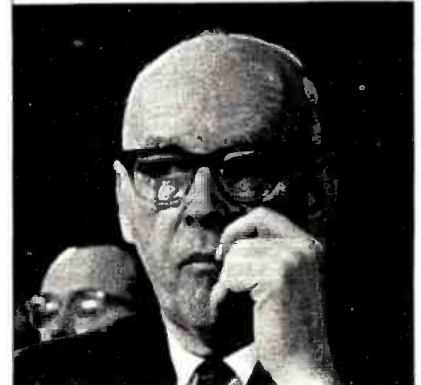
Mr. Haas called for a "review" of



Mr. Moore



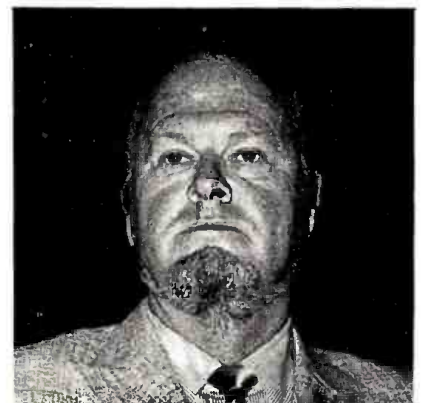
Mr. Whitney



Mr. Schooley



Mr. Haas



Mr. Wrather

the legislation under which CPB was created in 1967, criticizing the Congress's failure to provide the corporation with a guaranteed annual stipend.

In response to a question from Senator Magnuson as to whether the lack of certainty surrounding CPB funding jeopardized its freedom from government control, Mr. Haas replied that while encroachment had not been a problem thus far, long-term financing was needed to assure future insulation from untoward pressures.

The House Rules Committee three weeks ago cleared for floor action the Corp. for Public Broadcasting authorization bill (H.R. 17982), with a vote expected after the Labor Day recess. The bill provides for up to \$30 million for CPB plus an additional \$5 million to be matched with private funds, for a total one-year authorization of \$40 million.

General Tire settles U.S. suit

Antitrust action on trade could affect RKO fight for KHJ-TV

General Tire and Rubber Co. and three of its subsidiaries, including RKO General Inc., have reached an agreement with the Department of Justice aimed at settling the government's civil antitrust case against them. It embodies the defendants' promise not to engage in reciprocal purchasing agreements with suppliers, but it does not constitute an admission of guilt.

The department last week announced it had filed the proposed consent judgment in the U.S. District Court in Cleveland and said it may become final in 30 days.

The department brought the suit in 1967, charging General Tire, Akron, Ohio, and the three subsidiaries—Aerojet-General Corp., Glendale, Calif., A. M. Byers Co., Pittsburgh, and RKO—with Sherman Act violations since 1957. It said the defendants had entered into arrangements with suppliers to restrain trade by reciprocal purchases and had used their purchasing power to promote sales in an effort to monopolize sales to actual and potential supplier customers.

It was not clear what effect, if any, the consent judgment will have on the comparative hearing in which RKO is seeking to retain channel 9 Los Angeles (KHJ-TV), in the face of a challenge by a group of Los Angeles businessmen operating as Fidelity Television Inc.

The reciprocal-trade practice matter is an issue in the case, and Justice, in a

brief filed in June, said that if the commission upholds the examiner's conclusion that RKO and General Tire engaged in such practices, it should deny the license-renewal application (BROADCASTING, June 15).

In replying to the department's brief, RKO seized on the then-tentative agreement with Justice to stress what RKO regarded as the undue harshness of the forfeiture recommendation. It noted that Justice was not seeking "such an extreme remedy as forfeiture but, rather, injunctive provisions essentially prospective in nature" (BROADCASTING,

July 27).

The consent judgment, which will be in effect for 10 years, prohibits the defendants from conditioning the purchase of goods or services on the supplier buying from them. It also contains a number of provisions aimed at guarding against development of any relationship between purchases and sales.

It prohibits the defendants from talking to suppliers about the relationship of purchases and sales between them, from telling actual or potential suppliers that preference in purchasing products



The WJEF Countrywise buyers ...they know what they want and can afford it!

Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about \$10,117. Ottawa County families have an average income of \$9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants—part of an expanding economy already accounting for \$902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.



The Folger Nations

BRANDS: BROADWAY-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WJMN/WJTV-FM CHASSAULT

TELEVISION
WJMN-TV GRAND RAPIDS-KALAMAZOO
WJTV-FM GRAND RAPIDS-KENT
WJFM-TV GRAND RAPIDS-KENT
WJMN-TV GRAND RAPIDS-KENT
WJTV-FM GRAND RAPIDS-KENT
WJFM-TV GRAND RAPIDS-KENT

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

will be based on the defendants' sales to them, and from furnishing purchasing agents with lists identifying the defendants' customers or sales personnel with lists which identify the defendants' suppliers.

Under the judgment, in addition, General Tire agrees to abolish the position of director of trade relations and RKO, the position of director of corporate relations. The judgment also prohibits the defendants from assigning trade relations functions to any of their personnel and from joining in any association whose objectives are to promote trade relations.

Illinois citizens' plan gets little response

The Illinois Citizens Committee for Broadcasting, Chicago-based group seeking free air spots to survey listeners about how well they like each station, reported last week that two local stations will comply but others so far are refusing (BROADCASTING, Aug. 24). The data is to be used by the group in license-renewal presentations.

Duane Lindstrom, the committee's executive director, reported WNIB(FM) Chicago and WCIU-TV there said they will grant free time for the ICCB survey spots.

Red ink, red tape can make a man gray

A UHFer whose losses rise as FCC dawdles at last gets action with urgent telegram

What does a broadcaster do who feels his UHF station is slowly sinking beneath a sea of red ink while the FCC ignores (or so it seems to him) an application that, if approved, might serve as a life preserver?

If he is Alex N. Apostolou, head of Roanoke Telecasting Corp., licensee of financially troubled WRFT-TV (ch. 27) Roanoke, Va., he screams—figuratively, at least. And if he's lucky, he gets the commission's attention.

Last year, the station, which had begun operating in 1966, made plans for expanding its coverage area as a means of strengthening its competitive position in a community served by two VHF stations, WDBJ-TV and WLSL-TV. It would move its transmitter six miles southwest to Poor Mountain, where the VHF stations' transmitters are located, raise the height of its tower from 410 feet to more than 2,010 feet above average terrain (253 above ground) and increase its power from 21.4 kw to 250 kw.

An application to accomplish these

changes was filed with the commission in June 1969.

But nothing is simple. It was not until last March that the FCC staff was satisfied it had all the information it felt it needed from Roanoke Telecasting; an exhibit dealing with the company's finances was the last item.

And in the meantime, the application had become involved in efforts of another station to improve its competitive position. At issue was the application of *The Washington Evening Star's* WLVA-TV (ch. 13) Lynchburg, Va., to move its transmitter toward Roanoke, now 45 miles away. Like WRFT-TV, it is an ABC affiliate.

Along with the Association of Maximum Service Telecasters, WRFT-TV had opposed the application, and in December 1968 it had been designated for hearing on issues involving questions of adverse economic impact on the UHF station and short-spacing (to WHTN-TV Huntington, W. Va., among others).

Last November, the FCC examiner in the case recommended denial, and the matter is now pending on appeal before the Review Board. But WLVA-TV was already on record with a curious document in connection with WRFT-TV's case—a petition in support of the application "or in the alternative," one to deny it.

Essentially the argument was that if the applications of WRFT-TV and WLVA-TV are granted, each station will have the facilities necessary to reach enough homes to assure economic viability, even though both are ABC affiliates. But if only the WRFT-TV application is granted, then WLVA-TV, the Washington Star station contends, the economic disadvantage it feels with respect to the two Roanoke VHF's—an alleged disadvantage that prompted the application—would be increased.

WRFT-TV, which opposed the petition, was by summer becoming seriously concerned with the fate of its own application. In July, it filed a petition requesting speedy action. It said that it was undergoing financial difficulties, that it was suffering losses requiring it to borrow at the rate of \$10,000 monthly and had accumulated some \$450,000 in debts. If there is further commission delay in granting its application, WRFT-TV said, its financial ability to make the proposed changes would be wiped out.

The application had become stuck in the commission processing line. According to normal procedures, it was re-

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ferred to the broadcast facilities engineering section. But that section is undermanned; only one engineer works on applications for major changes. And not infrequently, priority attention is given to those items in which commissioners, often in response to queries from Capitol Hill, express an interest. Accordingly, since the WRFT-TV application had not been on file for what, by commission standards, is an inordinate amount of time, it was not moving.

Then Mr. Apostolou screamed. Bypassing his Washington counsel, he wired the commission an "urgent" appeal for action on the WRFT-TV application "to prevent our being driven off the air." The wire, dated Aug. 18, was addressed to Chairman Dean Burch and Broadcast Bureau Chief George Smith, with copies to the other commissioners and all interested parties, including WLVA-TV and ABC.

He asked that the telegram be considered an "emergency, supplemental and formal request for immediate action," and said: "We do not have and cannot get additional funds to sustain continued and heavy losses from our operations at our present inadequate site."

He also asked for help on another score. He said that to avoid paying local loop charges which ABC was planning to shift to the station, WRFT-TV had arranged to rebroadcast ABC programs carried by WLVA-TV. But WLVA-TV, he said, had "renege on its oral consent."

He said the station could not afford the "unbearable" charge, and last week WRFT-TV's counsel filed a petition requesting a declaratory ruling that WLVA-TV's refusal to grant retransmission consent "is arbitrary and unreasonable." The petition said the loop charges would cost the station \$3,600 monthly.

According to the petition, ABC said it had "mistakenly" interpreted its WRFT-TV contract as requiring it to assume the loop charges. ABC planned to shift the cost to the station on Aug. 4, but later agreed to continue paying for another two weeks. WRFT-TV, while seeking an alternative method of obtaining the network programing, is picking up the charges which come to about \$120 daily.

Meanwhile, however, WRFT-TV's application was receiving attention at the commission. It had moved out of the engineering section and onto the desk of a staff lawyer. He prepared an agenda item on the matter—and the commission is expected to consider it this week.

Officials were reluctant to discuss the matter, but they conceded that Mr. Apostolou's telegram triggered the action. Indications were that a prod was administered by one or more of the commissioners' offices. Mr. Apostolou's plea had gotten attention.

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

■ **KNOP(AM)** North Platte, Neb.: Sold by Richard F. Shively and others to A. E. Dahl for \$275,000. Mr. Shively has interests in **KNOP-TV** North Platte, owns **WLFI-TV** Lafayette, Ind., and 25% of applicant for new TV at Nampa, Idaho. Mr. Dahl was former general manager of **KWIX(AM)** Moberly, **KLIK(AM)** Jefferson City and **KHMO(AM)** Hannibal, all Missouri; **KZIX(AM)** Fort Collins, Colo., and **WJON(AM)** St. Cloud, Minn. **KNOP** is on 1410 kc with 1 kw day and 500 w night.

■ **WEPN-AM-FM** Elizabethtown, Pa.: Sold by East Pennsylvania Broadcasting Corp. to Charles C. and Sue Marshall Smith for \$226,000. Mr. Smith formerly owned **WDEC-AM-FM** Americus, Ga. **WEPN(AM)** is a daytimer on 1600 kc with 500 w. **WEPN-FM** operates on 106.7 mc with 20 kw and an antenna 500 feet above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last

week (for other FCC activities see "For the Record," page 69).

■ **WQAL(FM)** Philadelphia: Sold by Abe and George Voron to United Artists Broadcasting Inc. for \$950,000 (see page 60).

■ **KGEE(AM)** and **KGFM(FM)** Bakersfield, Calif.: Sold by the Carl E. Haymond family and Dan B. Speare to John J. Jacquemine, and others for \$530,000. Mr. Jacquemine owns 33½% of **KERV(AM)** Kerrville, Tex. Grant is conditioned on buyers divesting themselves of either station within one year. **KGEE** is full time on 1230 kc with 1 kw day and 250 w night. **KGFM** operates on 101.5 mc with 33.3 kw and an antenna 155 feet above average terrain. Vote was 5 to 2, with Commissioners Robert E. Lee, Robert Wells dissenting.

■ **WKLS(FM)** Atlanta: Sold by Donald Kennedy, James B. Lathom and D. R. Jones to San Juan Racing Association for \$750,000. H. N. Glickstein is board chairman and president and owns 7.7% of San Juan Racing Association, which owns El Commandante race track in San Juan, P.R.; has vast real estate holdings in and around San Juan, and owns **WUST(AM)** Washington and **WJMD(FM)** Bethesda, Md. **WKLS** is on 96.1 mc with 100 kc and an antenna 510 feet above average terrain.


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Contact Cecil L. "Lud" Richards in our Washington, D.C. office.

TEXAS: —Old established non-directional full timer in growing industrial market. Program format country and western. New studios and offices—good equipment. Transmitter real estate included. Priced to sell quickly. \$250,000 — \$100,000 down, balance 10 years.

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GM antennas pick up static

They may be safer inside windshield, but don't catch signals, critics say

A General Motors innovation last year is playing hob with the bread and butter of radio broadcasters—their auto audiences.

The novelty is the windshield radio antenna that is built into all 1970 GM models except some of the lower-priced lines.

The move was promoted as improving reception of FM broadcasts and also eliminating the customary whip antenna from the fender of the car—a move, it was said, in keeping with federal auto-safety recommendation against protrusions.

The only trouble is that the windshield antenna, according to many broadcasters, not only isn't as good as the whip antenna; it's worse.

Complaints that the new antenna results in deteriorated FM signals, as well as poorer AM reception, surfaced almost as soon as the 1970 GM cars began to be sold. They increased in intensity in the last six months; to the point where GM sent a team to Boston on Aug. 10 to run tests on WJIB(FM), Kaiser Broadcasting station in the area.

Even before then, George Bartlett, engineering vice president of the National Association of Broadcasters, began studying the problem, especially after complaints reached him from broadcasters in New England, Florida, Pennsylvania, Wyoming, and even California.

Following a preliminary test in the Boston area last June, Mr. Bartlett sub-

mitted a report that prompted NAB President Vincent T. Wasilewski to write to General Motors. It was this protest that resulted in GM sending a test team, from its Delco Radio Division in Kokomo, Ind., to Boston.

Mr. Wasilewski is understood also to have written to the Ford Motor Co.; this was based on reports that Ford was going to begin using the windshield antenna in its 1971 cars. Not so, Ford replied; it has no such plans. There were reports that Chrysler was thinking of using the device.

According to broadcasters, the new windshield antennas are responsible for a drastic deterioration of FM reception and a corresponding worsening of AM reception.

A General Motors spokesman last week said the windshield antenna had been tested before the development was approved, and that these tests showed that FM reception was "as good or better" than that received by a whip antenna.

He acknowledged that "some problems" were found in the Boston test, and said that the results of GM's evaluation would be discussed with NAB and others next month.

He said that GM was certain the windshield antenna will be beneficial in the long run, noting that it eliminates two problems involving whip antennas: corrosion of the metal and vandalism.

He added that, although GM doesn't feel that the complaints are as serious

as the company has been led to believe, GM is working to upgrade radio reception in improving the function of the windshield antennas and the radio receiver.

Broadcasters raised their fears of the GM antenna for the first time at the NAB radio board meeting last January.

Since that time, NAB has received scores of complaints and warnings from, among others, David M. Baltimore, WBRE-AM-FM-TV Wilkes-Barre, Pa.; John F. Hurlbut, WVMC-AM-FM Mt. Carmel, Ill.; James J. Gabbert, KIOI(FM) San Francisco; Edward H. Herlihy, Kaiser Broadcasting in Boston, and Maurie Webster, CBS Radio, New York.

Mr. Baltimore said he first heard about the problem when a friend grumbled late last year that he was not receiving WBRE-FM properly in his new Cadillac. Mr. Baltimore and his friend thereupon took their respective cars (Mr. Baltimore's carried a whip antenna) on a 75-mile test trip out of Wilkes-Barre. They discovered, Mr. Baltimore said, that although he continued to receive his station properly, his friend began to lose the signal "almost as soon as he got out of town."

Mr. Hurlbut said he also heard late in 1969 from friends who were having difficulty receiving his station in their new GM cars. Mr. Hurlbut said he experienced the same problem when he got his new 1970 Buick.

Mr. Gabbert reported that he heard about the problem early this year. He said he went to a local GM dealer and borrowed a 1970 car for a test drive; he said he found his FM signal fading rapidly even when he was just five blocks from the station.

Others told similar stories.

Crux of the difficulty, according to broadcast engineers, is that the new antenna is acting like a dipole. This, they point out, makes it extremely directional, so that unless a car is facing toward the station transmitter, reception aberrations occur.

There is also, it is thought, a problem of match between the leads from the antenna and the terminals of the radio receivers used in the cars. Some broadcast engineers think that GM has



**THEY GO TOGETHER
NETWORK RADIO—SPOT RADIO**

changed the design of its radio receivers.

A corollary problem, it is noted, is that the windshield wiper, when operated, causes electrical discharges that feed into the virtually contiguous antenna in the windshield. This results in heavy interference to all signals. At the same time, some broadcasters feel the very movement of the metal arms of the windshield wiper when turned on also caused an impairment of the signal.

NCTA seeks rules for automatic cueing

The National Cable Television Association last week asked the FCC to consider the need for automatic switching of programs and spots in the commission's proposal to permit the inclusion of aural identification signals in radio and TV programs.

Under the proposed rule, issued two months ago, stations could transmit inaudible signals carrying coded program-identification information, intended for reception by monitoring stations (BROADCASTING, June 22). The information would then be transmitted to a central location where a computer would compile and analyze it for national advertisers, agencies, licensees, copyright owners and other entities.

Last April the commission authorized the inclusion of coded patterns in TV video signals but said an aural system should be considered as an alternative (BROADCASTING, April 20).

In comments on the FCC's proposal to permit use of the aural system, NCTA said last week that there is a "sizable" need for a video or audio code to activate electronic switching of local spots.

NCTA said the need would be multiplied if the FCC adopts its so-called "CATV Public Dividend Plan." A portion of the plan would require CATV's carrying distant signals to block out the distant stations' commercials and substitute those provided by the local station. Commercial substitution now requires local broadcasters to place someone in front of a TV monitor to look for a visible mark in the corner of network programs as a cue to inject local spots. This manual cueing method is "inefficient and impractical," NCTA said, and is also "expensive and suffers from a lack of sufficient operating personnel."

An aural system for commercial substitution would probably be the least expensive and cause the least amount of degradation in the TV picture, NCTA added.

NCTA favored standardization of the code, the coding process and the equipment for decoding and switching.



Marconi unveiling 'automatic' camera

Marconi Communications Systems Ltd., London, last week announced that it will demonstrate what it claims is the "world's first automatic color-TV camera," the Mark VIII, during the International Broadcasting Convention in London, Sept. 7-11.

The company said that, with a highly specialized miniature computer built into the camera channel, all that is needed to operate the camera is the touch of a button. Marconi said the camera eliminates lengthy manual alignment and color balancing.

The Mark VIII has a three-tube design, "minimum size and weight" (63 pounds, without lens and viewfinder) and is said to give a performance of the standard associated with four-tube cameras.

RCA will set up tower for San Francisco TV's

Television stations in the San Francisco Bay area will move their antennas late next year to a 750-foot common tower to be erected on the city's Mount Sutro.

RCA, which made a feasibility study of the project, announced last week that it had entered into a \$2-million agreement with the stations to implement the system, said to be of unique design.

The individual antennas—weighing a total of around 150 tons—will be mounted in stacks on a three-cornered structure atop the self-supporting tower, which is not itself included in the RCA contract. The tower will be erected on a site 829 feet above sea level.

The antenna system is designed to assure consistent color reception for viewers tuned to any of the participating stations. The system will have an

initial capacity for 11 antennas, with provision for more if needed.

The RCA contract was signed by Joseph K. Mikita, president of Sutro Tower Inc., and senior vice president, finance, of Westinghouse Broadcasting Co. Sutro Tower was formed by four San Francisco stations: KTVU(TV) (Cox Broadcasting Corp.); KRON-TV (Chronicle Broadcasting Co.); KPDX(TV) (Westinghouse Broadcasting Co.), and KGO-TV (ABC Inc.). They—along with others expected to share the facility—will be tenants of Sutro.

Plans also call for construction of a common building on the Mount Sutro site to house the stations' transmitters.

Although broadcast antennas have previously been mounted atop another (Empire State Building), the Sutro project represents the first instance of multiple antennas stacks being installed in "candelabra" fashion on a single supporting tower, according to Andrew L. Hammerschmidt, division vice president and general manager of RCA Broadcast Systems.

Pan-and-scan changes film to video-tape

A new process that can convert motion-picture film from its standard 1.85- or 2.35-to-1 aspect ratios to video tape using the TV ratio of 1.33-to-1 within 48 hours has been put into operation by the Vidronics division of Technicolor Inc., Hollywood.

Joseph E. Bluth, vice president and general manager of Vidronics, said the pan-and-scan system should interest studios negotiating transfer of their filmed products to video cassettes. "For the first time," Mr. Bluth said, "all film footage can be converted directly to cassettes in a TV mode, without additional processing."

The system, according to Mr. Bluth, is the only electronic technique available by which film material can be adapted for video-tape cassettes. He said it can be used in all known cassette systems, including the CBS-EVR, RCA Selectravision and Sony systems.

The pan and scan electronically divides each frame of film into seven reference sections. The desired sections to be transferred to tape are then punched onto coded computer tape. This tape is then fed into the system. While the film rolls, a video tape of the required sections is also made.

Using the device, Technicolor also claims to be able to make new titles for picture films that will not have the black areas at the top and bottom of the television picture. The system incorporates breaks for commercials and station ID's and can be inserted in the video tape where designated.

Microwave ruling hailed

CATV operators back FCC on five-year extension

An FCC proposal to extend by five years the date by which all CATV microwave relay systems must move to the upper portion of the 12 gc band received support last week from a number of CATV operators.

Under the commission's proposal, microwave systems would have shifted from the 12.2-12.7 gc band to the 12.7-12.95 band by Feb. 1, 1976. The current cut-off date is Feb. 1, 1971.

Representative of the 11 comments supporting the proposed extension were those filed by Cox Cable Communication, H&B Communications Corp., Cablecom-General Inc. and the National Cable Television Association. They argued that there is no congestion in the 12.2-12.7 gc band now or in the foreseeable future. They also cited the expense of modifying equipment and

purchasing new equipment while their present facilities are still useful.

H&B disputed the commission's intention to issue one-year license renewals and modified licenses covering CATV microwave relay systems in the lower band. It suggested the commission condition authorizations on the FCC's right to terminate them upon adequate notice if the commission finds the frequencies are needed for safety and special radio services. The American Petroleum Institute's Central Committee on Communication Facilities favored the short-term renewals as a means by which the commission could periodically review the impact of CATV microwave's continued operation on 12.2-12.7 gc on that by safety and special radio services. However, the committee had "no particular objection" to the new dead-

line.

The lone objector to the five-year extension in last week's comments was the Los Angeles Department of Public Utilities and Transportation, which urged the commission to adhere to the Feb. 1, 1971, date in areas where there is a potential interference problem with existing or proposed public safety or other "authorized and qualified users." The department said the city has filed for an extensive microwave system to support a Los Angeles Police Department closed-circuit TV system and that the only feasible location is in the 12.2-12.7 gc band.

It added that other safety and industrial services were planning to use that portion of the spectrum.

IEEE president predicts electronic sales slump

A continued decline in the fortunes of the electronics industry was forecast by Dr. John V. N. Granger, president of the Institute of Electrical and Electronics Engineers. The prediction was made as part of his keynote speech at the Western Electronic Show and Convention.

Dr. Granger said that the general economic decline would probably end this year. The electronics industry, however, could expect another two years of poor sales.

He did see a bright side over the next ten years for the industry. Dr. Granger saw a boom of sorts for the period from 1972-75 with sales increasing \$42 billion, compared to approximately \$27 billion this year. By 1980, he sees sales of upwards of \$60 billion.

The biggest boost to sales for the electronics business, according to the president of the 160,000-member IEEE, would come in the area of broadband cable usage. He expected that one sector of the business to contribute approximately \$10 billion in total sales by 1980.

New plant in San Jose

Cartridge Television, Inc., subsidiary of Avco Corp., has begun operations of a new production facilities in San Jose, Calif. to manufacture magnetic tapes for cartridge television. The \$2-million, 145,000-square foot plant, will begin mass producing blank and pre-recorded tapes for the firm's new home cartridge color television system later this year.

Technical topics:

New Cuemas'er ■ Consolidated Electronics Pty. Ltd. of Australia introduced its latest model of Cuemas'er audio tape-cartridge machine at Western Electronics Show and convention last week in Los Angeles. The Solid State 750 series of three playback and three recorder-replay units range in price from \$760 to \$1,325. Additional data: is available from: 505 Lygon Street, Brunswick, Victoria, Australia, or Television Equipment Associates, Box 1391, Bayville, N.Y. 11709. Telephone: (516) 628-8068.

Western rights ■ Telemation Inc., Salt Lake City, has received exclusive distribution rights from Data Memory Inc., Mountain View, Calif., to sell DMI's Color Television Stop-Action Disc Recorder (model VDR-1000) in the western hemisphere. The recorder is a sophisticated device incorporating several new controls, such as slow motion with variable speed, special cueing for editing and remote control. The agreement also contains an option for Telemation to acquire the license to manufacture the recorder, using DMI-supplied mechanical and magnetic components.

From near and far ■ Ingenuics Inc., Gaithersburg, Md., has introduced an Environ microphone which either accepts or rejects background sounds (not arbitrarily). When switched to Super Omni mode, the unit picks up both far

and near sounds; the Noise Cancel mode rejects sounds more than three feet distant. Price \$189.00. Information: 16000 Industrial Drive, Gaithersburg, Md. 20760.

Sony camera ■ Sony Corp., Long Island City, N.Y., has introduced its first large-viewfinder camera, model AVC-4000A, for monochrome video-tape recording. It features a seven-inch electronic viewfinder which also serves as a playback monitor and a rear-positioned zoom control. Three versions of the new camera are available: one without lens, one with a 5:1 zoom lens and one with a 10:1 zoom. Technical specifications are available from: John McDonnell, Sony Corp. of America, 47-47 Van Dam Street, Long Island City.

More room ■ CCA Electronics Corp., diversified broadcast-equipment manufacturer, has purchased its previously leased headquarters and manufacturing facility in Gloucester City, N.J. Bernard Wise, CCA president, said purchase would increase potential manufacturing, warehouse and executive office space by 25,000 square feet.

RCA equipment to Germany ■ Westdeutscher Rundfunk (WDR) Cologne, West German television station, has ordered approximately \$500,000 worth of color-TV studio equipment, RCA Broadcast Systems, Camden, N.J., reported last week. The purchase includes four TR-70 high-band TV tape-recording systems.

TWA's 33rd ANNUAL WRITING AND PICTURE COMPETITION.

When you as a news writer, broadcaster or cameraman submit your entry for the 33rd Annual TWA Writing and Picture Competition, you are assured that your work will be judged, as always, for its freshness, objectivity and skill of presentation by representatives of the nation's foremost journalism schools. This year's judges will be:

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Theodore E. Kruglak, Director
School of Journalism
University of Southern California

William E. Porter, Chairman
Department of Journalism
University of Michigan

With air transportation more than ever involved in everyone's daily life, the public is entitled to know about all its phases through knowledgeable reporting in the news media. We are most grateful to Messrs. Agee, Kruglak and Porter for the time they have promised to give judging the merits of the entries you submit. If you have not received, or have mislaid your folder containing information on this year's competition, one will be mailed on request. Awards will be offered for the best material published or broadcast from September 15, 1969, to September 15, 1970. Entries should be addressed to TWA Writing and Picture Competition, 605 Third Avenue, New York, N.Y. 10016; postmarked by October 15, 1970.

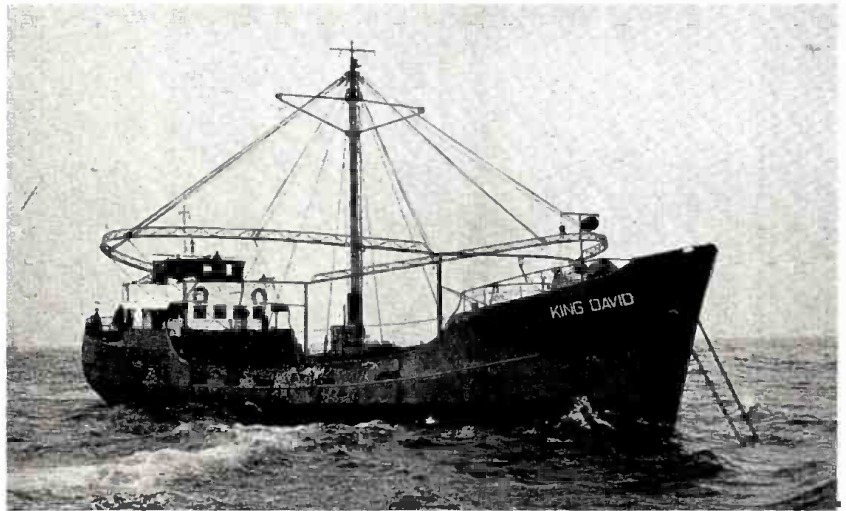
SOMEHOW, YOU FEEL MORE IMPORTANT ON TWA.

New pirate operates near the Netherlands

Another pirate radio ship has appeared on the horizon, this one—the King David—seven miles off the coast of the Netherlands.

The King David is scheduled to begin broadcasting tomorrow (Sept. 1) on 1115 kc from 6 a.m. to 2 a.m. When operating with full 10 kw power, the station is engineered to reach the Netherlands, Belgium, Great Britain and North Germany.

Operating as "Capital Radio," a project of the Netherlands-based International Broadcasters Society, the station has among its announced objectives the provision of an independent alternative to the "European broadcasting monopolies," the promotion of equal rights for men and women, the promotion of efficient radio techniques, and a demonstration that developments in broadcasting have "overtaken the outdated international regulations and domestic legislation which fetter its progress."



King David on the high seas

The station will follow a middle-of-the-road musical format, with commercials not exceeding six minutes per hour. Programs with "religious, political and other such viewpoints will be acceptable

at the discretion of the management," according to T. D. R. Thomason, executive director of the IBS.

Mr. Thomason said IBS had been requested to undertake the operation by "members and friends who are concerned about the growing interference of government, in Europe especially, in broadcasting."

Capital Radio is funded by "members and friends who wish to remain anonymous for obvious reasons," Mr. Thomason told BROADCASTING.

The shipboard station employs an antenna of "revolutionary" circular design, known as a "directional discontinuity ring radiator." The antenna purportedly radiates only a groundwave pattern and emits no skywave signals which can cause interference to other stations.

DDB gets four accounts

Doyle Dane Berbach has acquired several new accounts in its international offices: Arthur Sanderson and Sons home decorating products and Northern Ireland Tourist board appointed DDB Ltd., London; Industrias Milano (men's store chain) named DDB's Mexico City office in a campaign, which is to include heavy use of radio, and Cool-Ray Polaroid sunglasses advertising in Canada has been assigned to DDB, Toronto.

'Sesame' heads overseas

Children's Television Workshop, producer of *Sesame Street*, last week announced plans to create foreign-language versions of the pre-school TV series to be filmed in 1971 at overseas locations.

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He'll give you hours of entertainment for your station, if you'll give him minutes of commercial time for his client.

Which is a pretty fair trade. You get 117 episodes of Death Valley Days®. Full-color, family-style entertainment, which you can strip if you want. The series is equivalent to a first run off network, with Dale Robertson

as the new host. All this makes it a perfect local spot carrier.

Les has already set up the series with key stations like KHJ-TV; WFIL-TV; WGN-TV; and WMAL-TV, but he can't possibly call everyone.

He'll be glad to come to the phone, though, if you call him.

Call 213/385-3302 Collect

Black radio: on a high wire with no net

Targeted at an ethnic group that itself is in ferment, the Negro-programed station must walk a careful line

At first tuning it could sound like an ordinary top-40 station. The music is "soul"—a term broad enough to include just about anything vaguely commercial and identifiably black. The advertising is respectable and familiar—commercials for beer, drug stores, television sets. The news is sandwiched into some standard format and belted out in terse, rapid-fire style. The sound is slick, polished, professional.

It soon becomes apparent, however, that the resemblances between this station and its white counterparts are purely superficial. There are no forays into the world of Beatles, Stones and Grand Funk Railroad; this music is *all* soul. The advertising and disk-jockey chatter are directed to the "brothers and sisters," and delivered in high-powered black argot that bubbles under, around and sometimes over the music itself. The news is selected and presented for a particular community of people, with special interests and concerns. And, if you listen long enough, there are special programs on the problems of dope, housing, education and employment—

all of which have far more than abstract significance for an audience that is concentrated in the black urban ghetto.

This is the sound of today's black-oriented radio station—a sound that has evolved dramatically over the last decade. The black station is not revolutionary, nor even militant in a highly political sense. It is, however, suffused with a sense of black identity as something definable and something positive. In its community involvement, its upbeat style and its celebration of blackness, it is not so much leading its audience as running with it.

What the stations deliver most successfully, apparently, is a total environment. The National Advisory Commission on Civil Disorders commented that "an overwhelmingly large number of Negro children and teen-agers (like their white counterparts) listen to the radio for music alone, interspersed by disk-jockey chatter. In other age groups, the response of most people to questions about what they listen to on the radio was anything, leading to the conclu-

sion that radio in the ghetto is basically a background accompaniment." The commission also noted, however, that this accompaniment—particularly the air personalities—can exert a strong influence all its own.

Advertisers have become increasingly aware of this fact. They find, indeed, that black radio is by far the best way to reach this specialized audience. According to studies by C. E. Hooper Inc., Norwalk, Conn., and the Center for Research in Marketing, Peekskill, N.Y., radio stirs blacks because the environment is readily identifiable—far more so than television. Although TV viewing among Negroes is at least as high as among whites, these studies show that blacks are not especially moved by television commercials because of a general lack of identification with the advertising and programming.

Because of the power of radio, many, both in and out of the medium, are dissatisfied with the present output of black stations. With its power to create a total environment, these critics say, black



One of the awards captured by WWRL(AM) New York was the 1970 Congress of Racial Equality citation for the station's efforts to combat narcotics. Accepting the award is WWRL's president, group owner Egmont Sonderling (center). Others (l-r) are Floyd McKissick, former national director of CORE; Roy Innis, present director; Jerry Boulding, operations manager of WWRL, and James Farmer, assistant secretary of Health, Education and Welfare.



Black stations have won numerous awards for community service. Shown here is the general manager of WLIB(AM) New York, Harry Novik (second from left), accepting that station's second consecutive Peabody Award in April 1970. Presenting the award is Dean Warren Agee (l.), University of Georgia, with Mr. Novik are Thad Hill (r.), WLIB's sales manager, and Howard Sanders of Howard Sanders Advertising.

radio should be providing more than a "sound." When militants picketed an Ohio station and carried signs reading "Soul Music is Not Enough," they were articulating a sentiment shared by many who know the medium from the inside.

One of these is Jerry Boulding, the black vice president in charge of radio and national program director of Sonderling Broadcasting Co., which owns four black-oriented stations. He says the black audience in general and the youth segment particularly are making demands that this ethnic medium can no longer meet simply by playing soul music. According to Mr. Boulding, black radio in the 1970's must become "truth radio"—editorializing on significant issues, providing extensive information and commentary on education, job opportunities, and housing, involving air personalities in community problems, and upgrading the speech habits of its air personalities. Some stations have this commitment now, he said, but it must be intensified.

"This is the type of power that black radio can engender and to which I subscribe," Mr. Boulding said. "Through legitimate channels blacks can work to fulfill their aspirations in all areas."

Some critics want even more action. Del Shields, former national director of the National Association of Radio and Television Announcers says: "A half-hour public-service program once a week is not enough." He wants black stations to become more politically oriented, presenting listeners with developments "in Harlem as well as Houston," providing constant information on local problems and getting involved in a black-oriented news service. More than ever before, he said, the black man wants to know about the new black mayor of Newark, N.J., or the reasons for Stokely Carmichael's difference of opinion with other militant leaders.

But if the medium has not yet reached the level desired by its critics, it has come a long way from its position 10 years ago. There was a time when black radio was the home of the quick-buck salesmen, advertising for questionable if not fraudulent products and services, and no community service of consequence. That, at least, has changed.

Part of this change was documented earlier this year in a report on black radio issued by the Race Relations Information Center in Nashville. "Advertising on black-oriented radio," the report noted, "underwent a radical change in the sixties. Previously, nearly every 'soul' station regularly promoted easy-credit clothing and furniture stores, often unscrupulous used-car dealerships . . . and cure-all patent medicines. It mattered little or nothing to ad salesmen

Black-oriented outlets too few, NATRA told

The Rev. Jesse Jackson, director of Operation Breadbasket of the Southern Christian Leadership Conference, told black TV and radio announcers that there should be 600 black-oriented broadcast stations in the country—in proportion to the number of Negroes in the population.

As it is, he said, there are only 126 stations doing black programing, and of these only eight are black owned.

Speaking to the annual convention of the National Association of TV and Radio Announcers, a predominantly black group, at its Houston convention Aug. 19-23, Mr. Jackson commented: "NATRA has the potential of becoming the most important black organization in the country" because its members are part of the communications industry.

NATRA members also heard from Assistant Secretary of Labor Arthur A. Fletcher, Texas Lieutenant Governor Ben Barnes, and State Senator Bobby Jordan. Workshops were held on news, gospel, production, music and management responsibilities.

NATRA awards went to WDIA(AM) Memphis and KDIA(AM) Oakland, Calif., both Sonderling stations; KYOK(AM) Houston, and the Rounsaville group [WLou(AM) Louisville, Ky.; WCIN(AM) Cincinnati; WDAE Tampa, Fla.; WVOL Nashville; WYLD(AM) New Orleans, and WFUN(AM) Miami].

Man of the Year award went to Al Bell, vice president of Stax Records; woman of the year award to Nina Simone, performer, with RCA Records.

whether the advertising claims were true, so long as the clients paid for their commercial time . . . National advertisers' awareness of black economic growth played a major role in changing this economic policy."

When people in the business talk about the changes in soul stations, however, they single out increased community involvement as the most significant development of the past several years. There is less rip-'n'-read journalism, more community-oriented news, more special programs with titles such as *Profiles in Black*, or *Dr. Martin Luther King Speaks*.

Accompanying this new orientation has been a rise in the profitability of black outlets. "Black radio is in the best shape economically that it has ever been," a national sales representative commented. "I don't know of a single black station that is losing money, although you still have to sell very hard

to sell advertisers." The most authoritative estimates are that expenditures in the medium could reach \$33 million in 1970, a gain of approximately \$6 million over four years ago. The bulk of advertising is still local, but national advertising is growing rapidly and may account for as much as 40% of the total.

These gains go almost exclusively to white entrepreneurs. With almost 400 radio stations beaming to blacks—about 90 of them do nothing but broadcast to blacks—there are still only 13 black-owned outlets in the country. This figure represents a gain of eight in the past two years, and many see a trend toward greater black ownership and management in the 1970's—but so far the trend is still a trickle.

The paucity of blacks in ownership and management positions has been one of the principal targets of activists. Most detect some improvement in the management side ("I don't know of a single white program director" at a black station, one observer comments), but the outlook in ownership is less bright.

The problem is simple to state and difficult to overcome: money. Richard Sears, president of Greener, Hiken, Sears, New York—which represents about 50 black stations—says black ownership is "definitely the trend," but adds:

"Stations are expensive things to buy. It's not like buying a corner grocery store. There must be about 15 black stations that are on the market today, but frankly there are not many blacks that can afford them." He speculated that some new black owners may come out of the entertainment field.

Of the 13 stations owned wholly or substantially by blacks (not counting those operated by educational institutions), three are owned by one man who did just that—soul singer James Brown, who owns WEBB(AM) Baltimore, WJBE(AM) Knoxville, Tenn., and WRDW(AM) Augusta, Ga. The other stations are KWK(AM) St. Louis; WCHB(AM) Inkster, Mich. (Detroit); WEUP(AM) Huntsville, Ala.; KPRS(AM) Kansas City, Mo.; WGPR(FM) Detroit; WTLN(FM) Indianapolis; WMPP(AM) Chicago Heights, Ill.; WORV(AM) Hattiesburg, Miss.; WWWS(FM) Saginaw, Mich., and WVOE(AM) Chadbourne, N.C.

An interesting sidelight is that a general-market station in California, KJLH(FM) Long Beach, is owned by a successful black mortician, John Lamar Hill. He employs seven whites and two blacks, and plays middle-of-the-road music, but advertises KJLH as "the only Negro-owned station in the west."

The admitted scarcity of black own-

ers and the alleged inadequacy of public-service programming on black stations are not universally regarded even by activists as logically inseparable problems. Del Shields, for one, says: "Running a black station has nothing to do with color. I know of some white operators who are better qualified than blacks. The important thing is a commitment to do a job."

Many, including Mr. Shields, have been pushing for vastly expanded black audio news services, but there is some question whether such an undertaking would be economically viable. Strong impetus for such a nationwide operation came after the assassination of Rev. Dr. Martin Luther King in 1968, when black stations co-operated in the dissemination of news surrounding the event.

The only nationwide news service functioning at this time is the Black Audio Network, New York, headed by Jay Levy. He says BAN has 70 subscribers, plus the Mutual network. The service consists of a morning audio feed of 13 to 15 actuality reports, and an afternoon transmission of 10 to 13 voiced news items. Stations receive the feeds by phoning BAN.

"We've been in business for two years and it has been a struggle," Mr. Levy acknowledged, "but I'm happy to say we're now operating BAN at a profit."

The service has a staff of 13 newsmen operating out of New York, Washington, Chicago, Atlanta, Los Angeles, London and Saigon. Mr. Levy said his black newsmen in Vietnam, Chuck Moore, has received permission to go to Hanoi to interview government officials there both for television and radio. He noted that Hanoi officials stipulated that the film crew to be sent there be all-black.

Several weeks ago former Mutual and ABC Radio President Robert R. Pauley and Producer Murry Woroner disclosed plans to form the National Black Network to furnish a news and information service for black-oriented stations (BROADCASTING, June 29). The original plan was to seek support from the Ford Foundation, but Mr. Pauley now says Ford has turned down the proposal.

He says two other investors are interested, and the target date for start of the service remains Feb. 1, 1971.

The most important part of a black station's news and public-affairs output, however, is still its local programming—and a failure to deliver in this area may mean pickets or complaints to the FCC.

One of the most dramatic incidents of this kind occurred several weeks ago when a group of about 300 blacks seized temporary control of KBYE(AM)

Black dramatic series

KWK(AM) St. Louis will launch a series of two-hour, black dramatic plays next month on Sunday evenings. The series will run for 13 weeks and will feature the performers and staff of the St. Louis Black Artists Workshop. Allan J. Eisenberg, station manager of KWK, whose ownership is black-dominated, believes this is the first time that such a project has been undertaken by a Negro outlet. Plays to be presented include "The Blacks" by Jean Genet; "The Dutchman," by LeRoi Jones, and original plays by members of the workshop ("Clara's Ole Man," by Ed Bullins and "Volunteer Slavery," a drama based on a chapter from the autobiography of Malcolm X).

Oklahoma City and forced the station to go off the air for a day. The demands were typical: more hiring of blacks, better wages, more authority for the black program director, and more community involvement.

A successful black station must walk the line between these demands and the economic realities faced by all broadcasters. Despite the upsurge in profits, many contend that black stations are still underbought at the national level. Richard Sears cites the automobile and airline industries as two heavy users of general radio that have not, in his opinion, made a reasonable investment in the Negro market.

The stations that resolve this conflict most successfully follow a principle as old as commercial broadcasting—total orientation to their chosen audience. As Raymond Oladipupo, a black media buyer/planner with Ogilvy & Mather, has noted: "This approach undoubtedly creates empathy between the listeners and the stations. Besides entertaining, it makes the black man feel important because it's his station and 'these are my people talking.'"

It is not an approach calculated to satisfy the most militant blacks. However, the black station is likely to serve as one barometer of black America's growth in the coming years. Under the present system of broadcasting, changes in black radio will probably come no faster than corresponding changes in black America.

Following are profiles of some leading black stations. The list is not intended to be exhaustive: it is a representative sampling of the kinds of ac-

(This special report was prepared by Rocco Famighetti, senior editor, New York, with assistance from the other bureaus.)

tivity going on at stations across the country.

KDIA(AM) Oakland, Calif.

One of the oldest radio stations in the country, KDIA(AM) Oakland, Calif., was started in 1922. Today the station, one of the Sonderling group, supplements its contemporary rhythm-and-blues music format with what it calls "Truth 'n' Soul" newscasts. The white-owned station's four-man news staff airs five of these 10-minute newscasts in the prime morning hours and four more in the evening. Each, according to the black news director of KDIA, is carefully researched and written with all national items brought down to a local level.

During the midmorning hours, the station presents hourly capsule newscasts of approximately two minutes each covering the background or following-up one major story of the day.

In March, KDIA awarded its first \$1,000 scholarship to a black student who is now studying in the radio-television department of San Francisco State College. Through the efforts of the station's basketball team—made up of disk jockies and newsmen—KDIA expects to raise \$3,000 for the scholarship fund this year. Of the more than 50 applicants for the original award, two have been hired as part-time announcers at the station, two others are being tutored by the program director for similar announcing positions and eight are being trained by the sales manager in advertising and marketing techniques for possible positions on the sales staff.

KDIA produces *Profiles in Black*, minute-and-a-half segments on black men and events. These programs are aired seven times daily and are distributed to other stations within the Sonderling group and around the country. A two-hour broadcast titled *Black Montage* is heard Sunday evening, during which the views of black organizations in the bay area are voiced by representatives of the several groups.

KDIA reports an increase in advertising over the past few years but would not say by how much. It estimates that 100 advertisers use the station regularly with the ratio about 55-45 national to local. According to the sales manager, he would like to see it 60-40 local to national "because we live with these people and should do most of our business with them."

Of the station's 32 employees, 23 are black. Only two of the nine air personalities are white. Three of four newsmen are black and the fourth is Indian-American. Both the news and program directors are black, but the vice president and general manager is white. The sales vice president is black, but three of his four staffers are white.

KGFJ(AM) Los Angeles

KGFJ(AM) Los Angeles, purchased in 1964 by Tracy Broadcasting, is probably the best-known of the West Coast Negro-oriented stations. Programming what Operations Manager Cal Milner calls "soul radio," the station plays rhythm-and-blues music, but does not limit its playlist because of an artist's color.

KGFJ broadcasts various public-affairs programs dealing with profiles on black figures of past and present; teenager activities, and job opportunities. It also carries the syndicated *Dr. Martin Luther King Speaks*.

In the community, KGFJ sponsors free-rock concerts at Los Angeles area housing projects, with station personalities as MC's. The concerts star name talent. The station also sponsors a local-talent contest with a recording contract as the top prize. Proceeds of the auditions go to local service organizations. At Christmas, 500 baskets of food go to needy families suggested by the Urban League. During football season, KGFJ sponsors the Urban Freedom Football Classic between major black schools.

Arnold Schorr, KGFJ vice president and general manager, notes that the station's concern with the community is paying off in advertising dollars. He

says the station is among the top-three black stations in the country and has "more than quadrupled its gross revenues in the last five years." Those revenues are evenly divided with 50% coming from national sponsors and the remainder being generated in Los Angeles. Over the course of a year, the station will have 165 regular advertisers and some 35 others using KGFJ once. During the last five years rates have gone from \$18 a minute to \$58.

Of the station's 40 employees, 22 are black. The blacks include five of seven air personalities and three of the five newsmen. Larry McCormick, a Negro, serves as both news and program director and both of his assistants are black. On the management side, the owner-licensee, general manager, sales manager and operations manager are all white. Mr. Milner notes that 50-60% of the new employees hired over the years are black.

KPRS(AM) Kansas City, Mo.

KPRS(AM) Kansas City is a successful station that has been owned by black men for 18 years. Andrew R. Carter helped to establish the station and is today the president, general manager and principal stockholder.

"There was only one black-owned station on the air 20 years ago, WERD-

(AM) Atlanta, but that station is no longer owned by blacks," Mr. Carter reported. "There were only five black-owned outlets two years ago. But money, of course, is a problem for prospective black owners."

It was an uphill fight for Mr. Carter. He studied physics in college and earned his first-class engineer's license after preparing at the RCA Institutes in New York. Broadcast jobs for blacks were few in those lean days of the late 1940's and 1950's, but he managed to gain some experience at stations in West Virginia and Kansas.

KPRS had a staff of four in those early days and now has 22 people. The station has a two-man news staff; subscribes to the Black Audio Network and the Associated Press, and is affiliated with Mutual.

"My staff used to be completely black," he remarked, "but when I started to see companies hiring blacks all over town, I decided to hire whites a few years ago. And about 75% of my staff has been white over the past couple of years."

The station's basic format is rhythm and blues, but 15% to 20% of the schedule is devoted to public-affairs programming slanted toward job opportunities, community-action projects and youth activities.

Advertising has grown steadily over

black leaders say this about BAN:

334 Auburn Ave., N.E.
Atlanta, Georgia 30303
Telephone 522-1428

Southern Christian Leadership Conference

North Luther King, Jr., President
1961 - 1969

Julius B. Abernethy, President

J. G. Lacey, Chairman of the Board

Andrew J. Young, Executive Vice President

May 16, 1970

Mr. Roy Thompson
Black Audio Network
166 Madison Avenue
New York, New York 10016

Dear Mr. Thompson:

I just wanted to drop you a line to let you know how we at SCLC appreciate the effort you and the Black Audio Network are making in covering the news of Black America. It seems wherever I speak, a Black Audio Network correspondent is on hand to record my remarks. Your efforts can only help eliminate the lack of any meaningful radio news coverage of Black news developments.

It is my wish that any radio station caring enough to serve the Black community would do well by subscribing to your fine and worthwhile Black Audio Network.

You have my sincerest personal wishes for continued success.

Very truly yours,
Andrew J. Young
Andrew J. Young
SCLC Executive Director

RDA/112

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BLACK-ORIENTED
NEWS
OCCURS

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BLACK
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Details, Audition Feeds, Rates,
Write or Phone Roy Thompson

THE BLACK AUDIO NETWORK
166 MADISON AVENUE
NEW YORK, NEW YORK 10016
212-686-6850



black stations say this about BAN:

162 NORTH LA SALLE STREET • CHICAGO, ILLINOIS 60601 • PHONE 618 736-1022

wgrt

June 27, 1970

Mr. Roy Thompson
General Sales Manager
BLACK AUDIO NETWORK
166 Madison Avenue
New York, New York 10016

Dear Mr. Thompson:

I write to express to you the satisfaction of radio station WGRD with the actuality news service furnished by your organization since the inception of our contract.

We are particularly pleased with your sensitive recognition of events with pertinence to the interests of the community we serve.

Your cooperation in covering noteworthy events in our area which we bring to your attention is also appreciated.

Respect and best wishes.

Thomas G. Jones
Thomas G. Jones
President

TGJ/m

THE MEANINGFUL AND RELEVANT SERVICE FOR THE TURBULENT '70s

the years, Mr. Carter said, and about 50% is local and 50% national. One of his problems has been, he noted with satisfaction, the "raiding" of his staff by general-market outlets.

"Of course, I'm happy to see people we have trained go on to better paid jobs," he remarked. "But for an operation such as ours, training is an expensive proposition. I would like to see more blacks get training in such areas as engineering, sales and operations. In the programming area, we in black radio must give our listeners more public affairs, more educational programming."

WABQ(AM) Cleveland

WABQ(AM) Cleveland reaches the burgeoning black population in the area (about 37% of the total) through a blend of rhythm-and-blues, gospel, news and community-oriented programming. The format is basically soul music, according to John N. Jay, general manager, but the white-owned station devotes an hour a day to gospel; news on the hour plus a 15-minute newscast at noon, slanted toward the Negro community.

"One of our popular community shows is *Ring-A-Ding*, a telephone talk program, scheduled each day from 11 a.m. until noon, where listeners can

air their gripes and views," he said. "Periodically throughout the day we carry a 'Black History' segment of about 90 seconds in length."

The daytime station has a staff of 18, of whom about 60% are black, including the program director, the sales manager and the production director. WABQ has a three-man news staff.

Mr. Jay reported that WABQ's advertising is about 25% national and 75% local. He said advertising growth at the station had been steady over the past few years, but he characterized 1970 as a year in which advertising volume has not grown at a rate to offset rising costs.

"Advertisers still don't dig deeply enough into the black market," he stated. "It's a question of hard selling to change attitudes of many advertisers so they will include our stations on a regular basis."

WCHB(AM) Inkster, Mich.

WCHB claims the distinction of being the first black-owned station to be built from scratch, having constructed its facilities in 1956. It is a 24-hour-a-day outlet that serves the greater Detroit market of approximately 800,000 Negroes with a basic format of rhythm-and-blues music.

Dr. Wendell Cox, vice president and

general manager, recalled those early days as "a disaster," with the corporation in debt amounting to \$110,000 by 1959. Both Dr. Cox and Dr. Haley Bell, his father-in-law and president of Bell Broadcasting Co., the licensee, are dentists, and they were compelled to work long hours at their profession while seeking to keep the station on the air.

"The tide turned in 1960, with advertisers suddenly discovering the black market," Dr. Cox said. "Business has been excellent in recent years and I devote only a very small amount of my time these days to dentistry."

WCHB and WCHD(FM) Detroit, also owned by Bell Broadcasting, employ 42 persons of whom 35 are black. All department heads except the auditor-accountant are Negroes, according to Dr. Cox.

Bell Broadcasting is expansionist-minded. It recently acquired a majority interest in KWK(AM) St. Louis (the minority interest is held by a white group). Dr. Cox said Bell Broadcasting is "looking at some other situations," but for the time being is concentrating on building new facilities for KWK in Granite City, Ill.

WCHB has a three-man news staff that concentrates on news that is meaningful to the black community and has regularly scheduled programs dealing with such areas as employment, education, legal rights and housing. The station is active in a campaign to erect an Afro-American Museum in Detroit, an all-black project.

WGRT(AM) Chicago

Three years ago an integrated group of leading Chicago citizens, headed by veteran broadcaster Ralph L. Atlass, bought a general-market radio station that stressed jazz music (WAAF) and converted the format to "modern soul." The group had the avowed objective of giving black Chicagoans an outlet they could respect and one that would respect them.

J. Herman Sitrick, general manager of WGRT, believes the station has attained its goal. He said Chicago now has a two-station market for black listeners and WGRT's sales volume has doubled since 1967.

Mr. Atlass, who was for 43 years the chief executive of both WBBM and WIND in Chicago, holds the majority interest in WGRT and serves as board chairman. Theodore A. Jones, former director of revenues for the state of Illinois, heads a group of blacks who hold a minority interest in the station. Mr. Jones serves as president of WGRT and devotes about five hours a day there and the remainder to other business affairs. More than 60% of the station's staff of 25 is black, including the program direc-

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24 HOURS

REPRESENTED NATIONALLY BY
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tor (Eddie Morrison) and some of the other executives.

WGRT emphasizes news of interest to the black community on two newscasts each hour (one five minutes, one two minutes) and carries a complement of shows on youth action, job opportunities and community affairs. The station has what it calls a "DO Line," a telephone exchange that listeners may call with questions or problems, which WGRT attempts to answer or solve during on-the-air programing.

WLIB(AM) New York

For more than 20 years, WLIB(AM) New York, a white-owned station located in the heart of black Harlem at 125th Street, has been broadcasting to New York area Negroes with a format that has blended large dosages of community-oriented programs with rhythm and blues, jazz and gospel music. WLIB has the distinction of being the only radio station in America to have won two Peabody Awards in successive years.

Although WLIB is a daytime-only operation, it broadcasts approximately 15 hours a week of what Harry Novik, the station's general manager, calls "involved programing." This includes regularly scheduled programs covering educational and job opportunities; panel discussions spotlighting organizational

leaders and citizens and features of particular interest to the youth and to women.

Mr. Novik said WLIB maintains a five-man news staff (all black) that not only covers developments throughout its coverage area but also has built a rapport with other ethnic stations for audio feeds to WLIB on nationally significant items.

WLIB's 45-man staff has 40 blacks, according to Mr. Novik, many in key managerial posts, and the number has grown as more blacks have been trained for broadcast jobs. He said he expected more Negroes to move into the ownership of black stations in the years ahead but emphasized that irrespective of color, the contributions a station can make to the community are related directly to its commitment to and involvement with the sector it serves.

"WLIB's sales have been going up each year for several years," Mr. Novik stated, "and we expect business to continue to increase as advertisers become better acquainted with the value of black radio."

WVON(AM) Cicero, Ill.

Perhaps no statistic is more meaningful to measure the popularity and commercial success of WVON(AM) Cicero (Chicago) than the \$9-million price tag placed on the station for its sale to a group headed by George Gillett and

Potter Palmer IV, who are major shareholders in the Harlem Globetrotters basketball team. The combine is purchasing the property from the estate of Leonard Chess and others and the transaction is awaiting FCC approval.

The 24-hour-a-day white-owned station has a basic music format of rhythm and blues six days a week, but on Sunday the station is devoted to gospel music in accordance with a pledge made by the management of the station seven years ago. Robert F. Bell, general manager of WVON, attributes the rise of the station in audience popularity (in one month earlier this year it was second among all outlets, according to Pulse) and its advertiser acceptance to careful music programing, attractive station personalities and deep involvement in the 1.4 million black community.

Mr. Bell said WVON editorializes eight times a day on relevant issues and, among other offerings, carries a daily one-hour telephone talk show: a live program featuring the Rev. Jesse Jackson each Saturday and a half-hour weekly *Black History* dramatic presentation. The station participates with other Chicago corporations in sponsoring sports clinics for the youth of the city.

WVON's staff totals 46, all but three of whom are black. Top black executives include Bernadine C. Washington,

**WWRL
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FOR...

ITS "BUST A PUSHER"
CAMPAIGN AGAINST THE
USE OF NARCOTICS, WE
COMMEND WWRL. THE
STATION NOT ONLY WAGED
WAR ON DRUGS ON-THE-AIR,
BUT CARRIED ITS BATTLE
INTO THE STREETS
OF NEW YORK.

**WWRL
WINS THE
C.O.R.E.
1970
AWARD**

FOR...

THEIR FIGHT
AGAINST NARCOTICS.

**WWRL
WINS THE
NEW YORK
STATE
BROADCASTERS
ASSOCIATION
1970
AWARD**

FOR...

OUTSTANDING PUBLIC
SERVICE PROGRAMMING
(IN THE FIGHT
AGAINST NARCOTICS).

DOMINANCE THROUGH COMMUNITY INVOLVEMENT WWRL / NEW YORK

vice president; Lucky Cordell, assistant manager, and E. Rodney Jones, program director.

"Though we have the numbers, we sell wvov primarily on its involvement in the black community," Mr. Bell said.

WWRL(AM) New York

WWRL is reputed to be among the two top-billing black stations in the country (along with wvov[AM] Chicago) and achieved this ranking shortly after its parent company, the Sonderling Broadcasting Corp., bought the station and re-

vised its format (various foreign languages) to black six years ago.

Mark Olds, executive vice president and general manager, said Sonderling instituted a basic program format of rhythm and blues, supported by top personalities as hosts, and instituted a policy of community-oriented news and public-affairs programming. The consistency of the programming was a key factor in audience and advertiser acceptance, according to Mr. Olds.

The white-owned station has a full-time staff of 44 and eight part-timers. About 60% of the staff is black, includ-

ing the disk jockeys, operations manager, assistant program director and three newsmen.

The growth of black radio in general and in New York in particular, Mr. Olds said, can be traced to the soaring Negro population, rising economic and educational levels of blacks, their affinity for radio, gradual acceptance of the medium by more and more advertisers who have tried it and keener awareness of the market in the wake of the civil-rights battle.

During the past year wwrl has implemented a continuous antidrug campaign, featuring a "tolling bell" that is sounded each time a New York drug addict dies. In addition, the station sponsors a "Soulmobile" that brings live entertainment by well-known performers to black areas throughout its coverage area. For the past two summers the station has employed two school students as trainees, paying them \$75 per week.

James Brown stations

It has been a "rough, rough road" for entertainer James Brown's three radio stations—none more than three years under his wing. But the stations—WEBB(AM) Baltimore, WJBE(AM) Knoxville, Tenn., and WRDW(AM) Augusta, Ga.—now are on the road to success, according to Greg Moses, executive vice president of the black-owned group.

"It was tough in the beginning and we made a lot of mistakes," said Mr. Moses. "We've had definite problems. It took a while before white advertisers realized they needed us and could use us."

The three stations, serving an overall audience of about one million listeners, all program a combination of rhythm-and-blues music and community-oriented news. The staffs on the three stations are predominantly black: At WEBB, bought in January 1970, 15 of 16; at WJBE, bought in January 1968, 11 of 15; and at WRDW, bought in March 1969, 13 of 16. Each station manager is black, with most of the whites working as engineers.

The stations, Mr. Moses reported, also editorialize regularly and endorse candidates. "We function as a responsible community organization," he said. Each station also has an advisory board from the community, which advises and consents on programming and policies.

"We have been able to troubleshoot in problem areas," said Mr. Moses. "None of us looks at this primarily as an investment. It's more than a job; it's something we feel is needed."

And, apparently, the white community—notably prospective advertisers—is beginning to share this view. As one white advertiser said to Mr. Moses: "We cannot let you fail. The black community finally has a voice."



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Prime time opens to war critics

To avoid still more demands for access ABC seeks spokesmen who aren't candidates

ABC-TV and CBS-TV plans for providing time for views opposing President Nixon's on Indochina were advanced last week, but not without complications. NBC-TV had announced earlier that it would program a half-hour on Aug. 31 at 7:30-8 p.m. featuring discussion by Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota (BROADCASTING, Aug. 24).

ABC at first scheduled a 30-minute show at 7:30 p.m. for last Friday (Aug. 28) but later postponed the program to a week later (Sept. 4, at the same time, pre-empting *Animal World*). CBS's decision is to present *Vietnam: Voices in Opposition*, from 7:30-8:30 p.m., on Saturday, Sept. 5, pre-empting a rerun of *The Jackie Gleason Show*.

The preparation of the shows by the networks was in reaction to FCC's ruling that the major networks must make prime time available to spokesmen for contrasting views to the President (BROADCASTING, Aug. 17).

The ABC show will have Senator McGovern and Senator Charles Mathias (R-Md.) in a discussion format. CBS's one-hour show will have five critics of President Nixon's Indochina policy, with CBS News national correspondent

Eric Sevareid in the role of reporter.

Participants in the CBS program, also on CBS Radio, are Senator Frank Church (D-Idaho), Lieutenant General James M. Gavin (Ret.), Dr. George Wald and Sam Brown, all of whom have expressed themselves as favoring a speedier withdrawal from Vietnam, and Major General Thomas A. Lane, also retired and a former president of Americans for Constitutional Action, who is an advocate of a more intensive military effort in Vietnam. Mr. Brown is a 27-year-old former Harvard divinity student who was a national coordinator of the Vietnam Moratorium Committee.

After statements by the five program guests, CBS said, Mr. Sevareid will be joined on the program by CBS Correspondents George Herman and Marvin Kalb for summary and analysis.

In the Fulbright-McGovern appearance on NBC, entitled *Reply to the President*, which also will be on NBC Radio, NBC News Correspondent William B. Munroe Jr. will introduce the TV show and will summarize the senators' remarks. NBC said it would announce an anchorman for the radio program.

ABC in scheduling a half-hour for

Aug. 28 met difficulty in obtaining a "suitable spokesman" and deferred its plans. It was reported that at one point Senator Church had "committed" for appearance on the show, but later withdrew the commitment, leading eventually to the show's rescheduling.

According to ABC sources, much of the difficulty in obtaining suitable spokesmen for the "other side" stems from equal-time requirements of Section 315 of the Communications Act.

As one ABC spokesman put it: "We cannot consider a Ted [Senator Edward] Kennedy, for example, because he is standing for re-election in Massachusetts this year. And that situation prevails for many other personalities on Capitol Hill."

By scheduling an incumbent for public office, it was explained, stations whose signals penetrate the home state could be subject to equal-time demands of the political opponents, thus complicating the network's choice of a spokesman.

Equal time curbs RFK film

The equal-time issue apparently moved ABC-TV to cancel a rerun of a 90-minute documentary film, "The Journey of Robert F. Kennedy," scheduled

DNC 'time' protest gets ho-hum from GOP

The Republican National Committee last week shrugged at a petition filed by the Democratic National Committee protesting an FCC order Aug. 14 requiring CBS to afford time to a Republican spokesman to reply to DNC Chairman Lawrence F. O'Brien (BROADCASTING, Aug. 17).

Mr. O'Brien appeared on CBS's first *Loyal Opposition* program on July 7 and delivered a general critique on administration policies.

In its opposition to the DNC petition for reconsideration of the order, RNC said the allegations by the Democrats "constitute a rehash of contentions previously considered and rejected by the commission . . . or a distortion of the (FCC's) conclusions. . . ." RNC said DNC's "sole basis for requesting recon-

sideration of the order is that it disagrees with it, which manifestly does not constitute grounds for reversal."

The Republicans said DNC has "indirectly reargued the same contention . . . that there is a right of access to broadcast facilities by persons over and beyond the fairness-doctrine right of the public to be informed."

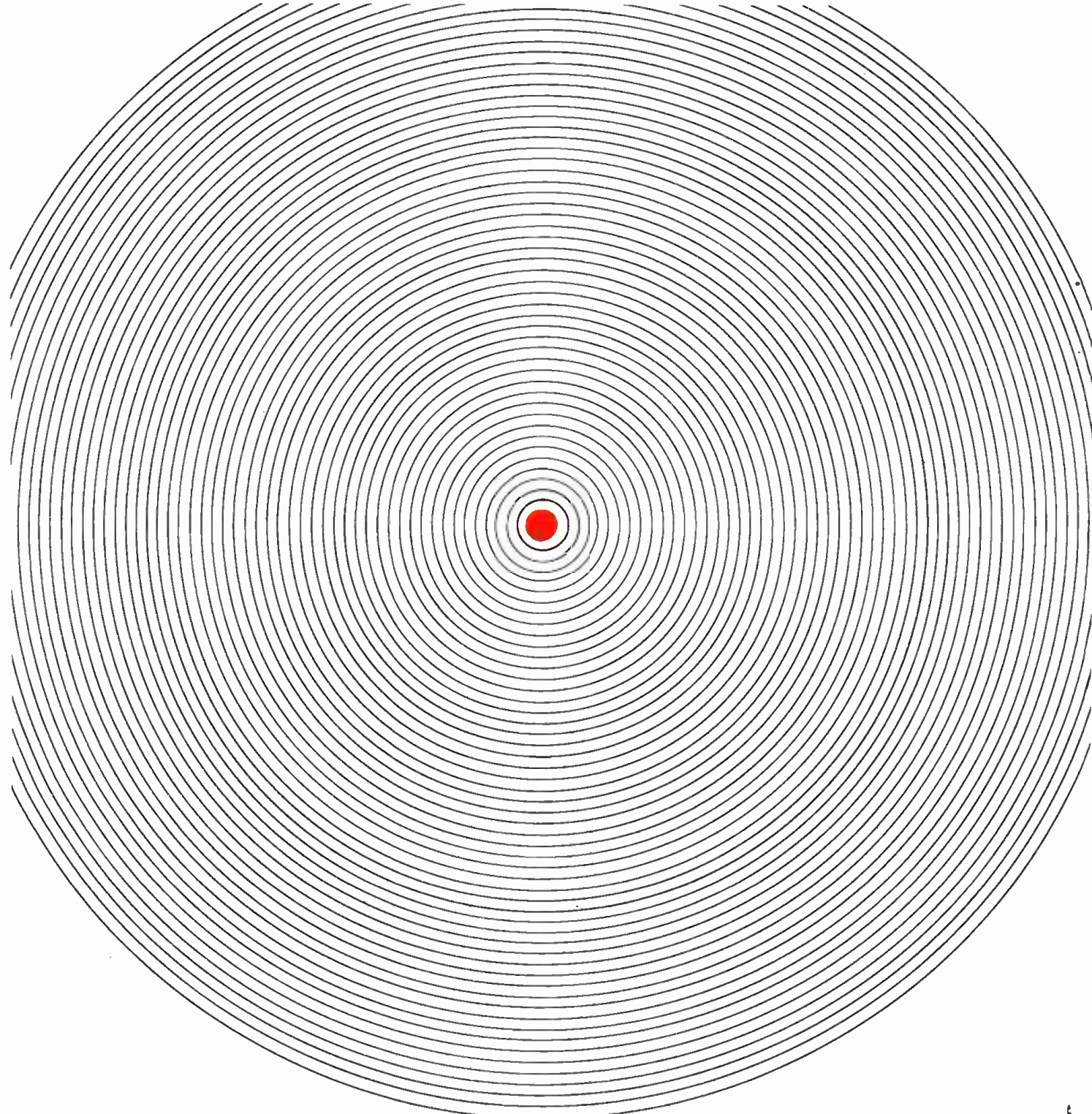
A purely personal and individual right of access is foreign to the concept of the fairness doctrine, RNC said, and the Democrats have failed to recognize that the July 7 telecast was partisan rather than issue-oriented.

The Republicans ridiculed a statement in the DNC petition that the President attracts a much larger audience than Mr. O'Brien did and that this shows the President is more persuasive. RNC said, "To state DNC's argument another way: The fairness doctrine requires a licensee to allot time in inverse proportion to a spokes-

man's attractiveness and effectiveness, that is, the most ineffective and unattractive would get the most time."

The Republicans next took a swing at the use by DNC of three allegedly partisan remarks made by President Nixon that the Democrats used to justify the July 7 broadcast.

If these were all the DNC could uncover in regard to partisan attacks made by the President in live TV appearances he made in the first 18 months in office, RNC said, "it is readily apparent that these appearances could not be characterized as 'person or party'-oriented rather than 'issue-oriented.'" They do not resemble Mr. O'Brien's 24-minute "blatant attack" July 7, RNC added. RNC also noted that Mr. O'Brien made no attempt to reply to the President's statements in the three examples "which the DNC belatedly alleges were partisan in nature."



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last week for the *Movie of the Week* time period (Tues., 8:30 p.m.). ABC said it had substituted a movie for the RFK biography "to avoid any possible charges of partisan favoritism in connection with several political contests." Observers, noting that among others, Senator Edward Kennedy (D-Mass.), California Governor Ronald Reagan and George A. Wallace, candidate for governor of Alabama, are on the film, speculated ABC took its action to avoid equal-time questions suggested by Section 315 governing political broadcasts.

WMCA(AM) gets Yankees

WMCA(AM) New York, which recently announced it would launch a telephone-talk format next month (BROADCASTING, Aug. 24), will broadcast the baseball games of the New York Yankees, starting in the 1971 season. The station and the ball club have signed a four-year contract. WHN(AM) New York has been presenting the Yankee broadcasts for the past four years. The station recently said it was dropping play-by-play coverage of sports events.

Antiwar NET show blasted

Analyst Abel tabs it 'cop-out'; senators, producer infuriated

A group of antiwar senators presented their reply to President's Nixon's Vietnam war reports on National Educational Television last week and were reported afterward to have been infuriated with the analysis that followed their program.

The analysis, by Elie Abel, dean of the Columbia University Graduate School of Journalism, and Ben Bagdikian, national editor of the *Washington Post*, described the presentation, *Senators' Dissent On Vietnam*, as "a kind of cop-out" that "really wasn't helpful in giving people a better idea of what's at stake" in the Vietnam-war debate.

Bob Colodzin, who produced the 34-minute film for the antiwar group, said he and the senators with whom he had talked were "pretty well pleased" with the film but "furious" at some of the comments by Messrs. Abel and Bagdikian that rounded out the hour (Mon-

day, 9-10 P.M. EDT).

Mr. Colodzin said he and his senatorial sponsors were particularly incensed at Mr. Bagdikian's observation that the program—essentially a showing of a wide range of people expressing opposition to the war—employed "symbols" that "could have been used just as easily by the other side."

"That was our whole point," Mr. Colodzin said. "The other side has been using the same symbols to make its points. We showed the same symbols could be used to make ours—to show that the 'silent majority' wants to end the war."

He said the program used people from all walks of life, including "the heart of the establishment," to disprove "the myth presented and fostered by the administration" that "wild-eyed kids are the only ones against the war."

In the commentary, Mr. Abel found

A masterly lesson in political publicity

Senator J. William Fulbright, who earlier introduced a resolution [S.J. Res. 209] which would force broadcasters to periodically make time available to congressional spokesmen, demonstrated last week how to capture the attention of the press without legislation.

The sophistication of the senator's press relations was highlighted by CBS's Marvin Kalb on an Aug. 24 *First Line Report* with this commentary:

"Some time later this morning Senator Fulbright, chairman of the Senate Foreign Relations Committee, delivers a major speech on the Middle East from the floor of the U.S. Senate.

"It will come as a surprise to very few people because it has already been so widely reported and discussed.

"Cynics might say it is a perfect example of a senator's skillful use of the press—others might defend this process as necessary—satisfying the needs of the senator for publicity—the reporter for news on a generally quiet weekend and the public for information about a vital subject.

"Either way it provides an important lesson in the interaction of the Congress and the press. Last Wednesday [Aug. 19] a select group of reporters received calls from one or two staff men on the Foreign Relations Committee. They said Fulbright would be delivering a major



Senator Fulbright

speech on the Middle East, of tremendous impact—that it would be available for release Saturday night for the evening TV shows and in plenty of time to be put into type for the fat Sunday-morning newspapers.

"On Thursday copies of the speech were made available to these reporters and they were told that the Senator himself would answer their questions on Friday afternoon.

"From 2:30 to 3:30 that Friday [Aug. 21] about two dozen reporters, basically specialists in foreign affairs, met with Fulbright in the large room used for open committee sessions. They asked questions, debated, got the senator's amplified views on the Middle



Mr. Kalb

East—all for release Saturday night.

"From 3:30 to 4 that afternoon, the senator met in another room with three network news correspondents and then from 4 to 4:30 he filmed and taped a long group interview for release on Saturday evening news shows. . . .

"Then on Sunday afternoon the senator appeared on NBC's *Meet the Press* providing further amplification of his Middle East views. This was reported Sunday evening and picked up again in Monday's papers. . . . It is a thoughtful, provocative speech and deserves careful study so maybe the background buildup was after all necessary. Anyway, it was an instruction lesson in press relations."

it "curious that after the demand from 14 senators (for time to reply to President Nixon) we saw only one of the 14 on the show." Actually, two senators appeared: Alan Cranston (D-Calif.) and William Saxbe (R-Ohio).

Mr. Colodzin said all senators in the group did not want to appear and, if they had, the results might have satisfied Messrs. Abel and Bagdikian but would have made deadly viewing for the public.

An aide to Senator Cranston said the commentators had evidently expected to see "a parade of senators speaking before the cameras"—something, he added that the show was never designed to provide—and also were probably braced for a hard pitch for the Amendment to End the War, which never materialized. The commentators, he added, were given 20 minutes "to react to a documentary that didn't lend itself to analysis."

"I think we have seen tonight that there isn't an easy answer," Mr. Bagdikian said. "Congress as a whole is not a voice. The Democratic party or the opposition party as a whole is not very effective. So I think we end up with different mechanisms. One is to let the television cameras on to the House and Senate [floors] and into the committee hearings.

"But I suspect we have to go beyond that. And I suspect again that the broadcasters are going to, as the FCC says, use reasonable judgment and good faith in picking for themselves what they think are the most useful arguments, the most useful exponents of opposite points of view."

In addition to the NET showing Monday night, the program was repeated by WNDT(TV) New York at 6:30-7:30 p.m. Wednesday (Aug. 26). A station spokesman said this was because a program featuring conservative William F. Buckley Jr. had originally been scheduled for these time periods—the original on Monday night and a repeat Wednesday evening. The Buckley program was rescheduled for Sept. 14 at 9-10 p.m. and its rerun for Sept. 16 at 8-9 p.m.

WCCO-TV sees Proxmire as an equal-time risk

WCCO-TV Minneapolis-St. Paul last week declined to carry a CBS network televised news program featuring Senators Barry M. Goldwater (R-Ariz.) and William Proxmire (D-Wis.) in the face of possible equal-time demands.

The station decision was based partly on a CBS letter to affiliates located in or broadcasting into Wisconsin advising them that, although Senator Proxmire was unopposed in the Wisconsin Demo-

cratic primary, write-in candidates for the party nomination there could possibly enter the race and request equal time for the Proxmire appearance. The letter also pointed out the possibility that candidates for the Senate, nomination from other parties, also unopposed, might also request equal time.

Sherman Headley, wcco-tv general manager, said in explaining the turn-down: "We did not know, and could not know under the circumstances how many potential candidates could crop up. We could not risk having to provide equal time for every person in the state of Wisconsin who could become a write-in candidate."

More fallout from fairness

Now they're appealing for time to reply before show hits air

Less than a week after NBC-TV announced it was putting Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota on prime time Aug. 31 to answer President's Nixon's Indochina television speeches—to conform to FCC fairness rulings earlier this month (BROADCASTING, Aug. 24)—two Republican senators moved to counter.

Senator Bob Dole (R-Kan.) last week filed an appeal in the U.S. Court of Appeals in Washington against that portion, as well as other sections, of the FCC decision. At the same time he filed a motion with the FCC to postpone the decision until the court acts.

He also wrote NBC President Julian Goodman asking that senators favoring the President's stand on Indochina be included in the Aug. 31 broadcast.

In his letter to Mr. Goodman, Senator Dole noted that the "End the War Amendment," sponsored by Senators

McGovern and Mark O. Hatfield (R-Ore.), would be voted on the morning after the Fulbright-McGovern program.

On the same day, Aug. 27, Senator Clifford P. Hansen (R-Wyo.) filed a "prospective" complaint with the FCC against NBC's plans for the Fulbright-McGovern appearance. He also asked NBC to permit anti-amendment senators to appear on the same program, noting also that a vote on the McGovern-Hatfield bill will be taken the next day.

In a letter to the NBC-owned TV station in Washington, WRC-TV, Senator Hansen nominated Senators Dole and Robert P. Griffin (R-Mich.), assistant Republican leader, to represent those senators opposing the Fulbright-McGovern views.

Senator Dole's appeal is the fifth that has been taken from the FCC's August fairness decisions.

The Democratic National Committee has appealed the commission ruling that broadcasters may not arbitrarily refuse to sell time to political parties for the solicitation of funds but that they may decline to sell time for the presentation of party views on controversial subjects. The request for an FCC ruling was initiated by the DNC.

Also appealing the FCC rulings are three separate West Coast antiwar groups in a single joint appeal: a Quaker group, the Peace Committee of the Baltimore Yearly Meeting, against Washington stations WRC-TV and WMAL-TV, and Business Executives Move for Peace, against WTOP(AM) Washington (BROADCASTING, Aug. 17).

Aid to Mississippi ETV

Mississippi Authority for Educational Television has received a \$22,500 grant from Corp. for Public Broadcasting to help set up a documentary film unit which will test effectiveness of a "one-man approach as opposed to the firmly scripted and full crew production method."



THEY GO TOGETHER
NETWORK RADIO—SPOT RADIO

Newspapers lose lower rate bid

FCC denies request to delay termination of reduced line charges

The FCC last week denied a request by a number of newspaper groups for a further extension of time for reduced private-line rates extended to press users by AT&T and Western Union.

The Copley Press Inc., Field Enterprises Inc. and the Los Angeles Times-Washington Post News Service had filed a petition for modification or stay of an FCC order in June extending the termination date from June 17 to Sept. 1 (BROADCASTING, June 15). The groups asked the commission to extend the deadline to Jan. 1, 1971.

The commission said it could not permit another delay in implementing its April 28 decision to terminate the preferential rates and stated "it would be unfair to the communications common carriers to continue these rates, which do not allow them a reasonable level of earnings. . . ." It added the petitioners had failed to show that failure to grant a stay would injure the public or their own interests.

The FCC also pointed out that while the new rates go into effect Sept. 1, it

is not likely that the charges would be collected before the Washington court of appeals acts on the petitioners' request for stay.

In support of their request, the newspaper groups said the tariff revisions filed by AT&T July 8—which would permit joint use of voice-grade channels—do not provide enough time to implement joint-user arrangements. The groups had claimed their use of such channels, could lessen the injury they would suffer from the elimination of the preferential rates.

Western Union and AT&T opposed the modification petition. WU contended that the petitioners had made clear they will require additional time beyond the requested extension to implement a joint-user arrangement and that there is no reason to give the groups preferential treatment while they consider possible "realignment in their service requirements."

The Bell System argued the petitioners had not shown that their situation would be substantially different after the four months' delay. The Common Carrier Bureau, which neither supported nor opposed the petition, said denial of the extension would not impair the petitioners' ability to disseminate news, although a grant might permit them a more efficient transition to regular private line rates.

The vote was 5-to-1 with Commis-

sioner Nicholas Johnson dissenting. Commissioner Kenneth A. Cox did not participate.

News, drama, specials slated for fall by NET

National Educational Television announced last week the details of the program schedule it will release to 194 noncommercial stations during 1970-71 starting this fall.

The new schedule, which takes effect on Oct. 5, will embrace new documentary news, dramatic and cultural productions, including a 13-week one-hour series produced by the BBC, titled *Civilisation*. The programs will be distributed to stations through the Public Broadcasting Service, the program distribution agency.

On Monday nights, NET is offering the one-hour *Realities*, which combines public affairs and cultural documentaries. *Black Journal* will continue in this series as a monthly presentation.

Civilisation is scheduled for Wednesday evenings. On Thursday, the *NET Playhouse* will be shown, varying in lengths of one-hour, 90-minutes and two hours. Its opening program will be "Helen Hayes", "Portrait of An Actress", "American School".

On Sunday night, NET will offer the half-hour *Our Vanishing Wilderness*

A young gadfly backs an old one

Atheist Scott loses another bout at FCC, but finds friend in dissenting Johnson

The FCC last week reaffirmed its view that "mere broadcast of church services, devotionals and prayers is not the presentation of controversial issues of public importance" that imposes a fairness-doctrine obligation upon the broadcaster. But Commissioner Nicholas Johnson dissented.

Questions concerning the existence of God, Commissioner Johnson said, have been matters of controversy and public importance since the founding of the U.S. He noted that the First Amendment to the Constitution prohibits the government from establishing a religion or preventing freedom of religion.

The commission was denying an application for review of a staff ruling that references to God on *Romper Room* on KTVU(TV) Oakland-San Francisco did not oblige the station to make free time available to a self-proclaimed atheist for

"atheistic talks."

The atheist seeking review is Robert H. Scott, of Saratoga, Calif., whose efforts to obtain time for the expression of his views predate the fairness doctrine itself by three years. In 1946, he had asked the commission to revoke the licenses of three San Francisco stations on the ground they had refused him time to discuss his views while carrying religious programming (BROADCASTING, July 22, 1946). His petition was denied.

The fairness doctrine was enunciated in 1949 in an FCC decision lifting a long-time ban against broadcast editorializing.

In his complaint against KTVU, he noted that in the course of *Romper Room*, children use such phrases as "God is great", "God is good" and "under God." The use of those phrases, he said, is tantamount to affirming the existence of God and, therefore, to disputing the views of atheists.

But the commission, referring to a ruling in a case brought by another well-known atheist, Madalyn Murray O'Hair, said that the mere broadcast of such expressions does not raise a fairness-doctrine issue. It also cited a ruling holding that a passing reference to an

issue in an entertainment program does not constitute advocacy of a viewpoint.

Accordingly it upheld the staff ruling that KTVU acted reasonably and in good faith in concluding that the references to God on *Romper Room* do not constitute a controversial issue of public importance.

Commissioner Johnson, besides contending that questions dealing with God have been controversial throughout the history of the U.S., said that, "by barring the expression of opposing views," the commission is not manifesting the neutrality toward the issue of religion required by the Constitution. (The commission, in its letter to Mr. Scott denying his request for review, did not speak of barring views opposed to religion.)

The commissioner, a frequent critic of television, also managed to work in a slam at the general product of broadcasting. Noting that the station might have been able to demonstrate it had already presented contrasting views on the religious issue, he said: "There is certainly no general lack of radio and television programming and commercials that propagandize for values and life styles wholly at variance with basic tenets of all the world's great religions."

(destruction of the environment); the half-hour science series, *The World We Live In*, and a one-hour program still untitled, that will feature performances in ballet, opera, country western and rock music. During weekday afternoons NET will continue to offer the half-hour *Misterogers Neighborhood* series.

In January, NET will launch its one-hour *Wednesday Night* magazine format program of analysis of national and international events by specialists.

NET and noncommercial WNDT(TV) New York are to be consolidated into an expanded Educational Broadcasting Corp., with details of the new operational format to be worked out over the next few months (BROADCASTING, July 6). NET eventually will be dissolved.

Up news shows to hour, Goodell urges networks

The three networks have been asked to expand their nightly news shows from 30 minutes to one hour by Senator Charles Goodell (R-N.Y.), a member of the Senate Communications Subcommittee.

"It is absurd that TV, the single most important medium yet known to man, should so straight-jacket its single most important feature, namely that of news, by confining it within a 30-minute format," the senator wrote in a letter to the three network presidents.

"What is increasingly evident, within the framework of the present 30-minute format," Senator Goodell said, "is that broadcast journalism cannot cope with major news stories given current time limitations."

He said he was not suggesting the increase in time so that the networks could cover more stories, but that they should deal in more length with the number of stories they now cover.

"On the average day," he said, "the three networks will report some 18 stories within the context of their nightly news shows—18 stories in 30 minutes which is less than two minutes a story." He added that when time allocated for advertising is added, "you wind up with about one minute for each story, hardly in-depth treatment."

He pointed out that he was fully aware of the difficulty the networks would face in attempting to convince their affiliates to provide an extra 30 minutes. "But surely," he added, "those who are capable of selling *The Beverly Hillbillies*, *Green Acres*, *Petticoat Junction*, *Hee Haw*, *Land of the Giants*, and a plethora of other such shows, possess also the ability to convince the affiliates to accept an additional 30 minutes of news time nightly in the national interest."

Radio, TV urged to keep it cool

Tinder-box situations in offing move NAB to offer program advice

Fearful of a hot fall, when desegregation moves into high gear in the South and students return to college campuses, the top two executives of the National Association of Broadcasters issued an unprecedented call last week for broadcasters to be especially careful in their news coverage of those two issues.

In an Aug. 26 letter to all broadcasters, including non-NAB members, NAB President Vincent T. Wasilewski and Chairman Willard E. Walbridge, senior vice president of Capital Cities Broadcasting Corp., warned broadcasters that "there could be a real potential here for civil disorder."

Broadcasting, the two said, has emerged as "the major source of information for the American public." Not only is this a source of pride, they commented, but it is also "a reminder of our profound responsibility to the nation."

"Our critics," they noted, "predictably will say that our presence at the

scene [of civil disorder] tends to add to the intensity of the disorder."

But, they added, as a valid news media radio and television must let the public know of such events.

The two spokesmen urged broadcasters to develop emergency procedures "compatible with your operation and the potential for disorder in your area." To help in this regard, they enclosed copies of the code of broadcast news ethics of the Radio Television News Directors Association.

In their concluding paragraph, Messrs. Wasilewski and Walbridge said: "It is not the purpose of the NAB to intrude into the processes of news gathering and responsible reporting or the full flow of freedom that must underpin all of our industry's information efforts. Rather, we would sound the alert before the fact to urge you to anticipate any eventuality that might arise. We hope with you that reason and domestic tranquility prevail, but if they do not, we must be ready. Broadcast journalism is now the cornerstone of our broad service to the public, and our responsibilities are therefore of the highest order as we present the news of the day."

Genesis for the NAB advisory was said to be both Mr. Wasilewski's and Mr. Walbridge's foreboding at the pos-

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sibility of violence and the inexperience of many broadcasters, particularly those in smaller communities, in covering disturbances. Mr. Wasilewski said that the idea took root about six months ago when he was present at a meeting of a group of broadcasters with their congressmen and overheard one congressman berating a broadcaster from his district on the radio coverage of a bus incident. That broadcaster upheld his news staff, but later admitted to Mr. Wasilewski that perhaps the story had not been covered in its entirety.

Mr. Walbridge emphasized that the message was principally the result of his feeling of NAB's responsibility to the industry. He also stressed that he was hoping to get broadcasters to act, rather than react, where conditions seemed to pose a potential problem.

Perhaps the most apt explanation of the NAB move came from a staff member of the association: "If trouble comes," he said, "90% of the broadcasters will handle it properly; but it's the 10% who goof it who bring discredit on all broadcasting."

Committee considering antipornography bill

An antipornography measure, introduced in the U.S. Senate by the late Senator Everett M. Dirksen [R-Ill.], moved last week from the Criminal Laws and Procedures Subcommittee to the full Senate Judiciary Committee for consideration after the Labor Day recess.

The measure [S 1077] would make the state supreme court the final authority for determining what qualifies as obscenity. A case could not be appealed to a federal court solely on the grounds that the state court had incorrectly branded something as obscene.

Supporters of the measure say it is necessary to reverse a swelling tide of U.S. Supreme Court reversals in obscenity cases, and to return some measure of local control to the states.

The bill has received considerable public attention through a "Stamp Out Smut for Ev" drive initiated last year by Donald C. Michel, president and general manager of WRAJ(AM) Anna, Ill., who distributed public-service spots calling for grass-roots support of the measure to all AM stations and approximately 600 TV outlets.

Mr. Michel journeyed to Washington last week to present 11,000 letters and petitions supporting the legislation to Senators Roman J. Hruska, ranking Republican member on the Senate Judiciary Committee, and Ralph Smith, who is filling out Everett Dirksen's remaining term and is a co-sponsor of the bill.

Computer play-by-play to precede NFL games

Javelin Sports Corp., New York, said last week that it has completed plans for producing an 18-week radio series of *The Computerized NFL Game of the Week*. Javelin, formed by Harry Weltman and Phil Harmon, both former NFL Films executives ("Closed Circuit," April 20), has a six-year contract with the National Football League for production of the series.

Each of the broadcasts will be one hour, presenting teams that will be in a top game weekly in the NFL but "played" by the IBM-360 computer the day before the actual game is played on the field. Play-by-play will be handled by Charlie Jones, NBC-TV football announcer. Tom Bass, former defensive coach of the Cincinnati Bengals and San Diego Chargers, will provide color.

Broadcasts will employ a script utilizing the entire play-by-play (an average of 125 plays each game) with recorded crowd noises from NFL stadiums used for added realism. First of the broadcasts is involved with the scheduled Sept. 20 meeting between the Kansas City Chiefs and Minnesota Vikings. The series will run through the football season, including playoffs, championships and culminating with the Super Bowl.

Javelin said that top stations in the leading 100 markets in the U.S. have already signed for the series, identifying such AM stations as WOR New York, KFI Los Angeles, WMAO Chicago, WBZ Boston, WWJ Detroit, KDKA Pittsburgh and KGO San Francisco.

Mr. Weltman, who was vice president and marketing director at NFL Films, is president of Javelin, and Mr. Harmon, formerly NFL Films sales director, is producer and coordinator of the series.

They said the computer used for the

Workshop course provided

An agreement between noncommercial educational KPTS(TV) Hutchinson, Kan., and the Wichita Model Cities agency will provide 75 youths with workshop courses in TV production equipment. Last week a KPTS spokesman said school was in session. The channel 8 facility received \$49,660 to implement the workshop, a project approved by the U.S. Department of Housing and Urban Development last month. Agreement calls for KPTS to broadcast nine half-hour programs produced within workshop framework about Model Cities.

series has 40,000 football plays in its memory bank, plus statistics on all active players in the professional football league.

Country music in, MOR out at KLAC

A major format overhaul is in the works for Metromedia's KLAC(AM) Los Angeles. William L. Dalton, vice president and general manager, confirmed that beginning "on or before Oct. 1, KLAC will be programming country-and-western music" instead of middle-of-the-road music.

The format change, according to Mr. Dalton, is because "careful analysis has shown us that this type of presentation fits the market."

Three area stations, KFOX(AM) Long Beach, KIEV(AM) Glendale and KBBO(AM) Burbank, all California, are currently programming country-and-western music. Mr. Dalton did not expect KLAC's new format to adversely affect any of the three.

The initial response from local and national advertisers has been positive, according to Mr. Dalton, who once managed WEEZ(AM) Chester, Pa., when its format was country music. He said he expected advertisers to be more interested in KLAC because of its new "counterprogramming."

Sommer joins WB stars ready for TV exposure

Warner Bros. Television, which is building its star roster and production talent for TV projects in the 1971-72 season, has signed motion-picture actress Elke Sommer to an exclusive television contract.

Miss Sommer's contract adds her name to several other stars already in the Warner's portfolio. Two of the stars—James Stewart and James Garner—will be in series already committed for the 1971-72 season, both with NBC-TV. James Stewart will appear in a half-hour comedy series and James Garner in a one-hour adventure series. Warner also has a firm commitment for a third program series still under development, though the studio has yet to identify the network for the program.

Other name talent in Warner's stable are Fess Parker (*Daniel Boone* and *Davy Crockett*), Robert Brown (*Here Come The Brides*) and Al Freeman Jr. (*My Sweet Charlie*). Warner also has 20 other contracts with leading TV producers and writers. Currently in prime time, Warner Bros. is represented by its *FBI* series co-produced with Quinn-Martin.

United Artists buys first radio station

United Artists Broadcasting, a subsidiary of United Artists Corp., entered radio-station ownership with FCC approval last week of its acquisition of WQAL(FM) Philadelphia from Abe and George Voron for \$950,000.

UAB owns WUAB(TV) Lorain (Cleveland), Ohio (ch. 43), KUAB(TV) Houston (ch. 20) and WRIK-TV Ponce, P.R. (ch. 7).

Abe Voron, general manager of WQAL, is former president of the National Association of FM Broadcasters. George Voron, his brother, is president of WQAL.

WQAL, on the air since 1959, is on 106.1 mc with 20 kw and an antenna 720 feet above average terrain. United Artists Corp., parent of UAB, is an entertainment service of Transamerica Corp.

The assignment was granted by a vote of 6-to-1, with Commissioner Nicholas Johnson the lone dissenter.

BMI got \$3.3 million foreign fees in '68

Broadcast Music Inc. reported last week that performing-rights royalties paid to BMI by foreign societies rose to \$3,352,000 in 1968, the most recent complete annual collection.

BMI said the 1968 collection contrasted with less than \$1 million it received in 1960 from foreign royalties. This income is divided among BMI writers and publishers, whose music is performed in the 33 countries with whose licensing societies BMI has reciprocal agreements.

Edward M. Cramer, BMI president, predicted that BMI's income from international sources "will increase greatly in the years to come." He said factors

contributing to this growth are increased use of American music, the development of new markets and users, and changes in existing laws. He said a revision in the Japanese copyright law, effective Jan. 1, 1971, providing for the first time for payment of performance fees for the playing of recorded music on broadcast stations and wired-music facilities.

Project 7 plans to supply CATV

Project 7 Films Inc., Los Angeles producer and distributor of educational films for schools and television, last week announced plans to supply programs for CATV and cassettes. The announcement came with word that Robert J. Leder, former president, RKO Pictures and executive vice president, RKO General, had joined Project 7 as an officer.

Mr. Leder headed Tele-Patrol Inc., New York, designer and operator of closed-circuit TV and security systems, which earlier was acquired by Project 7 as a wholly owned subsidiary.

'Pop-up' pops up on Cleveland, N.Y. TV

Two NBC-owned television stations, WNBC-TV New York and WKYC-TV Cleveland, began presenting eight experimental one-minute "Pop-Up" educational films on the morning of Aug. 22 and intend to continue the project for three or four Saturdays.

This words-in-color teaching method has been devised by Dr. Caleb Gattegno, an Egyptian-born educator. In the films, letters appear on the screen and a voice makes the sound of that letter or combination of letters. In addition, colors are used to teach sounds, with the "a" in "ate" shown in red. The

films are not introduced in any way and appear as would a commercial.

NBC has commissioned a research study to evaluate the results of the two-city tests, and if positive conclusions are reached, "Pop-Up" is expected to be extended to the NBC-TV network. At WNBC-TV and at WKYC-TV, about 20 minutes have been made available for the eight spots.

WBBM uses computer to check traffic

A second CBS-owned radio station, WBBM(AM) Chicago, last week announced it is starting computer analysis of local traffic but claimed its version will be much more complex than the earlier system disclosed by KNX(AM) Los Angeles (BROADCASTING, Aug. 24). WBBM studied the KNX system before proceeding with its own.

WBBM said more than 2,000 man-hours of traffic data from Chicago's 75-mile toll and freeway system have been fed into a time-share Honeywell 1648 computer. Starting Sept. 2, it will air frequent travel time forecasts based on this backlog which is continuously revised by current real-time situations. (The KNX computer contains 800 man-hours of data.)

WBBM contends the Chicago road system, though far smaller than Los Angeles's 600-mile system, is more difficult because of irregular traffic flows and many more entrance-exit complications. WBBM is using a plane, monitoring 22 traffic radio systems and other sources to keep its update analyses sharply defined.

Both the KNX and WBBM computer traffic reporting systems were autonomous developments. WBBM said it is not aware that any other CBS-owned outlets are developing similar formats.

Jack Bailey creates 'The Radio Game'

Jack Bailey, former host of *Truth or Consequences* and *Queen For A Day*, is returning to radio with a new, five-minute syndicated quiz program, *The Radio Game*. The 260 different radio features will begin in 20 markets on Sept. 19.

Built around some of the more exciting radio broadcasts and personalities of the industry's first 50 years, Mr. Bailey has created an audience-participation show using the local stations' announcers to make phone calls to listeners. Radio stars of the 30's and 40's, taped actualities of events, and current questions based on recent million-selling records form the basis for questions. The program is being produced by Harry O'Connor, Hollywood.

Thayer-Bruce Together plan 36-hour special

A 36-hour radio special on the history of country-and-western music will be among the first projects of a new firm formed by two former executives of Pepper & Tanner Inc., Memphis production company.

Thayer-Bruce Together Inc. will sell "ideas, marketing and promotion" to the general media, according to President John Thayer. The company's very first assignment, he said, will be to produce a telethon for Pepper-Tanner on behalf of the American Cancer Society.

The country-music documentary will be put together in conjunction with Stan Jacobson and Les Pouliot, producers of *The Johnny Cash Show*. Don Bruce, the new firm's executive vice president, said the program has already required a year of research work. It will parallel in some ways the recent, highly successful *History of Rock and Roll*, but involves a longer period of time and will use a different approach, he noted.

Mr. Thayer was formerly national sales manager for Pepper & Tanner. Mr. Bruce was an executive producer. Thayer-Bruce Together Inc. is at 100 North Main, Memphis.

Four stations get \$25,000 from CPB

Four \$25,000 grants have been awarded to four radio stations under the 1970 Corp. of Public Broadcasting public radio program production grant project.

Two grants will support a series of concerts by the Los Angeles Philharmonic Orchestra, plus a new dramatic series for the youth audience, *Harvard Square*. They will be produced respectively by KPFK-FM Los Angeles and WBUR-FM Boston.

Two other \$25,000 grants for local programming were made to KUAT(AM) Tucson for production of its local news program, *Interchange*, and to WETA-FM Washington, for coverage of live events.

Program notes:

On NET ■ *NET Journal*, New York, will feature an exclusive interview with Reverend Daniel Berrigan, 49-year-old Jesuit and poet convicted of destroying draft files, on Monday, Sept. 7, at 9 p.m. The program, *The Holy Outlaw*, will also show a surprise sermon he gave at the First United Methodist Church, Germantown, Pa., his last public appearance before his capture by FBI agents on Aug. 11.

More news hours ■ NBC Radio will expand on Sept. 1 its *News on the Hour* from 17 to 20 daily broadcasts. The program will be heard in the East every hour from 6 a.m. to 1 a.m.; in the Central time zone from 5 a.m. to 12 midnight; Mountain time zone from 4 a.m. to 11 p.m.; and West Coast from 3 a.m. to 10 p.m.

Lettermen join 'Bracken's World' ■ Theme music for the NBC-TV series *Bracken's World* will be sung over the opening and closing credits during the show's second season, beginning Sept. 18. A single record of the Marilyn and Alan Bergman tune "Worlds" will also be released with Lettermen providing vocal work.

Super accommodations ■ A limited number of rooms are available to qualified newsmen covering the Super Bowl in Miami Jan. 17, 1971. Headquarters: Americana hotel, Bal Harbour, Fla. Reservations: Don Weiss, National Football League director of public relations, 410 Park Avenue, New York 10022.

Radio news special ■ CBS Radio, on its morning *News Feed*, beginning today (Aug. 31) and continuing through Friday (Sept. 4), will broadcast five special reports on the controversial supersonic transport titled "SST: Boon or Bust?". Anchorman for the five-part series is

CBS correspondent Walter Cronkite.

Fashion show ■ F&R Lazarus Department Store sales promotion division, and its agency, Byer & Bowman Advertising Agency Inc., both Columbus, Ohio, have produced a 30-minute TV show to solve the midi-mini-maxi fall fashion puzzle. Shown on WLWC(TV) Columbus, the show dealt with lengths, accessories and pants.

Tiger football ■ WVNJ-AM-FM Newark N.J. will broadcast the complete 1970 home and away schedule of Princeton University football games. Mort Lubow, general manager of WVNJ, will handle play-by-play. Angelo Bertelli will do color commentary.

Black college programs ■ Collegiate Broadcasting Group of Atlanta is producing a series of 15-minute radio programs on black colleges and universities. The program will be filmed this fall and edited for free distribution in January to better acquaint high-school students with college offerings and requirements.

Modern filmmaking ■ An on-location look into the art of current day filmmaking in the U.S. and Europe is the subject of Westinghouse Broadcasting Co.'s one-hour special to be shown on its TV stations during the week of Sept. 28. The documentary, entitled *If It*

Moves . . . Shoot It!", is a co-production of Group W Films and Trans Atlantic Films.

Back-to-school fashion promo ■ M. O'Neil Co. department store owner, Akron, Ohio, held a rock-music fashion show in its store with air personalities Todd T. Taylor of WHLO(AM) and Bob Friend of WAKR(AM), both Akron, as masters of ceremonies. Prizes were awarded and the program included silent movies and a local rock band. M. O'Neil reported approximately 2,000 teenagers attended.

White is black ■ The White Association, Detroit, which is black-owned (but not totally black-operated) industrial audio-visual production firm, has opened offices at 820 West Baltimore there. The firm offers clients professional services in radio and television commercials and special television programs as well as in planning, writing, directing and producing motion pictures.

Agency picked ■ Modern Talking Picture Service, New York-based distributor and promoter of business films, has appointed Art Gelb Advertising Inc., New York, to handle advertising and sales promotion. Previous agency was Jameson Advertising Inc.

New from IGM: INSTACART — provides instant random access to 48 cartridges

Permits automated, tight formatting of spot material, news actualities, music and special programming from multiple cartridge sources. Stacked-array configuration, with four motors, four drive shafts and 48 heads for 48 cartridges, gives Instacart its back-to-back random access capability.

Standard models, for use with separate cartridge recorder, have one audio output. Models with combined recording and playback capabilities, and with multiple outputs,



available. Push button manual controls standard; remote controls and memory-type controls available.

Instacart meets all NAB specifications. For complete details, write or call International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Tel. (206) 733-4567.



Tomorrow's Engineering Today

Corinthian reports net up, sales down

Corinthian Broadcasting Corp., New York-based group TV station owner and publisher, has reported its sales declined and earnings rose to record levels for the first quarter of fiscal 1970 ended

July 31.

The company said its television division achieved a sales increase of more than 5% for the quarter, with all five stations showing improvements over the comparable 1969 quarter. Corinthian reported earnings before taxes for its TV division increased by almost 11% for the quarter after allocation of

parent-company overhead between TV and Standard Reference Library, a subsidiary, and charging to Standard interest incurred for the acquisition.

For the first fiscal quarter ended July 31:

	1970	1969
Earned per share	\$ 0.36	\$ 0.34
Sales	6,981,405	7,490,212
Net income	1,217,152	1,145,930

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing August 27	Closing August 20	Closing August 13	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	25¼	23¼	22½	39¼	19%	7,073	162,679
ASI Communications		O	2¼	2¼	2¼	7	2¼	1,789	4,920
Capital Cities	CCB	N	26½	22¼	21½	36½	19½	5,061	141,646
CBS	CBS	N	29%	24%	25%	49%	23%	26,512	729,080
Corinthian	CRB	N	25%	25¼	24	33%	19%	3,384	93,466
Cox	COX	N	16½	13%	13½	24%	10¼	5,789	77,399
Gross Telecasting	GGG	A	10	9%	9%	17%	9%	803	8,632
Metromedia	MET	N	15%	13¼	12¼	22%	9%	5,733	82,383
Pacific & Southern		O	10	9%	9%	23	7½	1,636	13,906
Rahall Communications		O	9¼	5%	6	16½	6	1,040	6,240
Reeves Telecom	RBT	A	3%	3%	3%	15%	2	2,288	7,139
Scripps-Howard		O	17¼	17½	12%	24	15½	2,589	45,308
Sonderling	SDB	A	18%	16%	16%	34%	10¼	991	18,581
Starr Broadcasting	SBG	M	9	9	8%	18	7%	461	4,610
Taft	TFB	N	19%	18%	17%	29%	13%	3,712	7,238
								Total	69,861
									\$ 1,403,227
Broadcasting with other major interests									
Avco	AV	N	12	9½	9¼	25¼	9	11,469	117,557
Bartell Media	BMC	A	5%	5%	5%	14	3%	2,254	11,540
Boston Herald-Traveler		O	27	27¼	27¼	43	25	574	15,498
Chris-Craft	CCN	N	5%	5½	5¼	11½	4%	3,660	20,130
Combined Communications		O	6	6½	6½	16½	6	1,938	12,113
Cowles Communications	CWL	N	3½	3½	3½	10%	3½	3,969	14,368
Fuqua	FOA	N	9%	7%	7%	31%	7	6,190	57,258
Gannett	GCI	N	24%	21%	22¼	29½	18%	7,117	163,791
General Tire	GY	N	17¼	16½	15%	20%	12%	18,434	317,987
Gray Communications		O	4	4	4	7%	4	475	1,900
Lamb Communications		O	2¼	2	2½	6	2	2,650	7,288
Lee Enterprises	LNT	A	13¼	12½	12½	20%	12	1,957	27,633
Liberty Corp.	LC	N	17%	15¼	15	21%	13	6,744	101,160
LIN		O	5½	4%	4%	11	3½	2,244	12,903
Meredith Corp.	MDP	N	20¼	19%	20	44%	18	2,779	55,580
Outlet Co.	OTU	N	13½	12¼	12	17%	10	1,342	14,427
Plough Inc.	PLO	N	61½	58½	59	85	55	6,880	455,800
Post Corp.		O	8¼	9	9	17½	8	713	6,774
Ridder Publications		O	13%	12¼	13	22	9½	6,217	84,676
Rollins	ROL	N	24%	25	24%	40%	19%	8,034	206,876
Rust Craft	RUS	A	21¼	19	19¼	32%	18½	1,159	21,731
Storer	SBK	N	22	18½	17½	30%	14	4,223	69,680
Time Inc.	TL	N	34%	33%	32%	43½	25½	7,257	261,252
Trans-National Comm.		O	¾	½	¾	4½	½	1,000	870
Turner Communications		O	2%	2%	3	8%	2%	1,328	3,984
Wometco	WOM	N	17	17%	17¼	20%	13%	5,817	102,496
								Total	116,434
									\$ 2,165,272
CATV									
Ameco	ACO	A	4¼	4¼	4¼	16	4	1,200	6,300
American TV & Comm.		O	10½	10%	12¼	22¼	10½	1,775	21,744
Cablecom-General	CCG	A	9%	8%	8%	23%	7%	1,605	16,243
Cable Information Systems		O	2%	2%	2%	3	¾	955	2,865
Citizens Finance Corp.	CPN	A	10	10	11	17½	9%	994	10,308
Columbia Cable		O	7¼	7	7¼	15½	6%	900	6,750
Communications Properties		O	7¼	6%	6%	10½	6	644	4,186
Cox Cable Communications		O	13½	12½	12	24	12	3,550	48,813
Cypress Communications		O	7½	6	7½	17%	6	1,887	14,624
Entron	ENT	A	2%	3	3	8%	2%	1,320	3,960
General Instrument Corp.	GRL	N	14½	12%	13	30%	11½	6,250	93,750
H & B American	HBA	A	18%	16%	16%	30%	12%	5,283	97,736
Sterling Communications		O	4%	4½	5	7%	3	1,100	4,950
Tele-Communications		O	9	9	9	20%	9	2,704	25,688
Teleprompter	TP	A	62½	54%	56%	133½	46	1,161	4,433
Television Communications		O	6	6	6	18%	5%	2,816	17,600
Vikoa	VIK	A	7	6%	6%	27%	6%	2,228	17,824
								Total	36,372
									\$ 397,774

Company reports:

Adams-Russell Co., Waltham, Mass., parent of group-CATV operator Aurovideo Inc., reported decreases in sales and profits for the first nine months of its fiscal year.

Gerald J. Adams, president of Adams-Russell, said Aurovideo's combined operations, including CATV properties, are expected to be in "a positive cash flow status in 1971." Aurovideo now serves approximately 8,500 subscribers in six cities. It is also buying WLOB(AM) Portland, Me., for \$950,000,

and WYTV(TV) Youngstown, Ohio, for \$2.8 million, both subject to FCC approval.

For the nine months ended June 28:

	1970	1969
Earned per share	(\$ 0.18)	\$ 0.46
Net sales	5,068,000	6,904,000
Net income	(162,000)	388,000
Average shares outstanding	891,000	847,000

Note: All figures adjusted to reflect pooling of Parisi Associates Inc., acquired Jan. 30.

Rollins Inc., Atlanta-based group broadcaster and CATV owner, reported a slight increase in revenues and relatively unchanged net income for the three

months ended July 31:

	1970	1969
Earned per share	\$ 0.28	\$ 0.28
Revenues	31,631,375	29,963,255
Net income	2,290,688	2,266,664
Average shares outstanding	8,053,999	8,019,329

Note: 1969 figures restated to include operations of Marks Custom Draperies Inc., Carole Textile Inc. and Star Wallpaper & Paint Co. on pooling-of-interests basis.

Walter Reade Organization Inc., Oakhurst, N.J., film distributor, owner of motion picture theaters and permittee of WRTV(TV) (ch. 68) Newark, N.J. reported increased revenues but a net

	Stock symbol	Ex-change	Closing August 27	Closing August 20	Closing August 13	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	10	8%	9%	31½	8%	5,942	60,133
Disney	DIS	N	102½	92½	92½	158	69½	5,133	549,231
Filmways	FWY	A	7½	6½	6½	18½	5½	1,700	11,679
Four Star International	O		2	2	1¼	4	1½	666	1,665
Gulf & Western	GW	N	14¼	12¼	11½	20¼	9½	15,362	193,868
Kinney National	KNS	N	24	22¼	21¼	36	20%	9,067	226,675
MCA	MCA	N	15¾	13¾	13¾	25¾	11%	8,195	114,730
MGM	MGM	N	16¼	13¼	12¼	29¼	12½	5,843	92,027
Music Makers Group	O		2¼	2¼	3	9	2¼	589	1,914
National General	NGC	N	14¼	13¼	12½	20¼	9	4,910	70,556
Transamerica	TA	N	13¾	11¼	12¼	26¼	11%	63,630	859,005
20th Century-Fox	TF	N	8¾	7¾	7¾	20½	6	8,562	67,383
Walter Reade Organization	O		3½	2¾	3	13½	2%	2,312	7,514
Wrather Corp.	WCO	A	5%	5%	5%	10%	4%	2,211	14,637
								Total	\$ 2,271,017
Service									
John Blair	BJ	N	13¼	11¼	12¼	23½	10¼	2,605	34,178
Comsat	CQ	N	39	36½	36½	57¼	25	10,000	395,000
Creative Management	O		6	6¼	7¼	14¼	4¼	1,075	8,600
Doyle Dane Bernbach	O		17¼	14¼	14¼	24½	14	1,924	26,455
Foote, Cone & Belding	FCB	N	7¾	7¼	7½	12¼	7¼	2,167	18,680
Grey Advertising	O		7¾	7¼	7¼	13½	6¼	1,207	9,354
LaRoche, McCaffrey & McCall	O		9½	9	9¼	17	9	585	6,143
MovieLab	MOV	A	2½	2¼	2½	7½	2	1,407	2,983
MPO Videoelectronics	MPO	A	6½	5¼	5¼	9¾	4¾	558	3,627
Nielsen	O		34½	32¼	30½	42	26½	5,299	182,816
Ogilvy & Mather	O		18¾	16¾	16¼	22¼	15	1,096	20,002
PKL Co.	PKL	A	3¾	3¾	3¾	12¾	2¼	740	1,939
J. Walter Thompson	JWT	N	24	21¼	22¼	36	21½	2,773	69,325
Wells, Rich, Greene	WRG	A	7¾	5¼	5¼	8¼	5	1,561	10,671
								Total	\$ 789,773
Manufacturing									
Admiral	ADL	N	8¼	7¼	6½	14¾	6½	5,158	38,685
Ampex	APX	N	16¼	14½	13½	48½	12½	10,846	166,307
CCA Electronics	O		2½	2¼	1¾	5	1½	800	1,600
Collins Radio	CRI	N	13¾	11¾	10¼	37¼	9	2,968	34,488
Computer Equipment	CEC	A	4	4	3¾	12¼	3½	2,406	10,514
Conrac	CAX	N	11¾	11¼	12	32¼	11	1,254	15,048
General Electric	GE	N	78%	76%	73½	80	60¼	90,884	7,008,974
Harris-Intertype	HI	N	45¼	44	41¼	75	36¼	6,357	266,994
Magnovox	MAG	N	33%	29%	28½	38%	22¼	16,401	508,431
3M	MMM	N	87¼	81½	79¾	114¼	71	56,058	4,526,684
Motorola	MOT	N	46¼	39%	38%	47½	31	13,334	531,627
RCA	RCA	N	24	23¼	22¼	34%	18%	66,926	1,564,060
Reeves Industries	RSC	A	3	2¼	2¼	5¼	2¼	3,446	10,338
Telematlon	O		9	9½	9¼	24	9	1,080	10,530
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	65½	64	63¼	69%	53¼	39,685	2,619,210
Zenith Radio	ZE	N	33%	32%	31¼	37%	22¼	19,020	587,147
								Total	\$17,903,035
								Grand total	\$25,038,348
Standard & Poor Industrial Average			88.93	85.09	81.75				

N-New York Exchange
A-American Stock Exchange
M-Midwest Stock Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Aug. 3.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
† Trading suspended July 16 by American Stock Exchange.

loss for the first half of 1970.

Walter Reade Jr., president, said the sale of WRO's Continental Distributing and Television divisions was responsible for a nonrecurring extraordinary loss of \$3,385,000 for the 1970 period. The theatrical and television distribution activities were sold to a group headed by Jerome Pickman, former president of Continental Distributing (BROADCASTING, July 20).

For the six months ended June 30:

	1970	1969
Earned per share	(\$ 1.65)	\$ 0.29
Gross revenues	20,813,000	16,454,000
Net income	(3,986,000)	721,000
Average shares outstanding	2,413,769	2,353,505

Financial notes:

■ Combined Communications Corp., Phoenix-based group broadcaster, has registered with the Securities and Exchange Commission a planned \$5.5-million public offering of 20-year convertible debentures. From the sale, \$2.5 million will be used to discharge a

short-term bank loan in connection with the acquisition of KOCO-TV Oklahoma City for \$6.5 million, \$820,000 to pay a bank loan in connection with refinancing Eller Outdoor Advertising of Kansas City and acquisition of Signs Inc., and \$1 million to discharge indebtedness of St. Louis Outdoor Advertising Inc., if acquired.

■ LaRoche, McCaffrey and McCall, New York, has entered into joint venture with Aqua Dynamics Corp., Wareham, Mass., which cultivates oyster and scallop beds. The new venture will explore ways of applying new techniques in marine science and in marketing shellfish. The agency said it will provide its marketing know-how and Aqua Dynamics its knowledge of aqua-culture. Venture's objective is to use modern methods to increase the supply of shellfish and to speed the seafood to the marketplace more efficiently. LaRoche did not specify its financial interest in the venture.

■ Doyle Dane Bernbach, New York, has reached an agreement in principle

to purchase Snark Products Inc., Fort Lee, N.J., pleasure boat manufacturer, for an undisclosed amount of stock. DDB will handle all of Snark's advertising.

■ Kinney National Service Inc., New York, parent company of Warner Bros., reports it has acquired Eugene Duklauer Inc., New York City plumbing contractor, for cash and notes in excess of \$1 million.

■ Walt Disney Productions, Los Angeles, declared a quarterly dividend of 7½ cents per share, payable Oct. 1 to stockholders of record Sept. 1.

■ Teleprompter Corp., New York-based multiple-CATV owner, has filed a registration statement with the Securities and Exchange Commission offering 140,400 common shares for public sale. An additional 59,048 shares of common stock will be issued in connection with the proposed merger of H & B American Corp., Los Angeles, into the company in September (BROADCASTING, May 25).

Promotion

Wanted by HEW: 5 million who need help

Five-million handicapped Americans are being sought by the U.S. Department of Health, Education and Welfare through The Advertising Council to notify them on how they may receive rehabilitation help.

These messages are being brought together under the theme of HURRAH, an acronym for Help Us Reach and Rehabilitate America's Handicapped. The all-media campaign, prepared by Warwick and Legler, New York, volunteer agency, is being distributed by The Advertising Council to radio and TV

stations, newspapers, magazines, business publications, and transit systems.

The TV commercials will go out in 60-, 30- and 20-second versions. The package also includes four different 600-line print ads and six radio commercials in 60-, 30- and 20-second versions.

In the TV commercials, a fast-moving basketball game is in progress between two teams of handicapped men who belong to the basketball league of the National Wheelchair Association. Some of the radio spots will feature well-known handicapped persons, such as singer Jose Feliciano.

Media use the advertising without charge, as a public service. Last year,



according to the council estimates, media donated \$10 million in free time and space to the HEW rehabilitation campaign.

Promotion men slate Duffy, Harris, Reinsch

The opening session of the three-day 15th annual seminar of the Broadcasters Promotion Association in Houston on Nov. 9 will feature speeches by James Duffy, president of ABC-TV; Jack Harris, president of KPRC-TV Houston and J. Leonard Reinsch, president of Cox Broadcasting Corp.

Though the specific subject matter of their talks has not been determined, the announcement from BPA last week said each of the executives will discuss an aspect of the over-all seminar theme, "The Responsibility and Challenge of Broadcast Promotion."

Workshops scheduled during the

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meeting are: promoting a radio station, Andy Erish, ABC radio owned and operated stations; promoting TV on radio and radio on TV, Jack Brembeck, KABC-TV Los Angeles; promoting movies on a TV station, Keith Nicholson, KOGO-AM-TV San Diego; promoting a station as it relates to community affairs, Kirt Harris, KPRC-TV Houston; use of research to stretch a promotion budget, James A. Landon, Cox Broadcasting, Atlanta; use of print media to promote a station, Don Whiteley, KBTB(TV) and KBTR(AM) Denver.

Promotion tips:

Up and away ■ Radio and television journalism will be one of the categories judged in Trans World Airlines' 33d annual writing and picture competition on air transportation. Entries, which also include categories of newspaper, magazine and photography journalism, will

be judged for "freshness, objectivity and skill of presentation," TWA said. Deadline for entries is Oct. 15. Material published or broadcast between Sept. 15, 1969, and Sept. 15, 1970, is eligible.

Drug posters ■ WHBQ(AM) Memphis has presented 1,000 posters warning of dangers of drug abuse to boards of education in Memphis and Shelby counties, Tennessee. Posters will be displayed in prominent spots in all area schools.

Miss American Vampire ■ MGM is now recruiting contestants for Miss American Vampire pageant. Contest, run as promotion for the forthcoming film, "House of Dark Shadows," based on ABC's *Dark Shadows* series, is open to girls between 18 and 25. Winner will fly to New York for week's role in television series.

Soul benefit ■ KATZ(AM) St. Louis has sponsored a benefit at St. Louis Fox Theater that brought in \$12,000 for

needy children of that city. The event called "Summer Soul Spectacular" was held on behalf of the St. Louis Educational Assistance Fund. Six KATZ personalities exceeded the show which featured 13 rhythm-and-blues performers. The fund was established nine years ago by KATZ to aid in the education of St. Louis' underprivileged children.

PBS hires ad agency

The Public Broadcasting Service, established in November 1969 by the Corp. for Public Broadcasting to provide a network for noncommercial TV programming, has appointed New York-based Wells, Rich, Greene as its advertising agency. Hartford Gunn, PBS president, said the assignment was made to "increase public awareness of the programs available on the nation's public television stations." PBS headquarters is in Washington.

Fates&Fortunes

Broadcast advertising

George A. Rink, president, Rink Wells & Associates, Chicago, named chairman of board. **V. Hugh Wells**, executive VP-creative director, named president succeeding Mr. Rink. **William Smith**, VP, named creative director and **James Lurie**, VP, named executive VP.

George Gallup, VP, sales, NBC Radio, New York, has resigned. He joined network in Chicago in 1965 as manager of sales, central office; became manager of sales, eastern office, in 1966 and year later assumed latest position. Future plans were unannounced.

Sam Posner, president, Radio Time Sales, San Francisco, named president, RTS/International, parent of Radio Time Sales. **Bert Chance**, with RTS/International, named senior VP.

Stephen R. Rintoul, senior VP and general sales manager, Adam Young Co., New York, joins KWTB(TV) Oklahoma City, as general sales manager.

Jerry Harwood, VP and director of research, and **Norval Stephens**, deputy director, New York division, Needham, Harper & Steers, New York, elected senior VP's.

Donald H. Rice, VP, J. Walter Thompson, New York, joins SSC&B there as senior VP.

Alice Hausman, creative supervisor, and **Peter A. White**, senior art supervisor, Compton Advertising, New York, elected VP's.

James Davis, with Jim M. Frye Advertising and Public Relations, Fort Worth, joins WBAP-AM-FM there to head Dallas sales office.

Al Perry, with KOA-TV Denver, appointed sales manager. He succeeds **Jim Wiley**, named general sales manager, WSIX-TV Nashville. KOA-TV and WSIX-TV are General Electric stations.

Michael R. Sigelman, with KDWB(AM) Minneapolis-St. Paul, named sales manager.

David L. Smith, media supervisor, Benton & Bowles, New York, joins Honig-Cooper & Harrington, San Francisco agency, as associate media director.

Doris Schell, media buyer-planner, Campbell-Mithun, Minneapolis, joins Honig-Cooper Harrington, San Francisco, as media supervisor.

Burton Vaupen, administrative assistant to general manager, Young & Rubicam, New York, named VP.

Lyman Johnson, product group manager, Avon Products, New York, joins Benton & Bowles there as VP-account supervisor.

Anita May Eckstein, media director, Handman Sklar Becker, New York agency, named VP.

Harvey Thompson, account supervisor, Grey Advertising, New York, elected VP.

Gabor Apor, senior art director-producer, Dodge & Delano, New York, named VP.

Maureen Dickson, head of traffic department, Norman, Craig & Kummel, New York, elected VP.

William S. Titus, account executive,

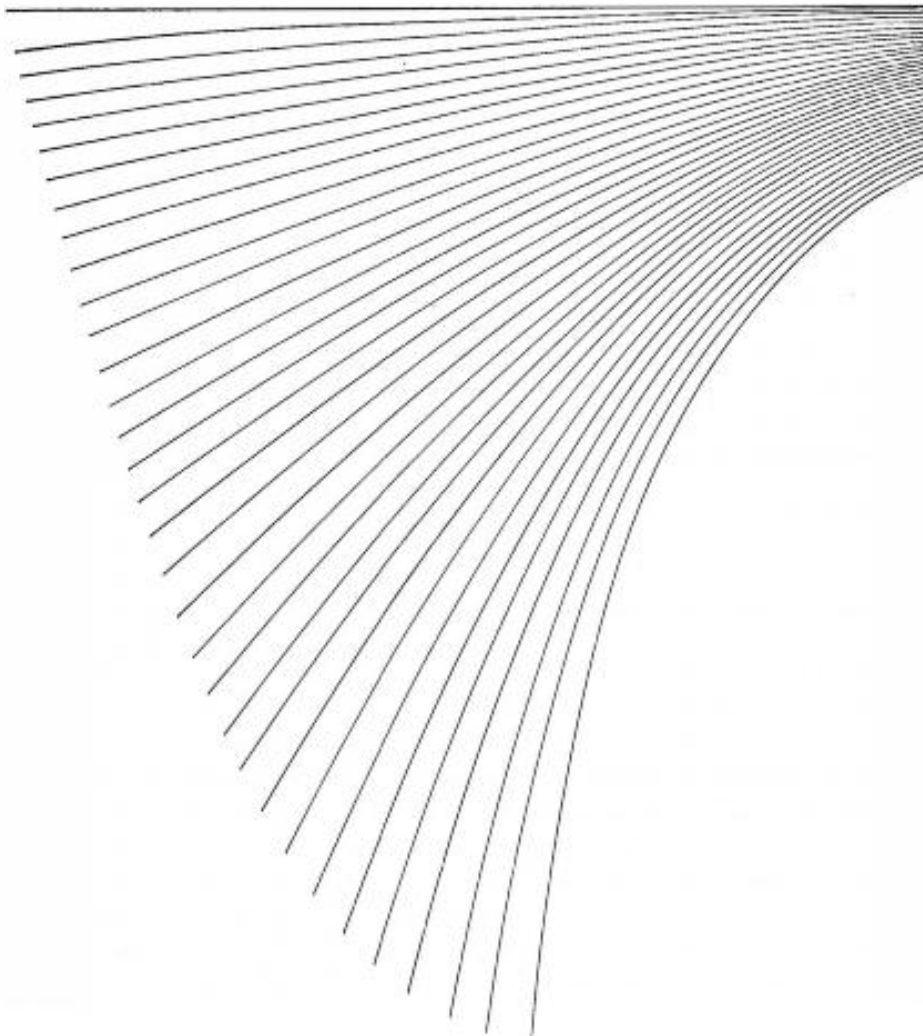
Spotmaster

TP-1B Tape Cartridge Winder



This rugged and dependable tape winder fills a need in every station using cartridge equipment. No longer is it necessary to restrict your cartridge operation to stock sizes, or to tie up your conventional tape equipment loading cartridges. The TP-1B handles all reel sizes (up to 3600' of 1 mil tape), winds new or old cartridges in any length. Available with or without Spotmaster tape timer, providing precise minute and second calibration for creating exact-length tapes. TP-1B is \$104.50, with Tape Timer \$129.50. Lubricated tape and empty cartridges are also available.

BROADCAST ELECTRONICS, INC.
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**1971 Broadcasting
CATV Sourcebook
Off Press
Fall 1970**

If you fill in the reservation form and return it—along with your payment—you will save *at least* \$2 a copy. And you may wish to order several copies. If so, just indicate this on the coupon.

Most Complete and Up-to-Date CATV Data Available:
The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:
—Operator's name and full address—Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable—*O-A* for picked off the air, or *Mic* for microwave—Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and

owners, with ownership percentages—Finally, *an industry first*, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

A Complete CATV Guide
—But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:
—Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada
—FCC Rules and Regulations for CATV, including CATV Program Suppliers

Equipment Directory
—CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be *at least* \$6.00.

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Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for copies @ \$6.00 each is enclosed. (Sorry, no charge orders.)

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 17-35

Address
 36-53

City State Zip Code
 54-66 67-71

Home? Yes No

Title/Position
Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

Rochester, N.Y., office of Rumrill Hoyt, New York agency, named VP.

Leon Luxembourg, director of special projects, CBS Radio, New York, appointed director, market and sales development, central sales, CBS-TV, Chicago.

Mildred Gannon, media director, J. S. Fullerton Inc., New York agency, also named VP.

Al Pawlik, with Borden Co., New York, joins Alberto-Culver Co., Melrose Park, Ill., as marketing director, succeeding **Phil Kaplan**, now with Toni Co., Chicago.

Prem M. Kapur, formerly with Independent Television Corp., New York, joins Television Bureau of Advertising there as manager, member development.

Jon F. Ruby, sales manager, WLS-TV Chicago, ABC-owned station, appointed general sales manager. He is succeeded by **Mark Mandala**, with ABC-TV Spot Sales, New York.

Frank Di Prosa, local sales manager, WOKR(TV) Rochester, N.Y., appointed general sales manager.

Robert R. Maier, with KMOX-TV St. Louis, appointed local/retail sales manager.

Mel Peterson, general manager, KEGL-AM San Jose, Calif., joins ML Advertising there as partner. Firm will be renamed MLP Advertising.

Ted Norman, with WBAP-AM-FM Fort Worth, named national sales manager.

Arthur R. Christ, with WKBT(TV) La Crosse, Wis., joins WWLA(FM) there as sales manager.

Larry Davidson, sales manager, WWVA-AM Wheeling, W. Va., appointed general sales manager.

Michael de Leo, formerly with Hockaday Associates, New York, joins Jacqueline Brandwynne Associates, New York agency, as executive art director.

Tom Lueders, freelance producer and consultant to Milwaukee advertising agencies, joins Cooper/Strock/Scannell there, as head of agency's audio-visual communications division.

Rosemary E. Anderson, VP, McCann-Erickson, Chicago, joins N. W. Ayer there as account supervisor.

Stanford B. Silverman, account manager, American Research Bureau, New York, joins Cybics Computer Corp. there, subsidiary of Ted Bates & Co., in newly created position of director of advertising services, responsible for sales to advertising industry and for new-product development.

Patrick J. Morris, account executive, Gardner Advertising, St. Louis, appointed account supervisor.

Media

Gordon Gray, broadcast consultant to several groups, including Park Broadcasting, licensee of WUTR(TV) Utica, N.Y., and former part owner of WKTV(TV) Utica, named executive VP and general manager of WUTR, which began broadcasting in February 1970.

Winthrop P. Baker, general manager, WBZ-TV Boston, elected VP of licensee, Westinghouse Broadcasting.



Mr. Burton, regional director for National Foundation, Atlanta, organization which sponsors March of Dimes, joins National Cable Television Association, Washington, in newly created position of director of membership services ("Closed Circuit," Aug. 3).

James E. Hanlon, controller, New York Yankees Inc., subsidiary of CBS, appointed controller of Viacom International, New York, firm into which CBS is spinning off domestic CATV interests and TV program syndication operations.

Lee R. Wallenhaupt, VP, Triangle Broadcasting Corp., group owner and licensee of WSJS-TV Winston-Salem, N.C., named manager of station.

W. Thomas Johnson Jr., executive assistant to former President Lyndon Johnson in Austin, Tex., joins Texas Broadcasting Corp., Austin, group owner, owned by former President's wife and daughters, as executive VP.

James Bobock, sales manager, WAAB-AM - WAAF(FM) Worcester, Mass., named VP and general manager succeeding **Gordon Hastings** (BROADCASTING, Aug. 10). **Joseph Goldman**, with WAAB - WAAF, named sales manager succeeding Mr. Bobock.

Richard F. Carr, VP and general manager, WNEW-FM New York, joins KCMO-AM and KFMU(FM) Kansas City, Mo., in same capacity.

Richard M. Lumenello, general sales manager, WSLR(AM) Akron, Ohio, named VP and general manager.

William R. Kimball Jr., owner of Kimball & Co., San Francisco consulting firm, elected to board of directors, Cox Cable Communications, Atlanta.

Lee Peer, operations manager, KOLO-TV Reno, joins KOB(AM) there as general manager.

Toney Brooks, news director, KLAW-FM Lawton, Okla., appointed general manager.

Bob Finnegan, program director, WWVA-



Riding high with Bronson KXTV, Sacramento

26 colorful episodes
now available from



MGM
TELEVISION

(AM) Wheeling, W. Va., appointed operations director.

Stephen E. Shulman, continuity director, WOL(AM) and WMOD(FM) Washington, joins KOCN(FM) Pacific Grove, Calif., as operations director. KOCN is scheduled to go on air in mid-September.

Henry D. Pearson Jr., with Equitable Life Assurance Society, New York, joins Teleprompter Cable TV, which serves upper Manhattan, as assistant to general manager.

Programing

Jack E. Hinton, supervisor of network radio operations, CBS Radio, New York, appointed director of program practices.

Joe Callan, Midwest sales manager, VPI film and video-tape division of Electrographic Corp., Chicago, named VP of division.

John Quigley, director of programing, WNAC-TV Boston, joins WABC-TV New York in same capacity.

Jane E. Cohen, program director, WPHL-TV Philadelphia, appointed corporate program coordinator, U.S. Communications Corp., group owner of WPHL-TV, with headquarters in Philadelphia.

Richard M. Lobo, with WCBS-TV New York, joins WOR-TV there as program director.

Jack W. Mitchell, for past year with BBC radio in London under auspices of Corp. for Public Broadcasting's American Fellowships Abroad Program, appointed program associate, National Public Radio, Washington. He will be involved in developing new program concepts in radio news and public affairs.

Mike Roach, sales service director, wow-TV Omaha, appointed operations supervisor.

Jack Moser, public-affairs programing director, WPLG-TV Miami, appointed executive producer. He is succeeded by **Mort Berenstein**, with WPLG-TV.

James Heuton, senior producer-director, Northwest Teleproductions, Minneapolis, also appointed assistant general manager.

Josephina Santa Romana, with WPGH-TV Pittsburgh, joins WKYC-TV Cleveland as associate director.

Lee Cannon, with TV division, Commonwealth United Entertainment, New York, joins American International Television, New York, as assistant general sales manager, with headquarters in Chicago.

Richard C. Holbrook, with Cape Cod Cablevision, Hyannis, Mass., named local-origination program director.

News



Mr. Schaefer

Robert Schaefer, managing editor, WDSU-TV New Orleans, joins KMOX-TV St. Louis as news director, succeeding **Al Mann**, now news director, WBBM-TV Chicago (BROADCASTING, Aug. 10).

Larry DeSantis, news editor, UPI Newspictures, New York bureau, appointed managing editor, UPI Newspictures department, New York.

Bob Higby, with WDAF-AM-FM Kansas City, Mo., joins WFLA-AM-FM Tampa, Fla., as news director.

Jerry Adams, with KDSX-AM-FM Denison-Sherman, Tex., appointed news director, succeeding late **Howard Mayes** (BROADCASTING, Aug. 17).

Tom Rosenbaum, assignment editor, WLS-TV Chicago, joins KTLA(TV) Los Angeles in same capacity.

Allan Pressley, news director, WKGN(AM) Knoxville, Tenn., joins WLEE(AM) Richmond, Va., in same capacity.

Harry K. Smith, with his own Washington PR firm, Georgetown Productions, and formerly with WMAL-TV there, joins WTVJ(TV) Miami news staff.

Art Eckman, sports director, KEX(AM) Portland, Ore., joins San Diego Rockets of National Basketball Association as team announcer. He is succeeded by **Darrell Aune**, sports director, KKAM(AM) Pueblo, Colo.

Tom Lague, with WTVJ(TV) Miami, Fla., joins WAVS(AM) Fort Lauderdale, Fla., on news staff.

Lee Moriwaki, reporter, noncommercial KQED(TV) San Francisco, joins KGO-TV as writer-producer on newscasts.

Promotion

Curtis Block, senior sports editor, press department, NBC, New York, appointed coordinator, business and trade publicity.

Haywood Meeks, formerly advertising and promotion manager, WMAL-TV Washington, forms his own PR, publicity and promotion firm, Haywood Meeks Associates, National Press building, Washington.

John C. Parry, director of public relations, Allied Chemical Corp., New York, joins Irving L. Straus Associates, PR firm there, as senior VP.

Paul Stone, with KFRE-TV Fresno, Calif., named promotion manager.

Kirby Brooks, manager, WJHR(FM) Miami, also appointed promotion manager, WGBS(AM) there. WJHR and WGBS are

Storer Broadcasting stations.

Gary Munday, with KROD(AM) El Paso, Tex., appointed promotion director.

Dave Pomeroy, producer-director, University of Kentucky television center, Lexington, joins noncommercial KCSD-TV Kansas City, Mo., as promotion director.

Chris M. Smith, at Lindenwood College, St. Joseph, Mo., named assistant to community-relations manager, KMOX-TV St. Louis.

Equipment & engineering

John M. Salani, sales engineer for RCA TV cameras, video-tape recorders and other equipment in San Francisco area, becomes manager of TV product management in RCA's Professional Electronic Systems Department, Burbank, Calif. He succeeds **Ronald R. Yokes**, who joins RCA's Cable Systems Department in Camden, N.J.

Arnold Wolf, president of Arnold Wolf and Associates, Berkeley, Calif., named president, James B. Lansing Sound Inc., Los Angeles. He succeeds **William H. Thomas**, co-founder of JBL, who was named chairman of board.

John H. Mullaney, president, Multronics Inc., Rockville, Md., research and development firm, also returns to practice of consulting radio engineering. Address is 9616 Pinkney Court, Potomac, Md.

William H. Madden, national sales manager for Scotch audible range and video tapes, 3M magnetic products division, St. Paul, appointed marketing director for company's magnetic products. He is succeeded by **Duane T. Windahl**, national sales manager for division's federal-government market.

Bernard A. Koval, chief engineer, WBZ-AM-FM Boston, joins KFI(AM) Los Angeles in same capacity succeeding co-chief engineers, **H. L. Blatterman** and **Curtis Mason**, who have retired. **Norman E. Leonard**, with KFI, appointed assistant chief engineer.

Russell Latiolais, studio supervisor, KBBQ(AM) Burbank, Calif., appointed chief engineer.

Kerwin F. McMahon, with CAMA Electronics, Farmingdale, N.Y., appointed national sales manager.

Barremore B. Brown, executive VP, Metcom Inc., Salem, Mass., joins Continental Electronics Manufacturing Co., Dallas, in same capacity.

Keith Y. Reynolds, senior applications engineer, International Video Corp., Sunnyvale, Calif., named product manager, video-tape recorders.

Harold F. Sturm, with Apollo program, Cape Kennedy, Fla., joins noncommercial WFSU-FM Tallahassee, Fla., as chief engineer.

International

Alejandro Danon, general manager, Chesebrough-Ponds of Mexico City, joins Doyle Dane Bernbach Mexico there in same capacity.

Pat Bryan, VP and associate creative director, McCann-Erickson, Toronto, joins Kenyon & Eckhardt there as director of creative services.

Gus Zelnick, managing director, MGM, for Central America, Chile, Venezuela, and international publicity and promotion coordinator, MGM, named Latin American sales supervisor, Walt Disney Productions. Mr. Zelnick will have headquarters at Disney Studios, Burbank, Calif.

Neville Thomson, sales manager of Screen Gems Pty., production and distribution organization of Screen Gems International in Australia, named managing director and Far East sales supervisor.

Allied fields

Richard W. Jencks, president, CBS Broadcast Group, elected to board of directors, Advertising Council, succeeding **John A. Schneider**, executive VP, CBS Inc.

Louis P. West, account executive, Nielsen Station Index, A. C. Nielsen Co., New York, named VP, media research division. **Eugene E. McClure**, account executive, Nielsen Station Index, A.C. Nielsen Co., Chicago, elected VP.

Denis B. Trelewicz, formerly staff director, business planning and information, government-products group, Avco

Corp., Wilmington, Mass., named VP of business and financial planning, Cartidge Television Inc., New York, subsidiary of Avco.

Deaths

Henry Tanner Sr., 65, VP, Pepper & Tanner, Memphis production-promotion-merchandising firm, died Aug. 20 of cancer in St. Joseph's hospital there. He is survived by three sons, one of them **William B. Tanner**, president and founder of Pepper & Tanner, and one daughter.



Mr. Lehman

1960, and its president from 1960 to 1966, and in recent years served ARF as adviser. Before he joined ARF, he was with Association of National Advertisers, starting in 1928. He is survived by his wife, **Adelina**.

Daniel D. Halpin, 64, president, Tape Cassette Inc., Montclair, N.J., died at his Montclair home Aug. 22. From 1939 to 1952, he was general manager of television sales for Radio Corp. of America (now RCA) and at one time was president of American Television Society. He is survived by his wife,

Alcuin W. Lehman, 73, former president of Advertising Research Foundation in New York, died Aug. 23 in New York hospital of heart ailment. He was technical director and managing director of ARF from 1941-

Margaret, three sons and one daughter.

Robert H. Brown, 47, senior executive staff writer, RCA Corp., New York, died Aug. 14 at Doctor's hospital in New York after long illness. Newsmen and reporter, Mr. Brown joined NBC in public relations, became director, corporate information in 1965, and in 1966 was moved to RCA. He is survived by his wife, **Judith** and two daughters.

Jerome J. Theise, 49, chief of New York bureau, Voice of America, died of heart attack Aug. 19 in Englewood, N.J., hospital. He also had been radio news writer for CBS. At VOA, he was responsible for coverage of United Nations headquarters and northeastern part of U.S. He is survived by his wife, **Jane**, son and daughter.

Howard Chamberlain, 63, associated with WLW(AM) and WLWT(TV) Cincinnati for 30 years as assistant program director and air personality, died Aug. 24 at home in Grosbeck, Ohio, of heart attack. He is survived by his wife and two sons.

Harrison Cameron Cornell, 52, radio-TV newsman, died Aug. 19 in Yonkers, N.Y., hospital. He was most recently newscaster with WNEW-TV New York. He is survived by his wife, **Doris**, and four daughters.

Freeman Lusk, 64, radio and television commentator, died Aug. 25 in Orange, Calif. For 11 years he was producer-moderator of *Freedom Forum* on TV. His acting career also encompassed television appearances. He is survived by his wife, **Marilynn**, and son.

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Abbreviations: Ann.—announced, ant.—antenna, aural.—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

Actions on motions

■ Chief, Broadcast Bureau, on request of Vue-Metrics, Inc., extended through Sept. 18, time to file comments and through Sept. 28, time to file reply comments in matter of amendment of TV table of assignment (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Aug. 24.

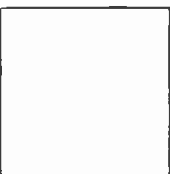
■ Hearing Examiner **Forest L. McClenning** in Red Lion, Pa. (Red Lion Broadcasting Inc.), TV proceeding, scheduled prehearing conference for Aug. 26 (Doc. 18136). Action Aug. 19.

Other action

■ Review board in Boston, TV proceeding, granted motion for acceptance of late filing of petition

to enlarge issues filed Jan. 19 by Community Broadcasting of Boston Inc. and motion for leave to file statement in response to Broadcast Bureau's comments on petition to enlarge issues filed April 2, by RKO General Inc.; dismissed motion to

strike and petition to accept late filing to reply to opposition to motion to strike filed April 6 and April 28, respectively, by The Dudley Station Corp.; dismissed to extent indicated, granted to extent indicated and denied in all other respects



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Summary of broadcasting

Compiled by FCC, Aug. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,279	2	10	4,291	80	4,371 ¹
Commercial FM	2,098	0	36	2,134	137	2,271
Commercial TV-VHF	494	2	14	510	13	523
Commercial TV-UHF	142	0	39	181	112 ²	297
Total commercial TV	636	2	53	691	125	820
Educational FM	399	0	21	420	43	463
Educational TV-VHF	76	0	7	83	6	89
Educational TV-UHF	98	0	10	108	15	123
Total educational TV	174	0	17	191	21	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

petition to enlarge issues and supplement thereto, filed Jan. 19 and Jan. 23 by Community Broadcasting of Boston Inc. (Docs. 18759-61). Action Aug. 10.

Call letter application

■ Northern Entertainment Inc., Traverse City, Mich. Requests WGTU(TV).

Existing TV stations

Applications

■ WQTV(TV) Boston—Requests authority to install subscription equipment. Ann. Aug. 4.
 ■ WXON(TV) Detroit—Requests authority to install subscription equipment. Ann. Aug. 4.

Actions on motions

■ Chief, Broadcast Bureau, on request by I.B.C., licensee of KZAZ(TV) Nogales, Ariz., extended through Aug. 21 time to file replies to oppositions in matter of amendment of TV table of assignments (Nogales, Ariz.). Action Aug. 12.
 ■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.), TV proceeding, postponed Sept. 21 hearing to date to be established at further prehearing conference scheduled for Sept. 21 (Docs 18906-18907). Action Aug. 19.
 ■ Hearing Examiner Charles J. Frederick in Williamsport, Pa. (WGAL Television Inc. [W8OAJ]), TV proceeding, ordered record reopened; granted petition by applicant for leave to amend application (Doc. 18850). Action Aug. 18.
 ■ Hearing Examiner Herbert Sharfman in Miami (Post-Newsweek Stations, Florida Inc. [WPLG-TV] and Greater Miami Telecasters Inc.), TV proceeding, granted petition by Greater Miami Telecasters Inc. for leave to amend application to reflect changes in ant. proposal (Docs. 18889-90). Action Aug. 19.
 ■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)]), TV proceeding, denied petition by Southern Broadcasting Co. for reconsideration of examiner's order on production of documents;

granted motion by Jefferson Standard Broadcasting Co. for extension of time in manner prescribed in motion (Doc. 18880). Action Aug. 17.

Other actions

■ Review board in New York, TV proceeding, denied appeal from adverse ruling of presiding officer filed June 29 by WPIX Inc. (Docs. 18711-12). Action Aug. 19.
 ■ Review board in Lynchburg, Va., TV proceeding, dismissed without prejudice motion to remand proceeding, filed March 11 by WLVA Inc. (Doc. 18405). Action Aug. 20.

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.
 ■ KFSA-TV Fort Smith, Ark. (America Television Inc.). Amendment dated June 1 reduces network rate by 6½% effective Dec. 1, 1970.
 ■ KOVR(TV) Stockton-Sacramento, Calif. (McClatchy Newspapers). Amendment dated July 13 increases network rate from \$1,075 to \$1,125 effective Jan. 3, 1971.
 ■ WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.). Amendment dated Aug. 7 reduces network rate from \$725 to \$678 effective Jan. 1, 1971.
 ■ KCAU-TV Sioux City, Iowa (Forward of Iowa Inc.). Amendment dated Aug. 7 reduces network rate to \$842 effective Jan. 1, 1971.
 ■ KNOE-TV Monroe, La. (Noe Enterprises Inc.). Contract dated July 7, 1970, replaces one dated May 10, 1968; effective Sept. 15, 1970 to Sept. 15, 1972. First call right. Programs delivered to station. Network rate, \$750; effective Oct. 4 \$800;

effective Dec. 1 \$751; compensation paid at 30% prime time.

■ WVUE(TV) New Orleans (Screen Gems Broadcasting of Louisiana Inc.). Amendment dated Aug. 7, 1970, reduces network rate by 6½% effective Jan. 1, 1971.
 ■ KAUS-TV Austin, Minn. (Minnesota-Iowa Television Co.). Amendment dated July 13, 1970, increases network rate from \$327 to \$352 effective Jan. 3, 1971.
 ■ WTOK-TV Meridian, Miss. (Southern Television Corp.). Amendment dated Aug. 7 reduces network rate to \$493 effective Jan. 1, 1971.
 ■ WTAE-TV Pittsburgh (Hearst Corp.). Amendment dated June 1 reduces network rate to \$2,618 effective Jan. 1, 1971.
 ■ KVII-TV Amarillo, Tex. (Marsh Media Ltd.). Amendment dated July 9 increases network rate from \$314 to \$389 effective Jan. 3, 1971.
 ■ KTBC-TV Austin, Tex. (Texas Broadcasting Corp.). Amendment dated Aug. 7 reduces network rate to \$584 effective Jan. 1, 1971.
 ■ KLTV(TV) Tyler, Tex. (Channel Seven Inc.). Amendment dated Aug. 7 reduces network rate by 3¼% effective Jan. 1, 1971.
 ■ KWTX-TV Waco, Tex. (KWTX Broadcasting Co.). Amendment dated Aug. 7 reduces network rate from \$475 to \$446 effective Jan. 1, 1971.
 ■ KRGV-TV Weslaco, Tex. (Mobil Video Tapes Inc.). Amendment dated Aug. 7 reduces network rate by 6½% effective Jan. 1, 1971.
 ■ KCPX-TV Salt Lake City (Screen Gems Broadcasting of Louisiana Inc.). Amendment dated Aug. 7 reduces network rate to \$795 effective Jan. 1, 1971.
 ■ WSWA-TV Harrisonburg, Va. (Gilmore Broadcasting Corp.). Amendment dated Aug. 7 reduces network rate 3¼% effective Jan. 1, 1971.
 ■ KFBC-TV Cheyenne, Wyo. (Frontier Broadcasting Co.). Amendment dated Aug. 7 reduces network rate to \$413 effective Jan. 1, 1971.

CBS

■ Formula: Same as ABC.
 ■ WSBK-TV Boston (Storer Broadcasting Co.). Contract dated June 11, 1970; effective June 11, 1970, to Aug. 31, 1971. Network rate, \$300; effective Dec. 13, 1970, \$550; compensation paid at 30% prime time.
 ■ WTOK-TV Meridian, Miss. (Southern Television Corp.). Amendment dated March 30, 1970, increases network rate from \$468 to \$493 effective Oct. 4, 1970.

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.
 ■ WTCG(TV) Atlanta (formerly WRJ(TV) (Turner Communications Corp.). Contract dated July 21, 1970, replaces one dated June 20, 1968; effective Jan. 26, 1970, to Jan. 26, 1972. Programs delivered to Atlanta AT&T testboard. Network rate, \$150; compensation paid at 25% of all equivalent hours multiplied by prime-time rate.
 ■ KLNI-TV Lafayette-New Iberia, La. (Southwestern Louisiana Communications Inc.). Contract dated April 17, replaces one dated April 8, 1968; effective April 1, 1970, to April 1, 1972, and self-renewable for two-year periods thereafter. First call right. Programs delivered to WBRZ(TV) Baton Rouge. Network rate, \$100; compensation paid at 25% of all equivalent hours multiplied by prime-time rate.
 ■ KNOP-TV North Platte, Neb. (North Platte Television Inc.). Amendment dated Aug. 6 assigns network rate of \$119 effective Feb. 1, 1971.
 ■ KFDX-TV Wichita Falls, Tex. (Wichita Radio and Television Co.). Amendment dated June 30, 1970, increases network rate from \$445 to \$470 effective Jan. 1, 1971.

New AM stations

Actions on motions

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petitions by Jud Inc. for leave to amend application to show that National Cable Television Corp. has

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been granted franchises to provide CATV service in boroughs of Dunbar, Pa., and Mt. Pleasant, Pa., and that Armstrong Utilities Inc. has been granted franchise to provide service in Ripley, W.Va., and W. Hamlin, W.Va., scheduled oral argument for Aug. 25 on remaining motions pertinent to discovery (Docs. 18768-9). Actions Aug. 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Sylacauga and Jacksonville, both Alabama (Heart of Dixie Broadcasting Co., Jacksonville Broadcasting Co., and University Broadcasting Co.), AM proceeding, withdrew and cancelled notice to take deposition by University Broadcasting Co.; postponed examination of requested documents in custody of, or under control of, Thomas J. Roberson to date and place as may be mutually agreed upon by counsel following recovery of Mr. Roberson; denied motion for production of documents by university as directed to Jack Fortenberry, senior vice president of Farmers and Merchants Bank of Centre, Ala.; examination of records and documents in custody of, or under control of J. Millard Lecroy and James M. Davis shall commence Aug. 21 (Docs. 18898-900). Action Aug. 18.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems Inc.), AM proceeding, on requests by Broadcast Bureau and by Sencland Broadcasting Systems Inc., ordered Seaboard Broadcasting Corp. to answer interrogatories 41, 57, 58 and 61 except as to discount furniture under 57 and response to interrogatory 58 shall be on basis of data Seaboard now states is available; ordered answers made on or before Sept. 4, and event of failure to answer sanction in form of adverse findings of fact will be made in initial decision to be issued (Docs. 18549, 18813-4). Action Aug. 14.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems Inc.), AM proceeding, granted motion by Seaboard Broadcasting Corp. rendering moot alternative request for protective order; scheduled certain procedural dates and continued hearing to Oct. 13 (Docs. 18549, 18813-4). Action Aug. 18.

Other actions

■ Review board in Globe, Ariz., AM proceeding, denied appeal from adverse ruling of presiding officer, filed June 16 by Willard Shoecraft (Doc. 18225). Action Aug. 21.

■ Review board in Clare, Mich., AM proceeding, granted to extent indicated and denied in all other respects petition to enlarge issues, filed May 13 by Ogema Broadcasting Co. (Docs. 18834-35). Action Aug. 19.

■ Review board in Sapulpa, Okla., AM proceeding, denied petition for extension of time filed Aug. 17 by Tinker Area Broadcasting Co. (Docs. 13341-42, 13344). Action Aug. 19.

■ Review board in Centreville, Va., AM proceeding, granted motion for extension of time, filed Aug. 17 by Centreville Broadcasting Co. (Doc. 18888). Action Aug. 19.

Call letter application

■ Kershaw County Broadcasting Co., Camden, S.C. Requests WPUB.

Existing AM stations

Final actions

■ KFBK Sacramento, Calif.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control. Action Aug. 21.

■ WPLO Atlanta—Broadcast Bureau granted license covering alternate main trans. Action Aug. 21.

■ WOKA Douglas, Ga.—Broadcast Bureau granted CP to increase ant. height and side-mount FM ant. at top; conditions. Action Aug. 17.

■ KDLS Perry, Iowa.—Broadcast Bureau granted CP to raise height of center tower and to side mount FM ant. Action Aug. 17.

■ KEWI Topeka, Kan.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 5315 West 7th Street, Topeka; remote control permitted; conditions. Action Aug. 18.

■ KAPB Marksville, La.—Broadcast Bureau granted CP to change ant.-trans. location to Chester Street and Edgar Street, Marksville, and change in ant. system. Action Aug. 17.

■ WWJ Detroit—Broadcast Bureau granted license covering use of former main trans. as auxiliary. Action Aug. 21.

■ KOBE Las Cruces, N.M.—Broadcast Bureau granted license covering auxiliary trans. Action Aug. 21.

■ KVSF Santa Fe, N.M.—Broadcast Bureau granted CP to relocate ant. system approximately

200 ft. north of existing location. Action Aug. 17.

Actions on motions

■ Office of opinions and review in Sunbury, Pa. (Sunbury Broadcasting Corp. [WKOK]), AM proceeding, granted request by Broadcast Bureau and extended through Sept. 1 time to file responsive pleading to petition for reconsideration filed by Sunbury Broadcasting Corp. (Doc. 18876). Action Aug. 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Safford, Ariz. (Al G. Stanley [KATO] and Tri-County Broadcasting Co.), AM proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer; scheduled prehearing conference for Sept. 22 and hearing for Oct. 19 (Docs. 18936-7). Action Aug. 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Gulfport, Miss. and Americus, Ga. (Charles W. Dowdy [WROA] and Sumter Broadcasting Inc. [WISK]), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Sept. 8 and hearing for Oct. 19 (Docs. 18941-2). Action Aug. 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga, Tenn. (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, scheduled hearing for Oct. 27 (Docs. 18901-2). Action Aug. 17.

Call letter application

■ KPAL, R. R. Moore Corp., Palm Springs, Calif. Requests KPSI.

■ WKTX, WKTX Inc., Atlantic Beach, Fla. Requests WJNJ.

Call letter actions

■ WEEE, People Communication Corp., Rensselaer, N.Y. Granted WQBK.

■ KTHT, Southern Broadcasting Inc., Houston. Granted KULF.

New FM stations

Starts authorized

■ WMTE-FM Manistee, Mich.—Authorized program operation on 97.7 mc, ERP 3 kw, ant. height above average terrain 155 ft. Action July 31.

■ KORE-FM Springfield-Eugene, Ore.—Authorized program operation on 93.1 mc, ERP 1.1 kw, ant. height above average terrain 90 ft. Action Aug. 12.

■ KXYZ-FM Houston—Authorized program operation on 96.5 mc, ERP 14.6 kw, ant. height above average terrain 460 ft. Action Aug. 6.

Final actions

■ Porterville, Calif.—Broadcast Bureau granted Gateway Broadcasters Inc. 99.7 mc, 15.5 kw. Ant. height above average terrain 690 ft. P.O. address Box 1450, Porterville 93257. Estimated construction cost \$5,871; first-year operating cost \$32,049; revenue \$50,000. Principals: Gareth F. Garlund, president-general manager, et al. Action Aug. 19.

■ Sonora, Calif.—Broadcast Bureau granted Herold Broadcasting Co. 92.7 mc, 3 kw. Ant. height above average terrain 64 ft. P.O. address Mono Highway, Sonora 95370. Estimated construction cost \$22,093.31; first-year operating cost \$2,500; revenue \$26,000. Principals: Joseph L. and Charles W. Herold (each 50%). Principals own respective interests in KVLN(AM) Sonora. J. L. Herold owns real estate sales firm. C. W. Herold owns grocery interests and real estate firm. Action Aug. 17.

■ Des Plaines, Ill.—Edward W. Piszczek and Jerome K. Westerfield. Review board granted 106.7 mc, 50 kw. Ant. height above average terrain not indicated. P.O. address 4328 North Meade Avenue, Chicago 60634. Estimated construction cost \$16,237; first-year operating cost \$27,000; revenue \$30,000. Principals: Edward W. Piszczek (60%) and Jerome K. Westerfield (40%). Mr. Piszczek is former employe of KCMY(AM) Ottawa, WEAW-AM-FM Evanston and WFMM(FM) Chicago, all Illinois. Mr. Westerfield is vice president of advertising agency. Action Aug. 5 (corrects previous item, BROADCASTING, Aug. 24).

■ *Sioux Falls, S.D.—Broadcast Bureau granted Sioux Falls College 90.1 mc, TPO 10 w. P.O. address 1501 S. Prairie, Sioux Falls 57101. Estimated construction cost \$4,335.73; first-year operating cost \$500; revenue none. Principals: R. P. Jeschke, president, board of trustees, et al. Action Aug. 17.

Action on motion

■ Hearing Examiner Charles J. Frederick in Catlettsburg, Ky. (K&M Broadcasting Co.), FM proceeding, granted further petition by applicant for leave to amend application to reflect recent acquisition of other broadcast interest (Doc. 18440).

Action Aug. 19.

Other actions

■ Review board in Portland, Ind., FM proceeding, granted petition for extension of time, filed Aug. 18 by Glenn West (Docs. 17916-17). Action Aug. 20.

■ Review board in Harriman, Tenn., FM proceeding, granted motion for extension of time filed Aug. 7 by Harriman Broadcasting Co. (Docs. 18912-13). Action Aug. 10.

■ Review board in Sheboygan, Wis., FM proceeding, granted request for continuance of oral argument, filed Aug. 18 by Broadcast Bureau, rescheduled oral argument for Sept. 22 (Doc. 18374). Action Aug. 19.

Rulemaking petitions

■ Charles N. Cutler, Jeffersonville, Ind.—Requests amendment of rules to allocate ch. 240A to Vevay, Ind. to provide Vevay and Switzerland county with first AM, FM or TV assignment. Ann. July 27.

■ WKLM Wilmington, N.C.—Requests rulemaking to amend FM table of assignments to add ch. 269A and ch. 277 at Wilmington and Morehead City-Beaufort, all North Carolina. Ann. Aug. 23.

■ Joel E. Wharton, Bossier City, La.—Requests amendment of rules to add ch. 261A at Bossier City. Ann. Aug. 23.

Call letter applications

■ Metropolitan School District, Indianapolis. Requests *WEDM(FM).

■ Riggs-Bussard Broadcasting Corp., Lima, Ohio. Requests WLSR(FM).

■ Rio Grande Family Radio Fellowship, McAllen, Tex. Requests KVMV-FM.

Call letter action

■ KFIL(FM) Inc., Preston, Minn. Granted KFIL-FM.

Existing FM stations

Final actions

■ WFMW-FM Madisonville, Ky.—Broadcast Bureau granted license covering auxiliary trans. Action Aug. 19.

■ KQWB-FM Moorhead, Minn.—Broadcast Bureau granted CP to install trans. and ant.; ant. height 410 ft.; ERP 100 kw; remote control permitted. Action Aug. 17.

■ WAKW(FM) Cincinnati—Broadcast Bureau granted CP to install ant.; ant. height 360 ft.; ERP 10 kw. Action Aug. 17.

■ WLOW-FM Aiken, S.C.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 3 kw, ant. height 200 ft. Action Aug. 21.

■ *WPLN(FM) Nashville—Broadcast Bureau granted CP to change trans. location; change trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 295 ft.; remote control permitted. Action Aug. 17.

■ KBOX-FM Dallas—Broadcast Bureau granted CP to change trans. location to 1200 West Beltline Rd., Cedar Hill, Tex.; install new trans. and ant.; make changes in ant. system; remote control permitted. Action Aug. 13.

■ WKEE-FM Huntington, W. Va.—Broadcast Bureau granted CP to install ant.; condition. Action Aug. 17.

Actions on motions

■ Office of opinions and review in Media, Pa. (Brandywine-Main Line Radio Inc.), renewal of licenses of WXUR-AM-FM, granted request by intervenors, Greater Philadelphia Council of Churches, et al. and extended through Sept. 14 time to file opposition to petition for reconsideration (Doc. 17141). Action Aug. 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Seattle (The Jack Straw Memorial Foundation), renewal of license KRAB-FM, designated Hearing Examiner Millard F. French as presiding officer and scheduled prehearing conference for Sept. 23 and hearing for Oct. 19 (Doc. 18943). Action Aug. 10.

Other action

■ Review board in Hartford, Conn. FM proceeding, granted to extent indicated and dismissed in all other respects petition to enlarge issues filed March 23 by WHCN Inc. (Docs. 18805-06). Action Aug. 10.

Call letter application

■ WAQB-FM, WKTX Inc., Atlantic Beach, Fla.

(Continued on page 79)

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Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Major market station looking for an experienced program manager. Must have background that emphasizes dedication to job so necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent working conditions as well as employee benefits. Send complete resume to Box H-217, BROADCASTING.

Sales manager for top rated fulltime AM Negro programed station in Richmond, Va. Starting salary \$15,000, plus both monthly and annual bonuses. We want a man who can both sell and supervise sales. Company insurance and many other benefits. If you want a good job with a hard working little company where you're important contact George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted Sales

Before school starts and before you endure another long cold winter make that move to Florida now! A beautiful tropical city on the ocean working with the best radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes... management opportunity but prove yourself first.

New York-based salesman or rep. firm with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

Working sales manager, with creative approach, capable of directing and motivating salesmen. Highly accepted station in medium competitive, Rocky Mountain market. Box H-349, BROADCASTING.

Salesman with production and news experience. Salary plus commission, many fringe benefits. 10,000 watt MOR in Central Pennsylvania. Box H-371, BROADCASTING, or call Bob Manning 717-286-5638.

Wanted, salesman strong on local direct sales. Liberal commission, send full resume and track record. Box H-381, BROADCASTING.

First class ticket—sales—announcing helpful: KHL-Willcox, Arizona.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, Iowa.

Salesman or sales/news combination. Play-by-play of football and basketball helpful. Contact Gene Stanley, KLVT, Levelland, Texas.

Opportunity for young man to break into sales and a good income. First phone announcer for short air show wanting to sell. Send tape, resume and picture to KWCO Radio, Box 770, Chickasha, Oklahoma 73018; attention Michael McKee.

WAAY radio in Huntsville, Alabama has an immediate opening for an experienced radio salesman. WAAY is a 24-hour contemporary station that's held the no. 1 position for twelve straight years. This established account list has a potential of earning the right man over \$15,000 the first year. If you would like to join a progressive young broadcasting chain, write Wayne Johnson, Box 2041, Huntsville, Alabama 35804, or call 205-534-8471.

Experienced salesman for fulltime AM station in Richmond, Va. Start with \$10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

WRPC - Lincoln, Illinois. New management doubled business first year. Need customer centered pro. Resume to: John L. O'Donnell.

Leave the ulcer factory... sell for WIDG, 5000 watts, St. Ignace, Michigan. Resort area... no pressure... great working conditions... top notch staff. Rush details to Bill Victor.

Sales continued

Media rep by W-LEE, Richmond's #1 contemporary station. Excellent account list. Large group owner. Top fringe benefits including profit sharing, retirement. High commissions. Move up to number one. Experienced self-starter. Call Howard Keller 703-288-2835 or write WLEE, P.O. Box 8477, Richmond, Va. 23226.

Announcers

Ohio major market swingin' MOR has fine opportunity for experienced personality. Should have interest in music programming. Send tape, picture and resume. Box H-188, BROADCASTING.

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7 1/2 tape and details of experience to Box H-200, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should show the capability of winning in a very competitive Midwest major market. We have the best of working conditions and an outstanding employee benefit program. Send resume of experience, audition tape and salary history to Box H-215, BROADCASTING.

Announcer with first ticket—Virginia station. New equipment. Write Box H-305, BROADCASTING.

Announcer program director for Pittsburgh area full-timer. Must be a mature well polished professional. Forward tape, resume and photo to Box H-354, BROADCASTING.

You are now in a major or medium-large market. Although you are an alert, aware communicator with exceptional ad-lib ability, the right break has not yet come. Check this opportunity to grow with a well-known MOR in mid-America. Unusual advantages... Tape, photo, resume. Box H-404, BROADCASTING.

Wanted first phone for chicken rock night show. Must run tight board. Immediate opening. Send resume, picture and air check to KOLT. Box 660, Scottsbluff, Nebr.

Need first phone ticket, good voice. Immediate opening. Dayshift. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOLY, Moberg, S.D.

Top 10 market east coast rocker seeking experienced pro to fill excellent time slot. Must be hard working, dedicated and mature. Excellent references and stable record a must. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Virginia. No phone calls please....

Announcer—For full time top rated AM Negro programed station. Must be experienced top flight air personalities—appealing to the adult Negro audience—top salaries—no "teenie bopper" D.J. need apply. Send audition tape and resume to Willie Poe—WENZ Radio, 111 N. 4th St., Richmond, Va. 23219.

Immediate opening, 1st phone announcer at MOR expanding AM station, resume and photo to WINU, Box 303, Highland, Illinois.

Wanted: An announcer with rock background. Copy writing experience necessary! Send resume, tape, and salary requirements in first letter. Tad Murray, Program Director—WSAC Radio, Box 70, Fort Knox, Kentucky 40121.

If you're experienced, if you have a first class license, if you would like living in a small town in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7 1/2 audition tape to WVSC, Somerset, Pa. 15501.

You're in your twenties... loaded with soul... a great swinger for the morning slot... so, soul brothers, send your audition's, photo's, resume to Dave Oliver, P.O. Box 5156, Chattanooga, Tennessee, Now! No phone calls please.

Detroit metro MOR station needs first class announcer with first phone ticket. Immediate opening. Rush tape to Program Director P.O. Box 2069, Livonia, Michigan 48151.

Announcers continued

Announcer with good potential or experienced announcer with 1st ticket will find our opening interesting. Call 314-586-8577 Mr. Cole.

Big voiced pro, for up-tempo MOR in top 50 market. Working conditions and fringe benefits are top! Need man who knows radio inside-out, who is creative and knows how to entertain. My man will work 48 hours a week and love it. If you don't think you can be number one, if you don't love radio 24-hours a day, don't bother me. If you're good, looking for a secure future and have 3rd endorsed license, let's talk! Send tape, resume, photo, salary requirements to Lee Schroeder, Box 1240, Wichita, Kansas, 67201.

Technical

Major market group owned and operated 50 kw station is interviewing candidates for staff technician recording and production. Experience essential. Salary commensurate with experience first phone. Box H-229, BROADCASTING.

Wanted: first phone engineer for AM and FM stereo. Must have complete understanding of basic broadcasting electronics. Willing to learn all phases of broadcast maintenance. Box H-369, BROADCASTING.

Chief engineer—to technically maintain small market AM-FM. Pleasant community in Ohio. No announcing required. Send all details to Box H-422, BROADCASTING.

Tacoma calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional remote operation plus FM. Man must be able to climb towers. Prefer Northwest man with rock-jock experience and sound know how. Contact: Jim Nelly, General Manager, 206-475-7737.

Chief engineer for northern Ohio 5KW directional daytimer. Good equipment, excellent pay and fringes. Call or write: Manager, WOIO, Canton, Ohio 44708 216-477-8585.

Chief engineer. Automation, announcing experience. Multi station chain for California property. Send resume to 4917 Crooks Road, Apt. L-5, Royal Oak, Michigan, 48073.

Chief engineer southern Indiana AM/FM station. Some announcing. Great opportunity for good play-by-play man. But not necessary. Send tape, resume, salary, picture to Box 167, Jasper, Indiana.

News

Midwest station in top 15 market looking for an aggressive, dedicated newsmen. Previous experience must show ability to seek, write and report local news. Facilities and employee benefit program are excellent. Send resume and audition tape to Box H-216, BROADCASTING.

Experienced newsmen for southern Indiana station. Must have good quality air voice. Play-by-play is available if desired. Tape, resume, salary, picture to Box H-304, BROADCASTING.

News director wanted. Big station in small town with large coverage. Must sound like a pro and be able to supervise three other people. Journalistic sense is a must. Strong emphasis on local news. Hours are long and the work is hard. Good reward for those that can prove they have it. Good owner. Network affiliation. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Large, medium market station in Midwest wants experienced newsmen to join seven-man news staff. Man we are seeking must be an excellent writer, reporter and air man. Send resume, air check and writing samples to: Jerry Reid, News Director, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

News/public affairs director for public radio and future PTV operation. Master's required. Send resume and sample of work air mail. Station manager, KUAC, University of Alaska, College, Alaska 99701.

News continued

BLACK News director or news man wanted by Negro programmed station WENZ in Richmond, Va. The man we want must be experienced, know what the Black community wants, know how to get it, and report it on the air. We want to rebuild our news department with men who will tell it as it is, be able to editorialize and take complete charge. . . . If you fill the bill call or contact Mr. George Lund, WENZ 111 N. 4th St., Richmond, Va. 301-643-7436. Starting salary \$750.00 per month.

Immediate opening for capable, experienced, mature news director, medium market needs a self-starter with administrative ability, sound judgment and professional air sound. Tape, resume and salary first letter to Phil Cutting, WNAE, Bridgeport, Conn.

Programing, Production, Others

Program director—Florida, excellent for young pro needing an opportunity. Sound citizen, some college, creative music ability for up-MOR. Must be well read, interested in community and show it on air. Tape, resume to Box H-326, BROADCASTING.

The impossible dream. Top N.Y. film/tv/radio house needs talented newcomer with 1/4" tape editing experience and fresh writing style to start at the bottom and work towards the middle. If you haven't been able to find a home before, try us; we may be what you're looking for, if you're what we're looking for. We look forward to hearing from you. Box H-353, BROADCASTING.

Above average pay and benefits for outstanding continuity director for leading midwest medium market station. Salary range 450 to 550 a month, depending on experience and ability. Excellent production tools and staff. Share writing assignments with hard working experienced gal. Send complete resume, and if possible sample production tape of material you have written. An equal opportunity employer. Box H-396, BROADCASTING.

Wanted: operations director for 200,000 market. No. 1 AM rocker-FM automated MOR. Must be qualified in all phases of radio. Excellent location and opportunity. Call or write General Manager, WSAC, Box 70, Fort Knox, Kentucky 40121-502-351-3121.

Intelligent & stable program director/announcer with ticket for international award-winning Minnesota modern C&W operation. No ding-a-lings please. You must know how to grab ratings, handle people, do managerial paper work, public relations and produce creative air material. Will consider man without P.D. experience but you better be good. Immediate opening. 218-927-3322 after 6 P.M.

Situations Wanted

Management

I want to part company with the Penn Central and N.Y.C. commuting. Do you need a hard worker who produces results? Twenty years with major radio rep in sales and management. Love the work but anxious to re-locate with radio station or group. Prefer northeast, northwest or middle-west. Box H-345, BROADCASTING.

Attention owners. Mature, veteran broadcaster knowledgeable all phases. Heavy emphasis on programing and sales—desires challenging and profitable managerial problem in medium to large market, anywhere. Outline the nature of your trouble to Box H-368, BROADCASTING.

Television/radio general manager in small market wants to move up. Have ability and financial figures to prove it. Box H-389, BROADCASTING.

Remember your first broadcasting job? I've yet to have that experience. Young Chicagoan; college; veteran; 3E; midwest? Box H-390, BROADCASTING.

Take charge manager—ready to build your station. Thorough experience in all phases of radio—1st phone—currently managing major market FM'er. All size markets considered. Write Box H-398, BROADCASTING.

Money making sales manager, seeking management. Successful top market personality, PD, chief engineer with 20-years experience. Midwest now, will relocate. Get it all together . . . write Box H-413, BROADCASTING.

General manager. Take charge man for absentee ownership or executive assistant for existing management in major operation. Knowledgeable programing, news, sales special events. Florida preferred; will consider all offers. 20 years management. Ownership experience. 305-238-7620 or Box H-424, BROADCASTING.

Management continued

If I owned a radio station . . . I'd want someone to manage it who has been an announcer. A program director. A sales manager and a General Manager with a history of success. I don't own a radio station. But I have been an announcer. A program director. The Eastern Sales Manager for NBC radio. And general manager of a major market station that went from 5th to 3rd in less than 9 months. I offer this combination of talents and experience plus a youthful (35) outlook and unlimited energy and enthusiasm to the radio station looking for this kind of management. Contact E. C. "Bud" Striker, 5258 Open Window Court, Columbia, Md. 21043. Phone (301) 730-8977.

Sales

I've sold for two years while announcing for a midwestern FM, and had four years previous announcing experience. I'm 24, aggressive, a solid citizen, looking for a full time sales job with a reputable station. You'll get total effort plus lots of sales in exchange for the right opportunity. Box H-397, BROADCASTING.

I want out of this big market and city (New York). Prefer small or medium market with good country living for wife and children. I'll give you ten years of professional radio experience plus two years of newspaper for a position with a chance of advancement. I prefer sales, but can also handle programing, P.D., promotion, announcing, etc. Highly experienced with country music but will consider all formats. Please call (516) 889-4225 (evenings) or write: P.O. Box 308, Island Park, N.Y. 11558.

Announcers

First, MOR, New York, Florida, anywhere. 315-478-8896. Box H-5, BROADCASTING.

First phone. Four years experience. Completing military service late September. Want to work and finish school in southeast, medium market, university town. Write, Box H-207, BROADCASTING.

Bill Wade graduate, 1st phone, draft exempt and single. Ready to move. Limited experience and excellent references. Box H-262, BROADCASTING.

At last! The chance you've been waiting for, "Miss Jennifer Hale!" Young, beautiful, ambitious, talented, modest. N.Y.C. trained, 3rd endorsed. Finest references and tape. Is my big chance yours? Box H-333, BROADCASTING.

Country jock. Prefer night shift. First phone. Experienced. Box H-348, BROADCASTING.

Versatile air-personality, six years experience, all phases except sales, 1st phone. Will relocate. Box H-356, BROADCASTING.

Eastcoast, soul—contemporary, versatile personality. Major market experience. Box H-357, BROADCASTING.

First phone/top 40/no maintenance/B.S. degree 4 yrs. experience/good news & prod./intelligent-tight-fast moving show/mature person with young voice/at good minor market now—ready to grow/Dave—319-524-2899 between 1 and 4 pm/or write: Box H-360, BROADCASTING.

Top 40 DJ . . . experienced . . . third . . . veteran . . . Box H-365, BROADCASTING.

Semi/pro, first phone d.i. combo, looking for full time work with contemporary MOR or rocker, will travel, reply guaranteed. Box H-376, BROADCASTING.

Young man broadcast grad and part time dj seeks full time position. Prefers east coast. Box H-391, BROADCASTING.

Have top 10 market air experience, first phone, college degree, youth, brains. Know the industry. Can follow orders. Seeking part-time or week-end shift in DC-Md.-Va. area. Consider production, news, engineering. Box H-392, BROADCASTING.

1st phone announcer. 8 years experience, effective, dependable. Prefer Northwest. Box H-394, BROADCASTING.

NYC or suburbs. Nites, weekends. Professional. Box H-407, BROADCASTING.

Versatile personality. Experience MOR, top 40, news, copywrite, voice characterizations. 3rd endorsed. Young, mature, reliable, draft exempt. West. Box H-412, BROADCASTING.

First phone adult showman wants good music AM or FM. Many years diversity. Married. Go anywhere for right deal. 219-456-2449 or write: Box H-415, BROADCASTING.

First phone, six years experience. Former production manager, sports director, chief engineer, looking for solid, long term position. Prefer announcing, but will consider combining with sales or eng. Box H-418, BROADCASTING.

Announcers continued

Here I am, D. J., newscaster, sales, dependable, married, limited experience. Willing to work any format. Fred Tucker, 3216 Sycamore Lane, Suitland, Md. 301-736-0146.

Young announcer, 22, with experience, 3rd class ticket, now employed. Two years college specializing in radio. Seeking out of Chicago opportunity. Will come for personal interview, photo and resume available. Dan VonJenef, 4660 Kenilworth Dr., Rolling Meadows, Illinois 60008.

Dynamic young announcer—di—3rd endorsed—willing to move—can handle any format—knows music—production experience—hard worker. Call Dan Duncan at 314-522-8412, 233 Tiffin, St. Louis, Mo.

1st phone top 40 jock, 4 years experience. Last top 50, consider news, 513-299-8506.

Program director, dj, top 40, experienced, 29, dependable—versatile, 3rd class, available now. P.O. Box 501, Cincinnati, Ohio 45201.

Professionally trained announcer with first phone and experience, seeks position in MOR or C&W. Also interested in news, sports, sales. College grad, 28, married, John Larkin, 376 Avenida Palmas, San Jose, California 95123.

1st phone, 2 years experience, available now! Phone 312-834-6355, Bob Peacock.

First phone, draft exempt, some experience, looking for small market. Prefer rock. Relocate if pay right. Lee Sherman, (916) 391-2132, 6207 Sampson Blvd., Sacramento, California.

Mature broadcaster. West only, 15 years experience. Authoritative news, third endorsed. References, start immediately. 406-252-3956.

1st phone—broadcasting school graduate—d.i.—news—production. Can sell. Mature, veteran, know top 40 and C&W. Contact John King, 414-662-2063.

Technical

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box H-316, BROADCASTING.

First phone, maintenance or transmitter. 24 years experience. Box H-362, BROADCASTING.

24 years experience, 8 years as chief, AM, FM, directionals, proofs, construction, maintenance all studio equipment, some TV transmitter. Box H-377, BROADCASTING.

Competent chief engineer. Twelve years experience. Design construction and maintenance of broadcast equipment. Able administrator. Excellent references. Stable family man. Box H-384, BROADCASTING.

Chief engineer—AM/FM—construction—maintenance—directionals—proofs. Eastern states. Box H-403, BROADCASTING.

Engineering manager. 21 years experience all phases. Heavy construction and operation experience, planning and FCC applications. Can build, operate, improve your operation. Box H-421, BROADCASTING.

1st 6 years experience 1,000 directional. Gone remote. Announcer schooling (no. ex.) Family man. Musician—songwriter. Medium—large market. Prefer days. 575 Pearl, Denver, Colorado.

6 years experience, engineer with 1st phone, college, family, presently in 800,000+ market wants programing job in competitive market. Extensive experience in C&W and MOR. Call 317-846-5420.

First class FCC license. No experience. Looking for job in technical field. Will relocate anywhere. Ask for Greg Crossman, 1320 O'Dell St., Bronx, N.Y. (212) 823-0302.

First phone technician available immediately. Excellent references. Married, draft exempt, car. Dale Montayne, Lucky Drive, Houghton, N.Y. 716-567-2601.

News

Radio or cable news. Available mid-September. MA liberal arts. Second phone. Training and minimum experience. Plains states or Washington, D.C. area. Box H-268, BROADCASTING.

Broadcast school grad with first ticket, seeks top 40 with news, 31, stable, married, service completed. Willing to relocate. Box H-342, BROADCASTING.

Professional radio man with experience in news, production, and programing now seeks change. Will accept news and/or program directorship in medium sized market. Midwest only. Box H-352, BROADCASTING.

Situations Wanted

News continued

News director with plenty of energy, ambition, and experience looking for a station in the Midwest that needs a professional. Box H-363, BROADCASTING.

Army Captain, PIO, October discharge from Vietnam, seeks return to radio-TV news/sports. Wrote, produced, aired 60 Army TV interview documentary programs. Civilian educational, commercial, CATV news and play-by-play sports. Desires high emphasis news organization. A.B. English, 25, married, one child. Location open. Box H-387, BROADCASTING.

Mature broadcaster, widely traveled and trained for the American market. British background and experience. Strong in news, interviews, documentaries, Foreign affairs, concert hall, particular commercials. Now available. All locations considered. Howard Kenneth Witt, 1651 Louise St., Laguna Beach, California 92651. Tele. 714-494-3479.

Newsman, 1st phone, available immediately. 25, married, 4-A; will relocate, willing to work, call Lee 414-458-8547.

Programming, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Producer-director, 3 years exp. in producing commercials, newscasts, live show and specials. Now wearing "second hat": Traffic. Future aim is management. Box H-271, BROADCASTING.

Three-station group operation's manager is seeking a move. Strong on programming, production and promotion. Looking for step up the management or financial ladder. Box H-273, BROADCASTING.

Production manager, producer-director, 12 years experience in commercial and educational TV, seeks challenging position. Excellent organizational skills, innovative and creative. Strong in documentaries. Box H-351, BROADCASTING.

Award winning production man ready for more challenging position with station willing to pay for quality. Serious inquiries only. Box H-372, BROADCASTING.

College grad, 3 years experience, announcing, news. Military complete. Desire programming, administration, announcing position with management future. MOR or adult contemporary format, southeast. Box H-375, BROADCASTING.

I can give your northeastern station college and professional football play-by-play that sells. Let me prove it. Tape available. Box H-402, BROADCASTING.

Young but mature PD. with 2#1s and brilliant air ratings is looking for position with future. Excellent references. Charlie Brown 806-266-8898.

High rated personality—looking for challenge, over 3 yrs experience, voices, and creative production. Call 219-743-4611.

Television Help Wanted

Management

General manager for expanding MSO to supervise construction operation of 60,000 household system in Western Canada. Also senior technician with management ability to supervise construction of 22,000 household system in Eastern Canada and ultimately become manager. Send resume and compensation expectations. Box H-277, BROADCASTING.

General manager-sales manager (1 man). UHF in top three market. Big job for right man. Must have dynamic sales management experience and overall G.M. knowledge. Start \$30,000. to \$40,000. Box H-318, BROADCASTING.

Announcers

TV sports man, experienced, full time to announce, write, film. Top Wisconsin net affiliate. Confidential. Box H-283, BROADCASTING.

Announcer for top 25 market. Major group owned station seeks a man of quality with mature appearance and minimum of five years on-camera experience, weather a possibility. Station is midwestern network affiliate. Position available in thirty days. Send resume and videotape to: Box H-364, BROADCASTING.

Director-announcer with dependability and originality who can handle board with accuracy and judgment. South Texas VHF. Box H-405, BROADCASTING.

Personable, dependable announcer for South Texas station. Box H-414, BROADCASTING.

Announcers continued

Announcer: Immediate opening for young, experienced man capable of handling any on-camera assignment. Send resume, VTR or film audition to: John Mackin, WXEX TV 8, P.O. 888, Richmond, Va. Excellent opportunity for a versatile, eager man with this equal opportunity employer.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, winter sports. Drive to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Friendly people. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Technical

Chief engineer for expanding Canadian MSO, presently building 2 major market systems, totalling 80,000 households. Also senior technician for 22,000 household system under construction who can assume management position within two years. Send resume and compensation expectations. Box H-278, BROADCASTING.

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league boots. Modest salary until ability proven. Box H-325, BROADCASTING.

Opportunity for qualified assistant chief engineer. Southwest VHF. Box H-388, BROADCASTING.

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box H-400, BROADCASTING.

Wanted first class experienced transmitter engineer. Write KDUH-TV Box 250, Hay Springs, Nebraska 69347. Phone manager or chief at 308-638-2741.

Wanted, TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer. Send complete experience resume to Engineering Department, WNAE-TV, RKO General Building, Government Center . . . Boston Mass.

Senior television engineer. Must have strong maintenance background with the latest solid state broadcast color television equipment. Send resume to: Ronald Lask, Chief Broadcasting Engineer, Television section, University of Illinois, Medical Center, P.O. Box 6998, Chicago, Illinois 60680.

News

News director—large station network affiliated in the top 20 market is looking for an aggressive, dedicated and experienced news director. The right individual will direct a staff with facilities that will complement the finest news operation in the country. The responsibilities of this position are well known to the applicant we are seeking. Please send resume that includes salary history to Box F-364, BROADCASTING.

TV newsman—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

Aggressive reporter to work alone in market's number two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in Midwest needs 3 experienced newsmen; a reporter, a news photographer and a news editor. Applicants must have background that emphasizes complete dedication to news. Our station is fully committed to news and thus we have the finest facilities in the country. Send complete resume to Box H-327, BROADCASTING.

Sportscaster. Young, good-looking sports type with some TV experience and lots of drive. Daily sportscasters, no play-by-play. Major Ohio VHF. Send resume and picture to Box H-334 BROADCASTING. An equal opportunity employer.

Experienced newsman with editorial skills for station in Texas Gulf Coast city. Box H-395, BROADCASTING.

Programming, Production, Others

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio, and remote work. Send complete resume and salary requirements to Box H-251, BROADCASTING.

Programming, Production,

Others continued

Progressive, hard working VHF network affiliate in top-50 market is looking for experienced, capable and equally hard-working individual to head up programming and production department. To qualify you must know programming, be an experienced administrator, think and work creatively, contribute ideas, work well with others and be interested in quality performance—in other words, a real professional. Good salary, excellent fringe benefits, top-notch organization. Equal opportunity employer. If interested send full details, photo, etc. to Box H-355, BROADCASTING.

Major Northeast VHF looking for producer-director with at least two to three years directing experience who are dedicated broadcast professionals interested in working in challenging creative environment. Box H-374, BROADCASTING.

Television station needs experienced consumer reporter who can relate marketing trends to the public in layman's language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-380, BROADCASTING.

Studio crewman (cameraman, floorman, break director) for ETV station. \$7,000. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer-director for top major market independent station and production facility. Quality station seeking creative, versatile person, with ability to handle major directing assignments. Two years directing experience necessary. Send resume to: Ron St. Charles, Production Manager, WUAB, United Artists Broadcasting, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Television

Situations Wanted Management

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Station manager/operations/program director. Young executive presently with U in top 10 market. Can cut cost and improve quality. Experience keyed to sales, efficient operations, saleable programming and creative production. Box H-324, BROADCASTING.

Television producer-director with outstanding credits at network and local levels is seeking management opportunity in the area of production, program, or operations manager. Sixteen years of television background and experience among other qualifications. Opportunity and growth potential will be primary considerations. Resume, references, and salary requirements upon request. Box H-331, BROADCASTING.

Production manager, small market desires same, medium market. Heavy directing experience. Box H-382, BROADCASTING.

Sales

Aggressive Ohio broadcaster wants sales management or sales. Married with family. Background will stand rigid investigation. Box H-393, BROADCASTING.

Announcers

Kid's show producer-host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

Weatherman-announcer—looking for a real pro? 9 years with versatile solid background. Money and market are factors. Box H-378, BROADCASTING.

Technical

Chief engineer—maintenance TV-FM-AM directionals. 25 years experience, management, construction. Save you money—references, stable. Consider going abroad. Box H-297, BROADCASTING.

First phone technician—two years experience—studio operations-refined, full character references furnished—relocate anywhere. Box H-419, BROADCASTING.

First phone technician with B.A. available immediately. Excellent references in both educational and commercial television. Married, draft exempt. car. 716-567-2601.

News

National award winning radio news director in top 10 market looking for move up to T.V. Strong public affairs. Box H-302, BROADCASTING.

News continued

Radio-TV news and/or sports—MS in Mass Communications; B.A. in English composition; college varsity athlete; commercial news and sports experience, since 1965, in TV, radio, and newspaper (top 100 market properties); 25; single; draft exempt; desire principally news and/or sports assistantship in top 75 market station in northern Midwest, Mid-east, or East. Box H-320, BROADCASTING.

Professional meteorologist doing TV-Radio weather broadcasts seeks greater opportunity. Member of A.M.S. Box H-350, BROADCASTING.

Hardworking, dedicated, young, newsman-sports reporter can shoot, process, edit, deliver. BA, 3 years experience. Can you use any of these skills? California, Arizona, Oregon. Box H-386, BROADCASTING.

Registered meteorologist, 10 years weather forecasting experience, including radar past two years on television. Professional member A.M.S. Box H-416, BROADCASTING.

Qualified black newsman, major market, seeks reporting/writing position, combined newspaper/TV experience; will relocate, call or write: O. Parham, KQED CH 9 TV, 525 4th St., San Francisco, Ca. 94107 PH: (415) 391-1020 X17.

Asst. news director, anchorman, 300,000 plus market, award-winning newspaper background, seeks similar position on West coast. Consider general assignment reporting in major market. Thayer Walker, 640 Orange Ave., Los Angeles, Calif. 94022 (415) 948-4648.

Programing, Production, Others

M.B.A.—marketing; radio announcing and some production experience plus major market internship—wants broadcasting career. Box H-344, BROADCASTING.

Top rated TV sportscaster in major market seeks new opportunity. Youth and professional play-by-play experience on my side. Will consider radio combination. Write Box H-346, BROADCASTING.

Cameraman very handy with tools and set construction, wishing to relocate. Knowledge of lighting and studio functions. College graduate, portfolio available. Box H-343, BROADCASTING.

Camera-woman with first class FCC license, RCA graduate. Box H-361, BROADCASTING.

Producer-director degree experienced live/remote commercial-ETV. Box H-366, BROADCASTING.

Producer-director desires ITV/ETV production slot in Midwest. Five years R-TV production/programming experience. Broadcast degree plus graduate studies. Veteran. Available now. Box H-367, BROADCASTING.

Producer-director, 8 years experience, B.A., color, effects, seeks medium market. Now production-manager small market. Box H-383, BROADCASTING.

Radio-TV traffic mgr.: Presently traffic manager top-rated independent TV seeks re-location in southern California market. Attractive, career-minded, experienced all phases traffic, programming, production. Resume, photo upon request. Box H-385, BROADCASTING.

Producer-director-studio crewman. Degree. Eight years experience in commercial and ETV. Desire position in midwest-east. Box H-401, BROADCASTING.

Recent broadcasting graduate, B.A., seeks first job in the industry. Draft deferment, AEP member. Hard worker, creative, efficient. Specialties—programming and production. Box H-420, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Hurbide St., Laredo, Texas 78040.

Need four used Norelco TC70 color camera chains. Contact Hillview Associates, 815 Douglas Ave., Redwood City, California 94030, (415) 365-2002.

Wanted—used 7mc Microwave equipment, preferably RCA. Box H-423, BROADCASTING.

FOR SALE Equipment

Rigid Transmission Line—6 1/8" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

FOR SALE

Equipment continued

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price, can be cut to order at tremendous savings, brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

Complete T.V. mobile van, includes: GE Pell B&W cameras, 2-Sync generators, 1-Dynair VS 121 B solid state switcher, 8-Video monitors, 1-Taylor Hobson 10x1 (40-400 mm) lens, 1-Tektronix model 453 portable scope, 1-RCA TR-5 VTR w/spare head. Includes 3000 ft. camera cable, audio cable and power cable, audio mixing equipment all housed in custom made van on a 1967 GMC truck with new engine. Box H-280, BROADCASTING.

1-GE 9 channel mixer with 9 transformers and power pack. 1-8 hour Ampex recorder with 4 channel mixer, very little use (portable model). 1-A.B. Dick copy machine. Located in Conn. Best offer. Box H-323, BROADCASTING.

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Unused Schafer remote control system model 300. Contact John Patronis, P.O. Box 1670, or (904) 234-2225, Panama City, Florida.

RCA TR-3 VTR, excellent condition, in use. Available now. Includes headwheel. \$10,000. Call S. Siegel or J. Richards, WLVT-TV, Bethlehem, Pa. (215) 867-4677.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mt. View, Calif. 94040. 408-739-9740.

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Used Truscon heavyweight towers for sale, guyed, galvanized triangular. Sections available. 600 ft. of 8-ft. wide, 350 ft. of 6-ft. wide, 500 ft. of 46 inches wide, 1200 ft. of 32 inches wide. Call Southern Tower Service for Prices and information. 703-539-8365.

Stereo Spartamatic record-playback unit model 600 RP and Spartamatic stereo playback model 600P like new. \$950 for both. CB Films, 8625 Santa Monica Blvd., Los Angeles, California 90069. (213) 659-2320.

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"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.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. 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.

Current Comedy — 65-70 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Film background music—If you think your next "Special" should be more than just pictures and talking . . . contact us . . . we compose, arrange, edit and record original music for shows. For details write, stating length and budget, Jinoles & Background Music, 4803 Wellington Dr., Chevy Chase, Md. 20015.

One thousand contemporary oldies on tape, labeled with title, artist, year, length, intro time. Sent postage free. Mail certified check or money for \$300.00 to VPG Productions, Box 1266, Durham, N.C.

Wanted: Old records, transcriptions. Docks, Box 90, Lathrup Village, Mich. 48075. (313) 358-4757.

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ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

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Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 7 & Jan. 6, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

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Warning—New FCC exams are coming. Don't get caught with your trousers at half-mast. REI teaches electronics. REI has the original (5) week course for FCC. First class radio telephone license. REI is approved for veterans training. Over 97% of REI graduates have passed FCC exams for the past seven years. REI—Fredericksburg, Virginia, REI—Kansas City, Missouri, REI—Glendale, California, REI—Sarasota, Florida. REI is first again with telemon— instant information and reservation service for your convenience, call toll free 1-800-237-2251. Florida residents, call: 813-955-6922.

Instructions continued

George Giffin or George Griffin or George Gray. Call Bob Baker (813) 955-6922.

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American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

Time and money a problem? Go the American way. American Institute of Radio in Florida and Tennessee.

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A.I.R. in Florida. Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida 904-398-9600.

A.I.R. in Tennessee, 708 South Gay St., Room 305, Knoxville, Tennessee 37901-615-524-0821.

B.E.S.T. FCC-license prep-course . . . first class, four weeks, tuition \$300 . . . excellent instruction, economical lodging, attractive guarantee . . . attend Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701. 301/662-6292 . . . next class begins Sept. 7.

Move into TV news. Write Capital Broadcasting, P.O. Box 5797, Washington, D.C. 20014.

See our display ad under instruction on page 78. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

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Small Florida fulltime.
You have 1st, can sell C&W.
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\$600 +

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CALIFORNIA MAJOR MARKET RADIO STATION
AM & FM stereo combination changing format and going from bottom to #1 without delay. Programming, news and promotion lined up . . . now we need top-flight sales manager and six professional salesmen. Guarantee plus commission. No drifters, drinkers or problem children, please. All references checked. We sell so we can go back again. Rush resume and requirements to
BOX H-267, BROADCASTING

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We are a leading producer of commercial broadcast equipment offering this exceptional opportunity which will lead directly to either field sales or a sales administration assignment. You need not have a sales background but we do prefer about 2 years experience in business administration with some technical/electronic/broadcasting familiarity. If you've worked for a radio station—excellent! We will provide thorough on-the-job training in our Quincy home office (any relocation expenses paid). We will also provide a good starting salary, and a generous benefit plan, and a fresh new outlook on your career! Send confidential resume (including salary history) to Robert T. Fluent, Assistant Personnel Manager or

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TEEN APPEAL DJ

No. 1 rated metro market group station has excellent opportunity for swinging DJ that's right on with teens. Send tape and resume.

BOX H-359, BROADCASTING

Top rated expanding Radio-TV group needs experienced, first phone D.J. Excellent advancement opportunity. Top pay and fringes. Send resume, tape to:

BOX H-358, BROADCASTING

News

RADIO NEWSMAN

Experienced reader/writer . . . professional sound a must . . . solid five figures for top man . . . a great market, great living, major Northeastern city. Rush tape and resume to

BOX H-31, BROADCASTING

Programing, Production, Others

PROMOTION PUBLICITY ASSISTANT

Immediate opening for imaginative college graduate with some previous experience in the following areas: On air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilburn, Promotion Manager, WLWD, 4590 Avco Drive, Dayton, Ohio 45401.

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Situations Wanted Management

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N.Y.C. Sales representative, top money producer, desires national sales mgr. or manager-radio—top references.
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We're probably the roughest broadcast school in the country.

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A student who lays his money on the line to become a broadcaster with us gets the finest course in announcing ever created. You name it and he gets it. To thoroughly train a Columbia student takes up to two years.

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Situations Wanted

Management continued

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Overall management of original format directed at both affluent Spanish-speaking and general audiences. Experienced professional in both English and Spanish language markets. Currently in group management position outside U.S. Desire return home for rewarding opportunity. Available for personal interview.

BOX H-379, BROADCASTING

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No. 1 in the slot no. 1 major market rocker. I communicate! Most unique show in radio. Want to move up, can't here. 14 years all phases—all formats. 1st phone.

BOX H-406, BROADCASTING

PROFESSIONAL COMMUNICATOR

First-phone winner wants progressive MOR personality winner. Ten years of communicating with sincerity, wit, intelligence, good voice, heavy production, creativity, and showmanship. Confidence not conceit. I prefer radio/TV outlet but not mandatory. A resume and tape will convince you.

BOX H-408, BROADCASTING

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2 assistant chief technicians, with CATV experience, with or without FCC licenses—top salaries—due to expansion of large systems. Contact:

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Must be young and aggressive with a burning desire to make it in the big apple. Good grounding in print advertising, sales promotion and on-air. Working knowledge of film animation with chance to broaden your horizons in this area. Report to Advertising director, but you're the boss. \$14,000. Send resume to:

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13 years experience as go-getter salesman, announcer, sales mgr., news, copy, etc. Some management experience. Real pro seek radio management, or combo, TV sales & announcing (or either), or TV management. Tel. 405-525-7221.

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Excellent major market ratings and demographics. Top television awards. Employed. Family. News Director/anchorman move for fall.

BOX H-180, BROADCASTING

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RCA SIDEBAND FILTERS

Max. pwr 5KW, RF input—51½ ohms 1½" coax; RF output—51½ ohms 3½" coax; weight—200 lbs. 1—Ch. 10 filter brand new, never used, original crate. 1 Ch. 8 mint condition. Make offer. All offers seriously considered.

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A top 5 market, full power, stereo FM station with big plans could use an aggressive national rep acclimated to MOR selling.

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Employment

Services continued

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Wanted to Buy Stations

RADIO STATION

Wish to purchase small market radio station. Reply in confidence, with detailed first letter.

BOX H-373, BROADCASTING

STATIONS WANTED

Private individual interested in buying AM stations, AM-FM stations, or FM stations (full time or day time), profitable or unprofitable. All replies positively kept in strictest confidence.

BOX H-274, BROADCASTING

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Miss.	small	daytime	60M	nego	Fla.	small	fulltime	125M	29%
South	small	CATV	110M	cash	N.Y.	medium	FM	450M	29%
Fla.	medium	TV	.525MM	cash	N.M.	medium	FM	55M	cash
N.J.	metro	daytime	350M	nego	Ohio	suburb	daytime	500M	29%
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For Sale Stations

continued

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To responsible party, small station in major market suburb, south.

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FOR SALE

Heart attack forces change of plans for new FM station. Have channel assignment, zoned land on new interstate highway interchange, ready to file for C.P. Growing Central Illinois county seat market. Weekly newspaper only competition. Will sell for out-of-pocket costs and negotiate sale or lease of land.

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Wash., D.C. 20006
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Daytime AM with class B-FM in fine growing market. Presently grossing \$200,000 annually and showing excellent earnings. Absentee owners would extend good terms on price of \$400,000.

BOX H-257, BROADCASTING

HAWAII AM

Excellent fulltime facility with long established ownership and reputation. Good billing and cash flow. Owner retiring. \$300,000 on lenient terms.

BOX H-258, BROADCASTING

(Continued from page 72)

Requests WJNJ-FM.

Call letter actions

- KGEK(FM), KDES Inc., Palm Springs, Calif. Granted KDES-FM.
- WIXX-FM, Broward County Broadcasting Co., Ft. Lauderdale, Fla. Granted WAXY(FM).
- KBKN(FM) Broken Arrow Broadcasting Co., Broken Arrow, Okla. Granted KTBA(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WMUM(FM) Palm Beach, Fla.; WNEL Caguas, P. R.; WNVL Nicholasville, Ky.; WORC Orangeburg, S.C.; WPKY-AM-FM Princeton, Ky.; WPRN Butler, Ala.; WOXL Columbia, S.C.; WRCD Dalton, Ga.; WREC-AM-FM-TV Memphis; WRVG(FM) Georgetown and WSIP-AM-FM Paintsville, all Kentucky; WSIX-AM-FM-TV and WSM-AM-FM-TV, all Nashville; WTAP Parkersburg, W. Va.; WVUR(FM) Valparaiso, Ind.; WWNS Statesboro, Ga.; WYCA(FM) Hammond, Ind.; WZYX Cowan, Tenn. Actions Aug. 19.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K10CG Aztec and Cedar Hill, both New Mexico; K11EU Otis, Colo.; K02DZ, K09GR and K11GU all Colubine Park, K08BH Des Moines and Grande, K02ED, K04DV and K13GX all Navajo, K07GR, K09GU, and K11GV all Sheep Springs, Maschitti Schools, Coyote Canyon School, Tohatchi, Mexican Springs and area west of Dezza Bluff, and K76CB and K80CA both Indian Village and Fort Wingate, all New Mexico; K78BF and K80BO both Preston, Idaho. Actions Aug. 18.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KBCL-AM-FM Shreveport and KJEF Jennings, all Louisiana; WANO Pineville, Ky.; WBAC Cleveland, Tenn.; WBBB-AM-FM Burlington-Graham, N.C.; WBLG Lexington, Ky.; WCEC Rocky Mount, N.C.; WCLC Jamestown, Tenn.; WEZJ Williamsburg, Ky.; WFMW-AM-FM Madisonville, Ky.; WGSV Guntersville, Ala.; WIRJ-FM Humboldt, WKDA-FM Nashville, and WLIV-AM-FM Livingston, all Tennessee; WLOU Louisville, Ky.; WMCD(FM) Statesboro, Ga. Actions Aug. 19.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WDSG(AM) Dyersburg, Tenn.; WKAM(AM) Goshen, Ind.; WMOM(AM) Memphis; WNOP(AM) Newrort, Ky.; WROA-FM Gulfport, Miss.; WSKT(AM) Knoxville, Tenn.; WVIM(AM) Vicksburg, Miss. Actions Aug. 20.

Modification of CP's, all stations

■ KFMV(FM) Magnolia, Ark.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 113 South Jackson, change type trans. Action Aug. 21.

■ WAPR(AM) Avon Park, Fla.—Broadcast Bureau granted mod. of CP to reduce ant. height; conditions. Action Aug. 17.

■ WAVS(AM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP for change in ant. system; conditions. Action Aug. 20.

■ WSCH(FM) Aurora, Ind.—Broadcast Bureau granted mod. of CP to change trans. and studio location 6.8 miles southwest of city R.R. 1, Aurora; change trans. and ant.; make changes in ant. system; ant. height 440 ft.; ERP 1.25 kw. Action Aug. 17.

■ WWLV(FM) Versailles, Ky.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Aug. 21.

■ WHYN-FM Springfield, Mass.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 940 ft.; ERP 10 kw; remote control permitted. Action Aug. 17.

■ WKJR(AM) Muskegon Heights, Mich.—Broadcast Bureau granted mod. of CP to make slight change in location of radiation system. Action Aug. 17.

■ *WNJC-FM Senatobia, Miss.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Aug. 19.

■ K05EB Thompson Falls, Mont.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Feb. 20, 1971. Action Aug. 20.

■ *KUNR(FM) Reno—Broadcast Bureau granted mod. of CP to change trans. Action Aug. 19.

■ KAMX(AM) Albuquerque, N. Mex.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1971. Action Aug. 20.

■ KLIQ-FM Portland, Ore.—Broadcast Bureau granted mod. of CP to change trans. and ant.;

ERP 100 kw; ant. height 920 ft.; remote control permitted. Action Aug. 20.

■ **WSUR-TV** Ponce, P.R.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 20, 1971. Action Aug. 20.

■ **WHWB-FM** Rutland, Vt.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 1.02 miles north of Route 4 on West Proctor Road, Rutland; change trans.; ant. height minus 300 ft.; ERP 50 kw; condition. Action Aug. 9.

■ **WYNE(AM)** Appleton, Wis.—Broadcast Bureau granted mod. of CP for change in ground system. Action Aug. 20.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: **KDKO(AM)** Littleton, Colo., to Dec. 25; **WUSF(FM)** Tampa, Fla. to Jan. 15, 1971; **WVJ(SFM)** Falmouth, Ky. to Feb. 18, 1971; **KAYQ(AM)** Kansas City, Kan., to Feb. 15, 1971; **KCNA(FM)** Henderson, Nev., to Dec. 1; **KCOR-FM** San Antonio, Tex., to Nov. 3. Actions Aug. 21.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following VHF and UHF translators: **W07BA** Syracuse southwest section, Nedrow and Onondaga City and **W11AR** Syracuse-Dewitt section, all New York to Feb. 19, 1971; **K27AB** Wenatchee, Wash. to Feb. 19, 1971. Actions Aug. 19.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: **South Atlantic Broadcasting Corp.**, Savannah, Ga. to Dec. 1; **KCCM(FM)** Moorhead, Minn. to Oct. 15; **KWED-FM** Seguin, Tex. to Oct. 15. Action Aug. 3.

Other actions, all services

■ Chief, Broadcast Bureau, on request by **International Digiconics Corp.**, extended through Dec. 14 time to file comments and through Jan. 18 time to file reply comments to notice of proposed rulemaking, released June 12 in matter of amendment of part 73 of rules to permit inclusion of coded information in air transmissions of radio and TV stations for purpose of program identification (Doc. 18877). Action Aug. 19.

Translator actions

■ **K75BT** Susanville and Herlong, both California—Broadcast Bureau granted license covering changes in UHF translator. Action Aug. 20.

■ **K09HK**, **K11HM** and **K13HQ** all Bonners Ferry and Naples, Idaho—Broadcast Bureau granted CP's to change type trans. on VHF translators. Actions Aug. 19.

■ **Williamsport, Pa.**—Hearing Examiner Charles J. Frederick, in initial decision proposed grant of application **WGAI** Television Inc. for CP for new translator (**W8OAJ**) at Williamsport (Doc. 18850). Action Aug. 12.

■ **K75CK** Moses Lake, Warden, Royal City and Othello areas, all Washington—Broadcast Bureau granted license covering new UHF translator. Action Aug. 20.

CATV

Actions on motions

■ **Office of Opinions and Review** in San Diego, El Cajon, La Jolla, Escondido and Vista, all California (Midwest Television Inc. [KFMB-TV] et al.) CATV proceeding, granted request by Midwest Television Inc. and extended to Aug. 24 time to respond to **Trans-Video Corp.**'s third quarterly report on CATV technical performance (Doc. 16786). Action Aug. 4.

■ **Hearing Examiner Millard F. French** in Springfield, Vt. (Young's Community Television Corp.), CATV proceeding, granted joint motion for termination of proceeding filed by Young's Community Television Corp. and Springfield Television Broadcasting Corp. and terminated proceeding (Doc. 18855). Action Aug. 21.

■ **Hearing Examiner Forest L. McClenning** in Coshocton and Cambridge, both Ohio (Tower Communications Systems Corp., Tower Antennas Inc. and TV Cable System Inc.), CATV proceeding, terminated hearing and certified proceeding to commission (Docs. 18917-8). Action Aug. 19.

Other action

■ **Review board** in Hyde Park, N.Y., CATV proceeding, granted motion for extension of time to submit exceptions, filed Aug. 21 by **Telepromer** Manhattan CATV Corp. and **Manhattan Cable Television Inc.** (Docs. 17441, et al.). Action Aug. 24.

Ownership changes

Applications

■ **K1FM(FM)** Bakersfield, Calif.—Seeks assign-

ment of license from **KERN International Communications** to **Crest Communications Inc.** for assumption of liabilities to extent of \$65,000, plus excess of expenses over income between June 1 and closing. Sellers: **Guy Saleme**, president, et al. Buyers: **Melvin Winters**, president; **George D. Stormes**, treasurer; **Kenneth L. Miller**, vice president, and **Jerome M. Sachs**, secretary (25% each). Mr. Winters has worked in sales for **KWKW(AM)** Pasadena, Calif., **KHJ-AM-TV** and **KCOPTV**, all Los Angeles. Mr. Stormes is certified public accountant. Mr. Miller is assistant general sales manager of **KMPCC(AM)**. Mr. Sachs is president of advertising agency. Ann. Aug. 7.

■ **KSRT(FM)** Tracy, Calif.—Seeks transfer of control of **KSRT Broadcasting Inc.** from **Augustin Soto**, **Wilfred G. Cannon**, **Edward Uyesugi** and **Kenji Takeuchi** (as group 100% before, none after) to **Carson Broadcasting Group** (none before, 100% after) for \$75,000. Buyers: **Ronald W. K. Carson**, president, **Robert D. Carson**, vice president (30% each), et al. **Ronald Carson** is employe of ***WHYY(TV)** Philadelphia. **Robert Carson** is former employe of ***WHYY**. Ann. Aug. 7.

■ **KQIL(AM)** Grand Junction, Colo.—Seeks transfer of control of **Mesa Broadcasting Co.** from **Mesa Holding Corp.** (100% before, none after) to **John W. Hough** (none before, 100% after) for \$2,629,500 plus assumption of \$72,000 in liabilities. Sellers: **J. Elliott Knoll**, secretary, et al. Buyer: **Mr. Hough** is lawyer, director of foundry company, director and secretary of alloy and casting company and co-trustee of trust owning shopping centers. Ann. Aug. 7.

■ **KNOP(AM)** North Platte, Neb.—Seeks assignment of license from **North Platte Television Inc.** to **A. E. Dahl** for \$275,000. Sellers: **Richard F. Shively**, president, et al. Mr. Shively has interests in **KNOP-TV** North Platte, owns **WLF1-TV** Lafayette, Ind., 25% of **Snake River Valley Television Co.**, applicant for new TV at Nampa, Idaho. Buyer: **A. E. Dahl**, sole owner. Mr. Dahl was former general manager of **KWIX(AM)** Moberly, **KLIK(AM)** Jefferson City and **KHMO(AM)** Hannibal, all Missouri. **KZIX(AM)** Fort Collins, Colo., and **WJON(AM)** St. Cloud, Minn. Ann. Aug. 7.

■ **WEPN-AM-FM** Elizabethtown, Pa.—Seeks assignment of license from **East Pennsylvania Broadcasting Corp.** to **Smith Communications Inc.** for \$226,000. Sellers: **Joseph A. Barrett**, vice president-secretary, et al. Buyers: **Charles C. Smith**, president (60%) and **Sue Marshall Smith**, secretary-treasurer (40%). Mr. Smith was former owner of **WDEC-AM-FM** Americus, Ga. Ann. Aug. 7.

Actions

■ **KINO(AM)** Winslow, Ariz.—Broadcast Bureau granted transfer of control of **Winslow Communications Inc.** from **Charles D. Wiedeman** and **Bruce G. Normandin** (each 50% before, 35% after) to **Michel J. O'Haco**, **Pete Kretschedeman**, **Wilmer H. Hermann**, **Della Pecore** and **Charles Clark** (each none before, 6% after). Consideration: \$12,000. Action Aug. 14.

■ **WLOP-AM-FM** Jesup, Ga.—Broadcast Bureau granted assignment of licenses from **Wayne Broadcasting Inc.** to **Jesup Broadcasting Corp.** for \$160,000. Sellers: **Lem Jay Clark Jr.**, president, et al. Sellers own **WJOR(AM)** Thomasville Ga. Buyers: **John W. and Margaret M. Davidson**, president-treasurer (90%), and vice president-secretary (10%), respectively. Mr. Davidson is in program sales for **Taft Broadcasting Co.** Action Aug. 14.

■ **WSTL(AM)** Eminence, Ky.—Broadcast Bureau granted assignment of license from **J. W. Dunavent** to **WSTL Radio Inc.** for \$65,000. Principals: **Fred A. Grewe**, president (80%) and **Shirley M. Grewe**, secretary-treasurer (20%). Mr. Grewe owns 95% of **WEIF(AM)** Moundsville, W. Va., and is sole owner of **WQTW(AM)** Latrobe, Pa., and **WPAR(AM)** Parkersburg, W. Va. Action Aug. 19.

■ **KATL(AM)** Miles City, Mont.—Broadcast Bureau granted transfer of control of **Eastern Montana Publishing Co.** from **Robert W. and Nancy R. Chandler** (each 10% before, none after) to **William H. and Helen D. Hornby** (each 20% before, 30% after). Consideration: \$60,000. Action Aug. 14.

■ **KBUB-FM** Reno—Broadcast Bureau granted assignment of CP from **KBUB Inc.** to **Philip D. and Elsie M. Doersam** for \$2,000. Sellers: **Lisle R. Sheldon**, president, et al. Sellers own **KBUB(AM)** Sparks, Nev. Buyers: **Philip D. and Elsie M. Doersam** (jointly 100%). Mr. Doersam is department manager for **Lockheed Missiles & Space Co.** and is consulting engineer. Mrs. Doersam is interior decorator. Action Aug. 14.

■ **WFAX(AM)** Falls Church, Va.—Broadcast Bureau granted assignment of license from **Lamar A. Newcomb** to **Newcomb Broadcasting Corp.** for \$240,000. Seller: **Lamar A. Newcomb**, sole owner. Buyers: **Lamar Newcomb**, president (73.1%); **Genevieve M. Newcomb**, secretary, and

Doris M. Newcomb, director (13.45% each). Action June 30.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Aug. 25. 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*.

■ **Humboldt county, Calif.**—Redwood Cable Vision, Fortuna, Calif., has been granted a 10-year provisional license.

■ **Kern county, Calif.**—County Board of Supervisors authorized **Kern Cable TV Co.**, Bakersfield, Calif., to raise monthly rates from \$4.75 to \$5.50. Kern had sought a \$1.20 rate hike. Firm was also given permission to charge a 55-cent "late fee" to subscribers failing to pay bills in time.

■ **La Habra, Calif.**—Cablecom General (multiple-CATV owner), Colorado Springs, has been granted a franchise. The firm will pay **La Habra** 5% of gross receipts.

■ **Decatur, Ill.**—Goodson-Todman Cable TV (multiple-CATV owner), New York, has been granted a 25-year non-exclusive franchise.

■ **Fall River, Mass.**—Coaxial Communications Inc. (multiple-CATV owner), Gainesville, Fla., has requested a franchise. The firm would charge \$10 for installation and \$5 monthly for service. Twelve other firms have applied for franchises in Fall River.

■ **Uxbridge, Mass.**—Uxbridge Cable Television Co. has been granted a franchise. Subscribers will pay \$5-6 monthly for service.

■ **Burchville, Mich.**—Port Huron Television Cable Co. (multiple-CATV owner), Port Huron, Mich., has been granted a franchise by public vote.

■ **Columbia, Mo.**—Voters denied a previous franchise grant of the city council to **CATV of Columbia**, following wide-scale canvassing of area by two opposing CATV firms previously denied franchise by the city.

■ **Henniker, N.H.**—Young's Community Television Corp. (multiple-CATV owner), Springfield, Vt., has requested a franchise.

■ **East Rutherford, N.J.**—Vision Cable Television Co., Hackensack, N.J., has requested a franchise.

■ **Jersey City, N.J.**—Hudson Cablevision, Hudson Co., N.J., has requested a franchise.

■ **Wallington, N.J.**—Two firms are seeking a franchise. **Vision Cable Television Co.**, Hackensack, N.J. would pay the town \$5,000 for the franchise, plus 6% of gross receipts for the first 5 years and 6½% thereafter. **Bergen Cablevision**, also Hackensack, would pay 7½% of gross receipts. **Vision Cable** would charge either \$10 or \$15 for installation, depending on the number of units in a home. The firm would charge \$4-5 monthly for service.

■ **Wayland, N.Y.**—Bradley TV Cable Service (multiple-CATV owner), Danville, N.Y., has requested a franchise.

■ **Belvidere, Pa.**—Washington Cable Co. (multiple-CATV owner), Washington, Pa., has been granted a franchise by the town council. Franchise specifies that construction must be completed within one year of contract signing date. **Belvidere** will receive 5% of gross receipts.

■ **Columbus, Ohio.**—Cable Services Inc., subsidiary of **Communications Properties Inc.** (multiple-CATV owner), Austin, Tex., has been granted a 10-year nonexclusive franchise. It is the fourth firm to receive a franchise in Columbus.

■ **Warren, Ohio.**—Goodson-Todman Cable TV (multiple-CATV owner), New York, has requested a franchise. Subscribers would be charged \$10 for installation and \$5 monthly for service. The firm would pay Warren 4% of gross receipts the first year, increasing by 1% each respective year of the franchise's duration.

■ **Deadwood and Hot Springs, both South Dakota**—South Dakota Cable TV (multiple-CATV owner), Rapid City, S.D., has been awarded franchises for 30 years in both towns by public referendum.

■ **Chattanooga**—Chattanooga Cable TV Co. (multiple-CATV owner) has requested a franchise. Subscribers would be charged \$10 for installation and \$5 monthly. The firm would pay Chattanooga 5% of gross receipts.

■ **Aberdeen, Wash.**—Cox Cablevision (multiple-CATV owner), Atlanta, has been given permission to raise monthly fee in Aberdeen by 50 cents to \$4.75.

■ **Oshkosh, Wis.**—Marcus CATV Corp., Marietta, Wis., has applied for a franchise.

Cable television's battle for its place in the sun has seemed to be one of those never-ending regulatory and legislative struggles where a lot of patience and optimism are essential to survival.

Ralph Demgen, the new chairman of the National Cable Television Association, is a grass-roots CATV operator who brings both of these qualities in ample amounts to face the challenges of the young industry. A former sales executive well aware of the impact and power of conventional television and radio, he is especially bullish on the theme that broadcasters and cable operators, working in good faith, can grow and prosper together.

Mr. Demgen is president and general manager of Willmar Video Inc., cable operator at Willmar, Minn., and Minnesota Microwave Inc., an affiliated interest that feeds TV signals to 14 different CATV systems in Minnesota and South Dakota. He also is vice president of Dynasonics Inc., a diversified West Coast firm that recently acquired Willmar Video and is new to CATV.

Active in local and state cable-TV affairs for more than a decade, Mr. Demgen was first elected to the NCTA board in 1967 and since then has served in various capacities, including the special ad hoc copyright committee. Though generally a low-key type of administrator, Mr. Demgen reacts quickly whenever the suggestion is heard that profit is a dirty word.

Concerned that a few speculators in CATV franchises may have given his industry a bit of a black eye at times, Mr. Demgen notes that "no church has a monopoly on the sinners." He feels the 50-50 division of independent cable systems and multiple-owner operations is a healthy balance.

"I think the large-system operators or multiple operators are sometimes chastised because of their largeness," he says, "but I think what these people have in mind is a very proper supplement or complement to off-air broadcasting as we know it today. They will perform in areas where they provide a service that broadcasters cannot profitably perform."

He also noted that major broadcast interests such as the WGN Continental and Ridder groups have shown realistic and reasonable policies in their approaches to CATV by developing cable systems outside of coverage areas of stations in which they had ownership. He stressed that NCTA has never taken a position that broadcasters shouldn't get into CATV, a position often misunderstood and confused because of FCC proceedings looking toward cable regulation.

"I feel, and so does our board, that the FCC is acting in good faith and we are

He believes CATV, broadcasting can prosper together

confident they will come out with something that is fair," Mr. Demgen says.

He questions the economic practicality of forcing all cable systems to originate local programs if they have 3,500 or more subscribers and thinks 10,000 customers might be a better

Week's Profile



Ralph Nicholas Demgen—chairman, National Cable Television Assn.; b. Sept. 24, 1910, Hibbing, Minn.; graduated Hibbing Junior College 1932; joined Armour & Co., Chicago, 1936, as salesman moving through variety of assignments until leaving in 1951 as district supervisor, Des Moines, to join Office of Price Stabilization there; defense plant inspector, Des Moines, 1953; Iowa field worker for handicapped employees 1954; fund-raiser, Iowa Crippled Children Society 1955; manager, chamber of commerce, Spencer, Iowa, 1956-57; manager, chamber of commerce, Willmar, Minn., 1957-60; since 1960 general manager, Willmar Video Inc., CATV system operator; now president of that firm and Minnesota Microwave Inc.; VP of Dynasonics Inc. which recently acquired Willmar Video; elected to NCTA board 1967; m. Sally Sheldahl of Des Moines Aug. 18, 1950; children—Joe 19, Marty 16 and Jim 11; hobby—golf.

figure. NCTA has a study under way. Similarly, he wonders if the local commercial-substitution plan on CATV systems for UHF-TV stations (and small-market VHF's) will work because it isn't viable in many cases. But he is encouraged that the FCC may complete its package by the end of this year and will hopefully compromise many broadcaster-CATV differences.

"I was very disappointed we didn't get an omnibus copyright bill this year. I put in a hell of a lot of work on copyright and our association activities toward that end," Mr. Demgen recalls, "but I am confident Senator [John] McClellan [D-Ark.] has laid the groundwork for a bill next year."

Though this array of cable issues has called for constant hard work, Mr. Demgen is equal to it. He grew up that way. As a youngster in the Minnesota iron range, he worked at every possible job to earn his keep and after finishing high school he labored in the mines for three years before the 1929 crash took away the work. He went back to school to complete junior college and a year at the University of Minnesota before seeking regular work again.

Then in the depth of the depression, he sold cars, worked for a newspaper, and spent a year as nonpaid apprentice at WMFG(AM) Hibbing, Minn. Then he left for Chicago to enter radio seriously.

"But radio announcers were a dime a dozen in Chicago in 1936," he relates, and he got a job selling meats and grocery products throughout the Midwest for Armour & Co. at \$20 a week. "But room, breakfast and laundry cost only \$4 then," he laughs.

As Mr. Demgen moved up through the Armour sales organization, including sales managership of its chemical division, he found selling some lines such as soaps could be very difficult when competitors such as Proctor & Gamble made more effective use of radio and grocers knew it. After leaving Armour in 1951 at Des Moines to head the Iowa food division for the Office of Price Stabilization, Mr. Demgen again was aware of broadcasting's influence as he worked on public-affairs shows with Des Moines station people.

In 1957 he became manager of Willmar's chamber of commerce and discovered CATV, newly franchised there. He immediately recognized its potential and became an enthusiastic booster. In 1960 he was asked to become manager of the cable system.

Including the small nearby Benson, Minn., system, Willmar Video now serves 3,500 homes. Connection is \$5 and monthly rate \$4.75.

The rapport Mr. Demgen enjoys with area telecasters is what he hopes will be a model for all the industry.

Access and insight

Nobody seems to be making much headway toward an accommodation between U.S. senators who want to pervert television into a political instrument and television broadcasters who want to practice their craft with the traditional independence of journalists. On the surface there has been no change in the positions taken three weeks ago during hearings before the Senate Communications Subcommittee.

Senator J. William Fulbright (D-Ark.), who among all members of the Senate would seem least to need more exposure on television, wants a law requiring broadcasters to give key legislators prime time as a sort of national stomp. Senator Hugh Scott, the Republican leader from Pennsylvania, has proposed that the Senate stage major debates in prime time and impress television into covering them. Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has asked broadcasters to volunteer a solution. So far the broadcasters have failed to find one that the disparate egos of the Senate will accept.

The trouble just may be that too many people are trying to make rules for someone else. Common to all of the senators who have spoken up is the belief that they should control, to at least some degree, the time and content of broadcasts with which they are associated. Among broadcasters it is an article of faith that the Senate (and for that matter other legislative bodies) should open all procedures to broadcast coverage, which would be provided at the discretion of broadcasters. Neither side will get what it wants if these positions remain fixed.

It is not the Senate's right to tell broadcasters how or when to cover the Senate or its members. It is its right to make its own rules. No one can object if the Senate decides to hold major debates in circumstances that invite coverage. Objections would arise only if coverage were forced.

It is not the broadcasters' right to make the rules by which the Senate operates. In the electronic Valhalla a Senate may some day open all its works to television, but until then broadcasters must be content with occasional access to proceedings of unusual interest. The right that broadcasters must retain is to cover the sessions to which they are invited in the way their journalistic standards indicate, if indeed they cover them at all.

In a voluntary system, with each side tending to its own business, senators would be assured of exposure on the air in the setting where the public deserves to see them—in the Senate. Broadcasters would no more ignore the opportunity to cover the chamber when debate of real significance was going on than they now ignore an invitation to cover the President in the White House.

Isn't it time the senators gave it a try?

Now what?

Dean Burch is winding up his first year as chairman of the FCC. Oct. 31 will mark his first anniversary as well as that of his Republican colleague, Robert Wells, the broadcaster from Kansas.

We know of no segment of communications that is entirely happy with what has gone on. If incumbent broadcasters have gotten any breaks, the breaks are not discernible. They have been socked with unconscionable filing-licensing fees; they are embittered over one-to-a-customer promulgations; they have been thrown for a \$230-million loss of cigarette advertising in what would have been an illegal conspiracy if

the parties were not Congress and the FCC; they are being buffeted by politicians as well as bureaucrats for free time, equal time and prime time. And they face an uncertain future vis-a-vis CATV and the prospect of wiring the nation.

So what is ahead? Will the departure of Commissioner Ken Cox, liberal crusading lawyer, and the seating of trial lawyer Sherman Unger really shift the balance from sock-the-ins Democrats to it's-no-sin-to-make-a-profit Republicans? There will be four Republicans and three Democrats for the first time since the Eisenhower years.

We suspect Mr. Unger will absorb an understanding of the problems and complexities of communications as quickly as did his long-time friend, Dean Burch. Their credentials and their attitudes seem similar. Each is a vigorous, ambitious—even dashing—young man in his early forties. They are political activists.

Commissioner Wells didn't need indoctrination. As a station manager and stockholder he had to meet payrolls. He doesn't go for filing fees, separation of ownership and the stuff on which bureaucrats dote. But he doesn't condone licensees who take out what they can without regard to program and community responsibilities.

The FCC's oldest member in tenure—since 1952—is Robert T. Bartley, 60, Texas Democrat and nephew of the late Speaker Sam Rayburn. Mr. Bartley is opposed to bigness, frowns upon multiple ownership to the point of insisting upon transfer hearings for all group owners and usually was one of the controlling four.

Commissioner Robert E. Lee, the veteran among the Republicans, hasn't been a hip-pocket vote for the Republicans. He seems to have developed an antipathy to bigness, as reflected in his anti-CBS-NBC vote on reducing network prime time to three evening hours, leaving Messrs. Burch and Wells as lone dissenters.

The two remaining commissioners—Nicholas (The Mouth) Johnson and H. Rex Lee—while opposite as the poles in demeanor, usually vote together. Without Ken Cox, Johnson dissents will lose what little acceptance is left. Rex Lee is having a hard time making up his mind about anything other than organization and procedures.

After Labor Day, in addition to the new commissioner (if he is confirmed by then) the FCC will have a new Broadcast Bureau chief, general counsel and possibly other new senior staff members.

The Nixon administration won nearly two years ago on the basic premise that it would win the peace, reduce crime, and introduce sound business in government.

The broadcasting business is waiting.



Drawn for BROADCASTING by Sidney Harris
"Consider yourself fortunate. Everyone else gets me on tape."

Washington's Tuned-in Channel

WRC-TV is ever sensitive to community needs. This month, we've devoted a considerable amount of time to the mounting drug crisis. **Drug Alert**—a project of the NBC Television Stations—involves 20 or more special programs to help bring about a better understanding of the problem. Last May, our **Education Month** project resulted in some 60 programs concerning the critical state of education today. And during July and August, we've taken another look at **Environment** (something occupying our attention over the past 15 years). These are “special” projects, to be sure. But, our involvement with the Washington community continues the year 'round, with **Frankly Female**, **Community Tieline**, **Perspective**, **Dimension Washington**, **WRC-TV Editorials**, **News 4 Probe** and other action oriented programs. Plugged-in, tuned-in, locked-in—that's Washington's community minded station.

WRC  **TV4**



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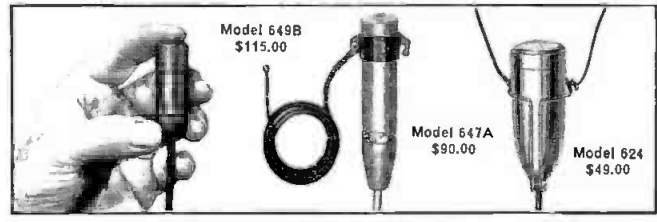
Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a “nesting” principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms . . . almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!



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Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!

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