Horatio Alger is alive and well and working in FM.

Back in 1964, a lot of very smart people thought the whole idea was funny. The idea of an FM radio network.

We really can't blame them. Because back in 1964, all we had was a name (Century Broadcasting), a belief (in the future of FM), and $45.00 (in stationery).

Today?

Today, Century Broadcasting is the No. 1 FM group in the United States. Century owns the leading FM stations in four major markets. Century's sales are already well over $1,000,000.00 for 1969.

And we don't hear too many people laughing any more.

We're No. 1 nationally because we're No. 1 locally.

In Chicago, Century's WFMF is No. 1 in revenue, in advertisers, in acceptance.

In Los Angeles, Century's KWST is No. 1 in advertisers and revenue, with the most modern radio facility in Southern California.

In Detroit, Century's WABX is No. 1 in revenue and advertisers, with a new facility coming that will double coverage.

In St. Louis, Century's KSHE is No. 1 according to Pulse, according to advertisers, according to young adults between 18 and 24.

And we're only four-sevenths of the way home.

Where will Century grow next? If you're operating a station in a major market, you may be interested in the answer.

In fact, if you're interested in growing with us, you may be the answer.

Call us and we'll show you how profitable an association with Century can be.

And we'll bet you the price of the phone call you'll smile. But you won't laugh.
**Concern**

The moon is the sister of darkness, beautiful to behold in the country sky. But in the city, the moon's paltry .02 footcandle of light spells trouble.

It is a fact that the lower the footcandle of light in the streets, the greater the incidence of crime and accidents.

And wherever improvements in street lighting are made (to ten times the brightness of a full moon) there is an immediate reduction in crime and in accidents. That, too, is a fact.

There will never be enough footcandles of illumination to eliminate all crime and accidents. But we share the concern of those who love their towns and cities and who want to make their homes there. Like them, we want to use the full power of light to make our communities safer.

That is why we of the Investor-Owned Electric Light and Power Companies work closely with cities, large and small, in developing the best technology for lighting their streets.

Our job is to work within the free enterprise system to bring you the most reliable electric service at the most reasonable price. We intend to do that and a lot more.

Our concern for the communities we serve goes far beyond the supplying of electricity.

---

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies, write to: Power Companies, 1345 Ave. of the Americas, New York, NY 10019.

Be sure to watch 'The West of Charles Russell’ on NBC-TV Wednesday evening, January 7.
THERE'S SOMETHING WRONG HERE.

Like hunger. Like too many people. Like war. Make your list and add up the problems.

We report the problems. We also report on the steps the world is taking to resolve them. Both sides. Not just the negative. That's the way it ought to be, isn't it?

KTRK-TV
HOUSTON

Capital Cities Broadcasting Corporation
Represented by Blair
WGAL-TV the progressive station in a progressive market

Channel 8 with unequalled reach and penetration delivers most viewers in its multicity market - one of America's most progressive. For example, the Trojan Boat Company, with five plants in the area, enjoys national recognition for trend-setting products. The photograph shows final steps in the manufacture of latest model houseboats.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

BROADCASTING, Dec. 22, 1969
A little light

Nobody is sticking his neck out with firm prediction, but stepped-up pace of spot-TV activity that started just before mid-December has led sales executives to think first quarter of 1970 may not be as soft as they had feared, after all.

In view of downbeat earlier forecasts, based largely on murkiness in general economy (Broadcasting, Dec. 1), leading station reps appear encouraged by new turn of events but also feel that, since so much buying nowadays is done at last minute, it's still too early to tell whether current flurry will build into something solid or run into wave of advertiser reluctance to commit budgets. One rep put it this way: "We can't change our projection for a soft first quarter yet, but the outlook is certainly a lot brighter than we had expected."

Easing off

Broadcast journalists are reportedly getting closer to agreement with special subcommittee of House Rules Committee on proposal to permit broadcast coverage of House proceedings. Subcommittee, which is considering question of broadcast access as part of larger attempt at legislative reorganization, had initially proposed to admit broadcasters only if they agreed to submit to variety of restrictions, but most of these are said to be falling by wayside.

For example: Broadcasters were taken aback by tentative proposal to require live gavel-to-gavel coverage or nothing at all, but sources close to subcommittee now say this was never intended and is not contemplated. Subcommittee also reportedly is dropping original proposal to require pooled coverage, and is said to favor relaxation of limitations on number of cameras, from two as originally proposed to at least four.

Just folks

Old custom at FCC is being revived under its new chairman, Dean Burch—weekly, informal meetings of commissioners. Every Thursday morning for past several weeks members have met in his office, generally without staff. Purpose is to permit relaxed discussion of whatever problems are considered critical at time. It's understood that obscenity issue was subject of one get-together. Last Thursday's session was devoted to review of draft of primer on ascertainment of community needs, which was subject of notice of inquiry commission issued on Friday (Dec. 19) (see page 9).

Informal meetings of commissioners were practice for while during 1950's. Unstructured nature of meetings permits wide-ranging discussion of issues that Chairman Burch and other new commissioner, Robert Wells, regard as helpful.

Net gain

NBC-TV plan for affiliates to share its $7.4-million annual increase in AT&T network rates may yet draw some flak, but big majority of stations seem to like it. One likely reason: Affiliates apparently stand to make money on it. Plan, developed with affiliates advisory board, is for NBC-TV to cut compensation of each affiliate by 6.5%, effective March 1 but to grant additional time for local sale, effective Jan. 5 (Broadcasting, Nov. 24, Dec. 1). One affiliate has estimated 6.5% cut will cost him some $100,000 in compensation but if he sells all extra time being made available, he may still wind up almost that much ahead. Main concern also seems to center on extra commercial time, reflecting fear it may add fuel to complaints of "over-commercialization."

For the record

Just how serious was Vincent T. Wasilewski's intention to leave presidency of National Association of Broadcasters before board's executive committee persuaded him to stay with two-year contract (Broadcasting, Dec. 15)? No one but Mr. Wasilewski may ever know, but one thing can be said unequivocally: He was source of Broadcasting's "Closed Circuit" item of Dec. 1 reporting he had decided to ask board to seek successor. That fact takes on added interest now that Willard E. Walbridge, NAB's joint-board chairman, has advised board members that reports of Mr. Wasilewski's leaving were "inaccurate" (see page 26).

Mr. Walbridge's latest communication was to calm board members who thought executive committee had preempted authority from them in offering contract to Mr. Wasilewski. In still further amplification, Mr. Walbridge explained that by inaccurate reporting he had meant uninformed inquiries from broadcasters wondering about Mr. Wasilewski's status and had intended no reference to published stories.

Futures

Now that presidency is set, where does NAB go from here. Answer to that question may be assignment of "think tank" committee that could be formed by NAB board at winter meeting in Hawaii next month. There's some talk now of reshaping association to emphasize government and public relations and deemphasize business and sales activities which could become exclusive jobs of Radio Advertising Bureau and Television Bureau of Advertising.

Back and forth

Subscription Television Inc., alive in South Pasadena, Calif., plans to hold series of demonstrations by end of first quarter of 1970 that it hopes will prove technical feasibility of multi-purpose, two-way communication equipment that could be added to existing cable-television systems. Company is convinced that such two-way capability also could be economically feasible.

STV's system would be directly tied into computer. There would be central processing of individual receivers. STV acknowledges it has not solved all possible problems involved with such system. One purpose of technical demonstrations, probably to be held in New York, would be to elicit marketing needs from potential users.

Special help

Measure of gravity attached by National Association of Broadcasters and copyright owners to CATV section of proposed copyright legislation (see page 50) is attested by special legislative contacts hired by both groups. NAB has engaged Roy L. Elson, who was administrative assistant to former Senator Carl L. Hayden (D-Ariz.). Copy- right owners have former Senator Thomas H. Kuchel (R-Calif.) working their side of street.

Moment of truth

Football negotiations neared stage of money discussion last week as Professional Football League submitted its schedule offerings to CBS-TV (National Division) and NBC-TV (American Division) and awaited networks' replies and requests. No mention of rights costs has yet been made on either side. Some network sources think football people are looking for total TV take of $39-40 million yearly, including some $8 million committed by ABC-TV for series of Monday-night games.

Broadcasting, December 22, 1969: Vol. 77, No. 25
Postmaster: Send Form 3579 to Broadcasting, 1735 DeSales Street, N.W., Washington, D.C. 20006
We play favorites

THE COMPLETE NEWS, SPORTS AND WEATHER FOR ST. LOUIS

GLENN WILSON AND JIM HALE
St. Louis' only professional television news team

ED MACAULEY
All-American and NBA basketball star, member of the Missouri Sports Hall of Fame

DON BEECHER
tells the weather as it is

Represented by
harp
HARRINGTON, RIGHTER & PARSONS, INC.

KTVI
ST. LOUIS

BROADCASTING, Dec. 22, 1969
FCC will send questionnaires on effects of conglomerate ownership on program service and competition to six major licensees. Over-all inquiry to range from widely diversified companies to media-only concerns. See ...

A widened study of conglomerates . . . 17

Appeals court hearing on renewal of KSL(AM) Salt Lake City, being held in Washington, raises question of whether FCC should hold license-renewal hearing as means of reshaping policy when station is guiltless. See . . .

KSL renewal case stirs policy issues . . . 22

Request by American Brands Inc. for court order temporarily blocking NAB code guidelines on ‘tar’ data in cigarette advertising is turned down. Time runs out Jan. 1 when guidelines become effective. See . . .

American Brands loses first round . . . 26

Independent media-buying services, already under fire from advertisers and agencies, suffer internal dissension as RDR Associates Inc., New York, files $5-billion damage suit against competitors. See . . .

Middlemen clash in court . . . 30

Lyrics of ‘underground rock’ songs may be vehicle for inducing young to try drugs. Art Linkletter thinks so; most radio station officials agree that either records or drug-taking musicians may have influence. See . . .

Are today’s records pushing drugs? . . . 38

FCC sets oral argument on proposal to give UHF space to land-mobile users. Association of Maximum Service Telecasters restates its opposition, contending that better management of spectrum is the answer. See . . .

Hearing on land-mobile issue . . . 42

New element enters network-music licensing organizations relationship as CBS-TV acts to put its licenses with ASCAP and BMI on per-performance payment basis, with network paying only for music actually used. See . . .

CBS-TV seeks per-program music pay . . . 46

Citing benefit to local audience, Pensacola (Fla.) CATV system seeks FCC approval to carry programing of two Pensacola daytime radio stations at night and originate at least 21 hours of local programing weekly. See . . .

AM by day; CATV programer at night . . . 47

CATV interests gird for battle against broadcasters and copyright owners over proposed copyright bill sent to Senate Judiciary Committee last week. Strong condemnation comes from AMST. See . . .

Old foes line up on copyright bill . . . 50

Vice President Spiro T. Agnew, meeting with RTNDA board, offers public pat on back for broadcast newsmen in exchange for indication they are heeding his criticisms of their operations. See . . .

Agnew meets RTNDA in Washington . . . 52
How to gauge community

FCC on Friday (Dec. 19) invited comments on primer designed to clarify requirements of broadcast applicants in ascertaining community needs.

Primer, composed of 38 questions and answers was drafted with aid of committee of Federal Communications Bar Association. FCBA had asked for clarification of ascertainment question in application forms.

Primer focuses on needs to be served, not programming, and spells out who is to be contacted in making determination of needs. But it is regarded as easing some of burden of previous commission rulings on ascertainment question.

As issued by commission, primer bears some of marks of FCBA committee. Notice of inquiry states that applicants whose showings are deficient can amend applications "as matter of right." FCBA committee recommended this as way of removing community surveys from comparative judging in hearings.

Primer also incorporates FCBA committee suggestion to consider "needs and interests" as synonymous with "community problems," and to use latter phrase. And, while requiring broadcaster to evaluate information he obtains in community survey, it would not require him to include evaluation in his application—another suggestion offered by lawyers. However, applicant may be asked by commission for explanation in cases where programming does not appear responsive to community problems.

Commission said that before "finalizing" questions and answers in primer, it would consider suggestions for "better phrasing of, and additions to," primer.

Comments are due Jan. 30. In meantime, it is believed, commission will use primer in its present form as basis for rulings on ascertainment question.

Primer states that purpose of ascertainment question is to determine what applicant has done to ascertain problems of area he serves, including communities outside city of license, and what programs he proposes to meet them. It states that purpose of consultations is not to elicit program suggestions; "the applicant . . . is considered to have expertise in programming." But it requires applicant to show what program he proposes to meet specific problem.

Primer also makes clear that all stations are to program to meet problems—including radio stations with specialized formats, like all-news, rock and roll, religious, etc. Programs and public-service announcements can be fitted into format of station, primer says.

Generally, primer states applicant would make prima facie case he has contacted representative community leaders if he has consulted leaders in government, education, religion, agriculture, business, labor, professions, racial and ethnic groups, and charitable organizations, as well as economic, social, political and cultural elements.

Primer also says that consultations should be held with "representative range" of members of general public. It notes groups with greatest problems may be least organized and have fewest spokesmen. Thus, additional effort may be necessary to ascertain their needs and problems."

Some questions and answers appear to ease burden some lawyers saw commission imposing in order denying sale of WCAM Camden, N.J. Denial was based in major part on what commission said was inadequate effort to ascertain needs.

Decision was taken by some to mean demographic study was necessary to determine composition of community. Primer, however, says there is "no pat answer" to question of how applicant is to determine whether leaders and members of public he consults are representative. It says applicant may use "any valid method"—that is, one that rests on "good faith efforts and sound principles."

And in answer to question of what is meant by devoting "significant proportion" of station's time to community problems, primer says there is no single answer for all stations. "Initially," this is matter for applicant's "good faith judgment," primer says, but adds: "The judgment must be supportive and valid." Question arises from use of "significant proportion" phrase in Camden decision.

Primer, as reported earlier, says applicant or his top-level employees must make consultations with community leaders (Broadcasting, Dec. 15). Primer says research service would not provide "dialogue" between applicant and community leaders and members of public. However, primer would not preclude use of "outside" services to conduct consultations with general public.

NCTA board backs copyright

Board of National Cable TV Association adopted, with only one dissent, motion to support "general principles" of CATV provisions in copyright bill recommended by Senate subcommittee two weeks ago (see page 50), it was reported Friday (Dec. 19).

At special meeting in Washington, board declared, however, that some language in proposed legislation needed clarification. Although no specifics were mentioned, one clarification apparently is whether sports-blackout provision implies that existing cable system, carrying distant TV station in line with copyright provision, must drop sports event if it is blocked locally.

In Dec. 18 letter to members, M. William Adler, NCTA charman, noted that passage of legislation would place CATV in secure position, would permit many cable systems to carry signals now banned by FCC, and protects CATV from copyright liability. Mr. Adler also termed royalty payments "reasonable," added that 80% of existing systems would pay only 1% on $160,000 annual revenues—or only 5 cents per subscriber.

Now it's moved to Canada

Health committee of Canada's House of Commons has called for complete ban of cigarette advertising on radio and TV two years from date appropriate legislation is passed by parliament.

Proposal is part of recommendations contained in report on smoking issued by Commons standing committee on health, welfare and social affairs after two-year study. Health committee favors gradual phase-out of all cigarette advertising. It recommends, one year from date of legislation, ban on cigarette spots on TV-radio before 10 p.m. All remaining advertising and promotional materials would include health hazard warnings.

Two years from date of proposed
legislation all cigarette advertising on radio-TV would be eliminated. All remaining ads in other media would be limited to identification of brand only.

Health committee report, noting that U.S. tobacco industry has proposed phasing-out of broadcast cigarette advertising, predicts no "undue hardships" for Canadian networks and stations. Committee says new legislation should contain prohibition against increasing current spending on cigarette advertising in all communications media to prevent initial shift from broadcast to other advertising forms.

**WIFE listeners disgruntled**

House Investigations Subcommittee, which summoned FCC staff members to closed session last week (see page 19), is not happy with testimony it heard on destruction of documents relating to Don Burden stations, Hill sources said Friday (Dec. 19).

Subcommittee reportedly heard that documents were destroyed by order of former FCC Chairman Rosel H. Hyde, and is said to be unsatisfied with explanation it received. House unit is also reportedly interested in total financial status of Don Burden, and wants to know his holdings in and out of broadcasting and their "relation."

**Sparks fly over KTVH**


Chairman Burch, in dissenting statement issued with text of order, was critical of commission action denying sale, without hearing on ground it would lead to regional concentration of control. He said public interest is not served by deciding "significant issues" in that matter.

Commission had included issue in ordering hearing on $4.4 million sale of station by Minneapolis Star & Tribune Co. to WKY Television Systems Inc. And, when parties asked for decision without hearing, because sales contract was due to expire Dec. 31, commission denied transfer application.

Chairman Burch was also critical of length of time commission required to designate application for hearing—nine months—and manner in which hearing order in more precise manner, or had that if commission had drafted hearing order in more precise manner or had sought to accumulate additional information during nine months application was under study, "a hearing could have been concluded by this time."

"I hope that in future the commission will draft its hearing orders with more expertise as to the issues and will seek to dispose of its business in a more timely fashion," he said.

Commissioner Johnson, in separate statement supporting commission's decision, said commission had acted without hearing at parties' request. Buyer and seller "assumed the posture of holding a gun to their collective heads and threatening to pull the trigger unless we approve the transfer." He said commission "cannot respond to such pressure."

And he responded to chairman's complaint about length of time taken in resolving KTVH case with what appeared to be jibe at chairman for lack of action on rulemaking proceedings—network program ownership, one-to-a-customer, among them—with which, he said, commission is ready to proceed.

Anyone interested in resolving problems of delay in individual cases, he said, "might consider expediting the rulemaking proceedings... which were designed to clarify our policies and have been pending for so long." He said there is "suspicion that powerful interests" who oppose consideration of those proposals welcome delays.

**WVON sale finalized**

What may be biggest class IV radio-station sale in broadcast history, WVON-(AM) Chicago ( Cicero, Ill.) for approximately $9 million to George Gillett was disclosed by principals Friday (Dec. 19).

Negro-programmed outlet was purchased by George Gillett and Potter Palmer IV, major shareholders in Harlem Globetrotters basketball team, from estate of late Leonard Chess, founder of Chess Records, and his brother Philip ("Closed Circuit," Dec. 1). Sale is mostly cash and rest term payout, subject to FCC approval. Broker was Hamilton-Landis & Associates.

WVON's sister operations—WSDM (FM) Chicago and WNOV (AM) Milwaukee—are not involved in transaction.

WVON, assigned 1 kw day and 250 w night on 1450 kc, will be acquired by Globetrotters Communications Inc., new firm, with Mr. Palmer as board chairman and Mr. Gillett as president and chief operating executive; same post he holds with Globetrotters basketball team. He formerly had been partner and business manager of Miami Dolphins football team. Mr. Palmer, whose great-grandfather built original Palmer House in Chicago and whose grandfather built present hotel, also has major interest in Atlanta Braves (baseball) and Atlanta Chiefs (soccer). His interest in Oakland Seals (hockey) is being sold.

**Rebuff to CPB plea**

ABC asked FCC Friday (Dec. 19) to clarify its position on possible rationing of existing network interconnection facilities to accommodate Corp. for Public Broadcasting and other noncommercial users.

ABC said arrangement could "seriously affect ability of networks to provide interconnection service to their affiliates during critical time periods."

At issue was statement contained in commission order granting declaratory rulings sought by CPB to remove alleged uncertainty concerning free or reduced rate service for educational broadcasters. Commission said until adequate facilities for CPB are available carriers should allocate lines on equal time-shared basis between public and commercial users.

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**Week's Headliners**

*Mr. Jacoby*  
*Mr. Whipple*


George C. Whipple Jr., VP and PR director, Benton & Bowles, New York, will join Sullivan, Stauffer, Colwell & Bayles, New York, as senior VP and PR director, new department at SSC&B. Replacement for Mr. Whipple at Benton & Bowles has not yet been named.

Gene Bryson, senior VP of McCann-Erickson Inc., Los Angeles, appointed general manager of west coast office. He succeeds Russ Johnston, senior VP and member of board of directors, who returns to New York for another management assignment.

Peter B. Paddock, executive VP, Ralph H. Jones Co., Cincinnati advertising and PR firm, named president following announcement of pending retirement of Charles M. Robertson Jr. as chairman of board. Paul D. Myers, president of agency, becomes chairman. Changes are effective March 1, 1970.

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

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BROADCASTING, Dec. 22, 1969
Coming...
from the foremost supplier of great feature films for television—

Starlite

Never shown on network television, these great selected rerun titles will be announced next week.

WARNER BROS. TELEVISION
NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO
**January 1970**


**Jan. 5 —** Meeting of NAB radio code board. Sheraton Sandcastle hotel, Sarasota, Fla.

**Jan. 8 —** Renewal hearing for KRON-FM-TV San Francisco.


**Jan. 9 —** Annual convention of Rocky Mountain Cable Television Association. FCC Chairman Dean Burch will be bandueut speaker. Safari hotel, Scottsdale, Ariz.


**Jan. 9-12 —** Mid-winter meeting of Florida Association of Broadcasters. River Ranch Acres.

**Jan. 12 —** Deadline for comments on FCC's proposed rulemaking extending construction period for UHF-VHF permits from eight to 18 months. Comments also requested on possible extension for AM-FM services.


**Jan. 15 —** Deadline for comments on FCC-sponsored Stanford-Urd Research Institute study of land-mobile spectrum uses.

**Jan. 15 —** National foreign policy conference for editors and broadcasters sponsored by Department of State. Participants will include Secretary of State William P. Rogers and other high-ranking government officials. Invitations may be obtained by writing to director, Office of Media Services, Department of State. Washington. Conference will be held in New Department of State building, Washington.


**Jan. 15 —** Annual stockholders meeting, Metro-Goldwyn-Mayer Research, New York.

**Jan. 16 —** Board of directors meeting of Institute of Broadcasting Financial Management, Royal Orleans hotel, New Orleans.

**Jan. 16-16 —** Annual convention, Louisiana Association of Cable TV Operators, Royal Sonesta hotel, New Orleans.

**January 16-17 —** Meeting of Georgia Cable Television Association, Gordon hotel, Albany.


**Jan. 22 —** Deadline for reply comments on FCC’s proposed rulemaking extending construction period for UHF-VHF permits from eight to 18 months. Reply comments also requested on possible extension for AM-FM services.


**Jan. 26 —** Annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.


**Jan. 30-31 —** Annual television conference, Society of Motion Picture and Television Engineers. Hugo A. Bondy, chief engineer, WAGA-TV Atlanta, chairman. Marriott motor hotel, Atlanta.

**Jan. 31 —** Broadcast news seminar for South Carolina newsmen and station personnel sponsored by South Carolina AP Broadcasters Association, Sheraton-Columbia Motor Inn, Columbia.

**February 1970**

**Feb. 1-4 —** Management seminar, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.


**Feb. 5-8 —** Meeting of Minnesota AP Broadcasters Association, Minneapolis.

**Feb. 8-11 —** Winter meeting of South Carolina Broadcasters Association. Pointsett, Greenville.

**Feb. 4-7 —** Senior marketing management conference sponsored by American Marketing Association. Carefree Inn, Carefree, Ariz.

**Feb. 6-7 —** Convention of New Mexico Broadcasters Association, Clark B. George, president of CBS Radio Network, and FCC Commissioner Robert Heller are to speak. Hilton hotel, Albuquerque.

**Feb. 6-7 —** Annual Northwest Broadcast News Association seminar. Speakers include Bill Roberts, president of the Radio-Televi...
Who cares if Dvorak conceived “Humoresque” in Spillville, Iowa?

Dvorak, an 1893 summer visitor to the tiny northeastern Iowa town of Spillville, became so inspired that he sat down and put the finishing touches to his immortal “New World Symphony” and conceived “Humoresque”. The building where he composed is now a museum housing another kind of genius — the world-famous Spillville Clocks — whittled out over 50 years by two farmers, the Bily Brothers. Truly a great example of Iowa artistry.

Who cares about Iowa’s past, present and future? WHO Radio that’s who! And that’s why 3,000,000 Iowans care about, and believe in, WHO Radio!

The search for better engineers

EDITOR: I have just finished “Wanted: Better Engineers for Today’s Gear” (BROADCASTING, Dec. 8). Although the references made directly about me were most complimentary, I thought the entire article was slanted and not accurate in describing today’s young engineer. Your examples of typical engineers were obviously of persons who hold first class tickets, not of true engineers. There is a difference . . .

In all fairness another article on the subject would be in order. This time you might get the young engineer’s point of view and a more appropriate title for the article would be “Wanted: Better Gear for Today’s Upcoming Young Engineers.” — Robert J. Traister, chief engineer, WJMA (AM) Orange, Va.

EDITOR: Your Dec. 8 analysis of the need for “a better engineer for today’s gear” is both accurate and timely . . .

John D. Rockefeller, one of the great-
Yes, Virginia, it hasn't moved

EDITOR: I just completed reading with a great deal of interest the latest "Telestatus" report [Dec. 8] on locating TV markets in particular sales territories. These types of reports are extremely helpful, and I'm glad to see them as a regular feature in Broadcasting.

One irregularity in this latest report has been brought to my attention. Listed under the East Central territory is the Richmond, Va., TV market. I believe this is incorrect. The Richmond TV market falls under Nielsen's Southeast territory as do neighboring Norfolk and Roanoke.

If the Richmond market listing is moved, it will place the market between Greensboro-High Point-Winston Salem and Jacksonville as the 12th largest TV market in this particular territory.—Donald H. Richards, Blair Television, New York.

(Mr. Richards is correct. A clerical error "placed Richmond in the data supplied to Broadcasting."

Disagrees on 'Lights Out' credit

EDITOR: Your Nov. 17 Broadcasting carries the story of Lights Out and its re-issue as a syndicated radio feature by some Hollywood show paddlers. Your yarn states that Arch Obler was the show's original creator. . . .

Lights Out was the brainchild of the late Wylis Cooper. It came into being in the late '30's in Chicago. It was performed there by some of the fine radio names that made Chicago the hub of broadcasting in the '30's . . . Raymond Johnson; Betty Winkler, Bernadine Flynn, Sid Ellstrom, Art Jacobsen to name a few.

As an NBC property Lights Out was ultimately moved to New York. On the death of Cooper the direction of the show was taken over by Obler. He adopted Coop's format and added few if any touches of his own, except name casting. . . Robert Brown, Lexington, Ky. (NBC Chicago announcer, 1932-46; now instructor in broadcast advertising, University of Kentucky).
Good advertising must keep up with the times

Society is in a constant period of rapid change these days and no industry is more aware and more responsive to the shifting attitudes of consumers than the soft-drink business. Advertising, of course, plays a most vital role in reflecting the new life-styles that are emerging, and, for us at the Soft-Drink Beverages division of Rheingold, we rely heavily on radio and TV to keep up with the changing times.

Let me say at the outset that my observations about TV-radio commercials are not based on agency meetings, storyboard sessions, screenings, tapings or any of the trappings associated with commercial production. They were instead shaped out there in the marketplace. They are the result of more than 12 years of operating on the franchise bottler level.

From this vantage point, I was able to keep a careful eye and ear attuned to the materials sent out by our agencies from Madison Avenue and North Michigan Avenue and other advertising centers. At the same time, I scrutinized closely the output of some very formidable competition. My views have been sharpened by my association in the major franchise areas of Los Angeles, Cincinnati, Indianapolis and many other major markets where our Rheingold soft-drink group ranks as the world’s largest independent bottler of Pepsi-Cola.

Television and radio are important not only to our present sales and marketing position but also to the future of our operations. Our operations are located in some of the world’s fastest growing population centers. Reflecting the entire soft-drink industry, we rely heavily on broadcasts to remind our customers to buy our products. This goes from the supermarket shopping housewife, representing the ultimate consumer, to the buyers and buying committees of the chain and major retail outlets who must be convinced that our type of advertising will bring customers into their stores to ask for Pepsi and related items that go with it.

So what does a bottler look for in commercials?

First off, we believe that commercials need to change with the times. There has to be more to commercials than the showing of the world’s most beautiful young people enjoying almost every recreational activity imaginable. The good life, the smiling relentless pursuit of pleasure and the seemingly never-ending binge of exuberant diversions was good strategy at one time, but young people have changed.

Today’s young people are more serious about the world they live in. They are not satisfied with the present and are concerned about the future. They are generally more frank about morals, sex, more demonstrative in their actions than previous generations. They live a new style of life and approach the world of pleasures, learning, military, business and social activity in a different way. They are criticized more than critical; they are troubled more than troublesome—they are more honest and direct than hypocritical.

So, what we seek in soft-drink broadcast advertising is something believable, a strong link with today, filled in with sell in our appeals to the today generation, 1969-1970.

Today’s products advertised on television and radio must adjust themselves to the changing market and changing times. Although the taste of soft drinks is important, it is by no means the only reason for consumer selection.

The product must be “today” and “with it” in order to maintain acceptability among young people.

But it must be done with believability. It must be positive and it must “tell it like it is.” Soft drinks continue to be the drink of the young, energetic set but the needs go further. Soft drinks need to be portrayed in a natural way to people and situations and with more respect for their maturing attitudes.

Effective use of radio and television enhances the efficiency of impressions considerably. The visual aspect of a campaign via television and audio version of radio complement each other in developing the product image in the customer’s mind.

We have had positive proof of the foregoing in our Pepsi operations in Puerto Rico and Mexico City. Soft drinks are an impulse item and we firmly believe that constant reminder is absolutely necessary. Therefore, we run a heavy schedule of radio along with television.

In Puerto Rico, for example, broadcast advertising is a mixture of Latin-America and U.S. In Puerto Rico we use Spanish-language spots on television and radio but have found that stateside commercials in English are effective, too.

Our organization in Mexico City and surrounding states, serving approximately 10-million persons, has found that commercials, both television and radio, must include more hard sell than in the case in the U.S. In Mexico the commercials are more direct and to the point of selling product.

The phrase “tell it like it is” about wraps up what those on the “selling line” are looking to in product commercials.

We think the Pepsi-Cola Co. has taken a big step in that direction, with its new campaigning to break the generation gap. We hope it sets a trend because it’s an approach to “today’s” generation—and that’s what our Rheingold Corp. is dedicated to.

R. W. Beeler is president of the Soft Drink Beverages division of Rheingold Corp., New York. The division has Pepsi-Cola franchises covering Los Angeles and parts of Southern California, Puerto Rico and greater Mexico City. He served as vice president and general manager of the Pepsi-Cola Bottling Co., Indianapolis, 1963-68, and before that was with Pepsi-Cola Bottling Co., Cincinnati. His experience included marketing, advertising and sales posts with Procter & Gamble and Colgate-Palmolive Peet.
PEYTON PLACE IS STEALING YOUR WIFE!
MORE WOMEN ARE TURNING TO “PEYTON PLACE” THAN TO ANYTHING ELSE.

IN BALTIMORE...

<table>
<thead>
<tr>
<th>Mon.-Fri. 11:00 A.M.</th>
<th>No. 1 IN ITS TIME PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATING — 5</td>
<td>TOTAL HOMES 34,100</td>
</tr>
<tr>
<td>SHARE — 36</td>
<td>TOTAL WOMEN 25,400</td>
</tr>
<tr>
<td></td>
<td>WOMEN (18-34) 9,800</td>
</tr>
<tr>
<td></td>
<td>WOMEN (18-49) 15,000</td>
</tr>
<tr>
<td></td>
<td>HOUSEWIVES 19,400</td>
</tr>
</tbody>
</table>

Source: ARB Oct. '69

IN BOSTON...

<table>
<thead>
<tr>
<th>Mon.-Fri. 4:00 P.M.</th>
<th>Women Viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHDH-TV</td>
<td></td>
</tr>
<tr>
<td>PEYTON PLACE</td>
<td>25,000</td>
</tr>
<tr>
<td>(18-34)</td>
<td>(18-49)</td>
</tr>
<tr>
<td>WBZ-TV</td>
<td>8,000</td>
</tr>
<tr>
<td>Letters to Laugh-In</td>
<td>22,000</td>
</tr>
<tr>
<td>WNBC-TV</td>
<td>18,000</td>
</tr>
<tr>
<td>Dark Shadows</td>
<td>30,000</td>
</tr>
<tr>
<td>WKBG-TV</td>
<td>11,000</td>
</tr>
<tr>
<td>The Bunker Hill Show</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Source: NSI Oct. '69

IN NEW YORK....

"PEYTON PLACE" LEADS INDEPENDENT COMPETITION

<table>
<thead>
<tr>
<th>Mon.-Fri. 11:00-11:30 P.M. (Oct. '69)</th>
<th>Women Viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW-TV</td>
<td></td>
</tr>
<tr>
<td>PEYTON PLACE</td>
<td>94,000</td>
</tr>
<tr>
<td>(18-34)</td>
<td>(18-49)</td>
</tr>
<tr>
<td>WOR-TV</td>
<td>34,800</td>
</tr>
<tr>
<td>Divorce Court</td>
<td>71,000</td>
</tr>
<tr>
<td>WPIX</td>
<td>8,000</td>
</tr>
<tr>
<td>The Phil Donahue Show</td>
<td>12,000</td>
</tr>
</tbody>
</table>

"PEYTON PLACE" ATTRACTS THREE TIMES MORE WOMEN THAN PREVIOUS PROGRAM IN TIME PERIOD!

<table>
<thead>
<tr>
<th>Oct. 1968</th>
<th>WNEW-TV</th>
<th>The Donald O'Connor Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>22,000</td>
<td>61,000</td>
<td>135,000</td>
</tr>
<tr>
<td>Oct. 1969</td>
<td>WNEW-TV</td>
<td>PEYTON PLACE</td>
</tr>
<tr>
<td>94,000</td>
<td>149,000</td>
<td>220,000</td>
</tr>
</tbody>
</table>

% IMPROVEMENT

| Oct. 1968  | 327%       |
| Oct. 1969  | 144%       |

Source: New York NSI

444 West 56th Street, New York, N.Y. 10019 (212) 957-5010
A widened study of conglomerates
What started out as look at diversified bigs turns out to include those in media only

The FCC's inquiry into the controversial question of conglomerate companies' ownership of broadcast properties, announced in February and begun last summer, last week produced an announcement that "pilot questionnaires" were being sent to the parent corporations of six major broadcast licenses. The announcement makes it clear that the inquiry is to be a broad one, ranging from widely diversified companies to those whose ownerships are confined primarily to media.

However, the sharp division within the commission on the issuance of the questionnaires—the vote was 4-to-3, with Chairman Dean Burch in the minority and Commissioner Kenneth A. Cox, who is expected to leave the commission when his term expires June 30, in the majority—raised a question as to whether even the present level of enthusiasm for the project can be maintained.

In addition, instructions that were given to the staff to distribute the questionnaire—a 10-page document requiring a considerable amount of detailed information on financial matters and the internal workings of the companies involved—to conglomerates applying for new or existing broadcast properties, were promptly countermanded.

Commissioner Robert E. Lee, who opposed issuance of the questionnaire, had argued that those instructions would lead to a violation of the Federal Reports Act, which requires Bureau of the Budget approval of government questionnaires sent to more than 10 parties.

However, the FCC's Conglomerate Task Force—composed of seven staff- ers aided by a paid consultant—has recommended that the questionnaire be distributed to from 50 to 100 other licensees if the information obtained in the pilot study warrants such action. Bureau of the Budget approval would be required at that point.

The commission said the questionnaire is designed to elicit information on the effects of conglomerate ownership of broadcast stations, principally on program service and on competition in the broadcast industry.

The six companies that are involved in the pilot program were selected because they are representative of three major groups of broadcasters coming within the scope of the inquiry, the commission said. They represent a wide range of ownership interests, from Avco Corp., a highly diversified company, to Travelers Insurance Co., whose only nonbroadcast interest is insurance.

The companies and the categories they are said to represent are Avco, Chris-Craft Industries Inc. and Fuqua Industries Inc. (licensees with substantial and diversified nonbroadcast interests); Cox Enterprises Inc. and E. W. Scripps Co. (licensees with substantial interests in newspapers and CATV); and Travelers Insurance Co. (licensee whose nonbroadcast interests are primarily in a single large enterprise or group of closely related enterprises) (see page 19). The six were asked to respond by Feb. 27.

The inquiry grows out of a continuing controversy within the commission on the relative, and alleged, benefits and hazards of permitting companies with substantial nonbroadcast interests to acquire broadcast properties.

 Commissioners Kenneth A. Cox, Nicholas Johnson and Robert T. Bartley have frequently voted against granting broadcast licenses to conglomerates without a hearing. They have expressed the fear that such companies might use their broadcast properties to advance the commercial interests of nonbroadcast members of the corporate family. Commissioner Johnson particularly has talked of the danger of companies "censoring" the news broadcast by their stations to protect the parents' economic interests.

But the counter argument frequently made within the commission is that there is no evidence to justify such fears and that conglomerates can provide the wealth a station needs to provide a quality programing service.

The questionnaire seeks information that could be used in weighing these conflicting claims. It inquires into safeguards designed to prevent a company's nonbroadcast interest from affecting a station's programing, as well as into arrangements for program clear-

Three key individuals in FCC's inquiry into the ownership of broadcast properties by conglomerate companies are shown above. They are (l-r) Dr. Hyman Goldin, former FCC economist, of Boston University, a consultant to the FCC's Conglomerate Task Force; James Sheridan, research director; and Louis Stephens, acting director of the project.
ance by parent companies, specifically including pilgeragin that mentions the parent or any of its subsidiaries. The companies are also asked to supply copies of every editorial broadcast by their stations during four one-week periods over the last two years.

The questionnaire also reflects concern over the possibility that conglomerates use their economic power to induce suppliers to advertise on their stations. It asks for information on instructions parent companies have given broadcast subsidiaries regarding the solicitation of advertising from suppliers, as well as on communications the parents and their nonbroadcast subsidiaries have sent to suppliers regarding their use of the stations.

The other side of the issue is explored in questions asking the licensees to document ways in which their ownership of nonbroadcast enterprises has benefited their broadcast service, in terms of programing, the enhancement of competition in the broadcast industry, the development of technological innovations or any other aspect of broadcasting.

The licensees affiliated with newspapers have been asked to report on sharing of staffs or services by stations and affiliated newspapers, and on the maintenance of common or separate controls over the editorial policies of each. The request for copies of editorials broadcast by their stations and published in their newspapers was intended to indicate whether the outlets were taking the same or differing positions on issues.

Other questions relate to cable television systems under common ownership with broadcast stations. They seek information on program origination— the hours devoted to them by the systems, the number of channels on which they are carried, and whether they are produced by the parent company or a subsidiary. The questionnaire also asks whether the systems originate commercials.

The questionnaire, in addition requests the submission of documents containing parent company instructions to broadcast industry subsidiaries and reports from those subsidiaries to the parent companies. It also asks for reports that parent companies' boards of directors considered in making a first broadcast property acquisition, or in rejecting the acquisition of a station, since Jan. 1, 1959.

Those voting to issue the questionnaire were Commissioners Bartley, Cox, Johnson and H. Rex Lee. Commissioner Robert Wells joined Chairman Burch and Commissioner Robert E. Lee in dissent.

Chairman Burch did not issue a statement. However, he is said to have expressed the view that the commission should devote its limited resources to other items on the commission agenda that have a higher minority.

Commissioner Robert E. Lee, who last February voted against the inquiry itself, restated the view he expressed then—that the problem being reviewed is one better left to Congress. He also reiterated his concern as to the use to which the commission will put the information it obtains.

And he expressed opposition to the dispatch of the questionnaire to newspaper-connected licensees. He said he has long favored newspaper ownership of stations, asserting that, "as a group [newspapers] have an enviable over-all record" as broadcasters. He said the commission should proceed case-by-case against licensees that violate the commission's rules, and not attempt to assess demerits to a general class of licensees."

Commissioner Wells, who like the chairman joined the commission in the last two months, based his objection to the pilot project on the grounds that the information to be gathered "will not be sufficient to warrant the expense of time and money." He noted that the licensees being questioned would be "questioned closely" on the matters in the questionnaire in connection with applications for license renewal or transfer.

The Conglomerate Task Force is operating under the leadership of Louis Stephens, who is acting director. He was the staffer principally involved in digesting and analyzing the voluminous documents filed in the ill-fated ABC-International Telephone & Telegraph merger two years ago. James Sheridan, a former chief of the Broadcast Bureau, is research director. And Dr. Hyman Goldin, former chief economist for the commission who is now on the faculty of Boston University, has been serving as a consultant.

Two of the three companies involved in the "pilot" project—Avco and Fuqua—were among those whose acquisitions of properties were announced on the same day that the inquiry was announced, Feb. 8, and helped trigger it. The third company Bonneville International Corp. (the Mormon Church), was sent no questionnaire last week.

Avco, which purchased WRTI(AM) Wood River, Ill. (St. Louis) at the time already owned WLW(AM) and WLWT-TV both Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio; WLW(TV) Indianapolis; WWDC-AM-FM Washington; WOAI-AM-TV San Antonio, Tex.; and KYA(AM) and KQRT-FM San

A portrait in oil of Clair R. McColough, president of Steinman Stations, Lancaster, Pa. was unveiled last week at the new building that is headquarters of the National Association of Broadcasters in Washington. Mr. McColough was honored for his service as chairman of the NAB building committee which supervised construction of the $2.6-million building in the nation's capital. L to r: Roswell Weidner of Philadelphia, the artist; Mr. McColough, Willard E. Walbridge, chairman of the NAB board; and Vincent T. Wasilewski, NAB president who unveiled the portrait. Mr. McColough is past chairman of the NAB board of directors and is one of the recipients of the broadcasting industry's highest awards, the NAB's distinguished service award. The new NAB building was dedicated formally last June 9.

18 (THE MEDIA)

BROADCASTING, Dec. 22, 1969
A conglomerate—what is it anyway?

If FCC inquiry is any indication it may be a number of things

"Conglomerate" is a handy way of referring to the companies the FCC is studying in its inquiry into the broadcast operations of companies with substantial nonbroadcast interests. But as the interests of the companies selected last week to receive a "pilot questionnaire" make clear, it is less than accurate. Some are sizeable conglomerates, some are small conglomerates. But some are not conglomerates at all. And the commission's growing interests in cross-media ownership is reflected in the selection of two companies whose major nonbroadcast interests are newspapers and CATV.

Avco Corp. is the most widely diversified of the six. It manufactures airplane and industrial engines and parts, aircraft-frame components, missile and space products, defense and industrial electronics, weapons and ammunition, steel products, heating equipment, mechanized farm equipment and financial services. It has plants in 13 states and five foreign countries.

Fuqua Industries Inc. also has a number of nonbroadcast interests. It is in photo processing and trucking, manufactures agricultural equipment, power lawn mowers, metal buildings, mobile homes and land-clearing equipment, sells pleasure boats and owns motion-picture theaters and real estate.

The least conglomerate of the companies selected as representative of those licensees having diversified interests is Chris-Craft Industries Inc. Its manufacturing interests include auto interior textile trim, cotton and jute pads, automotive carpet, foam-rubber products, boats and marine motors and chemicals.

Cox Enterprises Inc. and E. W. Scripps Co. have substantial newspaper interests. Cox publishes newspapers in Atlanta; Dayton, Ohio and Miami—communities where it also operates broadcast stations—and Daytona Beach, Fla., where it owns 47.5% of WDBB-AM-FM, as well as in Springfield, Ohio, and Palm Beach, Delray Beach and Boynton Beach, all Florida.

In addition, Cox subsidiaries have CATV interests in 32 communities. And the company has a number of other interests—in common-carrier microwave facilities, television-program production and distribution; motion-picture production; trade journals, technical publishing and wholesale auto auctions.

Scripps publishes newspapers in Cincinnati, Cleveland, and Memphis and Knoxville, both Tenn., where it operates broadcast stations, and in Washington; Birmingham; Fort Worth; Pittsburgh; Columbus, Ohio; Deaver; Evansville, Ind.; Covington, Ky.; Albuquerque; El Paso, Tex., and Hollywood, Fla. Scripps also owns 95% of United Press International, which in turn owns United Features Syndicate, and has CATV interests in Cleveland, Fort Myers, Fla., and Memphis.

The least "conglomerate" of the six companies in the pilot study, although probably the wealthiest, is Travelers Insurance Co. Its only broadcast properties are WTCIC-AM-FM-TV, and its nonbroadcast interests, besides insurance, include financial services, real estate and audio-visual communications services.

Francisco.

Fuqua, which acquired WTVM(TV) Columbus, Ga., and WTVC(TV) Chattanooga, Tenn., in February, also owns WROG(AM) and WTVW-TV, both Evansville, Ind.; WTAC(AM) Flint, Mich.; and KXOA-AM-FM Sacramento, Calif. In addition, J. B. Fuqua, 10% owner of and chairman of the board, owns WJBF(TV) Augusta, Ga.

As for the other companies being queried: Chris-Craft owns KCPK(TV) Los Angeles; KFTV(TV) Portland, Ore.; and WTCN-TV Minneapolis. Cox owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOQ-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami; WUIC-TV Pittsburgh, and KTVU(TV) Oakland-San Francisco; and 47.5% of WDBB-AM-FM Daytona Beach, Fla. Travelers owns WTCIC-AM-FM-TV Hartford.

House group sifts cold ashes in WIFE case

The House Investigations Subcommittee called several FCC staff members into closed session last week to discuss the absence of several documents from the commission's files on WIFE-AM-FM Indianapolis.

The documents are said to be statements given to the commission by a former secretary to Don Burden, owner of WIFE as well as KISN(AM) Vancouver, Wash., and KOIL-AM-FM Omaha. The statements bear upon allegations that Mr. Burden provided free time to Senator Vance Hartke (D-Ind.) on one of his stations, favored treatment to Senator Mark Hatfield (D-Or.) on another, and that he sent gifts to Senate Commerce Committee staff counsel Nicholas Zapple. All those involved have denied any wrongdoing (BROADCASTING, Dec. 8).

The subcommittee has been investigating the commission's grant of license renewal to the WIFE stations. The renewals were granted despite a finding that the stations had conducted fraudulent contests and sent false invoices to advertisers. The offenses came while the stations were on probation for similar offenses.

The commission ran into trouble with the subcommittee when it refused to turn over confidential documents in the case until the time for commission review had expired, on Nov. 3. The statements from Mr. Burden's former secretary, Louise Rudol, were not in the file when it was turned over to the subcommittee, but the commission is said to have obtained new statements from her.

The commission representatives who appeared last week were Henry Geller, general counsel, Broadcast Bureau Chief George Smith; William B. Ray, chief of the complaints and compliance division; George Curtis, also of complaints and compliance; Max Paglin, executive director; Henry Schauer, records management officer, and Clara Fairill, mail and files. Not all of these called were asked to testify.

Commission spokesmen, including former Chairman Rosel Hyde, have strongly denied any attempted cover-up is involved in the case. Moreover, they say, the issue is somewhat academic since the commission has received new statements to replace the missing documents.

KJML(FM) faces hearing on various issues

The FCC last week set the license renewal application of KJML(FM) Sacramento, Calif., for hearing on numerous issues including programming and unauthorized transfer of control questions. Action on Town and Country Broadcasters Inc.'s renewal application for KJML(FM) was deferred following a field investigation which the commission said raised a number of serious questions as to whether Town and Country possesses the qualifications to remain a licensee.

At issue are questions of misrepresentation or concealment of information; knowledge and control of the content of foreign-language broadcasts, and alleged violations concerning regulations on limitations on holding and transfer of licenses, filing of contracts, ownership reports, time of operation, maintenance logs, retention of logs and announcement of sponsored programs.

BROADCASTING, Dec. 22, 1969
Pacifica-type group seeks L.A. ch. 58

Aim of Viewer-Sponsored Television Foundation is exploring social problems

A grass-roots group, patterned after and giving indication of alignment with the Pacifica Foundation stations in radio, last week started a public campaign to establish a noncommercial, viewer-sponsored, essentially news-and-public-affairs-oriented television station for Los Angeles.

The group, calling itself Viewer-Sponsored Television Foundation, is seeking a license for channel 58 Los Angeles. Currently there are two other applications pending for this noncommercial allocation—Los Angeles Unified School District and Community Television of Southern California, already licensee of noncommercial KCET (tv) Los Angeles (channel 28).

Starting this month, the Viewersponsored Television Foundation is planning to ask citizens of Southern California to contribute $25 or more a year each to support the station. The solicitations will be made by volunteers, mostly young people, at meetings, public gatherings and street corners. Viewers will be given a vote in the nominations and elections of members to the board of directors of VSTF. They also will be promised that their opinions on programming "will be scientifically polled."

The viewer-sponsored TV station, if it should be licensed by the FCC, intends to broadcast programs that would be designed to offer solutions to social problems. Such programming would be presented in the form of "in-depth" news and public-affairs programs.

A news conference was held in Los Angeles last week to announce VSTF's plans. It was fronted by television actor Leonard Nimoy and businessman Harold Willens, a prime mover in the anti-Vietnam war movement. Both men are on the current 29-member board of directors of VSTF.

There are three officers of VSTF. They are Frank W. Orme, executive director of the National Association for Better Broadcasting, chairman; Clayton L. Stouffer, a college educator, president, and Leslie Parrish, an actress and public relations officer. Stouffer was publicly involved in the political campaigns of Senator Eugene McCarthy for president and city councilman Thomas Bradley for Los Angeles mayor, secretary-treasurer. Listed on VSTF's board of directors are such well-known names as radio-TV personality Les Crane; film producer Robert Wise; writers Budd Schulberg, Rod Serling, Richard M. Powell and Joel Kane; union leader Paul Schrade; University of Illinois professor Harry J. Skornia; and American Civil Liberties Union official Eason Monroe. The VSTF board also includes four representatives each from the local black and Mexican-American communities.

Mr. Stouffer, who currently is teaching part time at the University of California at Los Angeles, estimated that the earliest the station would get on the air is July of 1971. He indicated that initially it would not be totally viewer supported. "We're looking for loans, grants or any other means to support the station," he told Broadcasting. The station projects a construction cost of some $500,000 with about $150,000 of that total in the first year earmarked for equipment and the remainder for operating costs. A lease-purchase agreement of strictly monochrome equipment is being negotiated with the Ampex Corp.

According to Mr. Stouffer, the new TV station would share a transmitter with KPFX(FM) Los Angeles, which is owned by the viewer-sponsored Pacifica Foundation. Mr. Stouffer also said it was conceivable that the viewer-sponsored radio and TV outlets could share some programing. He explained however, that the TV station itself plans to produce locally maybe 70% of its programing. Initially, the station would broadcast only in the prime evening hours. There could be some in-school instruction programing, however, in daytime.

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Announced:
The following sales were reported last week and will be subject to FCC approval:

• WSUB(AM) and construction permit for WSUB-FM, both Groton, Conn.: Sold by Lawrence A. Reilly and James L. Spates to William Crawford and Thomas J. Noonan for about $500,000. Mr. Crawford was formerly vice president and general manager of WDRC-AM-FM Hartford, Conn.; Mr. Noonan is a New York public relations executive. WSUB is a daytimer on 980 kc with 1 kw. WSUB-FM has a CP for 105.5 mc with 3 kw and an antenna 275 feet above average terrain. Brokers: Avpro Inc. and John H. Vondell.

• WYZE(AM) Atlanta: Sold by Roy V. Harris to George Johnston III, George W. Barber Jr. and Lathrop W. Smith for $400,000. Mr. Johnston has 60% interest in WJLD(AM) and WJLN(FM)

Broadcasting, Dec. 22, 1969

- WAGY-FM Forest City, N.C.: Sold by G. T. Becknell and others to Don H. and Shirley C. Lovelace, E. Raymond Parker and Bright G. Parker for $200,000. Sellers own WAGY(AM) Forest City and buyers own WREC(AM) Gulfney, S.C. WAGY-FM is on 105.3 mc with 100 kw and an antenna 890 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 58).

- KMCO(AM) Conroe, Tex.: Sold by Eunice Hardy Smith and others to Earle Fletcher for $245,000. Mr. Fletcher owns KCLE-AM-FM Cleburne and 80% of KBRN(AM) Bowie, both Texas. KMCO is a daytimer on 900 kc with 500 w.

- KAIN(AM) Nampa, Idaho: Sold by Mrs. Doyle Cain and Howard Naziger to Brent T. Larson and Henry A. McNeal for $135,000. Mr. Larson is a salesman for KINS(AM) Eureka, Calif., and Mr. McNeal is a retail sales representative for Texaco Inc. KAIN is full time on 1340 kc with 1 kw day and 250 w night.

- WWCC(AM) Bremen, Ga.: Sold by James H. Shedd and others to Miles H. Ferguson, Thaddeus K. Brown and others for $100,000. Mr. Ferguson has majority interest in WRLD(AM) West Point, Ga., and also has interest in WJHO(AM) Opelika, Ala., and WDSR(AM) and WTLF(FM), both Lake City, Fla. Mr. Brown is salesman for WBRN(AM) Warner Robbins, Ga. WWCC is a daytimer on 1440 kc with 1 kw.

- WOON(AM) Munising, Mich.: Sold by James E. and Leah D. Poeseke and Vernon H. Uecker to George Freeman for $61,500. Mr. Freeman is general manager of WCCC-AM-FM Hartford, Conn. WOON is full time on 1400 kc with 1 kw day and 250 w night.

NBC gives grants to educational outlets
Three noncommercial stations—WETA-TV Washington, WNDR(TV) New York, and WTTW(TV) Chicago—are recipients of grants from NBC totaling $590,000.

The gifts are part of a previously announced appropriation of $1.5 million earmarked for noncommercial stations in cities where NBC owns stations and for the Corp. for Public Broadcasting. The new grants—$280,000 for WETA, $175,000 for WNDR, and $135,000 for WTTW—are to be used for capital improvements.

Braren says Pastore bill means less regulation
Warren Braren, former manager of the National Association of Broadcasters New York code office and a critic of the industry’s attempts at self-regulation, last week told the Senate Communications Subcommittee that the Pastore license-renewal bill would lead to even less self-regulation than broadcasters presently impose upon themselves.

“Stations cannot be expected to change their attitudes toward self-regulation if they are virtually assured of keeping their licenses, short of gross malpractice,” Mr. Braren said. “Without the realization that at license-renewal time a competing applicant might demonstrate to the FCC that he can better serve the public, stations have little reason to re-examine and improve their current methods of operation. . . . The result will be to leave stations secure in the notion that self-regulation is nothing more than a practical tool of the trade.”

Mr. Braren made his remarks in a statement inserted into the subcommittee’s hearing record on the bill, introduced by Senator John O. Pastore (D.-R.I.), that would protect broadcasters from competing applications at renewal time. It was Mr. Braren who earlier this year charged in testimony before the House Commerce Committee that NAB spokesmen had misled Congress and the public by claiming to have an effective program of self-regulation, particularly with respect to cigarettes (BROADCASTING, June 16).

Secondary market group vows anticiplable campaign
The FCC’s latest order permitting CATV origination of programs and sale of commercials and proposed copyright legislation (BROADCASTING, Dec. 15) before Congress were sharply condemned last week by the secondary market television committee of the National Association of Broadcasters.

The committee vowed to head a campaign to “alert the public to the dangers inherent in these actions.”

Dale G. Moore, chairman of the committee and president of KGVO-TV Missoula, Mont., said: “The deadly combination of CATV origination of programs with commercials, coupled with excessive importation of far away television signals will debilitating or destroy free television in the smaller markets of America.”

Mr. Moore said the result inevitably will be pay television with millions of people paying for the same programs they now receive free.

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BROADCASTING, Dec. 22, 1969 21
KSL renewal case stirs policy issues

Appeals judges weigh use of license hearing to change policy, note illegality isn't charged

Should the FCC be obliged to hold a license-renewal hearing as a means of reshaping policy when the station involved is not alleged to have violated existing policy or rules? Can the sum of a number of a licensee's ownership interests be against the public interest if none are illegal?

These are among the critical questions a panel of the U.S. Court of Appeals for the District of Columbia was left with Tuesday, after hearing arguments on the appeal of two Salt Lake City residents who are opposing the renewal of KSL (AM) in that city.

Complicating the questions is the fact that the commission is reviewing policies and rules that underly the issues raised. These deal with concentration of control of mass media and conglomerate ownership of media.

The complainants, Ethel C. Hale and W. Paul Wharton, are principally concerned about what they say is the concentration of control of media that the KSL licensee, Bonneville International Corp., owned by the Mormon church, exercises in Salt Lake City.

The commission in July 1968 denied their petition and granted renewal by a 3-to-1 vote. Subsequently with only six members voting, the commission denied a petition for reconsideration on a tie vote, 3-to-3 (Broadcasting, Jan. 2).

The concentration-of-control issue involves an interlocking ownership of broadcast and newspaper interests. Besides KSL, the church owns KSL-FM-TV and the Deseret News, one of two daily newspapers in Salt Lake City. The News and the Salt Lake City Tribune have a joint operating agreement for combined publishing and business operations.

The Tribune, in turn, owns 35% of KUAT-TV, one of the other two VHF stations in the city. Other owners of the station, the A.L. Glasmann family, control KALL-AM-FM Salt Lake City and the Ogden (Utah) Standard Examiner. Some members of the family control KLOX-AM Ogden.

The church, in addition, owns or controls eight radio and television stations in Seattle; Idaho Falls, Idaho; Kansas City, Mo., and New York, as well as an international short-wave station. And, in the view of Commissioner Nicholas Johnson, who voted for a license-renewal hearing, the church is a "significant industrial conglomerate corporation" because of widespread business, farming and ranching interests.

But Judge Carl McGowan, one of two appeals court judges who heard the arguments, appeared troubled by the lack of allegations of wrongdoing. A legislative body may well conclude that the ownerships involved in the KSL case should be prohibited by rule, he said. But "as long as there is no rule or law, don't you have to at least allege" that adverse effects will flow from them, he asked Robert Levin, counsel for the complainants.

Judge McGowan, in fact, indicated impatience with those who request the court to remand cases to the FCC for hearings but "who have no idea of what the hearing will be about." "The idea of hearing," he said at another point, "is not something that floats around in the air; you've got to know what's involved."

And Judge Roger Robb observed that if the commission were to deny renewal on the basis of the complainants' charges it would effect "a radical change in policy," one that would have to be applied in similar situations elsewhere.

Mr. Levin agreed that a denial of KSL's renewal would have "wide implications." And as to Judge McGowan's concern with what a hearing would be expected to develop, Mr. Levin said the complainants were not seeking a hearing, as such. A hearing, he said, "is a procedural step between what we asked for and what must be done."

"On the facts before the commission," he said, "KSL is an unfit applicant." At another point he said that it is the "cumulative" effect of KSL's ownership interests that must be considered, not whether any one of them is illegal.

He said the commissioners voting for a hearing—Commissioners Johnson, Kenneth A. Cox and Robert T. Bartley—felt there were sufficient grounds for denial. And he suggested that the commission staff could be used to develop the hearing issues.

But Judge McGowan clearly felt that was a job more properly for private counsel. "If you're relying on the commission staff," he said, "your clients are not being very well served."

He said he doubted that the commissioners voting for a hearing believed that complainants would simply "fold their hands" after a hearing order was issued.

D. Biard MacGuineas, representing the commission, and Glen A. Wilkinson, counsel for KSL, stressed that as the complainants had not alleged any wrongdoing—simply that, as Mr. MacGuineas said, "here is a situation, and it's bad."

They noted that the commission is reviewing the issues raised in the complaint in two proceedings—a rulemaking aimed at barring broadcasters from owning more than one full-time station in a market and an inquiry into the implications of conglomerate ownership of broadcast media.

And Mr. MacGuineas noted that the commission last month renewed without a hearing the license of WTOP-AM-FM-TV Washington, in the face of similar concentration-of-control complaints that were filed by Washington area residents (Broadcasting, Dec. 1). The commission, he said, felt the concentration-of-control issue "should be decided on the basis of rulemaking." The vote in that case was 5-to-0, with Chairman Dean Burch not participating and Commissioner Johnson absent.

Abel due to quit NBC for Columbia U. post

Columbia University's board of trustees was expected last Friday (Dec. 19) or within the next several days to approve selection of NBC diplomatic correspondent Elie Abel as the new dean of the Columbia University Graduate School of Journalism, replacing acting dean Richard T. Baker.

According to Christopher Trump, assistant dean of Columbia's Graduate School of Journalism, the announcement is "just a formality." He said he hoped Mr. Abel would begin in his new position for the semester starting in February 1970. Mr. Abel's name was submitted by Dr. Andrew W. Cordier, Columbia University president.

Mr. Abel, with a background in both print and electronic journalism, reportedly was first choice of a "search committee" of faculty, alumni and students. With NBC since 1961, Mr. Abel spent 10 years with the New York Times and also was Washington bureau chief of the Denver Post.

NBC officials said no decision has been made on a replacement for Mr. Abel in Washington. Mr. Baker has been serving as acting dean since Edward W. Barrett resigned in August 1968 after a disagreement with the university on official reaction to the student disturbances.

22 (The Media)
Holiday greetings from all of us to all of you

Al Abrams
Earl Abrams
Rose Adragna
Dave Belkin
Laura Berman
Théodore Bolkus
Pam Bradley
Sara Bryant
Michael Carrig
Larry Christopher
Dorothy Collins
Joanne Cowan
Rufe Crater
William Griger
George Dant
Joe Eser
Rocco Famighetti
Fred Fitzgerald
Donna Gallitto
Morris Gelman
David E. Glickman (ret.)
Laura Grynkind
Hazel Hardy
Sid Hix
Ed James
Alan Jarvis
Kwatin Keenan
Delfo Kelly
Lucy Slim
Art King
Sandy Klausner
Bill Loch
Maury Long
Marie Ann Lucchetti
Bob Malone
Helon Manesian
Eleanor Manning
Mehrl Martin, Jr.
Greg Masefield
Tom McLean
Bill Merritt
Caroline Mayer
Warren Middleton
Steve Millard
Irv Miller
Debbie Nordin
Byrne O'Donnell
Norm Osborn
Jean Powers
Bruce Robinson (ret.)
Dan Reddy
Bob Sandor
Susan Schmitt
Bob Shell
Harry Stevens
Betty Taishoff
Larry Taishoff
Sol Taishoff
Hy Tash
Shirley Taylor
Sheila Thacker
Eunice Weston (ret.)
Harriette Weinberg
Dave Whitcombe
Arbella Williams
Bertha Williams
Leo Zaidenberg

Broadcasting Publications, Inc.
AT&T draws fire on AM-FM line boost

NAB, Intermountain rap FCC action, fear harm to remote stations

The National Association of Broadcasters and the Intermountain Network last week jointly asked the FCC to reject higher AM-FM line charges proposed by the American Telephone and Telegraph Co. The commission has deferred the effective date of the increases from Nov. 1, 1969, to Feb. 1, 1970.

The two groups said the commission, in deferring the increases, already had given sufficient reason for rejecting or suspending the new tariff when it stated that under the higher rates "the rights and interests of the public may be adversely affected." Calling the three-month suspension inadequate, the groups said that "by suspending the proposed tariff for only a period of 90 days, the commission has failed in its responsibility of adequately protecting the public.

NAB and Intermountain said an examination of various AT&T reports showed a "revenue per circuit of $485 in 1968 for all private-line service but $8,852 for audio, or a revenue for audio of almost 20 times the average. AT&T's "per circuit" revenue from audio, they said, was "almost 60 times as great as its return from telephone, six times as great as from Teletype and telegraph, and twice as great as its return from Telpak."

The groups' petition also suggested that regional and possibly national networks may be required to curtail service and revise affiliation contracts to absorb the increases, or to place the economic burden directly on affiliates. It said many stations, especially those in remote areas, will no longer be able to afford continued network affiliation.

"Many popular program features such as area and regional sporting events will have to be eliminated... The resulting withdrawal of network service will cause a curtailment of news and public affairs programming in communities where the local station may be the only source of national and regional news, the petition added.

NAB and Intermountain said AT&T has failed to date to "explain the reasons for these proposed changes or to show facts justifying the rate increase."

In another filing, the All-Channel Television Society, which represents UHF interests, asked that it be allowed to intervene in the commission's proceedings involving AT&T's tariff.

ACTS said many UHF's would be hard-hit by the proposed increases in line charges, noting that the stations would "suffer a substantial and severe upward increase in the cost of their audio and video loops and station connection charges." ACTS pointed out that many UHF network-affiliated stations do not have such charges absorbed by the network, and must bear the increases directly.

UHF's which carry the programs of more than one network on a per program basis, and independents utilizing local audio and video loops to carry sporadic, special-program origins, ACTS added, also would be severely affected.

Media notes:

Hosts to Hill - A congressional reception will be held Feb. 4 in Washington's Mayflower hotel by the National Cable Television Association as part of National Cable Television Week. (Feb. 1-7). Named as co-chairman: William Bresnan, H&B American; Bill Daniels, Bill Daniels & Associates; Irving Kahn, Teleprompter Corp.; J. Leonard Reinsch, Cox Cable Communications Inc., and Monroe M. Rifkin, American TV & Communications Co.

New acquisition - Basic Communications Inc., Wheeling, W. Va., announced the purchase of B-W Music Inc. and its publishing division, Wel Dee Music. The new acquisition will make Berk Fraser, a Basic Communications' vice president to general manager of a proposed new subsidiary, Jambooree, U.S.A. Inc., and to director of the W W W A (A M) Wheeling Jamboore show.

Newsmen admitted - NBC News correspondent Carl Stern, a member of the bar of Ohio and the District of Columbia, has been admitted to practice before the U.S. Supreme Court. He covers the court and also the Justice Department.

CBS study tells all about the 'Modern Eve'

The CBS-Owned Television Stations Division has released results of a study of the media preferences of women. The study was conducted by R. H. Bruskin Associates under the aegis of the division's new retail development department.

Bruskin surveyed 1,103 women in the five markets served by CBS-owned television stations. The research findings reflected a pronounced preference for television among women, especially those under 35. According to the report, women interviewed responded to the terms "different," "exciting" and "progressive," when asked their advertising on television.

"The Temptation of Modern Eve," a booklet outlining the results of the study, is being distributed by the five CBS-owned TV stations (WCBS-TV New York; KNXT-TV Los Angeles; WBBM-TV Chicago, WCAG-TV Philadelphia, KMOX-TV St. Louis).

CPB asks school project aid

Corp. for Public Broadcasting President John W. Macy Jr. last week urged the House General Subcommittee on Education to support an in-school instructional television project following the example of Children's Television Workshop's Sesame Street now on public television stations. Mr. Macy plans to convene the educators early next year and prepare a specific proposal to be funded by government and private sources, including CPB. Possible subjects for the instructional effort could be the administration's Right to Read program or a high school equivalence series for veterans and others, he said.

Radio all-channel group set up; Hoeck at helm

The election of officers and the formation of a permanent staff for the All-Industry Committee for Radio All-Channel Legislation were announced in New York last week.

Walter A. Schwartz, president of ABC Radio, who has been elected president of the committee, said that a campaign will be mounted to help passage of legislation pending in the House and Senate that would require all radios sold in interstate commerce or imported to be capable of FM as well as AM reception ("Closed Circuit," Dec. 15).

Roger Hoeck, who had been vice president—radio of the American Research Bureau since 1965, has joined the committee as executive director to implement its program.

Chosen as vice chairman of the committee are Robert Cole, vice president CBS Radio division, CBS-owned FM Stations; David C. Croninger, president, Metromedia Radio Division, and George A. Koehler, general manager, Triangle Stations. John T. Lawrence Jr., general manager, WQL(LFM) Philadelphia, has been elected secretary, and Arch L. Madsen, president, Bonneville International Corp., treasurer.

Mr. Schwartz said the committee plans to enlist broad-based industry support and will begin a campaign in January for membership. The committee, he added, "will be funded on a contribution basis" by members.

24 (THE MEDIA)
BEAT THE CLOCK IS RUNNING FAST ... AND GAINING ALL THE TIME

NEW YORK No. 1 WITH WOMEN VIEWERS (18-49) AMONG ALL SYNDICATED GAME SHOWS.*

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<td>11/10—11/21/69</td>
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<td>% INCREASE</td>
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YOU DON'T EVEN HAVE TO TELL TIME TO SEE THAT STATIONS ALL OVER THE COUNTRY ARE SETTING NEW RECORDS IN AUDIENCE GAINS WITH THE ALL-NEW "BEAT THE CLOCK."

% of Share Increase
Over Previous Show in Time Period

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<td>BUFFALO**</td>
<td>WKBW-TV</td>
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<td>CLEVELAND</td>
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<td>133%</td>
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<td>DETROIT</td>
<td>WKBD-TV</td>
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<td>LOS ANGELES</td>
<td>KCOP</td>
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<td>MINNEAPOLIS</td>
<td>KMSP-TV</td>
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Source: NSI Oct. '68 and '69
*New York NSI Oct. '69
**ARB Oct. '68 and '69

BEAT THE CLOCK... A full 52 weeks of strip-programming... in color... on tape... featuring Jack Narz as host... with guest celebrities like Hugh O'Brien, Nipsey Russell, Rocky Graziano, Fannie Flagg, Troy Donahue, Gordon MacRae, Gretchen Wyler, Dick Clark and many more.

444 West 56th Street
New York, N.Y. 10019
(212) 957-5010
Wasilewski contract affirmed by NAB board

Full board ratification of the contract extending Vincent T. Wasilewski's tenure as president of the National Association of Broadcasters for two more years was virtually complete last week.

Willard E. Walbridge, chairman of the NAB board, said only affirmative answers to a poll on the contract were received. Although Mr. Walbridge declined to give a specific count it was indicated only two or three board members had failed to respond by the end of the week.

Mr. Wasilewski's contract was offered to him and he accepted it at a meeting of the executive committee in Los Angeles. It was reported some board members were unhappy with the method used to obtain approval and premature announcement, but the lack of any dissenting vote seemed to indicate no serious disagreements.

Nevertheless, in an effort to clear any misunderstanding, Mr. Walbridge contacted the entire 44-member board again by wire with the assurance no attempt was made to pre-empt the prerogatives of the full board.

Mr. Walbridge's telegram said in part: "We did not intend to ask for mail vote but in transmission to Washington staff from LA meeting this erroneous impression was gained and wire you received went out." Mr. Walbridge said the committee thought its offer of a contract to Mr. Wasilewski was proper to stabilize the industry and ease staff uncertainty created by "inaccurate reports" of Wasilewski's leaving.

Mr. Walbridge said the matter would get full airing if desired at the board meeting which is Jan. 19-23 in Hawaii.

When it was thought Mr. Wasilewski might be leaving NAB, a group of board members who are also members of the Association of Maximum Service Telecasters, and who had met the previous week in La Quinta, Calif., had suggested a study of NAB itself be made to determine its state, possible need for restructuring or statement of aims. The decision of Mr. Wasilewski to remain appeared to blunt the purpose of such a move since it was based upon his expected resignation. However, Mr. Wasilewski said he had no objection to such a study although he would suggest that it be made by NAB members. Definitely, he said, he is opposed to the use of an outside consultant firm. He said he saw no value in that type of study to NAB.

Phone firm, Harriscoscope reach CATV sale terms

United Utilities Inc., an independent telephone company with CATV holdings, has reached an agreement in principle for the sale of its wholly-owned CATV systems to Harriscoscope Broadcasting Corp., group broadcaster and multiple CATV owner.

United Utilities announced last spring that it intended to sell out its CATV holdings—numbering over 50 systems in 10 states—because of the FCC's regulatory policies. Details of the agreement with Harriscoscope, which holds interests in 10 CATV systems, mainly on the west coast, and owns five TV and two AM stations, were not disclosed.

United Utilities also announced that it had sold its 50% interest in Multi-Channel TV Cable Co., Mansfield, Ohio, to the Mansfield Journal.

Broadcast Advertising

American Brands loses first round

But favorable decision later this month could keep its spots on the air without code interference

American Brands Inc. was turned down last week in its request for a court order temporarily blocking implementation of new National Association of Broadcasters code guidelines governing the use of "tar" statements in cigarette advertising. But the company still has a chance of getting a court order shelving the guidelines before they become effective, on Jan. 1, and prohibit broadcasters from carrying commercials for two American brands.

Judge Matthew F. McGuire of the federal district court in Washington last Monday (Dec. 15) denied the request for a temporary restraining order that would have barred the NAB and the three television networks from abiding by the new guidelines until American could seek a preliminary injunction. Judge McGuire heard arguments on the motion for the temporary order on Dec. 12 (BROADCASTING, Dec. 15).

However, the parties involved subsequently agreed to Dec. 29 as the date for a hearing on the preliminary injunction. Thus, a prompt decision favorable to American would keep the commercials on the air without interruption while the underlying antitrust suit that the company has filed is litigated.

And that could mean American would not have to drop or modify its commercials for the affected brands—Pall Mall Golds and Silva Thins—until all cigarette commercials are banned from the air by Congress. The Senate has passed a bill that would take all cigarette commercials off radio and television by Jan. 1, 1971 (BROADCASTING, Dec. 15). However, the House has not yet approved that legislation.

The guidelines which American is seeking to overturn would require it, in its advertising of the two brands, to state the name of the competing cigarette to which it compares its brand and to state "tar" content in milligrams in smoke of the lowest and highest-yield of domestic cigarettes as reported by the Federal Trade Commission.

The guidelines are based on a policy statement issued by the trade commission. And the statement, in turn, stems from a complaint the commission has filed against American, charging it with deceptive advertising.

American, which has denied the charge, claims in its complaint that the trade commission is using the NAB code to secure the relief it is seeking in its complaint and that the NAB and networks and other code members who honor the new guidelines are engaging in an illegal conspiracy in restraint of trade. The networks earlier this month notified American they would abide by the guidelines.

American is seeking a permanent injunction barring the NAB and all code members from implementing the new guidelines, and the trade commission from acting on its complaint. American also seeks monetary damages against
One of the nation’s newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big, rich Southern markets of Albany, Georgia ... Panama City, Florida ... Monroe, Louisiana ... and El Dorado, Arkansas ... with the ever-expanding Gray Communications Cablevision Company, and one of the South’s best known newspapers, The Albany Herald.

Although Gray Communications is new, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets ... sell it better. Contact your representative and Gray Communications with confidence!

Gray Communications Systems, Inc., James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.

Gray Communications Systems, Inc.

WALB-TV (10) Albany, Georgia
WJHG-TV (7) Panama City, Florida
KTVE-TV (10) El Dorado, Ark.-Monroe, La.

Represented by Adam Young-VTM

The Albany Herald, Inc.
Albany, Georgia
Represented by Ward-Griffith Company
Gray Cablevision, Inc.
Albany, Georgia
the broadcast-industry defendants.

Judge McGuire denied the request for a temporary restraining order on the grounds that "there does not appear" to be "any critical significance" between the new guidelines and the FTC complaint, and that America's claim "of irreparable damage appears to be one of conclusion rather than of fact." He also said that "the public interest" factor involved "is overwhelming if not compelling."

Judge McGuire granted America's motion to take depositions of network, NAB and FTC personnel in preparation for the hearing on the preliminary injunction.

Rooney In new firm

Motion-picture and television performer Mickey Rooney has formed a company, Mickey Rooney Unlimited, that will specialize in producing broadcast commercials for local and regional advertisers. Mr. Rooney expects to create and produce his own commercials. He also plans to appear in them and on behalf of such advertisers as local automobile dealers, local appliance stores, banks, savings-and-loan institutions, gas and oil companies, and cleaning establishments. The performer's services as a commercial spokesman will be granted on an exclusive basis in each local market.

Sales are to be coordinated through the Charles H. Stern Agency in Los Angeles, which represents performers for work in TV and radio commercials.

NAB engages Loevinger for antitrust suit

Lee Loevinger, former FCC commissioner and before that head of the Department of Justice antitrust division, last week was retained by the National Association of Broadcasters as special counsel to represent it in the antitrust suit filed by American Brands against NAB, ABC, CBS and NBC (see page 26).

The NAB noted that this is the first antitrust action in the history of the NAB codes. It has also observed that the NAB Code Authority sought Federal Trade Commission guidance regarding the description of tar-and-nicotine content of a cigarette in advertising. It quoted the FTC letter which sets forth the disclosures it believes should be made by cigarette advertisers who wish to refer to tar-and-nicotine content and to compare such content with other cigarette brands. The committees of the radio and television code review boards met with the authority on Oct. 21 and agreed to implement the

Now the spotlight is on conferees

Senate-House to thrash out differences in approaches to cigarette advertising

Early next year, the fate of broadcast cigarette advertising will pass into the hands of a joint Senate-House conference committee, which will have to reconcile the differences between the tough cigarette bill passed by the Senate (BROADCASTING, Dec. 15) and the far milder version approved earlier this year by the House. The committee will have its work cut out for it, but Senate leaders are confident that their version will prevail.

The Senate bill, approved in a Friday evening session on Dec. 12, includes the crucial provision of the Senate Commerce Committee's bill—a statutory ban on broadcast cigarette advertising, effective Jan. 1, 1971. Two other major provisions were modified by amendments introduced by Senator Frank E. Moss (D-Utah) and Senator Norris Cotton (R-N.H.).

The Cotton amendment, supported by Senator Moss, loosens the committee's proposed restriction on Federal Trade Commission regulation of cigarette advertising. It would allow the FTC to require health warnings in all cigarette advertising as of July 1, 1971, instead of the committee's proposed date of July 1, 1972. It would also permit the FTC to move sooner if it found that tobacco companies were switching from broadcast to print advertising so massively that it could be considered a "gross abuse."

Senator Moss also got the Senate to approve a new required health warning for cigarette packages — "Warning: Cigarette smoking is dangerous to your health." The committee had proposed "Warning: Excessive cigarette smoking is dangerous to your health." but Senator Moss—who argued that any smoking, not just "excessive" smoking, is dangerous—carried the Senate by three votes, 38-to-35. Most observers feel that if the FTC decides to require health warnings in print advertising, it will utilize the wording on the cigarette package.

The amended Senate bill passed by a vote of 70-to-7, as a number of tobacco-state senators joined the majority apparently in the belief that even strong cigarette legislation would be better than no legislation at all. If Congress fails to act, the FCC and FTC are waiting in the wings with rulemaking proposals that would, respectively, ban broadcast cigarette advertising and require health warnings in other advertising.

The Senate has now formally returned this bill to the House, which technically has three options open: the Senate-House conference, further House Commerce Committee hearings, or passage, of the bill as it stands. In view of the differences between House and Senate versions of the bill, routine passage is highly unlikely. Further hearings are also a longshot, since the arguments on both sides of the cigarette question have been so thoroughly aired.

What remains is the task of political surgery. The Senate bill must be reconciled with a House bill that is almost a simple extension of previous cigarette legislation. The House voted to require a new health warning—"Warning: The Surgeon General has determined that cigarette smoking is dangerous to your health and may cause lung cancer or other diseases"—but it prohibited regulatory action on cigarette advertising for six years and in other ways generally upheld the status quo.

The conference committee that presumably will tackle the job of reconciliation would be composed of Senate and House representatives chosen by the leadership in each house. Normally (though not necessarily), the conferees would come from the committees that considered the bill—in this case, the two commerce committees. The exact number of representatives is left to the discretion of the two houses.

The conference would not be strictly a one-man, one-vote affair. In effect, there are only two votes in conference—the House and Senate. The majority in each group of conferees would de-
termine how the vote would be cast. Thus, if there were three Senate conferees and nine House members, each house would still have equal weight in the conference.

No firm estimate of the prospects for cigarettes can be made until the conferees are named. In outline, it appears that the statutory ban will have to compete with proposals that would permit voluntary withdrawal of cigarettes from the air, and that some legislators may want to impose stricter controls on the FTC than those proposed by the Senate.

Senator Moss was one of those who favored legislation that would grant antitrust immunity to tobacco companies so that they could withdraw as a group from broadcast advertising. The senator withdrew that amendment on the Senate floor after his FTC and package-warning provisions had already gone through. He indicated then that the bill as it stands is satisfactory to him, although he would have preferred the voluntary withdrawal.

Since both the broadcast and tobacco industries have proposed plans for voluntary withdrawal, the issue in conference will apparently be one of how to get cigarettes off the air, not whether they should go off the air.

The FTC's role in regulation of cigarette advertising is the question that may divide the conference above all others. Senator Moss vowed to filibuster rather than allow the Senate to restrict FTC action until mid-1972. The House bill called for a prohibition of FTC regulation of the advertising through 1975 — and, by implication, includes the FCC as well. An aide to one key Southern congressman indicated that opposition to FTC-imposed health warnings is still alive in the House.

As for the health warning on the package, it will apparently be an either-or proposition. Senator Moss indicated in floor debate that the House proposal is less objectionable to him than the Senate Commerce Committee's reference to "excessive cigarette smoking." His primary objection to the House wording is its length rather than its message, Senator Moss said.

The senator, who has won practically every battle over cigarettes since the issue came to the Senate last summer, now says he will demand that the Senate's version prevail in conference. Otherwise, he says, he will see to it that no bill passes—which would permit the regulatory agencies to move.

Many Washington observers believe, however, that the two houses are not irreconcilable and that the Senate will get much of what it wants before Congress adjourns late in 1970. The House passed its bill in a different political climate from that surrounding the Senate deliberations, and the apparent discrepancies in their positions may be deceptive.

When the bill comes out of conference—if it does—both houses will have to approve the final measure.

Rep appointments:
- WFED(AM) Bedford, Pa.: KLEF(AM) Lubbock, Tex.: AAA Representatives.

Radio-TV to back Yoo-Hoo's expansion

The Yoo-Hoo Chocolate Beverage Corp. plans what its agency, Weiss & Geller Inc., New York, terms a "great expansion" of radio and TV advertising for 1970 in the Midwest. "A quarter of a million" budget is the figure given by the agency.

The Yoo-Hoo Corp., at Carlstadt, N.J., recently opened a franchised bottling plant in Madison, Wis., to serve the entire Midwest. The campaign was kicked off Dec. 15 on radio and TV in Minneapolis-St. Paul.

Agency appointments:
- Super-Test Oil and Gas Co., Tampa, Fla., a division of Signa Oil Co. of California, has appointed Louis Benito Advertising to handle its advertising and promotion.
- Usen Products Co., Woburn, Mass., has appointed Sullivan, Stauffer, Collwell & Bayles, New York, as its advertising agency for Tabby Cat Food, effective Jan. 1, 1970. Usen is a subsidiary of Unilever's Thomas J. Lipton Inc. SSC&B stands to gain between $1 million and $2 million in billings from Tabby business. Previous agency was Lois, Holland, Calloway, New York.
- Spring Mills consumer division and apparel fabrics has named A&K Advertising, New York, wholly-owned subsidiary of Ted Bates & Co., as its agency effective Jan. 1, 1970. BBD0, New York, is the present agency. A&K President Alvin Cherekin says he expects his new client to show continued interest in TV.
Middlemen clash in court

Damages totaling $5 million sought by RDR Associates from Shepard's Media Corp. and King's U.S. Transit

Independent media-buying services, which had to fight off criticism and attack from some skeptical advertisers and agencies in 1969 (Broadcasting, Sept. 29), are moving into 1970 with signs of fighting among themselves.

Two of the leading outside media specialists are embroiled in a legal battle. RDR Associates Inc., New York, parent company of Time Buying Services Inc., has filed a $5-million damage suit in New York Supreme Court against Albert Shepard, president of Media Corp. of America, New York, and his company; U.S. Transit Advertising Network Inc., New York, and Norman King, who is described as "allegedly the controlling stockholder and chief operating official" of U.S. Transit. Mr. King also is president of U.S. Media International, New York, reputedly the largest of the outside media-buying services.

Neither Mr. King nor Mr. Shepard would comment last week on RDR's suit against them.

The suit was revealed in a preliminary prospectus for a public stock offering of 400,000 shares of RDR common stock, 350,000 of which are to be sold by the company and 50,000 by Samuel Wyman, its president. The action, filed in the New York court last October, charges that Mr. Shepard had access while he was executive vice president of Time Buying Services. It further alleges that U.S. Transit owns 60% of the stock of Media Corp. and that Mr. King controls U.S. Transit.

RDR's complaint states that the defendants enticed key employees to leave TBS, diverted present and prospective customers away from TBS to Media Corp. and made use of confidential information to which Mr. Shepard had access while he was executive vice president of TBS.

The proceeds of approximately $2 million from the RDR stock issue are to be used mainly to establish five branch offices and to expand the computer programming system operated by Dynatech Data Services, of which RDR has agreed to buy 40%.

RDR was incorporated in 1960 as a barter company and through TBS moved into the time-buying field in 1968. The time-buying subsidiary now accounts for 85% of its business, according to the prospectus.

RDR lost money in 1967 and 1968, but reported net earnings of $339,832 in the first nine months of 1969 on revenues of $1,584,884. The prospectus also sheds some light on how media services are paid.

"The company receives a fee of up to 15% of the cost of the spot time it purchases. The fee is payable out of the total amount allotted for spot-time advertising and is in addition to the commissions payable to the advertising agency of the advertisers (usually 15% of such amount)."

The public offering of RDR stock will be made through H.L. Federman & Co., New York, and is scheduled to be completed in from two to three weeks if no delays are encountered.

Mr. Wyman now has a yearly salary of $60,000 and 10,000 deferred options. The prospectus lists the salaries of executive vice presidents Fred L. Netter and Stanley Leipzig as $75,000 and $48,000 respectively in 1970.

If its public offering goes through, RDR will be the second media service to have gone public. Late last fall, Media Corp. offered 60,000 common shares at $5 per share. The offering was accepted and its stock is being traded publicly.

The offering circular confirms that U.S. Transit owns shares in Media Corp., but lists its ownership at 50.7% before the offering and 38% after the offering. It further acknowledges that a principal shareholder of U.S. Transit "is an officer, director and principal shareholder of a company which competes with the company in the area of media time buying."

SRA offers short cuts for makegoods in spot

Station Representatives Association, New York, suggested a time-saving plan last week to about 50 of the top spot radio and television advertising agencies. SRA Managing Director M. J. Kellner wrote the agencies that Dancer-Fitzgerald-Sample, New York, has "successfully instituted the procedure of allowing representatives to select and approve makegoods when spots are missed and after so doing to advise the agency."

Mr. Kellner said the representatives have been "most conscientious in selecting makegoods to assure at least equivalent values for the spots missed." "Obviously," he added, "if the privilege is abused, the representative's permission to perform this function would be withdrawn."

The suggested instruction to be given representatives, which is essentially the same as the one issued by D-F-S, would be: "Representatives may accept makegoods for one-time-only pre-emptions, using the standard makegood form. Makegoods for more than one pre-emp-

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NH&S realigns in N.Y.; notes middleman inroads

Agencies are not as unmoved by the recent successes of media middlemen as they would appear, if this week's reorganization of the marketing services operation at Needham, Harper & Steers, New York, is a sign.

"The volatile change in our business stemming from the increasing prominence of independent media buying services" is cited by the agency as a reason for the reorganization which is being announced today (Dec. 22).

Other reasons offered are the increased size of N-H&S New York division and a need to maintain a strong competitive stance.

The restructuring will divide marketing services into four separate departments. The applied media department under Jack Gowdy, who is promoted from his former position of associate media director, will handle all media buying.

The media and market planning department will be headed by Robert E. MacDonald, who is joining NH&S from Erwin Wasey, Los Angeles, where he was vice president and media director. Media and planning will develop media plans and make budget proposals.

The research department, to be directed by Jerry Harwood, who has been New York division director of research since 1966, will handle research, including pre-campaign testing and post-campaign testing as clients require.

The information service department will be supervised by Richard Zagrebeck, who joins the agency from Liggett & Myers, where he was manager of media and sales research. The information service department will be responsible for compiling audience, cost and sales data, and broad market analysis.

30 (Broadcasting Advertising)
tion of the same spot must be approved by the buyer. Pre-emptions made good on this 'carte blanche' basis must run no later than one week after the regular last telecast date. Notification of all pre-emptions must be given within seven days after the pre-emption or automatic credit will be taken. Spots make good must be scheduled in the same general demographic time-period categories (with equivalent audience reach) as the original spot. Any changes from this procedure must be cleared by the buyer."

Mr. Kellner asked agencies to consider this "time and money saving method," and to send the SRA a copy of its notification issued to station representatives on the subject.

Bates revamps to add emphasis to N.Y. agency

Ted Bates & Co., New York, is being restructured as an autonomous subsidiary of Ted Bates & Co., Inc. and will be called the Ted Bates & Co. Division.

"Ted Bates & Co. Inc. is the parent of seven diverse enterprises in the U.S. as well as all of the overseas interests of the company," Archibald McG. Foster, president and chief executive officer of the Bates parent company, explained. "The most important of these, and far and away the largest, is the advertising agency based at 666 Fifth Ave., New York."

Mr. Foster has served as president of both Ted Bates & Co. Inc., the parent, and Ted Bates & Co., the domestic agency, but will now relinquish his responsibilities as president and chief executive officer of the subsidiary to Robert E. Jacoby Jr., effective immediately. Mr. Foster will continue to head the parent company.

Mr. Foster added that the division will have its own board of directors and executive committee, to be named in the near future.

Until last week's announcement, Mr. Jacoby was a senior vice president and sat on the agency's board of directors. He previously was at Needham, Harper & Steers and Compton Advertising.

Also in advertising:

Move for RRI ▪ RKO Representatives Inc., San Francisco office, has moved to 485 Pacific Avenue 94133. Telephone remains (415) 982-2014.


Help for local buys ▪ Woroner Productions, Miami, has prepared 30-second and one-minute radio commercials to locally promote its "Super Fight" motion picture film [Clay vs. Marciano] to be shown in theaters Jan. 20. More than 1,000 of the tapes will be distributed by National Screen Services to theaters in the U.S. and Canada for use in local radio buys.

Broadcast added ▪ Vos & Reichberg, Inc., New York, for its mail order clients has set up a broadcast media department under the direction of Sheldon Hechtman, formerly director of marketing for Blue Ribbon Promotions Inc. The agency said book clubs, home study courses and insurance companies among its clients have been testing TV and radio.

New home ▪ Marketronics Inc., New York, computer systems and marketing consultant firm, has moved into new offices at 500 Fifth Avenue 10017. Marketronics, which began operations last January, provides a range of computer applications and decision-making services in marketing and advertising including media firms, advertisers and advertising agencies.

Nixon consumer bill gets high-level support

The Nixon administration's consumer protection bill got strong backing from Justice Department antitrust chief Richard W. McLaren and the President's special assistant for consumer affairs, Virginia Knauer, at hearings last week before the Senate Consumer Subcommittee.

But Federal Trade Commission Chairman Paul Rand Dixon told the subcommittee that his agency is ill-equipped to handle some of the extra duties given it by the administration bill. The bill would allow the FTC to regulate practices that "affect" interstate commerce as well as those that are "in" interstate commerce—which means, in effect, that the government would have power over local or interstate commerce—but Chairman Dixon said the FTC lacks the resources and staff to assume that responsibility. He also said that state and local consumer problems are best resolved by state and local governments.

The administration bill (S. 3201) would establish a Justice Department division that would represent consumer interests in the courts and before regulatory agencies. The bill would also empower the government to obtain a temporary restraining order or preliminary injunction that would prevent the dissemination of any advertising that might be considered unfair or deceptive under the act.

The bill spells out 11 practices considered unfair or deceptive. These include representing that goods are new knowing that they are not; advertising goods or services while intending not to supply enough to meet demand and failing to mention specific quantitative limitations; offering goods or services and intending not to sell them as offered, and others.

Mr. McLaren said the bill gives consumers substantial new protection by expanding FTC jurisdiction and powers; making numerous well-defined activities violations of the law; placing adequate enforcement authority in Justice and the FTC, and providing for a federal right of consumer action.

The consumer action provision would allow private suits after the government had sought and obtained injunctive relief against any unfair or deceptive practices.
Satellite conference to meet in February

Differing viewpoints among its 70 members hopefully will be ironed out in earlier session

The international conference on permanent governance of the 70-nation international satellite-communications system will meet again Feb. 16 in Washington for a month. But a week before that date the 40 nations making up the preparatory committee will try once again to come to agreement on three vital issues: voting strength formulas, management of the system, and procurement policies.

The preparatory committee completed its third round of talks in Washington Dec. 11 with two major divisions. One group, led by Australia and Chile and representing about 25 nations, including the U.S., has recommended a relatively complete plan in all significant details. A second group of 18 nations, principally led by the United Kingdom, Switzerland, West Germany and Algeria, has proposed various revisions of that document.

The preparatory committee meets again a week before the plenary conference resumes in February, hopeful of preparing a single document for the consideration by the full conference.

Among items on which there has been general agreement, according to State Department sources, are those dealing with the establishment of an assembly that will deal with broad policy questions on a one-nation, one-vote basis; a conference of signatories, representing the telecommunications entities of the subscribing nations that will meet about once a year to review the work of the board of governors, and the board of governors, consisting of about 20 members which will meet once a month. Members of the board will have weighted votes, based on financial investment and usage of the international satellite system.

At present the international satellite communications consortium (Intelsat) is managed by the U.S. Communications Satellite Corp. The Intelsat conference began last February in Washington.

Buffalo TV asks FCC for help on programs

WBEN Inc., licensee of WBEN-TV Buffalo, N.Y., last week asked the FCC to bar CBS from releasing prime-time entertainment programs to Canadian TV stations prior to the time they are available to U.S. stations.

Charging that the practice results in an unfair competitive advantage, the licensee asked the commission to deny CBS an extension of its present authority to deliver the programs to Canadian stations.

However, it said it had no objection to carriage of the programs with a simultaneous release date and time in both Canada and the U.S., adding that such an arrangement would permit WBEN-TV to compete with the Canadian stations on the same basis as any other domestic station.

WBEN Inc. said the Canadian stations involved are in direct competition with WBEN-TV for both viewers and advertisers. As an example of alleged unfair advantage, it noted that the program Green Acres — carried on CBLT(TV) Toronto Wednesdays at 8 p.m. and WBEN-TV the following Saturday at 9 p.m. — was recently credited with a CBLT audience of 134,800 and a WBEN-TV audience of 64,200. In comparison, it said Mayberry RFD, which is not pre-released in Canada, had a WBEN-TV audience of 122,200.

Eighteen CBS network programs are released in Canada one-half hour to several days prior to their U.S. release times. They are Governor & J.J., Red Skelton, Green Acres, Doris Day, Mission: Impossible, Carol Burnett, Glen Campbell, Family Affair, Mannix, Jackie Gleason, My Three Sons, Good Guys, Medical Center, Hawaii 5-0, Hogan’s Heroes, Get Smart, Petticoat Junction and Gunsmoke.

CBS finds a group to market EVR in France

CBS’s electronic video recorders will be manufactured and promoted in France by a consortium of a publishing house, Librarie Hachette, an electrical-equipment manufacturer, Thompson CSF, and a bank, the Banque de Paris et de Pays-Bas.

The agreement was concluded by the London-based EVR Partnership, consisting of CBS, Imperial Chemical Industries Ltd. (Great Britain) and CIBA (Switzerland).

Jacques Ferrari, general sales manager, Europe, will head the newly opened European office in Paris. The EVR Partnership is also negotiating agreements with other European countries.

TCC moves cable overseas

Television Communications Corp., CATV owner and operator, and Bendix Corp., manufacturer of electronic and other products, last week announced a joint venture to investigate the opportunities for cable television in international markets.

Joel Smith will serve as managing director of the operation, working out of Bendix International’s Paris office. He will concentrate first on determining the potential for cable in Switzerland, France, Germany, Italy, Holland, and Belgium.
Here's a picture of something everybody talks about, but rarely sees - an authentic electronic age breakthrough. It’s happening right now in AP Regional Bureaus Coast to Coast.

From electronic editing, to Data Fax transmission, to those two big news desks sitting side by side in every bureau, to computers that store the national news while our bureaus are concentrating on regional news for you - everything now will be reorganized, computerized and mobilized to give you faster news, more regional news and all the news of the world and nation.

It will be better news, too, because more manpower will now be concentrated where it does you the most good: In news gathering, writing and editing - and right in your own region. By 1970 it will all be completed - then AP, the world’s first news service will have done it again. We will have moved ahead of the world’s first news service - AP.

THE ASSOCIATED PRESS
The Indispensable Service
50 Rockefeller Plaza, New York, N.Y. 10020 Plaza 7-1111
New Paramount unit to assess real estate

Paramount Pictures Corp., Hollywood, a subsidiary of Gulf & Western Industries Inc., New York, last week formed a new subsidiary of its own, Paramount Studio Properties Inc., the objective of the new company is to evaluate the 50-acre studio property of Paramount Pictures and to determine its most effective future use.

Irving R. Horowitz, vice president of G&W Land & Development Corp., a real estate operation of Gulf & Western Industries, has resigned from his position and been named president of Paramount Studio Properties.

Who traded stock during November

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for November (all common stock unless otherwise indicated):

- Ameco Inc. — Bruce Merrill sold 10,000 shares, leaving 697,365 held personally and 40,705 held as trustee.
- Ampex Corp.—James E. Brown sold 300 shares, leaving 200. B. A. Olerich exercised option to buy 3,500 shares, giving him a total of 6,800. Charles A. Selberg exercised option to buy 953 shares, giving him a total of 1,706.
- Daniel J. Yemine exercised option to buy 250 shares and exercised option to buy 5,500 shares, leaving him a total of 1,506.
- Acro Corp.—Keith Funston sold 100 shares, leaving 100.
- Cablecom-General Inc. — Mrs. Hubert J.
DeLynn bought 100 shares, giving her a total of 600.

- Capital Cities Broadcasting Corp.—John B. Fairchild bought 4,000 shares and sold 2,446 shares, giving him a total of 7,400.
- J. Floyd Fletcher bought 2,000 shares, giving him a total of 6,006. Kenneth M. John- son sold 800 shares, leaving 21,460 held personally and 208 held by children. John B. Fairchild and wife sold 2,000 convertible preferred shares, leaving 39,835 cumulative convertible preferred shares held personally and 17,406 cumulative convertible preferred shares held as custodian.
- Communications Satellite Corp.—Philip W. Buchen bought 100 series I shares.
- Cowles Communications—John L. Weinberg through foundation sold 300 shares, leaving none held through foundation and 1,000 held personally.
- Cox Broadcasting—Marcus Bartlett sold 500 shares, leaving 11,023.
- Creative Management Associates—Lawrence M. Rosenthal through trading account bought 25,429 shares and sold 9,946 shares, giving him a total of 13,984 held through trading account, 525 held through another trading account and 525 held through a third trading account.
- Cypress Communications—David Graham bought 1,765 and through trading account bought 4,025 shares and sold 4,325 shares, leaving $5,297 held through trading account and giving him a total of 2,984 held personally.
- Walt Disney Productions—Spencer C. Olin exercised option to buy 550 shares, giving him a total of 2,138. Morgan Guaranty Com- mingled Pension Trust exchanged $25,000,000 of 14% convertible subordinated debentures for 58,462 shares.
- Doyle Dane Bernbach—Joseph R. Daly sold 2,568 shares, leaving 72,041 held personally, 3,380 held through foundation, 1,483 held by wife, 13,546 held by wife as custo- dian and 6,000 held by wife as trustee. Leon Epstein sold 400 shares, leaving 1,100. Sid- ney Myers bought 7,000 shares and sold 600 shares, giving him a total of 10,795. Harold M. Silverman sold 280 shares, leaving 1,100.
- Filmmakers Inc.—Leonard R. Gruberg bought 19,600 shares, giving him a total of 21,856.
- Fuqua Industries Inc.—J. B. Fuqua sold 31,800 shares, leaving 388,000 held person- ally and 3,515 held in retirement trust.

**Stock Exchange Closing Prices**

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<th>Closing Dec. 11</th>
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**Approx. Shares Outstanding (000)**

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**Total Market Capitalization (000)**

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**Service**

- John Blair—B J
- Comsat—C Q
- Creative Management—O
- Doyle Dane Bernbach—O
- Foote, Cone & Belding—O
- Grey Advertising—O
- Movielab—MOV
- MPO Videotronics—MPO
- Nielsen—O
- Ogilvy & Mather—O
- P&K Co.—O
- J. Walter Thompson—O
- Wells, Rich, Greene—O

**Manufacturing**

- Adlum—ADL
- CCA Electronics—APX
- General Electric—GE
- Magnavox—MAG
- 3M—MMM
- Motorola—MOT
- RCA—RCA
- Reeves Industries—RSC
- Visual Electronics—VIS
- Westinghouse—WX
- Zenith Radio—ZE

**Standard & Poor 500 Industrials Average**

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**Shares outstanding and capitalization as of Nov. 26, Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.**

**BROADCASTING, Dec. 22, 1969**

| 35 |
RON CARNEY entertains 10,000 registered members of his "Happy Housewife's Club" with great contemporary and standard music, clever wit, and cash prizes—daily from 9:00 A.M. to Noon. A natural spot to sell YOUR product to women.

6,000 shares, leaving 33,316 held personally and 12,873 held by wife.
* LIN Broadcasting Corp.—Mr. and Mrs. John D. Diamond each bought 400 shares.
* MCA Inc.—Stock investment plan bought 1,300 shares.
* Memorex Corp.—W. Noel Eldred bought 100 shares, giving him a total of 400. Gordon O. Stepphens sold 100 shares, leaving 3,412.
* MGM—Kirk Kerkorian through Tracey Investment Co. bought 455,100 shares, giving him a total of 2,332,976 held through Tracey Investment Co.
* 3 M Co.—Lyle H. Fisher sold 200 shares, leaving 15,226 held personally and 670 held by wife, William L. McKnight sold 101,000 shares, leaving 2,382,200 held personally, and 1,679,203 held by wife, Clarence W. Sampair sold 2,000 shares, leaving 16,949 held personally, 4,785 held by wife and 3,663 held by wife as custodian.
* National Showmanship Services Inc.—Joseph J. Macaluso sold 500 shares, leaving 15,006.
* A C Nielsen Co.—Eugene A. Peterson sold 450 class A shares and 150 class B shares, leaving no class A shares and 75 class B shares. H. E. Nickelson sold 200 shares, leaving 1,000 held personally, 1,000 class A shares held in trust, 28 class A shares held by trust, and 1,300 class A shares held by wife.
* Norton Simon Inc.—William M. Rhot bought 1,000 shares, William D. Rand sold 1,000 shares, leaving 4,680. Donald E. Page sold 5,000 shares, leaving 260 held personally, 1,161 held by wife, 7,432 held by wife as custodian and 9,971 held in trusts. Frederick R. Weigman through company sold 3,458 shares, leaving 35,800 held personally. Harold M. Williams sold 6,000 shares, leaving 5,103.
* Pacific & Southern Broadcasting Co.—De-Sales Harrison Jr. sold 33,333 shares, leaving 140,000 held personally, 19,114 held as custodian, 17,376 held by relatives and friends, 154,246 held by wife and 300 held by children. Clarence H. Harrison sold 33,334 shares leaving 154,246 held personally and 120,776 held by family. Arthur H. Kove sold 33,333 shares, leaving 151,225 held personally and 17,647 held by family.
* Post Corp.—Lowell & Co. bought 5,922 shares and sold 3,976 shares, leaving a total of 13,771.
* RCA Corp.—Charles M. Odorizio sold 175 shares, leaving 45,951 held personally and 380 held by wife as custodian.
* Richmond Newspapers—Paul E. Manheim exchanged 1,000 class A non-voting shares for Media General Inc. class A shares, leaving no class A non-voting shares.
* Rollins Inc.—Wayne Rollins sold 15,000 shares, leaving 1,350 held personally, 4,730 held by family, and 7,070 held by wife, John W. Rollins sold 24,000 shares, leaving 87,940 held personally, 7,494 held as custodian and 1,350 held by wife.
* Rust Craft Greeting Cards Inc.—Ernest A. Gross sold 150 shares, leaving 600.
* Sonderling Broadcasting Co.—A. Harry Recker sold 3,275,440, leaving 1,371,817 held personally, Mark C. Lassie Jr. and Lassie, Inc. traded 1,227,532 shares, leaving 1,000 held personally and 5,000 held by wife.
* Sterling Communications — Charles F. Dolan sold 1,000 shares, leaving 285,000.
* Taft Broadcasting Co.—Jess S. Morey sold 500 shares.
* Teleprompter Corp.—J. D. Wrafter Jr. sold 5,000 shares, leaving 56,056. Monte E. Livingston sold 500 shares, leaving 500.
* Time Inc.—Aver sold 100 shares, leaving 26,192 held personally and 400 held by wife and children.
* Henry J. Luce III through family trusts sold 4,000 shares, leaving 201,028 held through family trusts, 120,317 held personally, 19,045 held through trust and 11,586 held as co-executor.
* Twentieth Century-Fox Film Corp.—Michael M. Thomas bought 300 shares.
* Vickers Inc.—Robert Bauml sold 1,000 shares, leaving 151,573 held personally, 1,232 held as custodian and 203,013 held through trusts. Theodore Bauml sold 4,001 shares, leaving 205,074 held personally, 3,424 held as custodian and 205,115 held through trusts.
* Walter Reade Organization Inc.—Walter Reade Jr. through company bought 81,045, 300 of convertible subordinated notes.

RCA board OK's Stamper pact
RCA's board of directors last week approved acquisition of the F. B. Stamper Co., St. Louis, a frozen food maker. Under the agreement also approved by Stamper directors, RCA would acquire Stamper for 3,450,000 shares of RCA common stock valued at $141 million (BROADCASTING, Nov. 10). Stamper, a privately owned company that primarily sells products under the trade name Banquet, would become a wholly owned subsidiary of RCA. Stamper shareholders will vote on the proposed merger Tuesday (Dec. 22).

Financial notes:
* Securities and Exchange Commission has announced it will lift ban on over-the-counter trading of Commonwealth United Corp. stock, but the restriction against trading imposed by American Stock Exchange is expected to continue. The ASE is determining whether to institute delisting proceedings against Commonwealth, a Beverly Hills, Calif., company involved in leisure-time activities including TV production and distribution.
* Under terms of the 2-for-1 stock split announced by Cox Broadcasting Corp., Atlanta (BROADCASTING, Dec. 15), stockholders of record Jan. 5, 1970, will receive one additional share for each share held. The new shares will be issued Feb. 2. Cox also increased the quarterly cash dividend on existing shares from 12½ cents to 15 cents per share, payable Jan. 15 to stockholders of record Dec. 22.
* Wather Corp., Beverly Hills-based TV producer and syndicator, began trading on the American Stock Exchange Dec. 12. The firm, whose stock was formerly traded over-the-counter, has a new trading symbol: WCO. Wather produces and syndicates the Lassie series, now in its 16th year of telecasting over CBS-TV, and also syndicates the 209er series and Sergeant Preston of the Yukon program. Other Wather interests are Muzak, Disneyland Hotel, licensing fast-food franchising operations, and development of the Queen Mary Hotel in Long Beach, Calif.
* Doyle Dane Bernbach Inc., New York, has declared a dividend of 22 cents per share for the current calendar quarter on its common stock, payable Jan. 15 to holders of record Dec. 31.
* Trans-National Communications Inc., New York, owner of radio stations, operators of sports networks, and owner of several athletic teams, announced last week (Dec. 18) that it had agreed in principle to acquire Cinecom Corp., New York, motion picture producer and distributor, owner of theaters in five states and distributor of home-study educational courses and audio-visual services. The merger, subject to approval from regulatory agencies and both companies' shareholders, will see four shares of Trans-National exchanged for every one share of Cinecom.

BROADCASTING, Dec. 22, 1969
OVERWHELMING LEADERSHIP IN NEWS
EARLY NEWS - 6 P.M.
COMPARE FOR THE NO. 1 NEWS STATION
WSYR-TV's EARLY NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

223% More Homes Than Station B; 73% More Homes Than Station C

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<th>Station</th>
<th>Mon-Fri</th>
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<tbody>
<tr>
<td>WSYR-TV*</td>
<td></td>
<td>6-6:30pm</td>
<td>78,200</td>
<td>62,800</td>
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<td>Station &quot;B&quot;</td>
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<td>5:30-6pm</td>
<td>24,200</td>
<td>18,000</td>
<td>6,200</td>
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<td>6:30-7pm</td>
<td>45,100</td>
<td>34,600</td>
<td>17,800</td>
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<td></td>
<td></td>
<td>223%</td>
<td>249%</td>
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<tr>
<td>Station &quot;C&quot;</td>
<td></td>
<td></td>
<td>73%</td>
<td>82%</td>
<td>39%</td>
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</table>

March 1969 NSI

252% More Homes Than Station B; 63% More Homes Than Station C

<table>
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<tr>
<th>Station</th>
<th>Mon-Fri</th>
<th>Time</th>
<th>Homes</th>
<th>Women</th>
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<td></td>
<td>6-6:30pm</td>
<td>88,000</td>
<td>77,000</td>
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<td>10,000</td>
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<tr>
<td>Station &quot;C&quot;</td>
<td></td>
<td>6:30-7pm</td>
<td>54,000</td>
<td>45,000</td>
<td>20,000</td>
</tr>
<tr>
<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
<td></td>
<td></td>
<td>252%</td>
<td>267%</td>
<td>200%</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td></td>
<td></td>
<td>63%</td>
<td>71%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

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It goes by several names: "underground rock," "acid rock," "progressive sound," to name three. It is not understood and is probably resented by most radio listeners over the age of, say, 30. It is a part of the life of the young who went in the hundreds of thousands to Bethel-Woodbridge, N.Y., last summer and to Livermore, Calif., a couple of weeks ago to hear it performed by the free spirits who invented and perfected it.

It is being played by some radio stations, but being rejected by more. It is regarded as a liberating force by the musicians and music merchandisers who are associated with it. It is feared as a degenerative influence by some adults who hear in it a siren song inducing the young to try drugs.

Among those in the last category the most prominent may be Art Linkletter, broadcast personality whose daughter, Diane, was killed two months ago in a fall from her apartment, reportedly brought on by the lingering after-effects of LSD. Two weeks ago in a filmed appearance on the CBS Evening News with Walter Cronkite, Mr. Linkletter asserted that references to drugs abound in modern music.

"The top-40 records are pretty much an ad for the fun of drug taking," Mr. Linkletter claimed. "The titles and lyrics talk about marijuana, heroin, amphetamines and barbiturates. The music itself, especially the psychedelic rock, reproduces the sensations of a trip on acid."

In his interview, conducted by CBS reporter David Culhane, Mr. Linkletter quoted the following as coming from the Jefferson Airplane's "White Rabbit": "One pill makes you larger and one makes you small, and the ones that your mother gives you don't do anything at all. Go ask Alice when she's 10 feet tall."

At another point he quoted the following from a record he did not identify: "Swallow that cube and fly around. Now move to the center with a rolling sound. Then speed to the farthest edge of space. See purple paisley everywhere." That, he said, described the effects of LSD.

Mentioning such songs as "Don't Bogart That Joint, My Friend," "White Rabbit," "Lucy in the Sky with Diamonds" and "God Damn the Pusher Man," CBS's Culhane subsequently observed: "The top AM radio stations often try to keep the more explicit drug songs off the air, but many of these songs do get heavy play on the rock-oriented FM stations now extremely popular with the young."

Who besides an Art Linkletter with a personal stake is objecting? In recent time the FCC has received some, although "not a lot" of complaints about broadcasts promoting drugs, according to a spokesman. The commission has yet to move against a station for airing pro-drug songs. Officials there say that while programming cannot be used to advocate violation of the law—and drug use or the selling of drugs usually is—there is also a freedom-of-speech issue involved. Records that talk about "being high" or "on a trip" are not enough for the commission to act on, says one official.

"We need something very strong."

In response to a recent complaint about the broadcast of a record allegedly promoting drugs, the commission said if a law violation was involved the matter would be considered at the time of the station's license renewal. Complaints about obscene lyrics, on the other hand, would lead to the commission's asking the station for comment and buying the record to check it for violations of the obscenity law. Regardless of the commission's current position on pro-drug songs, the possibility of future government action makes for a wary broadcaster.

While it is acknowledged that some so-called "underground" FM stations are liberal in accepting records, others exercise the prerogative of deleting the more blatant pro-drug songs. To a greater extent this prerogative is exercised by the majority of top-40 stations, most of which try to keep a steady eye on recordings by continually examining and screening them for airplay.

"If there's any question," says Kenneth E. Palmer Jr., general manager, KMMN(AM) Denver, "I personally review the record. If there's any overt suggestion that drugs are good, we don't play the record."

Broadcasters also exercise the same discretion for songs with "dirty" or obscene lyrics. "I'm not going to pander to that kind of thing; it scares me to death," says Stanley Kaplan, president, WAYS(AM) Charlotte, N.C.

Gene Taylor, general manager, WLS(AM) Chicago, notes that "responsible broadcasters for a long time have screened records they play."

And Stephen B. Labunski, managing director, WMCA(AM) New York, agrees. "We believe in allowing the widest possible latitude in the performance of contemporary music and we cannot ignore the cultural revolution which is raging around us." But he stresses that WMCA refuses to play those records containing vulgarity or blatant references to drugs.

Rick Sklar, program manager, WABC(AM) New York, says his station continually screens recordings. "And we're more sophisticated than before on meanings of these records," he says. "Some of these songs do make a comment on the social scene. Some refer to narcotics, but don't necessarily encourage their use. We never have wanted to encourage the use of narcotics. But kids today speak a different
language from adults."

The special language that appears to exist between a recording artist and his tuned-in audience has kept broadcast executives on their toes trying to decipher it. By whatever name it's called—"a youth code," "occupational colloquialism" or as Willis Duff, general manager of KSAN(AM) San Francisco, labels it, a "paranoid attitude"—the language has definitely increased the broadcaster's burdens.

"Most assuredly there is a code," says Harry Averill, general manager, WEAU(AM) Arlington, Va. (Washington). "But we keep up with it; we work with the Federal Narcotics Bureau. They give us the latest glossary."

"It's a current vernacular," maintains Bill Young, program director, KILT(AM) Houston. "Now records are obvious with it. There's a generation gap in broadcasting. On the surface the lyrics are acceptable, but in their [youth] vernacular, they mean something different."

"There definitely is one," KIMN's Palmer says, "but it varies from one part of the country to another and changes all the time. It's a hip language."

But, citing such old-time tunes as the "Good Ship Lollipop," "Tea for Two" and "Over the Rainbow," Mr. Palmer cautions against trying to read meanings into all lyrics. Even some of these old lyrics, he claims, could easily be construed as encouraging drug experimentation.

A couple of years ago Gordon McLendon, head of the McLendon group of stations and one of the early exploiters of the top-40 format, opened a campaign to force record manufacturers to provide written copies of lyrics with all records. At the time Mr. McLendon was objecting primarily to lyrics that he regarded as excessively sexual. His point was that the message didn't always come through clearly to the untuned ears of adults: Hence the need for written translation.

How much of the youthful audience responds to drug-oriented lyrics is debated among broadcasters. According to Jim Dunlap, program director, WQAM(AM) Miami: "Much of the drug jargon means nothing to anybody except a small percentage."

An experiment conducted by WMAB(AM) Nashville lends credence to that conclusion. Joe Sullivan, WMAB program director, notes that two years ago a song entitled, "The Mighty Quinn" sung by Manfred Mann, was released. Mr. Sullivan says he and most station personnel believed "Mighty Quinn" was an Eskimo. But they soon learned Mighty Quinn was supposed to represent a drug pusher.

WMAB then surveyed 100 students at a Nashville high school to see which reference youngsters gleaned from the recording. Mr. Sullivan reports that only one of 100 students tuned in on the drug reference.

Jim McQuade, program director for CBS/FM Program Service, syndicates The Young Sound, maintains that "it depends on the listener" to derive drug connotations from today's lyrics. But Mr. Linkletter adamantly disagrees. On the CBS newscast, Mr. Linkletter quoted the phrase, "feed your head," from the 1967 hit record, "White Rabbit," and observed that it is "pure junkie talk for taking dope."

"Feed your head could mean feed your head with education or the good things in life," counters Nat Asch, director of programing, WNEW-FM New York. "The young are so much hipper; they get the message better than we ever did. Music reflects the times," Mr. Asch says, "and people who write the lyrics are no less valid as poets than E. E. Cummings."

That the recordings may inspire their audiences to take up the drug habit is disputed among broadcasters.

WMAB's Sullivan says cautiously that "kids who really listen to these lyrics are already users, already into the drug scene. There is a definite relationship. I don't know if [drug-oriented lyrics] influence kids, but they are in very young impressionable years."

Allen Shaw, director of FM special projects for ABC Radio, claims: "There's been no proof that records influence the behavior of young people. Records may in a tertiary way reinforce some preconceived belief in drugs, but that's all."

WQAM's Dunlap suggests that "records don't encourage drugs. Kids are so aware now, it's part of society. There are more thinking kids than ever before. They talk openly."

Bill Gavin, publisher of the Gavin Report on radio music trends, also sees "no pervading connection" between today's songs and drugs. "Any statement that all pop music has a drug reference is overstated. Maybe in the past, but not now. You could always assume that some kid who's not using pot or speed could be influenced by an artist he looks up to."

Some broadcasters agree, noting that a young audience's emulation of today's folk heroes among rock musicians and their drug taking is more of a danger than the music it listens to. WEAU's Averill asserts that "it's not the record per se, but if an artist is a known drug user, kids are impressionable; they might follow."

The chief conduit of today's music, the record companies, have come under fire from broadcasters who com-
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plain that the drug-oriented lyrics wouldn't be a problem if the companies were to supervise more carefully what they record. But record-company spokesmen disagree.

These songs are a "fine of communication, a religion with these kids," says Joseph Smith, vice president-general manager, Warner Bros.—Seven Arts Records. "Music is a language and in the last 10 years it has been so meaningful we can't control it."

"It's a dialogue from young to young," says Mr. Smith. "They understand; they know better what they're talking about than we do. Drugs are no secret. I would hope radio would change its outlook and recognize much of what's going on as a fact of life. We're not out to subvert youth."

Mr. Smith thinks many broadcasters are out of touch with music trends. "Most radio men have very little sense of commitment," he says. "They have no identification with their audience."

(Among artists handled by Atlantic Records, a Warner subsidiary, are Led Zeppelin, Jefferson Airplane, Arlo Guthrie, and Iron Butterfly.)

Many recording artists are able contractually to control the lyrics of their songs, exercising "total content control." In some cases if an attempt is made to change lyrics they can pick up their instruments and look elsewhere for a recording outlet.

"We believe in creativity, in dealing with contemporary themes," says Robert Altshuler, an official with Columbia Records Co. "The artists know their audience very well. Too many people believe the artists lead the audience into an area they would otherwise not go when, in fact, the audience is not lagging behind the artists, but is going right along or even ahead.

"You have to make a distinction of what is listened to—the subject matter, lyrics, basic music. Listen to what the audience is ready for and what reaches them at their level," says Mr. Altshuler.

"Generally, we let the artist have a certain amount of freedom," notes another official at Columbia Records, "But if it's in bad taste, we don't record it."

But the official adds: "If it has a validity to the contemporary scene for the people we're talking to, if there's a message and it's meaningful and not offensive, we feel the record should be released."

(Among the artists under contract to Columbia are Bob Dylan, Simon & Garfunkel, The Birds, Blood, Sweat and Tears, and Janice Joplin.)

Mr. Altshuler further questions Mr. Linkletter's contention that the top 40 are riddled with drug-reference songs. "If you'd examine these records," he suggests, "there'd probably be no example of drug references, because record companies, like broadcasters, are aware of the problem and are always under self-appraisal."

Mr. Altshuler says record companies and broadcasters should exercise control over their material, but "I don't want to see statements applying to the past, without recognizing that progress is being made. We can't be responsible for misinterpretations; we're not deliberately putting out a record with 17 different meanings. Sometimes a conclusion about a meaning is only in the mind of the critic. We think we know what they [the artists] are saying."

Steve Harris, an official of Elektra Records, sees a correlation between offensive material and hit status in records. "If a record is obvious or offensive," he says, "it won't get played and won't be a hit." Mr. Harris doesn't believe any of these contemporary records influences the young. "No such thing," he insists, "the public is too sophisticated."

(Elektra Records handles such artists as The Doors, Judy Collins, David Frye, and Tom Paxton.)

Some broadcasters are looking for material that argues against the use of drugs. "If the record does not describe the pitfalls of drugs," notes George Duncan, general manager, WNEW-FM New York, "we won't use it." And ABC Radio's Shaw maintains: "More of the records we play are antidrug songs. Our whole programing is anti-drug-oriented."

Ksan's Duff asserts: "We run a lot of antidrug stuff. Kids have a tendency not to believe what the establishment says, but they will listen to their artist heroes."

Kya(AM) San Francisco, according to General Manager Howard Kester, has a continuing dialogue going between the station and the youth involved in the drug scene. The station sponsored, for example, "The Drug Rap," a seminar that explored the drug problem with students from local schools.

The Linkletter charges have prompted some station executives to note that no research has been conducted to determine whether drug-oriented lyrics inspire audiences to drug use. And they quickly add that such research would be welcomed. "We're all for the whole area being exposed," comments Robert S. Smith, vice president, WOR(AM) New York, "but with good taste. Any honest discussion should be presented. It's part of our business to communicate, and the young are using records to talk to each other."

(The foregoing special report was researched and written by Norman Oshrin, associate editor, New York.)
Books for Broadcasters

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by Ward L. Quaal and Leo A. Martin
Explores, in detail, all management problems in American radio and television...including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations. 272 pages, charts, tables, notes, index $8.95

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BROADCASTING, Dec. 22, 1969
41
Argument set on land-mobile issue

FCC sets Jan. 22-23 dates; AMST continues fight against proposals to take over UHF channels

Despite mounting pressure from Capitol Hill to resolve the controversy over land-mobile radio users' demand for spectrum space, the FCC last week announced it will take another procedural step before reaching a decision. It will hold two days of oral argument next month—Jan. 22-23—on its proposals to open the UHF portion of the spectrum to land-mobile radio users.

The commission made the surprise announcement on Monday. Earlier in the week, the Association of Maximum Service Telecasters had made several moves to head off what it feared was a commission drive to conclude the proceedings within the next few weeks.

The association was concerned that the commission would act before it receives and analyzes comments it invited last month on studies of the Stanford Research Institute on land-mobile radio spectrum problems. SRI completed its $500,000 contract with the commission in August (Broadcasting, Aug. 25).

The deadline for comments is Jan. 15. And AMST, the leading foe of proposals for turning UHF spectrum over to land mobile, is preparing a massive filing designed to demonstrate that SRI data supports its position that land-mobile radio does not need additional spectrum space but rather, better management of the space currently assigned to it. AMST says this is true even in the nation's most heavily congested areas.

AMST expressed its concern about early commission action in letters from its executive director, Lester W. Lindow, to FCC Chairman Dean Burch and Senator John O. Pastore (D-R.I.), chairman of the Independent Offices Subcommittee of the Appropriations Committee as well as of the Communications Subcommittee.

The AMST letter to Chairman Burch was said to have "triggered" the commission's decision to hold oral argument. However, officials said the commission had not intended to decide the rulemakings before Jan. 15 in any case. And an oral argument was not all AMST had requested; besides an opportunity to have its views read, the association asked for a meeting in which it and other broadcast representatives could make the case orally. It said land-mobile groups had had such an opportunity last year.

A commission official said the commission felt an oral argument, in which spokesmen for both sides in the controversy would have an opportunity to state their respective cases and would be subjected to questioning from the commissioners, would be particularly helpful to the new commission members—Chairman Dean Burch and Commissioner Robert Wells. They have been on the commission for two months; the issue has been before the agency for years.

A commission source, furthermore, did not regard the oral argument as likely to extend the life of the land-mobile proceeding unduly. "The commission can be expected to act shortly after the oral argument," he said.

This seems a certainty in view of the pressure from Congress.

The Senate appropriations subcommittee headed by Senator Pastore last summer urged the commission to complete work on the land-mobile radio matter within six months—or by the middle of this month. And Chairman Burch told a news conference three weeks ago that the commission would attempt to meet that deadline (Broadcasting, Dec. 8).

In addition, the commission will be appearing before a House appropriations subcommittee on the commission's proposed fiscal 1971 budget early in the new year. And the commission for the past several years has been roundly criticized by that panel for failing to act on the land-mobile radio users' request for spectrum space. The commission presumably would like to be able to report progress in its next appearance.

Congressional pressure was one factor AMST felt would cause the commission to act before Jan. 15. Another was what AMST says are commission staff representations that the SRI reports "have no bearing on the question of whether land-mobile radio needs additional spectrum space," but on the "separate" question of more efficient allocation and management of present land-mobile channels.

AMST maintains in its letters that there is a close connection between the television-channel-sharing proceedings and the SRI reports. "The FCC should take no action which would preclude MST and other interested parties from demonstrating in their Jan. 15, 1970 comments, and otherwise, that the data compiled by SRI show that there is no need for land-mobile use of television broadcast channels," Mr. Lindow wrote to Senator Pastore.

The commission is considering two proposals for affording spectrum relief to land mobile radio. One would permit land-mobile radio users to share the seven lowest UHF channels (14-20) in the top 25 urbanized markets; the other provides for reallocation of the upper 14 UHF channels (70-83) to private and common-carrier land-mobile uses.

Mr. Lindow provided some evidence of what AMST regards as support for its position that the SRI reports are relevant to the rulemaking proceedings.
Wayman exodus at EIA leaves choppy waters

Officials of the Electronic Industries Association said last week that a solution had been reached on the dustup occasioned by the resignation of N. Jack Wayman as staff vice president in charge of EIA's consumer products division. But some TV and radio set manufacturers apparently are doubtful that the problem is resolved.

George Butler, president of EIA, said last week that most set manufacturer representatives at an emergency meeting of the division executive committee in Chicago on Dec. 14 "stated flatly that they wanted to remain an integral part of EIA." Mr. Butler said that it was an "excellent" meeting that resolved many of the "operational" problems of the division.

The meeting was called following a confrontation two weeks ago between Mr. Butler and Mr. Wayman that resulted in Mr. Wayman's departure. EIA said that the difference of opinion occurred over Mr. Wayman's activities in promoting the establishment of a separate trade association for TV and radio set manufacturers (BROADCASTING, Dec. 15).

But others attending the meeting were less sanguine. Not only did they insist on the reinstatement of Mr. Wayman, it was understood, but the EIA hierarchy was presented with a bill of particulars that included establishment of greater autonomy for the division.

Among these were a call for election of the division staff vice president by members of the division, the establishment of a separate consumer products engineering and statistical staff, and the hiring of its own legal counsel. The division has 24 members.

Present at the meeting were representatives of 15 TV and radio set makers and Mark Shepherd Jr., Texas Instruments Inc., who is EIA board chairman; Glen R. Solomon, IBM; L. Berkeley Davis, GE; Robert W. Galvin, Motorola, and H. G. Riggs, Delco, all members of the board, and Mr. Butler.

previously manager of solid-state marketing, RCA solid-state division, was appointed operations director of the new center. The solid-state division will continue to have responsibility for product design, volume manufacture and marketing, RCA said, while the new center will handle prototype and small production requirements for integrated circuits.

New camera tubes * Amperex Electronic Corp., Slatersville, R.I., is expanding Plumbicon TV camera tube line to include pickup tubes for miniature TV Plumbicon cameras and retrofits for existing vidicon cameras. Additional information may be obtained by contacting the Electro-Optical Devices Division, Amperex Electronics Corp., Slatersville 02876.

New color processor * Filmline Corp., Milford, Conn., is marketing the DC-240, a new color positive film processor. Built for use by major film labs, it was designed to process color positive emulsions at 240 fpm utilizing demand friction drive, variable speed control, feed-in and take-up elevators, a vacuum squeegee system and an impingement dry box.

Lighting introductions * Berkley-Colortran Inc., Burbank, Calif., has introduced five studio and remote lighting systems primarily designed for the television market. The systems incorporate lighting, distribution and control equipment. They range from the Porta Studio system, providing for, what is said to be, simple and flexible remote/ studio lighting applications, to the 2400 system, designed to achieve sophisticated broadcast production objectives. Other systems are the 300, for small cable television studio operators; the 600, for small educational or professional color/monochrome productions; and the 1200 for medium-size production facilities.

New film * A new black and white motion picture film particularly suitable for TV news, sports and documentary photography has been introduced by GAF Corp., New York. The film called GAFPN High Speed Reversal Film Type 2962, is adaptable to single-system optical sound recording and has a daylight exposure index of 500 that can be pushed safely to ASA 1000 with special pre-processing.

Mini studios * Telesam division of Recording Center Inc., San Diego, has introduced the Mark-II Portable Production System. The package is a complete system equipped with cables, microphones, headphones, and A-4000 Control Corp. 3941 Fifth Ave., 92103. Telemation Inc., Slat Lake City, announced the Porta Studio. Contained in two portable cases, it may be equipped with virtually all video and audio switching and control apparatus necessary for remote pick-ups. Address: 2275 West South Temple, 84115.
Firm asks FCC okay for ‘quasi-laser’

System would provide long- and short-haul distribution for CATV’s

Laser Link Corp. last week told the FCC it has come up with a better mousetrap: a “Filtered Pulse Width Modulation System” for local distribution of CATV signals permitting 18 television channels to be “stacked” on the beam of a single electromagnetic transmitter and broadcast to receivers within a 15-mile radius.

The company said its “quasi-laser” system has power requirements “in the range of a flashlight battery” and is virtually impervious to atmospheric conditions.

Laser Link, 50% controlled by Chromalloy American Corp., asked the FCC to amend its technical standards to permit use of its system in the 12.7-12.95 gc area of the spectrum.

Last month the commission authorized the operation of Local Distribution Service (LDS) in the band, previously reserved for community antenna relay service and television auxiliary services (BROADCASTING, Nov. 10). LDS permits cable operators to use microwave to relay signals from a transmitter to one or more receiving sites, from which the signals are sent in to subscribers’ homes via cable. The method provides an alternative to the use of costly trunk-line cable for local distribution of signals. It stemmed from proposals advanced by Teleprompter Corp. and Hughes Aircraft Co.

Laser Link said its system would not affect the use of any other system approved by the commission. It will not involve the allocation of additional or different frequency space than that already allocated, or cause signal interference, the company added.

Advantages of the system cited by Laser Link included:

- The ability to relay multiple channels using a single transmitter.
- The system is equally adaptable to long-haul and short-hop distribution functions.
- No “pilot” subcarrier or dedicated frequency is required.
- The system is not frequency sensitive and can relay 18 channels in a bandwidth of :25 gc.
- A greater signal-to-noise ratio than is possible with the system proposed by Hughes, and a greater tolerance for interference.

Laser Link emphasized that higher regions of the gigacycle spectrum (18 gc and above) provide ample room for expanding the present 18-channel capacity in the 12.7-12.95 gc band to more than twice that number on a single transmitter using its technique. Pointing out that the next World Administrative Radio Conference might require shifts in allocations, Laser Link noted that because its equipment is not frequency dependent, “all equipment in use at that time could be changed without significant cost.”

The company demonstrated a 32-channel, frequency pulse-width modulation technique to the commission last fall on an 8 gc frequency. It subsequently conducted studies using the system on other frequencies.

Laser Link’s system transmits multiple television signals with a single or vestigial sideband for the visual signal and FM modulation for accompanying sound. The channels are frequency multiplexed in a manner similar to that used in the multiplexing of telephone channels in microwave transmission, with all transmitted signals present in the modulation “envelope.”

For local distribution, the system carries VHF channels wherever possible. UHF channels are translated into vacant VHF frequencies and other signals rearranged so that each signal is capable of being selected at a different position of the VHF tuner. As with the system already approved by the commission, Laser Link’s system involves no modification of conventional receivers or CATV head-end.

Laser Link said its failure to participate in proceedings leading to the adoption of LDS stemmed from the fact that it had not been advised” of their pendency. The company asked for expedited action on its request for a rules amendment, noting that “it is important that those desiring to operate in that [LDS] service be allowed a choice of equipment and that this alternative be made available to them as quickly as possible.”

Faster color camera near

An RCA experimental still camera, designed to produce color images under lighting conditions previously too dim for color photography, is expected to be delivered to the Army for reconnaissance use in January, 1970. The camera will operate with a color encoding system. This consists of a filter to divide the image into patterns according to its colors and an intensifier to amplify the brightness, the patterns then recorded on black-and-white film. When the processed film is projected through a system keyed to the patterns created by the filter, color images are produced. The still camera development could lead to a similar television news camera, RCA officials believe.

New microwave link would cross the U.S.

National system would include 16 regional systems in 40 states

Move over Ma Bell, you’ve got competition.

Plans for a national private microwave relay system encompassing 11,000 miles through 40 states were announced last week. The 16, interconnecting regional systems would offer customized microwave channels on a common-carrier basis for the transmission of computer data, facsimile, radio and TV programs, voice and teletypewriter messages.

Microwave Communications of America President William G. McGowan disclosed last week that talks have been held with broadcast networks. He also announced plans for a low-cost, nationwide link of educational broadcast stations as well as educational institutions. A meeting with the FCC’s Common Carrier Bureau was held last Thursday (Dec. 18) and resulted in the appointment of a steering committee to draw up requirements for such a system.

The educational networking proposals envisage use of cable TV system: to link noncommercial ETV stations to the microwave systems’ towers.

Initial cost of the basic national system, according to the promoters, would be $150 million, with a project growth to $685 million in the first six years of operation.

Microwave Communications of America is the parent service company for individual microwave systems planned. One system, Microwave Communications, Inc., already has received FCC approval to install a system between Chicago and St. Louis. Application for five other systems have been filed with the FCC—for New York-Chicago-Boston-Providence, R.I.-New York-Washington-New York, Chicago-Minneapolis, and San Diego-Seattle. Ten others are due to be filed soon, it was said.

The systems will offer 72 basic channels of different capacities, it was said. Subscribers will make their own connections at any tower location, and will be able to purchase part-time or one way use, or share a single channel with up to four other users.

Channel bandwidths will range from 200 cycles per second to 1 mc. Wide channels for TV will be available at any time, it was said. The systems will operate in the 6,000-mc common-carrier band.

Savings over present common carrier
What good are clean ash trays when you can't get the car the ash trays come in even when you have a reservation and the reservation has been confirmed?

For a long time now, there's been so little difference between car rental companies they argued publicly about who had the cleanest ash trays. Max has changed all that.

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Wherever you are, anytime of the day or night, you can call National for a reservation toll-free at 800-328-4567. And thanks to Max, we don't have to make any assumptions or blind promises like those New York outfits do.

We just ask Max what's available, Max tells us, and we can guarantee you a car on the spot.

National also features GM cars, gives S&H Green Stamps, and has 1800 locations. Second only to old what's-its-name.

Now there are some differences you can sink your credit card into—any recognized credit card.
facilities will range from 20% to 80%, according to John D. Goeken, president of MCI. Rates will begin as low as five cents a mile per month, he said. Questioned about the competition from a domestic-satellite system—also seen as competition for AT&T and other existing common-carrier circuits in lowering costs—Mr. Goeken commented that the microwave links would be cheaper than a space system.

Competition to some of the projected systems (all are to be owned separately, but there are interlocking stockholdings) have been filed. New York-Penn Microwave Co., a subsidiary of NewChannels Inc. (a Newhouse CATV group), which recently was awarded a contract to establish a Pennsylvania state educational network, has asked the FCC for permission to establish a private microwave system between New York and Chicago.

And on the West Coast, the Southern Pacific Railroad, which has an existing private microwave system for its railroad system has informed the FCC that it intends to apply for the right to enter the common-carrier field there.

Subsidy could launch U.S. domestic satellite

The acting director of the President’s Office of Telecommunications Management told a House subcommittee last week that the government may have to provide some sort of subsidy if modern telecommunications services are to be provided for both the continental United States and the special case of Alaska.

William E. Plummer said that because of the “small, widely dispersed population and limited market demand” in the nation’s largest and most sparsely populated state, some sort of special arrangement would probably have to be made. However, he said, studies indicate that a special satellite system for that state is not the answer. A more practical approach, he said, would be “to combine the coverage of Alaska with a broad-based U. S. domestic system.”

Mr. Plummer testified before the House Subcommittee on Space Science and Applications, an arm of the Science and Astronautics Committee. The subcommittee conducted a general inquiry into the background and present state of U. S. satellite development.

There were some expressions of disappointment that the pace of domestic satellite development has lagged behind the development of an international system. Mr. Plummer told the subcommittee that “there are no insurmountable technical obstacles or national policies which preclude beginning an orderly development of domestic satellite communications.”

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**Programming**

**CBS-TV seeks per-program music pay**

Current licenses termed ‘unfair’; network wants to pay ASCAP, BMI only for music it uses

Another new twist in relationships between networks and music-licensing organizations came last week as CBS-TV moved to put its licenses with ASCAP and BMI on a per-performance payment basis.

CBS-TV and the other networks historically have paid specified percentages of their time-sale revenues under so-called blanket licenses that let them use as much or as little of the two repertoires as they wish. Under its new proposal, CBS-TV would pay only for the music it actually uses.

“We believe that the current licenses are unfair to CBS because they obligate us to pay for music we do not use, and that it would be illegal for you to continue to impose their provisions upon us against our wishes.” So said CBS-TV Network President Robert D. Wood in identical letters prepared for delivery Friday (Dec. 19) to the American Society of Composers, Authors and Publishers and to Broadcast Music Inc.

Mr. Wood cited a 1969 U. S. Supreme Court decision, which upheld Zenith Radio Corp. against Hazeltine Research Inc. in a complex patent suit, in support of the CBS-TV position. The court decision, he said, “unqualifiedly held that a licensee ‘may insist upon paying only for use’ of patents and may not be required to pay upon the basis of total sales, including products in which he may not use any of the licensed patents.”

“The same principle is equally applicable to copyrights; CBS cannot be required to pay royalties measured by total time charges for programs in which no ASCAP or BMI music (or, indeed, no music) is played or to pay the same royalties for a program using only a single ASCAP or BMI composition as for a program using many compositions.

“That case supports our conclusion that it is not only unfair but unlawful for you to refuse to grant a license under which the amounts to be paid are based upon the actual use of copyrighted music licensed.”

Mr. Wood asked ASCAP and BMI to let CBS-TV know “promptly” what terms they respectively would be willing to accept on the new basis, effective Jan. 1. ASCAP licenses at all three networks expire Dec. 31, and BMI has given CBS-TV notice that its BMI license would be terminated on that date.

In addition to blanket licenses, which all three networks and virtually all stations use, both ASCAP and BMI make available “per-program” licenses, in which payments are made for only those programs which contain ASCAP or BMI music. The CBS plan would go beyond that and base the payments on the music alone.

“We are quite prepared to consider
AM's by day, CATV programers at night

That's one of the main proposals by Pensacola cable firm; FCC told over-all aim is to improve local programing

Pensacola Cablevision Inc., a Pensacola, Fla., CATV system, last week told the FCC it wants to carry the programing of two Pensacola AM stations and to originate at least 21 hours of local television programing weekly.

Pensacola, formerly Pensacola OmniVision Inc., made known its proposals in a petition seeking expedited action on its pending request to carry programing of independent UHF WWOM-TV New Orleans. It said approval was needed to provide "economic viability" for its projected program origination.

The cable system said it planned to carry programing of WPFA(AM) and WBOP(AM), both Pensacola daytimers. It said both stations had indicated a willingness to provide programing for nighttime CATV use, with some video segments, which Pensacola would carry live or taped from sundown until 11 p.m. or later. WBOP is Pensacola's only Negro-oriented station and WPFA(AM) is one of two country & western stations serving the city.

Proposed program origination, Pensacola said, would deal with matters of local Pensacola interest, which it said "are not now receiving adequate coverage by any of the operating commercial television stations in the Mobile-Pensacola market."

Specifically, Pensacola asked for expedited action on its request to carry certain programs broadcast by WWOM-TV (channel 26) for which it has obtained retransmission consent. The system also has pending a request to carry signals of WJHG-TV Panama City, Fla., an NBC affiliate and the nearest television station to Pensacola.

Pointing out that its original request for a waiver to carry programing of the two TV stations was the first to be based on retransmission consent, Pensacola said it has "again gone forward with this same determination to provide a new, novel and uniquely attractive CATV proposal to the commission, which clearly justifies a waiver."

Pensacola said it was proposing "a local CATV operation that would provide an unusual program service to the Pensacola community that includes not only the usual distant independent signal but also a specialized program service to Pensacola's black community as well as the carriage over CATV of the new nighttime programing of two of Pensacola's most popular radio stations that would otherwise not be able to broadcast because of their restricted daytime hours of operation."

The three VHF stations serving the Mobile (Ala.) - Pensacola market - WEAR-TV Pensacola, and WKRG-TV and WALA-TV, both Mobile - have opposed Pensacola's request for carriage authorization. But the system said "grant of this authorization will have no negative effects, particularly on the three VHF commercial network stations located in the market, which are obviously prospering and will continue to do so."

Carriage approval is "imperative," Pensacola told the commission, "because of the almost total current dearth of local programing provided for Pensacolans generally, and for black residents specifically, by the three network stations operating in the market."

a rate structure reflecting the relative values of different uses of music," Mr. Wood wrote. "For example, you might wish to offer per-minute rates, based on the time of day during which the music is performed (and thus on the size and character of the potential audience), and also on the different uses to which the music is put - feature performances, background performances and performances in commercial announcements."

"We are making the same request to each of you because we hope to pay equitable rates for all of our uses of music, whether the music is licensed by ASCAP, by BMI or by anyone else," Mr. Wood said.

Observers thought it highly unlikely that a new agreement could be reached before the Dec. 31 termination date of CBS-TV's ASCAP and BMI licenses, and CBS sources made no pretense that they would - or even could - cease playing music of either organization by Jan. 1.

But they noted that ASCAP operates under a consent decree that provides for the expiring license to continue in effect, subject to retroactive adjustment when agreement is finally reached. And they seemed confident that "an arrangement" could be made to permit them to continue playing BMI music without danger of copyright-infringement suits while negotiations are under way.

In any event, they noted, CBS-TV affiliates are "automatically indemnified" against such suits involving music in network programs. Even if indemnification were not provided in the stations' affiliation contracts, an official said: "We would do it anyway - this is our (CBS-TV)'s problem, not theirs."

On its own, meanwhile, BMI notified CBS-TV affiliates in letters sent last Thursday (Dec. 18) that CBS-TV would be unlicensed as of Jan. 1, but assured them that "they are fully licensed to originate local programs carrying BMI music."

"Your network listening audience will no longer have access to the major catalogue of American music created by the 20,000 writers and 9,000 publishers affiliated with us," BMI President Edward M. Cramer told the stations.

He blamed the termination on "inaction by representatives of CBS," saying that CBS was the first music user that had refused to negotiate with BMI in its 30-year history - and this despite BMI attempts to negotiate going back more than eight months.

The CBS-TV letter to ASCAP and BMI specifically recognized that "your music is essential to the CBS television network and [we] do not of course, propose to stop using it. We merely believe that we should pay for the music - and pay fairly for it - when we do use it."

Other CBS sources appeared to have reservations as to whether the per-use system of payments, if put into effect, would result in their paying less money for music than they pay now. But it would be a "fairer" and "simpler" system, they insisted.

Exactly how much they are paying now was not disclosed, but a hint is contained in an on-again, off-again deal - finally settled last week - in which CBS agreed to pay ASCAP $5.68 million for 1969 (Broadcasting, May 12, et seq.).

Whether its 1969 payments to BMI would be as much as one-half of that - even though BMI's rates are about one-half of ASCAP's - was not certain, however, because the new deal put 1969 ASCAP payments on a flat-fee rather than a percentage-of-revenue basis. In addition, another part of the deal provides for CBS to pay ASCAP approximately $4.2 million in addition to $23.7 million already paid for prior years through 1968.

BMI served notice some time ago that it would seek additional payments from CBS if its ASCAP deal went through, just as it has been seeking additional payments from NBC because of a similar deal NBC made with ASCAP. NBC agreed to pay ASCAP

Broadcasting, Dec. 22, 1969

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$5.68 million for 1969—the same figure CBS has now agreed to pay—plus $3 million in addition to over $22.9 million already paid for 1963-68. ASCAP has also been negotiating with ABC on a supposedly similar deal.

BMI's contention is that, since both ASCAP and BMI were paid on a percentage-of-revenue basis, if a network has underpaid ASCAP, it has also underpaid BMI (Broadcasting, Oct. 27, Nov. 3).

BMI also has contended that vastly increased use of its music over the past several years entitles it to payments much closer to parity with those received by ASCAP.

Observers thought it possible that a per-use formula, if one is devised, would tend to raise the relative rates for BMI music and lower those for ASCAP's. This was an inference derived from estimates by CBS sources that CBS-TV is currently playing ASCAP and BMI music in approximately equal amounts. In that case, it was speculated, a closer balance in rates would seem to be more logical than the 2-to-1 rate advantage that ASCAP has held.

The move for a per-use payment system was for CBS-TV only. Officials explained that the music licenses for other CBS broadcasting operations are still in force. Other sources speculated, however, that if CBS-TV establishes the "fair-use doctrine," as one called it, other units—and other broadcasters—might want to follow suit.

BMI officials said their move was "unilateral," without reference to NBC or ABC. BMI officials have said that, although they could not get CBS-TV to negotiate, they have been holding discussions with ABC-TV and NBC-TV that they were confident would lead to new agreements. Their contracts with them, as with CBS, are on a continuing basis, subject to 60-day termination notice, but BMI has served notice only on CBS-TV.

Tiny Tim tops for NBC

An estimated 30-35 million people in the U.S. attended, via their television sets, the wedding of entertainer Tiny Tim Khaury and Victoria Budinger last Wednesday (Dec. 17) on NBC-TV's Tonight Show starring Johnny Carson. The network made the national audience projections after the show received a New York Nielsen rating of 39.4 and an 84 share. The New York rating for the Tonight Show usually hovers around 7.0 with an estimated normal total U.S. audience of around 10 million. Tiny Tim and the minister were paid American Federation of Television and Radio Artists (AFTRA) scale for appearing in the wedding.

Stanton favors an open government

At Advertising Council dinner he calls for TV access to Congress, Supreme Court

A call to open congressional and Supreme Court proceedings to coverage by television and radio was issued last week by Dr. Frank Stanton, president of CBS Inc., in a speech condemning "contrived government attacks" on news media.

"The only way we can keep the right to know alive is by expanding it," he said, "making sure that our citizens know more about our government and its actions, not less."

It is "indefensible" to limit access to "high legislative and judicial proceedings to the handful of subscribers to the Congressional Record and visitors who can get to Washington," he asserted.

Dr. Stanton spoke Monday night (Dec. 15) at a dinner of The Advertising Council at the Waldorf-Astoria hotel in New York, where he received the council's 1969 public-service award for notable contributions in the public service to the welfare of the U.S. and its citizens.

Alluding to attacks on network-TV and other news media by Vice President Agnew and other officials (Broadcasting, Nov. 17, et seq.), Dr. Stanton said:

"Whatever the merits of the specific issues involved, we witnessed contrived government attacks on both the degree and the extent of freedom of the press. Subsequent assurances that the purpose of these attacks was merely to stimulate discussion of media performance, and thence self-improvement, ring hollow when their sources and pattern, not to mention their language, are considered and when the right to report the facts, or to express an opinion, is challenged only when they go against the grain of administration policy.

"But the danger lies not solely—or even primarily—in the angry official castigations, or in the overt warnings of government intervention, or in the subtle threats of reprisal. . . ."

"The real danger is not theoretical but coldly practical: it is the pointed reminder that Big Brother—the government—is keeping its eye on you and if you don't do what it says is best, you'll be in trouble."

Dr. Stanton, who noted that by coincidence the council dinner was on the 178th anniversary of the adoption of the Bill of Rights, said the purpose of the First Amendment was to make sure "that the government is the servant of the people and not their master," and underscores "the right of the people to keep their eyes on the government."

This function could be greatly expanded if TV and radio were allowed "to cover all proceedings of the House, the Senate and the Supreme Court to which public and the press are admitted," Dr. Stanton asserted.

Coverage would be "selective," he said, but most major decisions of Congress—despite its "sweeping" powers—"are epitomized in a few significant actions" that could and should be covered.

He cited the debate over the 1964 Gulf of Tonkin resolution—which he said significantly determined "the course of the longest and the most expensive war in our history"—as one that TV and radio were prohibited "by archaic strictures" from covering in Congress although they could and did cover the same issues extensively when the is-
KABC-TV also makes
Tate murders find

Broadcast newsmen in Los Angeles last week continued to make news of their own in the sensational so-called Tate murders.

A three-man news team from KABC-TV Los Angeles reported finding what appeared to be blood-stained clothes similar to those that were supposedly worn by the defendants in the case. Earlier, KNXT-TV and KFWB(AM), both Los Angeles, independently investigated and discovered many of the important clues in the case, including the names and identities of some of the suspects (Broadcasting, Dec. 8).

In finding what may be the murder clothes, KABC-TV news reporter Al Wiman, along with cameraman King Baggott and soundman Ed Baker, followed a lead that appeared in a published confession of the murders by one of the suspects. The articles of clothing they discovered—three black T-shirts, one white T-shirt and three pairs of black jeans—were knotted in a bundle and were stained with what appeared to be blood. The clothing was found by the TV newsmen in a ravine near the home where the Tate murders were committed. The clothing was turned over to the Los Angeles police department as the news crew recorded the proceedings on film for exclusive presentation on KABC-TV news programs later in the day.

ABC poll endorses
freedom for TV news

The American people strongly endorse freedom of the press for all media, a poll commissioned by the American Broadcasting Companies Inc. appears to show.

Results of the poll, conducted by Lieberman Research Inc., New York, were announced last Thursday (Dec. 18) on the ABC Evening News with Frank Reynolds and Howard K. Smith.

Results showed that 52% of the 559 adult respondents in 12 cities agree with Vice President Agnew's contention that TV newsmen present the news in a biased fashion; 33% disagree; and 16% don't know or have no opinion.

More than half of those who agree with Mr. Agnew's charges still believe the media have been basically fair and should not be called upon to lessen criticism of the administration.

Half of those surveyed believe the government was trying to influence newsmen and, by a margin of 2-1, were opposed to such government action.

The poll also showed that the public endorses, 24-1, the broadcasters' right to analyze and comment immediately after presidential speeches.

This latest poll released by ABC follows a content-analysis survey commissioned by ABC News President Elmer W. Lower. That survey examined 95 hours and three minutes of newscasts and found that coverage on ABC-TV was fair and balanced (Broadcasting, Dec. 15).

TV fashion newsears
in new Burla's plans

Burla Industries Inc., leisure-time operation looking for acquisitions in entertainment industries, has been incorporated in Delaware. Main offices for the company are in Beverly Hills, Calif.

Burla Industries is headed by film producers Barry Lawrence (TV) and John H. Burrows (feature films). Mr. Lawrence is president; Mr. Burrows vice president.

Initially, Burla is planning to produce and distribute both TV and theatrical motion-picture product. The company also is developing a division that would produce fashion newsears for distribution to TV stations.

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Old foes line up on copyright bill

AMST blasts Senate measure, NAB dislikes it, CATV has few objections

Battle lines began forming last week on the proposed copyright bill sent to the Senate Judiciary Committee by a subcommittee (Broadcasting, Dec. 15). It was evident that CATV interests would be arrayed against both broadcasters and copyright owners.

Although broadcaster and copyright lawyers privately condemned the bill as pro-CATV, there were only a few public statements. The strongest objections were voiced by the Association of Maximum Service Telecasters which found the bill completely CATV-oriented, without regard for the impact of cable TV on broadcasting. AMST led the fight against the agreement worked out last summer by the staffs of the National Association of Broadcasters and the National Cable TV Association.

The National Association of Broadcasters had not, as of last week, analyzed the bill, but Paul B. Comstock, vice president and general counsel, termed the cable TV provisions "very bad."

Copyright owner representatives also had not set forth their position on the bill. A member of the law firm of Phillips, Nizer, Benjamin, Krim & Ballon, New York, representing a group of feature-film syndicators, said last week that no analysis from the copyright owners' viewpoint was available. He said also that no reaction was ready either.

The National Cable TV Association found no specifics to object to in its investigation of the bill. NCTA Chairman W. William Adler, Weston, Va., cable operator, said, however, that he viewed the bill with "mixed" emotions.

The copyright bill, a complete revision of the basic law that has been in existence since 1909, was reported out by the Senate Subcommittee on Patents, Copyrights and Trade Marks two weeks ago. The five-member group, composed of three Democrats and two Republicans, voted unanimously to recommend the bill to the parent committee. It is expected to be considered by the full Senate Judiciary Committee next year.

Only one change in the bill was offered on the day it was reported out. Senator Philip A. Hart (D-Mich.), would have deleted any reference to limitations on the importation of distant signals, as recommended by the Department of Justice. This was not accepted by the committee. Senator Hart did not press for the Justice Department's views, although he reserved the right to take it up again in full committee.

Other members of the committee are Senators John L. McClellan (D-Ark.), chairman; Hiram L. Fong (R-Hawaii) and Hugh Scott (R-Pa.). Senators McClellan, Hart and Scott reportedly were sympathetic to the CATV point of view. The others were said to have been not so much for or against CATV as neutral.

The bill actually was drafted by the Office of Copyrights, following a narrative proposal drawn up by Thomas C. Brennan, chief counsel of the subcommittee. Mr. Brennan drew up his proposals after all parties had submitted comments and after he had conferred with staff members of the senators on the committee.

Actually, hearings on the copyright bill began in the Senate in 1966, but work was held in abeyance pending Supreme Court consideration of the Fortnightly case. The court then held that CATV systems were not infringing on copyright licenses. Also during this period, the House passed a new copyright bill, but the section on CATV was deleted at the last minute following a controversy on jurisdiction between Representative Harley O. Staggers (D-W. Va.), who is chairman of the House Commerce Committee, and Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee.

The Senate subcommittee again took up the subject last year, with Senator McClellan urging all parties to come to some agreement. Early this year, the staff of the subcommittee met with all the parties and later with separate groups to try to bring them together. The aborted agreement devised by the NAB and NCTA staffs was thought to be responsive to that call. But the agreement was voted down by the NAB board, although it was accepted in principle by the NCTA board.

An analysis prepared last week by AMST's lawyers called the new copyright bill "replete with vague, undefined, ill-defined or ambiguous terminology and provisions."

The AMST analysis charged that no limit is placed on the number of stations that a cable TV system could carry. In some cities, for example, AMST said, CATV systems could carry 20 or more TV broadcast signals at a nominal fee "no matter how injurious this was to the public's interest in having local, free TV service." And it continued:

"CATV carriage of this volume of signals, which would necessarily include a great many signals that cannot be received without CATV, would virtually destroy any chance for the successful development of existing and new UHF stations in small and medium-size markets and in most larger markets. These CATV operations would also seriously jeopardize the existence of any local station, whether VHF or UHF, whether network affiliated or independent."

Not only did AMST find the compulsory license payments "nominal", but CATV systems would be free to carry an unlimited number of additional stations with the consent of the originating station and program suppliers. The bill, AMST noted, specifically permits the carriage of overlapping signals from other TV markets and prohibits the FCC from restraining that action.

And, AMST charged, the bill permits cable systems outside U. S. television markets to engage in "unlimited signal carriage, unlimited leapfrogging, unlimited income, service"

Copyright bill rules for CATV spelled out

All systems must have licenses, pay fees tied to gross income, service

The Senate Subcommittee on Patents, Copyrights and Trade Marks recommended a completely new copyright bill to the parent Senate Judiciary Committee two weeks ago (Broadcasting, Dec. 15). This is what section III (CATV) does:

* Liability—All CATV systems are made liable for copyright payment. Other types of secondary transmissions are exempted, such as master antenna systems serving apartment houses, hotels, motels, etc., provided no extra charge is made for the service. Also exempted are governmental and nonprofit cable TV systems.

* Compulsory license—All CATV systems are automatically given copyright licenses by statute. They must pay
substitution of CATV's commercial announcements for those of stations, origination of offensive and fraudulent material . . .

Pre-emption of the FCC's authority means the nullification of the commission's present nonduplication rules and raises a question of the validity of the present carriage rules, AMST said. The bill makes the FCC powerless to regulate CATV carriage of radio signals, AMST said.

In discussing the fees, which it termed "most nominal", AMST noted that a cable system with gross revenues of $600,000 yearly from its basic service would pay a "mere" $16,000; a larger system with $5 million annually in revenues would pay a "mere" $237,300. TV stations, AMST commented, typically pay 30% to 40% of total expenditures for programs. "In short," AMST said, "the unfair competition aspect of CATV would be compounded, rather than eliminated . . .

The exclusivity provisions of the bill, AMST said, provide no protection at all to TV stations. "Through a combination of features," it said, "the bill practically eliminates the opportunity for exclusivity vis-a-vis CATV transmissions of the same program by carriage of broadcast signals and CATV origination."

By defining the area of a TV market for exclusivity purposes as within a 35-mile radius of the center, AMST said, the bill would eliminate large areas of a station's coverage, including in some instances principal communities.

Under the terms of the bill, AMST said, a cable system in a small market could retransmit a program by carrying it from a TV station in a very large market even before the small market TV station had an opportunity to buy the program. AMST noted that in practice, syndicated programs are usually sold first in the larger markets.

And, it added, there is no exclusivity protection at all on CATV services carried before Jan. 1, 1971. This cutoff date also, AMST said, would permit small town CATV's to expand into larger metropolitan areas, like Philadelphia, San Diego, Rhode Island.

Mr. Comstock not only called the bill bad, but he noted that there is language in it that would have to be litigated. He said that it pre-empts the FCC in many areas, some of them highly regulatory. The section on CATV, Mr. Comstock said, needs "very substantial changes." He declared that the orientation of the bill is too much toward CATV, not enough toward broadcasters and copyright owners.

The analysis by the cable industry found no sections to object to. It said the bill is written "in extremely complicated language."

Mr. Adler noted that CATV is under no current obligation to pay royalties, and acknowledged that there are differences of opinion inside the cable TV industry on the need to pay copyright fees. Nevertheless, he said, "A cursory reading of the bill reveals . . . that while some new markets are apparently opened to potential CATV development, a great many restrictions are placed on the amount of service CATV can provide and on the areas in which our services can be provided."

He said NCTA is prepared to consider the long-term consequences of the legislation, and repeated that the CATV industry is prepared to support "fair" legislation "provided that it does not unduly restrict our ability to meet the public's demand for cable service throughout the U.S."

Joe Pyne departs from syndicated TV series

Talk personality Joe Pyne, who quit performing on two-way radio earlier this year, now has left his weekly syndicated interview series that originated at KTTV(LOS Angeles. Mr. Pyne's last regular program was presented in Los Angeles on Nov. 29.

Only last May, Mr. Pyne, who had been in ill health and missed a number of weeks of telecasting, had his program renewed by KTTV on a long-term basis. His two-hour discussion-interview series was syndicated throughout the U.S. and Canada by Hartwest Television Inc., New York. At one time it was being distributed to some 150 markets. The Joe Pyne program had been carried on KTTV since May 1966.
Agnew meets RTNDA in Washington

Roberts feels RTNDA board has gone 'round and round' to little advantage

Vice President Spiro T. Agnew last week offered the nation's broadcast newsmen a deal: Heed his criticisms of their operations, and he would say a friendly word in their behalf—and thus reduce the public pressures his speeches have generated.

Broadcast newsmen themselves—members of the board of the Radio Television News Directors Association—gave the Vice President the opportunity to offer the quid pro quo. They had met with him Thursday to express concern about the public reaction to his Nov. 13 speech accusing the television networks of a liberal bias and criticizing them for allegedly emphasizing the grimmer aspects of American life.

J. W. Roberts, of Time-Life Broadcast Inc., president of RTNDA, said station newsmen across the country have received an outpouring of complaints from listeners and viewers backing the Vice President's charges.

"This creates a climate that tends to influence broadcasters, who are conscious of the fact that they operate on three-year licenses, to reduce coverage of controversy," he said. "But our job is to explore the problems of the day."

He said the board had hoped for a statement "that the administration did not intend to diminish coverage of controversial issues but was interested in a fuller exploration of the issues." It didn't get it.

The Vice President said that he'd be willing to issue some sort of a statement if he saw a sign that his criticism was being listened to, but he hasn't seen any sign yet," Mr. Roberts reported.

What would constitute a sign? "If the networks put [Secretary of Defense Melvin] Laird on when they present [former Ambassador Averill] Harriman in a discussion of the Vietnam issue." ABC's use of Mr. Harriman in follow-up coverage to President Nixon's Nov. 3 speech on Vietnam still rankles the Vice President.

Mr. Roberts said the Vice President stressed that he did not intend to diminish the coverage of controversial issues. But he also said, Mr. Roberts added, that "the people are right, that maybe the broadcasters should change their policy."

Although he left the meeting, which lasted an hour, with the feeling that the RTNDA board had "gone round and round and ended up with little net gain," Mr. Roberts drew some comfort from the Vice President's willingness to talk directly to the newsmen.

He expressed the hope that the board had made Mr. Agnew realize that his criticisms caused broadcasters to be concerned about license renewals. On that point, he reported, the Vice President said "he didn't have anything to do with that—that's the FCC's job."

Although Mr. Agnew, in the conference, focused on television news in his criticisms of the networks, the board was not representing the networks.

Richard Salant, president of CBS News, disagreed with RTNDA's comment, expressed in the invitation to the Vice President, that it did not question his right to criticize the media. And Robert Frank, NBC's news chief, said he did not want to be ''reviewed or represented" at the meeting.

ABC did not respond to Mr. Roberts' offer to send a representative. However, James A. McCulla, ABC News, Los Angeles, and a member of the RTNDA board did attend.

The other board members who attended were: Bos Johnson, WSAA-AM-TV Huntington, W. Va.; Rob Downey, none commercial WKBK-AM East Lansing, Mich.; Chet Cazzel, KSFS(AM) San Francisco; Mark O. Gautier Jr., KMTV(TV) Omaha; Thomas Frawley, Cox Broadcasting, Washington; Ed D. Planer, WDSU-TV New Orleans; Wayne Vriesman, WEMON-TV Denver; Roy Wood Sr., WVON(AM) Cicero, Ill.; Jack Eddy, KOMO-TV Seattle; Fred Heckman, WIBC(AM) Indianapolis; Travis Linn, WFAA-AM-FM-TV Dallas; Jud Collins, WSM-AM-TV Nashville; Eddie Barker, KRLD-AM-FM-TV Dallas; Wes Bowen, KSL-TV Salt Lake City; and Ernest F. Andrews, TV-radio department, Syracuse University and Theodore Pierson Sr., RTNDA's counsel.

Fortas needles Agnew for attack on TV news

Former justice, veteran of press critics, warns on threat to licenses

Former Supreme Court Justice Abe Fortas last week waded into the controversy generated by Vice President Spiro T. Agnew's free-swinging attacks on the media and, in effect, urged him to lower his voice. Those who hold positions "at the summit of government," he said, "do not—they do not—have the same freedom to criticize the media that an ordinary citizen has."

Mr. Fortas, who spoke at the National Press Club in Washington on the 178th anniversary of the Bill of Rights, thus took exception to one of the principal arguments used by Mr. Agnew's defenders, FCC Chairman Dean Burch among them. Mr. Fortas acknowledged that the nation's leaders at one time enjoyed that "ordinary" citizen's freedom; Harold Ickes and Franklin Roosevelt "boiled, boiled, minced and fricasseed" the media "and the result was just good clean fun all around," he recalled.

But the difference today is television—the millions of dollars represented in the television station licenses that are held by the networks and the major newspapers and that are subject to FCC renewal every three years. Government, he said, holds a "noose" around the necks of the nation's TV media: it "has the ultimate economic power over the media—the power of life or death."

And television owners, he said, "cannot escape the gnawing and corrosive fear that official criticism of their news reporting may be reflected in the FCC proceedings, either by encouraging competitive applications or, even, in a refusal to renew their licenses." He said he wasn't suggesting that was the intent of the Vice President's attacks. "I am saying that it is the effect, perhaps inevitable, of television licensing and of newspaper ownership of television licenses."

Putting matters starkly, Mr. Fortas said that, "in the nature of things," media holding government licenses have "surrendered some of the absolute freedom against governmental power that is implicit in the First Amendment." He saw no complete answer to the problem: "Nobody's going to give television stations, even those owned by newspapers, a perpetual franchise that doesn't have to be renewed."

The realistic answer he saw is "moderation and restraint on both sides." The FCC, he said, "must be and continue to be really independent." At one point, he appeared to question whether it was.

He said that the Vice President "and Dean Burch, the representative of the great silent majority on the FCC, wigwagged to the owners: Don't forget, most of you have television licenses that have to be renewed every three years—and you know by whom." And holders of "high political office must be exceptionally careful when they assail newsmen and the press for engaging in
political criticism.

As for the media, he expressed the hope they would "profit from the Vice President's summons to fairness, moderation and objective news reporting, and from the manifestation of considerable public disaffection with them in these respects." (He said Mr. Agnew had "scored" with the American people who "have a strong sense of fairness" and "think it's about time for the bruised and bloody postman to bite the watchdog. They think old Fido's been getting a little too sassy and aggressive.")

But, he added, "I hope [the media] will never lower the First Amendment flag. I hope and trust they will never bend the knee to government because of fear of the consequences of defiance."

The former justice was concerned not only with the question of the media's freedom but with the manner in which they use it. For "to deserve First Amendment immunity—and to command the public support necessary to preserve it intact—calls not only for a consciousness of mission but also for a sensitivity to the subtleties of national responsibility," he said.

And in Mr. Fortas' view, there is an urgent need for the media to scrutinize the measures the government is employing in its war on crime. "The media are vigilant and aggressive in the defense of the freedom of the press," he said. "They understand that curtailment of freedom of the media means the suppression of everybody's liberty. But do they really understand that the power to wiretap or bug the house or office of a narcotics pusher is a danger to all of us?"

"Do they appreciate that the rules confining the power of the Department of Justice, the local police and prosecutor are essential to preserve the freedom of all of us, including the media."

"And are they ready to justify their special and indispensable prerogatives under the First Amendment by doing battle for freedom for everyone?"

Mr. Fortas himself has been the subject of considerable attention by the media. In 1968, President Johnson's nomination of him as chief justice precipitated a bitter Senate fight and eventually was withdrawn. Last year, press accounts of his financial links to a foundation controlled by financier Louis Wolfson, who was convicted on charges of illegal stock dealings, led to his resignation from the high court.

But he showed he could approach the subject of freedom of the media with deftness and wit. Expressing feigned concern over the "dangers to our heritage of freedom" from the general support given the Vice President's attacks on the media, he asked:

"Will the nation lose Huntley, Brinkley and Cronkite—a loss from which the Bill of Rights could hardly recover?"

"Do we face the prospect of an exodus of the pundits of the press and television from the New York-Washington Megalopolis?"

"Will that area, like the moon, become a place of awful desolation, bereft of those who guide the nation's thought, determine its policies and ornament the bars and parlors of the nation's capital?"

But the matter at hand was no joke. Asked, following his speech if he thought the Bill of Rights could be adopted "in today's climate," he said, "I doubt it." He suggested the country praise its forefathers for having the wisdom and knowledge of history to enact it, and not conduct a referendum on it.

Directors' wages up 25% in new network contract

The Directors Guild of America has ratified a new collective bargaining contract with ABC, CBS and NBC. The contract, covering a 39-month period retroactive to Jan. 1, 1969, also covers network owned-and-operated stations.

Graduated minimum salary increases for the 39 months of the new contract average 25%. These increases cover 14 categories of DGA members in staff and freelance jobs.

Network staff director salaries increase from $250 to $300 a week. In addition there will be a premium of $50 per week, guaranteed on an annual basis, for staff directors in news departments.

Local staff directors in New York, Los Angeles and Chicago will have similar increases, going up from $250 weekly to $300. Also in addition they will have an annual guarantee of $25 per week for long assignment availability.

Network associate directors will enjoy increases from $215.50 to $265.50 weekly. Network stage managers' pay scales go up from $198.50 to $246.50. There are comparable increases for local associate directors, stage managers and program production assistants.

Freelance associates get a raise from $380.09 to $460 weekly flat rate. Freelance stage managers go up from $347.29 to $425 flat.

In AM radio jobs, network directors go from $204 to $251 per week. Network associate directors jump from $162 to $200. New York local directors move up from $141 to $179.

Columbia Pictures has new executive line-up

A series of top management and organizational changes were announced last week by Columbia Pictures Industries Inc., resulting from the merger of Columbia Pictures and Screen Gems last year.

CPI's operations will be commanded by an executive team consisting of A. Schneider, chairman; Leo Jaffe, president, and Jerome S. Hyams, senior executive vice president. Mr. Jaffee relinquishes his title as president of the Columbia Pictures division and Mr. Hyams his as president of the Screen Gems division to assume their corporate posts at CPI.

In the change-over, Stanley Schneider and John Mitchell, who were executive vice presidents of the Columbia Pictures division and the Screen Gems division, respectively, have been elevated to presidents of their divisions.

Mr. A. Schneider added that the records, music publishing, broadcasting, marketing research, commercials and educational-films operations, previously units of Screen Gems, now become separate divisions of Columbia Pictures Industries, the parent corporation. He said "these changes came about as a natural and logical progression of our merger plans."

As president of Screen Gems, Mr. Mitchell will have responsibility for the production and distribution of television programs both in the U. S. and abroad.
NBC ups NTI lead in week of specials

NBC-TV claimed the largest lead since its premiere week in the Nielsen Television Index ratings for the week of Dec. 1-7. NBC's average rating was 21.4, with CBS-TV at 18.9 and ABC-TV at 15.7.

CBS-TV had the top-rated program — the Frosty the Snowman special. The Charlie Brown Christmas special immediately preceding Frosty had an even higher rating, but was not considered in prime time (7-7:30 p.m.).

Other specials ranking in the top 10 were Rudolph the Red-Nosed Reindeer (NBC) Jack Benny (NBC), The Littlest Angel (NBC) and Engelbert Humperdinck (ABC). A CBS draft lottery special tied for 20th place with ABC's FBI.

The top-ranked regular series included NBC's Bonanza and Laugh-In and CBS's Lucy, Gunsmoke and Family Affair.

Games are the same despite TV, it's said

Television has not interfered with the integrity of sports contests. That was the consensus of panelists in a National Academy of Television Arts and Sciences forum in New York last week.

Howard Cosell, ABC Sports vice president and sportscaster, and Bill MacPhail, CBS vice president for sports, agreed that a "constant carping" on the subject by some newspaper sportswriters has led the public to believe television has had a denigrating effect on sports.

"Any changes made for television do not change the game," Mr. MacPhail insisted. "The sportswriter shouldn't be bitter about the medium," Mr. Cosell commented.

Program notes:

Balanced opinion series • H. K. Simon Inc., Hastings-on-Hudson, N. Y., has started production on a balanced opinion commentary series titled Both Sides. The news-commentary package, with separate liberal and conservative viewpoints on a single topic in each broadcast, presents opinions of nationally recognized commentators in 4-minute packages. For details write Both Sides, H. K. Simon Inc., Dept. TB, Box 236, Hastings-on-Hudson, New York 10706.

Production partner • The new Beckwith Children's Presentations (BROADCASTING, Dec. 15) has acquired a co-production partner — Alpha Productions, New York, principally owned by entertainer Frank Fontaine. Under the merger agreement Beckwith has acquired rights to several projects currently developed by Alpha.

New name • Warner Bros. Inc., New York, is the new name for Kinney National Service Inc.'s subsidiary.

Presidential Yuletide • Metromedia Television, Los Angeles, in cooperation with Time-Life Inc., New York, will colorcast a half-hour special, Christmas At The White House. Featured will be Mrs. Richard M. Nixon and her 23-year-old daughter, Tricia. The special was produced by Neal Jones and directed by Tom Verdaman, both of Metromedia's wttg(TV) Washington. Syndicated nationally by Metromedia Program Sales, the special also will be broadcast on Metromedia's WNEW-TV New York on Dec. 20, KTTV(TV) Los Angeles on Dec. 22, KMBC-TV Kansas City, Mo., on Dec. 24, and KNEW-TV San Francisco and wttg on Christmas Day.

No talk special • Paramount Television is developing a one-hour special for the 1970-71 season titled Women, which will depict the personal life cycle of the female in song with dramatized visual accompaniment. There will be no spoken dialogue.

Specials set • CBS-TV announced last week the schedules for four specials over the next two months. They are

LBJ: Why I Chose Not To Run, set for Saturday, Dec. 27, 7:30-8 p.m.; Beyond The Moon (major events in 1969 affecting religion), on Sunday, Dec. 28, 10-11 a.m.; The Mirror And The Mirage (a filmed portrait of British artist Graham Uretherd), on Jan. 25, 4:30-5:30 p.m. and Born Free (an award-winning film) on Feb. 22, 7-9 p.m.

Hockey highlights • CBS-TV will present a half-hour special on the 1969 National Hockey League Stanley Cup Playoff games Jan. 3 (2-2:30 p.m.), a week before the 1970 televised schedule begins. Where The Action Is will cover the eastern division finals between the Boston Bruins and Montreal Canadiens and championships series between Montreal and the St. Louis Blues from last season.

MTP goes color • Mobile Television Productions Inc., San Jose, Calif., formerly in operation for three years with four monochrome cameras, has acquired three new plumbicon cameras and a color video tape recorder. The cameras are the IVC-300 model manufactured by International Video Corp., Sunnyvale, Calif. MTP, which has originated professional and collegiate sporting events for local, regional and national clients as well as producing local programs and commercials, includes among its facilities a 35-foot custom mobile unit and a 400-seat theater. A new production studio, said to be "of modest size," is being prepared for use early next year. First contract involving the new color unit is for a weekly series of college basketball games for KEMO-TV San Francisco. Norton F. (Barney) Boston, formerly technical director for the Mike Douglas Show, is president of MTP.

Federal agencies on film • National Audiovisual Center, in General Services Administration's National Archives and Record Service, has published U.S. Government Films, a catalog of motion pictures and filmstrips for sale by the center. All films, federally produced, document functions and operations of federal agencies. Various categories of films include: business, education and training, health and medical, safety, and science. Location is Washington 20409.

Music on high • Westhouse Broadcasting Co. has scheduled a one-hour special, Last Summer We Played In The Alps, for showing on its owned stations during the week of Dec. 22. The program, one in the 52-week Spectrum 52 series, features young symphony musicians from eight countries with the first international festival of young orchestras held last August in St. Moritz, Switzerland, as the base. Group W production and Trans Atlantic Film Co. produced the special with Robert Albert, the executive producer.

Case study • One in Sixteen Million, a one-year case history of an arthritis patient, has been released by The Arthritis Foundation. The 15-minute film was produced by Association Films Inc., New York, and is available on a rental basis.

News-oriented package • Dateline International, El Paso, is packaging a new radio series, Michael McKenzie—Man in the News. The package consists of 100 60-second to three-minute programs. Format of the programs is for Mr. McKenzie to make reports on his daily experiences traveling throughout the United States on light aircraft. The series is being offered to radio stations on an exclusive basis in each market. It also is being offered to regional and national advertisers, particularly those in travel or entertainment or financial fields. Provision are being made for personalized IDs by reporters of individual stations to tie-in with the syndicated radio series.
Broadcast advertising

James M. Henderson, president of Henderson Advertising Agency Inc., Greenville, S.C., re-joins agency in same capacity following one-year leave of absence during which he served as special assistant to U.S. Postmaster General Blount. He directed Post Office Department's PR and public information activities.

Richard Sheppard, media broadcast supervisor, MacManus, John & Adams, Bloomfield Hills, Mich., joins Campbell-Ewald, Detroit, as senior timebuyer on Chevrolet account.

Fred Kahn, brand manager, Procter & Gamble, Cincinnati, joins New York office of Foote, Cone & Belding as account supervisor.

Gary Reames, with WHR (AM) Kansas City, Mo., joins KCKN-AM-FM Kansas City, Kan., as sales manager.

Robert L. Barta, VP, Buchen Advertising Inc., Chicago, appointed copy chief.

Jack Douglas, with Aylin Advertising Agency, Houston, named assistant VP and copy supervisor.

James W. Burkett, producer-director, WISH-TV Indianapolis, joins Ruben, Montgomery & Associates, Indianapolis-based advertising, marketing and PR firm, as assistant broadcast director.

Louise F. Davis, former PR director for Hotel Plaza, San Francisco, joins Givens-Davies Advertising Agency, Boise, Idaho, as copy supervisor.


John Judkins, with KWST (FM) Los Angeles, appointed local sales manager.

Thomas Malby, with Lennen & Newell, New York, joins Youth Dynamics Inc., developers of youth marketing programs there, as VP of client services division.

James S. Walker, advertising manager, Wolf & Dessauer, Fort Wayne, Ind., department store, joins Wade, Lauer & Katt Inc., agency there, as associate creative director.

Alan C. Wiber, associate media director, Detroit office of J. Walter Thompson Co., joins McCann-Erickson there as director of marketing and media.

Jack Mahoney, sales manager, ABC American Information Radio Network, expands his duties to include sales manager of ABC Radio network's central division, Chicago.

Reed Gardner, former VP and general manager of KRK-TV Bakersfield, Calif., joins Bill Bailey Communications agency which is wholly-owned subsidiary of Food Baron Corp., San Diego, as president.

Peter Israelson, director-cameraman, Libra Productions, New York, joins EUE/Screen Gems there in same capacity.

Media

Richard L. Freeman, general manager, WKBQ-TV Detroit, elected VP.

Martin Brown, treasurer of ABC Inc., New York, resigns effective Jan. 3. Mr. Brown has not announced his future plans.

W. Martin Wingren, assistant controller for Kaiser Broadcasting Corp., Oakland, Calif., appointed controller.

William Hippe, VP and assistant general manager, KRNT-AM-FM-TV Des Moines, Iowa, appointed general manager.

Donald W. Meyers, general manager, WJZ (AM) Newark, N.J., joins WAKY (AM) Louisville, Ky., as general manager.

Jack D. Summerfield, general manager, noncommercial WVR (FM) New York,

Lovett leaves NCTA


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Robert L. Goossen, VP and treasurer, Avco Broadcasting Corp., Cincinnati, named senior VP. He will also continue as treasurer. David Abbott, general manager, WLW(AM) Cincinnati; Robert E. Howe, general manager, WRTH(AM) Wood River, Ill.; and William S. Sanders, general manager, WWDC-AM-FM Washington, all Avco Broadcasting Corp. properties, named VPs of respective stations.

Joe Anthony, program director, WCGB-(AM) Chambersburg, Pa., appointed station manager. He is succeeded as program director by Bob Huff, production director. Rich Randall, with WMAJ(AM) State College, Pa., joins WCGB as production director.

William F. Russell, with WGEE-AM-FM Indianapolis, appointed general manager.

Cliff Craig, manager of KGNC-AM-FM Amarillo, Tex., also appointed manager of KGNC-TV Amarillo. He succeeds Bill Clark, KGNC-TV manager, appointed general sales manager for KGNC-AM-FM-TV.

Henry Rau, president of Henry Rau Stations and vice chairman of Mutual Affiliates Advisory Council, named chairman of council. He succeeds Victor C. Diehm, president of Mutual Broadcasting System Inc. Henry Rau Stations are WARK-AM-FM Hagerstown, WNNA-AM-FM Annapolis, both Maryland; WATO-AM-FM Oak Ridge, Tenn., WOTY(AM) and WPMF-FM Montgomery, Ala., and WDQV-AM-FM Dover, Del.

Bert H. Hatch, executive director, Georgia Mobile Home Association, Atlanta, joins Georgia Association of Broadcasters there as executive secretary.

Steven A. Murphy, assistant director of research for KGO-TV San Francisco, appointed director of research and sales promotion. He succeeds Ron Lauber, who resigns.

Don Menke, station manager of WFBM-TV Indianapolis and manager of WZBM production center, retires effective April 30, 1970.

Ken Joseph, VP, syndicated sales, Independent Television Corp., New York, named to new post of VP in charge of syndication. In shift of responsibilities, at ITV, Al Unger, VP, syndication at ITV, assumes former title of Mr. Joseph as VP, syndicated sales.

John T. Sorbi Jr., assistant program director and music director, WKLO(AM) Louisville, Ky., joins WFBM-AM-FM Indianapolis as radio program director.

James A. Dunlap, with WQAM(AM) Miami, appointed program director.

Dave Beggs, producer-director, KHON-TV Honolulu, also appointed assistant production manager.

Burt Rosenburgh, director of syndicated sales for northeastern U.S., Warner Bros.-Seven Arts Inc., New York, joins Avco Embassy Pictures' northeastern division there as manager for TV.

Ned Rogers, with KVAN-AM-FM Ventura, Calif., appointed program director.

William J. Hoffman Jr., project director of New York state technical services program, joins The Arthritis Foundation there as radio-TV director with responsibility for producing and placing of audio and visual materials with networks and local stations.

Jerry E. DePrenger, senior producer for instructional TV, Nebraska Educational Television Network, Lincoln, appointed to newly created position of network assistant program manager.

Kenneth Johnson, formerly with KOLN-TV Lincoln, Neb. and noncommercial KTRA-TV St. Paul, joins Nebraska Educational Television Network, Lincoln, as senior producer for instructional TV and coordinator of production.

Dale Scarberry, studio manager, KGNC-TV Amarillo, Tex., appointed production manager.

Pasquale L. Polillo, newly appointed news director, WNAC-TV Boston (BROADCASTING, Dec. 1), also appointed station's public affairs director.

Arthur E. Albrecht, senior producer-director, noncommercial WVVU-TV Morgantown, W. Va., appointed production manager.


Steve Currie, with WSPA-TV Spartanburg, S.C., appointed program director.


Bob Harder, engineer, KOA-TV Denver, joins KBTV(TV) there as TV director.

Michael Horowitz, producer and reporter with ABC-owned WLS-AM-TV Chicago, named to newly created position of field producer, ABC News, Saigon. He is succeeded in Chicago by Alan B. MacWhitney, with WLS-AM-TV. John E. Congedo, with Computer Applications Inc., New York, joins ABC News, New York, in newly created position of manager of systems. He will be responsible for devising computer systems for use in covering elections and other projects.


Don Ross, program director, KFMB-(AM) San Diego, appointed night news editor, KFMB-TV San Diego. He succeeds Bob Regan, who resigns to accept position with San Diego city schools.

Bert Wilson, news director and newscaster, WRAP(AM) Norfolk, Va., joins WOR(AM) New York as director of programming and news.

Joel Fletcher and Clarence Taylor, with WTVJ(TV) Miami, appointed cameramen-reporters.


William J. Woestendick, formerly editor of This Week magazine, New York, joins noncommercial WETA-TV Washington as editor-in-chief of station's nightly news analysis program planned to begin in early 1970.

Don Robertson, author and Cleveland
Press, columnist, will produce and be host of "Robberston at Large," a program focusing on local events, on WKBW-TV, Cleveland. He will continue as newspaper columnist.

W. Jack Brown, president and general manager, WLON (AM), Lincolnton, elected president of North Carolina AP Broadcasters Association. Charles Whitehurst, WFMY-TV, Greensboro, elected VP.

Promotion

Mort Segal, assistant director of advertising, publicity and promotion, Metro-Goldwyn-Mayer, New York, appointed director. He will be responsible for company's advertising and publicity activities in U.S. and abroad.

James J. Ferris, sales promotion supervisor, WCBS-TV New York, appointed to newly created position of promotion manager of CBS Radio Spot Sales there.

Lawrence E. Gordon, station manager, KSDO-FM San Diego, appointed director of sales promotion and creative services.

Equipment & Engineering

Eugene R. Hill, director of engineering, Kaiser Broadcasting Corp., Oakland, Calif., elected VP.

Shoso Yasui, with KHON-TV Honolulu, appointed assistant chief engineer.

John Pilman, formerly with American Electronics Laboratories Inc., Lansdale, Pa., joins Belar Electronics Laboratory Inc., Upper Darby, Pa., as development engineer.

Richard L. Stover, with Superscope Inc., Sun Valley, Calif., appointed to newly created position of director of business and administration for Superscope's recording tape and tape duplicating divisions.

Edward J. Hart, manager of commercial communications systems department in RCA commercial electronic systems organization, Camden, N.J., named VP. Department's products include complete line of land-mobile radio communications systems and equipment, and commercial systems.

Ronald R. Yokes, instructional salesman for RCA in Chicago area, appointed manager of professional TV product management for RCA professional electronic systems department, Burbank, Calif. Professional electronic systems department product line included TV cameras and video-tape recorders.

Michael Thaler, VP-sales, Allison Audio, Hauppauge, N.Y., joins Dubbons Electronics Inc., Copiague, N.Y., as sales manager.

Roger A. Swanson, director of marketing, Weston Instruments division of Weston Instruments Inc., Newark, N.J., named president of division.

Norman Koetke, general manager, communications division, Vikoa Inc., Hoboken, N.J., in charge of district sales for communications wire, cable and electronic components, appointed director of sales, western division, for internal distribution systems, wire cable and electronic equipment. His headquarters will be in Vikoa's district sales office in San Jose, Calif.

George C. Davis, Washington consulting radio engineer for 32 years, retires. Partners Julius Cohen and Ralph E. Dippell Jr. are continuing practice under name of Cohen & Dippell. Mr. Davis, who started in radio engineering in 1929 as Department of Commerce radio inspector in Philadelphia, and brother, Walter, will continue as consultants to firm.

Carl Vitelli, head electrician, Little Theater, New York, joins Imero Fiori entino Associates Inc., lighting designers for The David Frost Show and Beat the Clock, as lighting designer for both shows.

Kenneth F. Miller, director of applied research department of Bourns Inc., New York, joins JFD Electronics Corp. there as chief engineer of components division.

Donald L. Tucker, with Listec Television Equipment Corp., Plainview, N.Y., appointed West Coast representative. He can be contacted at The Tucker Co., 11117 Linda Vista Drive, Cupertino, Calif. 95014. Phone: (408) 257-1870.

Chester W. Moore, with Ken-Com Inc., Brookfield, Wis., electronics communication equipment firm, appointed sales manager. John M. Rickert, office manager, Morning Glory Dairy, De Pere, Wis., joins Ken-Com Inc. in same capacity. Ken-Com is subsidiary of Appleton, Wis., based Post Corp., firm with holdings including radio, TV and newspaper properties.

Raymond G. Harrison, with WGPS-TV Inc., permitted for wGPS-TV, ch. 50 in Washington, named VP with responsibility for engineering and construction of station's color facilities to be located in Sheraton Park hotel there. Target date is unknown.

William N. Johnson, chief engineer of TV for San Jose State College, San Jose, Calif., joins Mobile Television Productions Inc., San Jose, in same capacity.

Deaths

Gladys L. Hall, 57, secretary to Sol Taishoff, editor and publisher of Broadcasting, died Dec. 14. She had been with Broadcasting...

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A program executive in Florida asks:

"How long should I rest a feature film between plays to get the maximum rating each time?"

Answer

"One example is the re-play of a group of eight off-net features in New York that were scheduled between 6 and 12 months apart. It is interesting to note that of the titles involved (part of the MGM/6 list on WABC-TV) they averaged a higher rating on each successive run in the market: 8.3 on the third run, 9.0 on the fourth and 9.7 on the fifth. Key to this was the type of feature and re-scheduling between early evening and late night.

WOR-TV replayed 9 titles (from the MGM/7) within a six month period and got a rating 93% as good as the first. Again, attention to type of movie, different time period and size of market must be your guide. Let Merlin advise, but you'll have to be wise."

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.

Broadcasting, Dec. 22, 1969 57
newly 20 years and associated with broadcasting business since 1932. She was secretary to Harry C. Butcher before World War II when he was CBS VP in Washington and to his successor, Earl Gammons. In 1945 she assisted Mr. Butcher in preparation of his “My Three Years with Eisenhower,” account of his service as naval aide to General Eisenhower.

In 1946-49 she was secretary to A. D. Willard Jr., executive of National Association of Broadcasters and in late 1949 became secretary to Fred W. Alberton of Washington law firm of Dow, Lohnes & Albertson. She joined Broadcasting in June 1950.

Miss Hall died in Ormond Beach, Fla., hospital where she had been taken several weeks ago to be near her mother, Bertha C. Hall, and brother, Kenneth H. Hall. She had been in failing health for some time and was suffering from complex disorders. Two other brothers survive: Earl W. Hall, Arlington, Va., and Norman K. Hall, Daytona Beach, Fla.

Toivo E. Kangas, 63, assistant engineer in charge, field engineering bureau of FCC’s St. Paul office, died Dec. 8 following heart surgery. He had been associated with commission in monitoring and field services for 29 years. He is survived by his wife, Gladys.

Robert Beadles, 48, operations manager, KGMB-TV Honolulu, died Dec. 2 in Honolulu. He had collapsed after helping to evacuate residents from high seas on Oahu. He is survived by his wife, Shirley, two sons and one daughter.

Otto Renninger, 55, technician for KNX (AM) Los Angeles, died in Los Angeles Dec. 6.

Spencer Williams, 76, who played Andy in TV comedy show Amos ‘n Andy, died Dec. 13. He is survived by his wife, Eula.

For The Record

As compiled by Broadcasting, Dec. 9 through Dec. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kHz—kilocycles, kw—kilowatts, LS—local signal, m—megacycles, mod.—modification.

New TV stations

Starts authorized

WHAG-TV Hagerstown, Md.—Authorized program operation on ch. 26, ERP 513 kw vis., ant. height above average terrain 1,230 ft. Action Nov. 26.

WENY-TV Elmira, N.Y.—Authorized program operation on ch. 26, ERP 472 kw vis., ant. height above average terrain 1,000 ft. Action Nov. 19.

KKIX(TV) Victoria, Tex.—Authorized program operation on ch. 18, ERP 1,070 kw vis., ant. height above average terrain 490 ft. Action Nov. 21.

Other actions

Review board in San Francisco, TV proceeding, Dec. 18500, granted to extent indicated and denied in all other respects. Appeal from examiner’s adverse ruling, filed Oct. 21 by Kihn and Streeter and Broadcasting Bureau’s appeal from examiner’s adverse ruling filed Oct. 30 and matter is remanded to examiner for disposition consistent with the rulings set forth therein. Action Dec. 15.


Review board in Fairfield, P.R., TV proceeding, Dec. 18068-49, granted petition filed Dec. 12 by WAPA-TV Broadcasting Corp. and extended to Dec. 24 to file reply brief to exceptions filed by WSTU-TV Inc. Action Dec. 16.

Call letter action

Broadcasting Affiliates Corp., Syracuse, N.Y. Granted WBAS-TV.

Existing TV stations

Final actions

FCC denied petitions by Anthony R. Martin, licensee of twenty-two ABC television network affiliates, including five of which ABC is licensee. Action Dec. 10.

KEMO-TV San Francisco—Broadcast Bureau granted motion of CP to change ERP to 1200 kw vis. and 257 kw aur. make slight change in antenna system. Action Dec. 12.

WMCN-TV Macon, Ga.—Broadcast Bureau granted motion of CP to extend completion date from June 11 to June 28, and granted motion of CP to change ERP to 430.9 kw vis., 86.1 kw aur.; change trans-studio location to 3572 Brookdale Ave., Macon. Action Dec. 11.

WSJV(TV) Elkhart, Ind. and WNDU-TV South Bend, Ind.—FCC granted applications by Truth Publishing Inc., and by Milton Telecasting Corp., respectively, for CP’s to construct, operate, and maintain television broadcast station at locations, to make changes to ERP to 4160 kw and increase ant. height to 1080 ft. Milton telecast Corp. proposed increase ERP to 4160 kw and increase height to 1070 ft. Action Dec. 10.

KDUB-TV Dubuque, Iowa — Broadcast Bureau granted motion of CP to extend completion date to June 6, 1970; granted motion of CP to change ERP to 536 kw vis., 308 kw aur.; change studio location to Key West subdivision, on U.S. Hwy. 151, 3 mile south of Dubuque; make changes in ant. structure and increase height to 753.25 ft. Action Dec. 9.

KDAL-TV Duluth, Minn.—Broadcast Bureau granted motion of CP to make changes in ant. system. Action Dec. 11.

WBCT-TV Columbus, Miss.—Broadcast Bureau granted motion of CP to change ERP to 100 kw vis.; 10 kw aur.; change UHF channels, and make changes in ant. system. Action Dec. 11. Ant. height 450 ft. Action Dec. 9.

KDKA-TV Pittsburgh—Broadcast Bureau granted motion of CP to extend completion date to June 12, 1970, Action Dec. 12.

KNCZ(TV) Belton, Tex.—Broadcast Bureau granted motion of CP to extend completion date to June 8, 1970, Action Dec. 8.

Actions on motions


Chief Hearing Examiner James F. Tierney in New York (WPXI Inc. [WPXI(TV)] and

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EDWIN TORMBERG 
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-857-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3184

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BROADCASTING, Dec. 22, 1969
## Service Directory

### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN SKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W. Wash., D.C. 20006</td>
<td>296-6400</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D.C. 20004</td>
<td>-</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>1771 N St., N.W. 296-2315 Washington, D.C. 20036</td>
<td>-</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Engineers</td>
<td>INWOOD POST OFFICE</td>
<td>-</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers</td>
<td>19 E. Quincy Street Riverside, Illinois 60546 A (Chicago Suburb)</td>
<td>312-647-2401</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>3200 Snowville Road Cleveland, Ohio 44141</td>
<td>216-526-4386</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>427 Wyatt Bldg.</td>
<td>Phone: 347-9061</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>SERVING THE SOUTHEAST</td>
<td>Consulting Engineer</td>
<td>5 Exchange St.</td>
<td>A/C 803 723-6775</td>
<td></td>
</tr>
<tr>
<td>FREDERICK A. SMITH, P.E.</td>
<td>Consulting Engineer</td>
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<tr>
<td>RAY C. McFARLAND</td>
<td>Consulting Engineer</td>
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<td>A. E. Towne Associates, Inc.</td>
<td>Consulting Engineers</td>
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<td>JOHN H. MULLANEY and ASSOCIATES</td>
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<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television 527 Mustey Bldg.</td>
<td>-</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>JOHN B. HEFFELINGER</td>
<td>9208 Wyoming Pl. Hillary 4-7010</td>
<td>Kansas City, Missouri 64114</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td></td>
<td>711 14th St., N.W. Washington, D.C. 20005</td>
<td></td>
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</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers</td>
<td>Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D.C. 20006</td>
<td>Telephone: (205) 223-4664</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg. 1145 19th St., N.W., 909 Washington, D.C. 20036</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ROSTER TELEVISION SYSTEMS</td>
<td>ENGINEERS—CONTRACTORS</td>
<td>29 South Mall Plainview, N.Y. 11803</td>
<td>(516) 694-1904</td>
<td></td>
</tr>
<tr>
<td>ROY ROJER</td>
<td>Consulting Engineer</td>
<td>427 Wyan Bldg. Washington, D.C. 20006</td>
<td>Phone: 347-9061</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan 49036</td>
<td>Phone: 216-278-6753</td>
<td></td>
</tr>
<tr>
<td>TERRERLL W. KIRKSEY</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F Austin, Texas 78751</td>
<td>(512) 454-7014</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE!</td>
<td>To Be Seen by 100,000* Readers —among them, the decision-makers in the telecommunications field. Top engineers and technicians are among our readers.</td>
<td></td>
<td></td>
<td>*ABR Continuous Readership Study</td>
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### Broadcasting Directory

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RVT International, Inc.</td>
<td>Radio Program Consultation Sheldon Singer</td>
<td>Vice President 405 Park Avenue New York, N.Y. 10022</td>
<td>(212) 421-0680</td>
<td></td>
</tr>
<tr>
<td>ALVIN H. ANDRUS</td>
<td>Broadcast Consulting Engineer</td>
<td>1926 Eye Street, N.W. Washington, D.C. 20006 Phone: (202) 338-3213</td>
<td></td>
<td>Member APOCB</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
<td>R. R. 2, Box 50 West Terre Haute, Indiana 47885</td>
<td>(812) 533-1661</td>
<td></td>
</tr>
<tr>
<td>BROADCASTING MAGAZINE</td>
<td>DeSales St. N.W. Washington, D.C. 20036 for availability Phone: (202) 638-1022</td>
<td></td>
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*ABC member year-round.
Summary of broadcasting

Compiled by FCC, Dec. 1, 1969

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<tr>
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<td>Total Commercial TV</td>
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<td>Educational FM</td>
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<td>Educational TV-UHF</td>
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<td>6</td>
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<tr>
<td>Total educational TV</td>
<td>94</td>
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</tbody>
</table>

* * Temporary Authorization
1. Includes 25 educational AM's on nonserved channels.
2. Includes two licensed UHF's that are not on air.

Forum Communications Inc.), TV proceed-
ing is treated. The time on and off-air, and the time is equal to the fraction of total time.

AM proceeding, ordered survey exhibits ex-

APC's for new AM and FM stations for new
AM, respectively (Docs. 17889, 18043, 18115).

New AM stations

Starts authorized

E. G. Cooney, N.Y.—Authorized program
operation on 1170 kc, 1 kw-DA-D. Action Nov. 21.

WLRO Lorain, Ohio—Authorized program
operation on 1360 kc, 500 w-D. Action Dec. 4.

Actions on motions

Hearing Examiner Charles J. Frederick in
Louis, Ky. (Lawrence County Broadcasting
Corp. and Two Rivers Broadcasting Inc.),

AM's. Action Dec. 10.

Call letter action

Waynesboro Broadcasting Co., Waynes-
boro, Tenn. Granted WAAH.

Existing AM stations

Final actions

Broadcast Bureau granted renewal of lic-
est for following stations in Wash., Cal., and Calif. These assignments of license be consumed
within forty-five days of date of grants, that
assignments be made in accordance with sections 73.40, 73.43 and 73.54, respectively, of the

Broadcast Bureau granted remote control
for following: KLZ Denver, and WHAD Dall-
afield, Wis. Action Dec. 10.

KGEI Belmont, Calif.—Broadcast Bureau
granted CP's for new AM and FM stations.

KACY Port Hueneme, Calif.—Broadcast
Bureau granted remote control for new AM

KLOK San Jose, Calif.—Broadcast Bureau
granted CP's for new AM and FM stations.

KSCO Santa Cruz, Calif.—Broadcast Bu-
reau granted CP's for new AM and FM stations.

KDKO Littleton, Colo.—Broadcast Bureau
granted CP's for new AM and FM stations.

KTRG Honolulu, Hawaii—Broadcast Bureau
granted CP's for new AM and FM stations.

KOFE St. Maries, Idaho—Broadcast Bu-
reau granted CP's for new AM and FM stations.

WEBB Baltimore—Broadcast Bureau
granted CP's for new AM and FM stations,

WGMS(AM) Bethesda, Md., and WCGMs-
FM Washington—Broadcast Bureau denied
granting of CP's for new AM and FM stations.

KWOC(AM) Colorado Springs, Colo.—
Broadcast Bureau granted CP's for new AM
and FM stations. Amendment dated Jan. 31,

KLOM East Longmeadow, Mass.—Broadcast
Bureau granted CP's for new AM and FM

KQCC Billings, Mont.—Broadcast Bureau
granted license covering un-numbered permit
for new AM station. Amendment dated Jan.

WPAT Paterson, N.J., and WBEN Buffalo,
N.Y.—Broadcast Bureau granted application of Capital Cities Broadcasting Corp., licensee of WPAT, for renewal of license authority to
increase ant. of nighttime MEOV. Commissioners denied petition for reconsideration and supple-

KRMG Tulsa, Okla.—Broadcast Bureau
granted license covering change of MEOV.

WVOR River Falls, Wis.—Broadcast Bu-
reau granted CP's for new AM and FM stations.

WAXI Lubbock, Tex.—Broadcast Bureau
granted license covering change of MEOV.

Initial decision

KMAC(AM) & KISS-FM San Antonio, Tex.,
Hearing Examiner in initial decision granted proposal of applica-
tions of Howard W. Davis (Walmac Co.),
for renewal of licenses (Docs. No. 16253 and


BROADCASTING, Dec. 22, 1969

60 (FOR THE RECORD)
Actions on motions
- Office of Opinion and Review in Lexington, Ky., approved by the Board of Appeals (WSLC), AM proceeding, fatally adverse decision and when transmission from licensee ordered to be retired to reexaminer (Doc. 1458-2).
- Hearing Examiner Charles S. Williams in St. Louis, Mo., granted joint request by applicants and ex-commissioner for rehearing (Doc. 1458-8).
- Hearing Examiner Bill Miller in Jacksonville, Fla., granted joint request for reconsideration, filed Oct. 8 by WSBQ Inc. Inc. (Continued on page 67)

New FM stations

Applications
- Albuquerque, N.M.—Alvin L. Korngold, sole owner, and Arthur B. Kornberg, sole owner, have filed petition for license for new FM station at Albuquerque, N.M., for broadcasting to the city of Albuquerque, N.M., and for area of 25 miles radius therefrom, on frequency 900 kc, having antenna height above average terrain 62 ft. Action Dec. 10.

Further action
- WHSR(FM) Bayton Beach, Fla., approved program operation on 91.7 mc, ERP 3 kw average terrain 200 ft. Action Nov. 21.
- WRBD-FM Pompano Beach, Fla., approved program operation on 90.7 mc, ERP 100 kw, antenna height above average terrain 350 ft. Action Nov. 21.
- WYCFM Chiloico—Authorized program operation 88.7 mc, TPO 10 w. Action Nov. 20.
- WDHIS(FM) Glaston, Ind.—Authorized program operation on 90.5 mc, ERP 10 kw. Action Dec. 10.
- WQQE(FM) Elizabethtown, Ky.—Authorized program operation on 106.3 mc, ERP 3 kw, antenna height above average terrain 300 ft. Action Nov. 21.
- WBN-FM Harrodsburg, Ky.—Authorized program operation on 99.3 mc, ERP 3 kw, antenna height above average terrain 265 ft. Action Dec. 10.
- WCIN(FM) Worcester, Mass.—Authorized program operation on 90.5 mc, ERP 2 kw, antenna height above average terrain 18 ft. Action Nov. 18.
- KBSI(FM) Bemidji, Minn.—Authorized program operation on 101.9 mc, TPO 10 w. Action Dec. 2.
- KJFF(FM) Jefferson City, Mo.—Authorized program operation on 106 mc, ERP 100 kw, antenna height above average terrain 211 ft. Action Nov. 18.
- WCNE(FM) Canton, Ohio.—Authorized program operation on 88.7 mc, TPO 10 w. Action Dec. 10.
- KIZZ-FM El Paso, Tex.—Authorized program operation on 97.8 mc, ERP 28 kw, antenna height above average terrain 1,080 ft. Action Dec. 4.
- KTFR-FM San Antonio, Tex.—Authorized program operation on 102.7 mc, ERP 100 kw, antenna height above average terrain 660 ft. Action Nov. 20.

Further action
- Rockford, Ill.—Petition for new license at Rockford, Ill., granted. Action Dec. 10.
- Billings, Mont.—Petition for new license at Billings, Mont., granted. Action Dec. 10.
- Pompano Beach, Fla.—Petition for new license at Pompano Beach, Fla., granted. Action Dec. 10.
- Billings, Mont.—Petition for new license at Billings, Mont., granted. Action Dec. 10.
RADIO—Help Wanted

Management

Manager, top 40 station, capable of pulling top morning air spot. Opportunity for growth with one of the Pacific coast's largest growing radio chains. Must be a competitive broadcaster, strong on sales and management. Send tape and resume to Box M-207, BROADCASTING.

Sales manager by 5 kw station with FM in beautiful university 5. Cal city of 140,000. $600 guarantee against 25% commission plus override on sales. Send resume, photo. Box M-223, BROADCASTING.

Expanding FM-oriented company seeks sales and programming personnel with management potential for its stations in Indiana and Wisconsin. Good earning potential, stock options and other fringe benefits. Send resume to WTLB, Utica, New York. Send tape and resume to 3909 Oak Street, Fairfax, Virginia 22030.

Program director needed. Experienced announcer will qualify. Fast growing desert community. Start immediately. Rush tape and resume. Photo to Glen E. Shoblohn, P.O. Box 696, Ridgecrest, Calif.

Sales

Successful midwest station group seeks aggressive, experienced, time-killer to fill position held by a top biller who went to a major market after long tenure. Top salary, billing history—along with letter outlining your goals to Box L-14, BROADCASTING.

Experience radio time salesman. Local sales management of its first phone. Contact Frank Dursenbus, KZEV, Tyler, Texas. Want to work for a winner? We have opening on five-man sales staff. Good account list to right man. Send resume, requirements to WTLB, Utica, New York.

Challenge, opportunity, growth. Solid independent in Orlando-Metro wants ambitious salesman-anouncer. Advancement for hard worker. Send resume, picture, salary requirements; Bill Reck, Manager, WTRR, Box 1568, Sanford, Florida 32771.

Expanding small station radio group has excellent opportunity for active account executive. Future for right applicant. Send full details. Donald Thunberg, Berkshire Broadcasting Co., North Adams, Massachusetts 01247.

Announcers

"Talk Maestro"—one of nation's leading all-talk news stations in major market has opening for experienced, talk master, preferably liberal point of view. Some news, top salary and position. Send resume, air check and photo to Box L-3, BROADCASTING.

Major Florida station—Applications now being accepted for airman for ABC Florida outlet. Stable professional staff. Send air check—resume to Box L-113, BROADCASTING.

Pennsylvania Station—SKW regional has opening January first for announcer with proven record in housewife time, 10 AM till 3 PM. Excellent conditions, all benefits. If you have experience, name your price. Tape and particulars to Box M-31, BROADCASTING.

Soul jock, first phone, for major market soul station. Must have experience, be able to handle tight show, be creative and interested in personal appearance and promotion. No maintenance. Box M-144, BROADCASTING.

Experience air man, first phone needed now. Medium market, good personality. Top station in market, well established and solid. Are you the type to take our show to the people? Name your price, training and personnel and salary requirements. Box M-193, BROADCASTING.

Opportunity, Combination news, productions, announcing, Texas station. Box M-202, BROADCASTING.

Announcers continued

Expanding group operation looking for morning personalities for two stations—one needs voice news savvy. Both formats bright MOR, both East Coast, both attractive good size markets. Please send tape, resume, salary requirements to Box M-236, BROADCASTING.

Country music air man wanted, good voice, strong news. Lower Rio Grande Valley, Send tape. Box 1240, Raymondville, Texas 78580.

Announcer, 1-3 years experience; applications wanted. Combo, MOR, Mature voice, Midwest background. WBVK, West Bend, Wisconsin.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show, send resume, tape to: Bill Taylor, program director, WDBO, Orlando, Florida 32802.

Wisconsin station seeking strong morning personality with 1st ticket. Reply to Charles D. Dickey, WEAU, Box 1, Eau Claire, Wisconsin 54701 by sending resume, tape, and photo, or phone to make a personal appointment.

Northeastern New York's oldest and most respected MOR station has immediate opening for experienced announcer for board work and production. PD position goes to man who proves his ability with us. Send resume and tape to Lewis Edge, WEAV AM-FM, Plattsburg, New York 12901.

Young soul jock, heavy production, 3rd phone, experienced, available immediately for East Coast station. Tape and resume to Tony Lewis, WILD, Wild, Boston, Mass. 02116.

Small town Virginia station needs announcer with first class ticket. WMMA AM-FM, Cremln, Va 24557.

Wanted experienced announcer-salman. Must be able to accept responsibility; references required, and checked. If interested, please call 935-2816 area code 703.

Southern Rhode Island daytimer on the move. Needs bright combination morning—experienced sales man. Tape and resume to Ron Hickman, Box 441, North Kingston.

If you're an experienced announcer-salman with 1st or announcer with interest in sales with 1st or 3rd we can offer you a position in Missouri. 3 AM’s & FM organization that just promoted our top salesman says look, Bill Pickney B. Cole 314-586-3571 days—586-8513 nights. Ability more important than experience. Call only if sincerely interested.

Technical

Wanted—chief engineer for middle of the road full-time station in Central Florida. Must hold first phone and be able to operate all Q-101 equipment. Must be familiar with three-tower directional operation. Send night tickets from transmitter. At least three years experience; engineering and repair. References will be checked. Box M-127, BROADCASTING.

Chief engineer for Kentucky station, announcing and production. Good working relationship with a happy staff. Air personal resume and tape. Box M-140, BROADCASTING.

Wanted: Chief Engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere. Good and complete charge; familiar with maintenance of transmitters and studio and transmitter quality control. Excellent opportunity to move up to control of engineering department. Box M-194, BROADCASTING.

Help Wanted

30% per word—$2.00 minimum. Display ads $25.00 per inch. 5% or over billed at run-of-book rate. Stations for Radio Sales. Agency opportunity. All classified advertising require display space. Agency commission only on display space. All other classifications 35% per word—$4.00 minimum.

No charge for resume, tape, or photo. Address replies: c/o BROADCASTING, 1785 DeSales St., N.W., Washington, D.C. 20036.

Technical continued


Wanted: Chief engineer for AM radio. Good experience. Send resume and tape. Box M-168, BROADCASTING.

Newsmen.


Immediate opening for newsmen at top-rated midwest contemporary station. Send aircheck, resume, and picture to Box L-192, BROADCASTING.

Help wanted: Full time newsmen for America’s Northwest top rated medium market station. Must be experienced in gathering, editing, and delivery of news. Opportunity to be all major market. Position open January 1st, 1970. Please send tape and resume. Box M-151, BROADCASTING.

If you enjoy news gathering and reporting. If you enjoy remote broadcasting and some board work. If you are a top-notch newscaster—Let us know—we like people who enjoy their work. Box M-198, BROADCASTING.

KWIX Radio wants mature, experienced morning newsmen who is not afraid to touch a console to replace 13 year veteran in that time slot. Position available now to man who wants excellent salary, all fringe benefits and security. Call Lawrence Weiler in Moberly, Missouri, 816-263-1233.

Night news editor-anouncer wanted for news oriented adult station. Send tape and resume to WALE, Fall River, Mass. 02722.

Radio news director—need pro to head up 4-man staff. Equipment, all fringe benefits and salary, resume, salary: to Robert E. Klee, General Manager, WNBK Radio, 50 Front Street, Binghamton, N.Y.

Contemporary daytimer and only progressive rock FM in Central Pennsylvania, serving State College, Bellefonte and the Pennsylvania State University has immediate opening for News Director. We believe in strong news department and discovered a long time ago that you must pay to get top people. Many opportunities to contribute and learn in this rich University market. Let News Director is with KYW News, Philadelphia. Contact: J. Albert Dame, General Manager, WRCI & W-QW FM—State College, Penna. Phone: 814-238-5085.

Newsmen—suburban Washington, D.C. Must be experienced and good! Send latest resume, tape and picture to P.O. Box 589, Arlington, Virginia.

Programming, Production, Others

Northeastern New York's oldest and most respected MOR station has immediate opening for experienced announcer for board work and production. PD position goes to man who proves his ability with us. Send resume and tape to Lewis Edge, WEAV AM-FM, Plattsburg, New York 12901.

Instructor—Administrator for colorful Colorado Springs broadcast academy. Minimum of three years full time broadcasting experience. Motivational and educational skills. Must live close enough to come for orientation. 323 South Nevada Avenue; 303-473-2333.
**Announcers continued**

Beginner. Professionally trained, good voice and lots more. Box M-192, BROADCASTING.

Female announcer-newscaster, DJ, Broadcast graduate, sales personality. Box M-201, BROADCASTING.

Personality...any format...5 years experience. Degree...veteran. Box M-204, BROADCASTING.

Responsiblity wanted; two years experience, 21, currently employed. Box M-205, BROADCASTING.

Bargain hunters: Buy first phone announcer, newswy young, bright, extremely versatile. You can lose will move anywhere. Box M-208, BROADCASTING.

28, Single, former news director/DJ, tight board—third endorsed. Wants NTN/metro area. Area over. Money, willing any job at Radio/TV station. No floater Box M-211, BROADCASTING.

Swing DJ; good prod.; 3rd endorsed, no dirt, located NYC. Box M-220, BROADCASTING.

Looking for a programming management position. Would like to program 40 or million dollar music format. 5 years experience, nearly two in major markets. Proven ratings as jack. Market size not a factor. Call or write Box B-71, Morton, Ill. 61550 for complete resume. Prefer East Coast or Midwest.

**Announcers**

Negro announcer, broadcasting school graduate. Third phone, beginner, Box L-141, BROADCASTING.

Seasoned country personality seeks warm climate and lots of money. Box M-47, BROADCASTING.

Top 40 DJ, 2 years experience AFVN, Salquin. School graduate, willing to relocate. Box M-172, BROADCASTING.

First phone announcer with experience, military service completed, type of music format not important. Box M-181, BROADCASTING.

Radio-TV announcer seeking news assignments during overseas stay. Box M-182, BROADCASTING.

Ambitious enthusiastic girl, need NY area opening, specialized training—any job to start—tape, resume, picture. Great voice. Let’s negotiate! Box M-183, BROADCASTING.

Bright young man desiring promotion and production for major network OOG wants to go on the air. Will work anywhere. Give me a chance and send for my tape at Box M-185, BROADCASTING.

Five years experience, refreshing voice—great knowledge of modern music—good sense of humor—modest. Box M-186, BROADCASTING.

Experienced, dependable, employed, licensed, top-40 jock moving up, air check, resume and picture upon request. Will sign contract and will relocate anywhere with the right offer. Box M-188, BROADCASTING.

Mature, experienced first phone announcer/dj/newsman. Voice quality is right. New York metro area only (Jersey-Connecticut subarea). No moving. Good outside selling. Can adapt to any format. Straight news, board work or a combination of both. Write Box M-189, BROADCASTING.

For Sale...one 1943 model Philadelphia broadcaster. Extras include good voice, sense of humor with personality, music and production versatility. Major market experience. A real creepmuffin. Easy terms. Call 215-324-4125 now for immediate delivery or Box M-190, BROADCASTING.

Creative C and W jock and/or PD. Country music is the thing, but opportunity is right. New York metro area only (Jersey-Connecticut subarea) No moving. Good outside selling. Can adapt to any format. Straight news, board work or a combination of both. Write Box M-191, BROADCASTING.


California bound electronics technician with first phone FCC license, 7 years experience maintenance and operations. Contact for resume or personal interview. Box M-199, BROADCASTING.

**Technical continued**

**Director of engineering for six stations desires challenge from hard rock to RB to MOR. Young, married, stable. Experienced directional, broadcast and FM-ster. Have figures get an engineer who knows and loves contemporary radio! Box M-210, BROADCASTING.

Chief engineer seeks new life, friends, paradise, romance. Box M-238, BROADCASTING.


Ticket, chief 3 years, Technician 3, announcer 4, 312-570-7001 Ext. 237, 11 a.m.-4 p.m., M-F, 1/6 mkt. only.

**NEWS**

Major market newsmen—experienced—college graduate—best references—wants air shift with major station or group offering good pay, stability and all fringe benefits. West coast preferred—will consider others if the opportunity is right. Box M-77, BROADCASTING.


Experienced newsmen...employers, directors newsmen. Have worked majors. Box M-212, BROADCASTING.

Experienced female announcer desires position in middle market doing news, women or record shows, production, commercial personality. Contact me for resume, references, tape and further qualifications. Box M-216, BROADCASTING.

31 year old teacher turned announcer, married. News or deejay Box M-217, BROADCASTING.

Have creativity, seeking advancement. Presently newscaster top rated station, 18th radio market. Six years experience including news directorship in smaller market. BA in journalism, energetic, married, draft-exempt. Paul Carbon, 572 Allentown Road, Buffalo, N.Y. 14226 or call 716-836-1798.

**Programming, Production, Others**

PD-Operations manager, 13 years broadcasting experience. 6 years in program management. Top production and air programing. Major market experience, MOR contemporary. Stable, loyal with top references. Let’s talk. Box M-137, BROADCASTING.

Copwriter-guy Friday. FM/AM babybooster with 3rd endorsed, best possible references your experience. Some radio & TV. Re-locating; station sold. Box M-148, BROADCASTING.

Administrative position desired. Married, 26, college, first phone. One year television, three radio, one advertising firm. Positions held: New business director, operations manager, promotion director. Box M-184, BROADCASTING.

Program Director—10 years in radio—4 as PD, presently employed. Production, announcer, traffic, copy, sales, limited. Midwest experience. MOR, Contemporary, middle market doing news. Box M-206, BROADCASTING.

Able as program director small MOR station. Announcing, production, copy, traffic, sales, business experience. Stable family man. Salary first letter. Box M-321, BROADCASTING.

**Television Help Wanted**

Announcers

Illinois CB5 affiliate needs strong, mature, on-camera commercial announcer. Must have better than average knowledge and interest in sports or daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box M-155, BROADCASTING.
Technical

Microwave chief engineer for growing data network in the Eastern part of the United States. Top salary, equity program. Full responsibility for personnel, compensation, commensurate with qualifications. Reply to Box M-179, BROADCASTING.

Chief engineer for major group owner's New England area TV station. Must be aggressive with engineering and business operations and management. First class license required. Responsibility for day to day experience, education, past salary and expected salary. An equal opportunity employer M/F. Box M-200, BROADCASTING.

Immediate opening for several experienced TV studio maintenance engineers with first class licenses. Top pay, excellent send complete photo and salary requirements to Box M-227, BROADCASTING.

Opportunity for young engineer with studio and/or microwave experience. Send qualifications and salary requirements to Box M-234, BROADCASTING.

New York-Binghamton . . . Dependable person with first-class license to handle UHF transmitter and studio operation. Growth potential for the right person. Send resume, salary requirements to: R. Herron, WGPS TV, Sheraton Park Hotel, 2660 Woodley Rd., N.W., Washington, D.C. 20008.

New full color UHF under construction needs 9 technicians. 2 VTR transmitter and general maintenance, 6 operators. Send resume, salary requirements to: R. Herron, WGPS TV, Sheraton Park Hotel, 2660 Woodley Rd., N.W., Washington, D.C. 20008.

Wanted—TV Chief Engineer. Advise pay requirements and benefits. Equal opportunity employer. Contact Harvey Mason. Vice President Engineering. WITN-TV, P.O. Box 468, Washington, North Carolina.

Studio technician for full color, two-station TV operation. Requires first phone. One year experience excellent salary and benefits. Contact Chief Engineer. WMVS WMTV, 1015 N Sixth St., Milwaukee, Wisc. 53203.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colored station operation. Ampex GE and Noricor color equipment. Excellent pay and benefits. Please send resumes to: J. Shafer, Chief Engineer WBOV TV, 135 Woodbury Drive, Decatur, Georgia 30032.

NEWS

Anchorman—top professional, experienced in on-camera presentation. Familiar with total newsroom operation. Good knowledge of filmability a must. Prefer man with film knowledge but not essential. Must be able to aid in preparing early and late newscasts. This is a job for a heavyweight. We will provide top news staff and first class facilities and equipment. You provide top notch talent. No beginners please. Box M-72, BROADCASTING.

Newspaper man with radio or TV experience, eight person combined department, Shenandoah Valley of Virginia. Good place to sharpen skills, all areas of news, with progressive group. Resume, audio tape and pix. or VTR and salary range first letter to news director, WJWA TV, Harrisonburg, Va. 22801.

Programing, Production, Others

Operates Assistant, Major Southern market. Must have at least 1 year experience in television production and operations. Send full details, photo, first letter. Box M-226, BROADCASTING.

Situations Wanted Management

General manager—well known manager, complete knowledge of overall management, strong on sales, broad experience. Excellent background top group operations. Reps and network—both radio and television, currently employing available January 1st. Box M-25, BROADCASTING.

Management continued

General manager-national sales manager. Have practiced television 16 years; radio 12. Thoroughly experienced in sales, sales management, television sales, administration, sales management—sales in a major market. Excellent experience in new business development, administration, administration, sales management—sales in a major market. Excellent experience in new business development, firm grasp on television production, promotion, network announcing—newscasting. 45 College degree, nationally recognized as successful administrator. Local leader in industry and local, community affairs. A professional, quality, aggressive sales manager with much responsibility and ability. Proved capable of producing substantially increased profits, prestige and value. Box M-187, BROADCASTING.

Operations manager-programmer; 12 years television experience, all phases. Art Christ, 606-784-8807.

FOR SALE—Equipment

Stereo-Automation equipment-late AMC, complete system delivery 2 weeks. call 1-801-362-2431, Mr. Carlson.

2, UHF GE 125 kw transmitters, type T2S5A. Ch. 15, 1185 kw. Tower, 150'. T2S5C GE antenna, Ch. 25, 32, 36; a 200 kw-Wisconsin, 176 kw-Michigan. Don Kazmer, Box 1045, Charlotte, N.C. Tel: 704-372-4434.


FOR SALE—Executive

Diverse, 11,000 classified ad lines $10.00, unconditionally guaranteed. Complete, catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain teasers, all in one package! Monthly. $2 sample. News features Associates, 1312 Beverly, St. Louis, Mo.

Get that job! Comprehensive guide and report for job seekers $2.00. Box L-247, BROADCASTING.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No bait and switcher! For fantastic deal, write or phone Radio Features, Inc., Box 1199, Superior St., Chicago, Illinois 60611, 312-944-3700.

Recorded character voices, set 21 150 different recorded lines on 7 tape. Plus printed script and DJ come-back-for each. $100. Send audio immediately from: The Chicago Broadcast Circle, 111 E. Chicago 6661.

$5.00 “Airchecks!” All formats. California’s top stations. Free brochure: Write: Command, Box 26,348, San Francisco 94126.


“365 Days of Laughs.” Only Daily Radio gag service . . . prepared by deejays for deejays. $5 per month. Box 2736, Merchandise Mart Station, Chicago, Ill. 60605.

Dj’s—announcers—unemployed? Depressed? Audition Schools rated and evaluated professionally. Enclose $5.00 M.O. Box L-44, BROADCASTING.

INSTRUCTIONS


MISCELLANEOUS

Deejays! 11,000 classified gag lines $10.00, unconditionally guaranteed. Complete, catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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Deejays! 11,000 classified gag lines $10.00, unconditionally guaranteed. Complete, catalog free. Edmund Orrin, Mariposa, Calif. 95338.
Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During Fall-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought the FCC license to the R.E.I. in Detroit and Houston. Our 17th year teaching FCC license courses. Bob Johnson, Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone: 213-793-4990.

Chicago—one week first phone instruction. Feb. 27th to March 5th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.


NEWSPRINTS/ANNOUNCERS

One of America’s greatest radio stations expanding operations.

Send tape and resume to: Joe Ford KNUZ Box 188 Houston, Texas

Management

ONE IN A MILLION

Chance for a bright executive. Great opportunity to set into management with a rapidly growing radio and TV production firm: take charge of more of diversification plans. A wonderful challenge to grow and own part of business. Write to: Box M-196, Broadcasting.

Sales

Are you ready for sales management? We are looking for East Coast account executive—sales management potential.

You will gain valuable experience in a leading station in the top 100 markets with a proven local sales record. The way you want must be strong providing contacts with on-air promotions, merchandise ideas, etc. If you are the kind of man who is not satisfied to merely sell, to the client, brings it back and helps put it on the air and results in our record breaking sales. Large dynamic long-established organization expanding. Excellent opportunity with major market exposure.

Sales Exec

10 year professional with major market experience and proven record seeks growth opportunity with aggressive company in medium or secondary market. Inquire: Box M-218, Broadcasting,

Announcers

Announcer-Technician

KOM, Reno, Nevada; 1st Phone combo, immediate opening. Minimum two years announcing experience. Previous employers checked for reference. Excellent salary and benefits. Send resume and tape or apply in person.

PERSONAL

KMcClatchy Broadcasting}

21st & Q
Sacramento, California 95813

(An Equal Opportunity Employer)

NEWS

NORTH CAROLINA

Number one News Network with 65 affiliates needs number one news voice. Must rewrite and voice top-caliber newscasts. Extensive stringer system, wire and Metromedia audio available. Supervisory duties to right man. Full background, tape, earnings in confidence to:

Radio Vice President
Box 12,000
Raleigh, North Carolina 27605

WALL

Middleton, N.Y. 10940
An Equal Opportunity Employer

NEWSPRINTS

"Upstate New York's finest news operation." Send resume, tape to:

WALL

5407 W. Martin Dr.
Milwaukee, Wisconsin 53208

Situations Wanted

ANNOUNCER

Fourteen years at same major market station in Baltimore, am now looking. Currently doing drive time. Experienced all formats not looking for VOX personality slot. Have proven ratings in Baltimore. Let’s talk.

Call 301-655-4723

Programing, Production, Others

PROGRAM DIRECTOR

Top 40

10 year professional with major market experience and proven record seeks growth opportunity with aggressive company in medium or secondary market. Inquire:

Box M-218, Broadcasting.
Attention Owners

Why not let our "head-hunters" find qualified executives, salesmen, and air talent for you?
We have helped hundreds of radio and television stations in all size markets coast to coast improve their
ratings, sales and net profits by recruiting outstanding personnel.
Our fee is less than you would spend to do the same "search" yourself. And, it's not so frustrating!
Call today!

Contact
Ron Curtis, Pres.
312-337-5318
645 North Michigan Avenue
Chicago, Illinois 60611

Nationwide Broadcast Personnel, Inc.

Television Help Wanted

Management

TELEVISION EQUIPMENT SALES

Immediate openings in television equipment sales organization for aggressive, sales oriented
individuals with strong technical knowledge of television equipment primarily transmitting systems.
A leading broadcast equipment supplier is rapidly expanding into the television market and has
the following positions available:
- District Sales Managers—TV Products
- TV Products Manager
- TV Service Manager

For further information, call collect or send resume to Robert T. Fluent, Assistant
Personnel Manager, 123 Hampshire, (217) 222-8200,

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
QUINCY, ILLINOIS 62301
An equal opportunity employer (M&F)

ASSISTANT NATIONAL SALES MANAGER

College graduate between 25-30 with limited station or ad agency experience needed to contact top-
level agency management and company ad managers to develop new
business for major East Coast network affiliated TV stations. Salary up to $35,000.00 plus incentive.
Send resume to:
Box M-197, Broadcasting.
All inquiries confidential

Programing, Production, Others

TV PROGRAM MANAGER

Station in Northeast Desires Program Manager from smaller market ready to move up. Will be
responsible for programming department, film buyers, promotion and public affairs. Send resume and salary requirements.
Box M-178, Broadcasting.

INSTRUCTIONS

FOR SALE—Stations

REI
F.C.C. 1ST PHONE IN 5 WEEKS
TOTAL TUITION $360
ROOMS and APTS. $15-520 PER WEEK
ATTEND SCHOOL IN
Glendale, Calif.
Fredericksburg, Va.
Kantas City, Mo.
OR
1336 Main St.
Sarasota, Fla. 33577
Call 813-955-6922

Employment Service

527 Madison Ave., New York, N. Y. 10022

BROADCAST PERSONNEL AGENCY
Scherlee Borish, Director

FOR SALE—Stations

NORTHWEST
- fulltime... doing $250,000 yearly
- good cash flow... asking $275,000
- cash or $325,000 terms.

HAWAII
- excellent facility... power station.
Several large CATV systems available.
La Rue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-4340

FOR SALE BY OWNER

Two midwest single market stations 50 miles apart. Sell as package or separate. Showing handsome
profit. Priced two times '69 gross.
Box M-230, Broadcasting.

NORTH CAROLINA DAYTIMER
Radio Station in North Carolina major market with standard sign-on. Very good
terms, long payout to qualified buyers.
Box M-237, Broadcasting.

STATIONS FOR SALE
1. TEXAS. Exclusive. Daytime. $20,000 down.
2. ARIZONA $100,000, 29% down.
3. CALIFORNIA. Prestige market. Price $350,-
000. Terms.
4. GULF SOUTH. Exclusive. AM-FM. Price
$250,000. Terms.

Jack L. Stoll
and ASSOCIATES
6231 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

BUSINESS OPPORTUNITY

SALES REPS:
Boost your '70 income! Present our
bright new quickie radio features
to top agencies and stations in your
area. Write:
Herb Robinson, HARCO, 1213 N.
Estav, Baltimore, Md. 21201.

TOP 50 MARKET
AM-FM Radio Stations
Network Affiliated
Well Established
For sale by owner
Box M-195, Broadcasting.

Fia. small daytime $ 85M 29%
Penn. small fulltime 125M 29%
Mich. small CATV 19M cash
N.Y. medium FM 90M 29%
Idaho medium daytime 100M 39%

Chapman Associates
media brokerage service
2045 Peachtree Road
Atlanta, Ga. 30309

BROADCASTING, Dec. 22, 1969
Rulemaking actions

- **Gretta, La.** - FCC denied petition by Michael Brown, Metairie, La., requesting rulemaking to reassign class C ch. 275 from Crowley, La., where it is unoccupied, to Gretta, La.

- **FCC amended FM table of assignments in report and order. (Doc. 18683).** Assignments are from Cal. to Ch. 22A and ch. 253 at Freepoint, Ill., and ch. 22A at Sun Prairie, Wis. Ch. 22A was deleted to allow increase of license capacity and demarcation of SA. All assignments become effective Jan. 19, 1970. Action Dec. 30.

Call letter applications

- **Jefferson City Broadcasting Co., Pine Bluff, Ark.** Requests KADJ-FM.

- **Residence Association Broadcasting Serv., Ames, Iowa.** Requests KISU-FM.

- **Woodchuck Broadcasting Co., Versailles, Ky.** Requests WWLV(FM).

Call letter actions

- **KYNK Inc., Fresno, Calif.** Granted KYNK-FM.


- **Area Vocational Tech. School #1, Hastings, Neb.** Granted KCNT(FM).

- **Mountain Broadcast Co., Crockett, Tex.** Granted KIVY-FM.

Existing FM stations Final actions

- **WWAG-FM (Carrollton, Ala.** - Broadcast Bureau granted mod. of CP to extend common ownership and remote control location: change type mod. of CP to allow remote control. Action Dec. 30.


- **KPLX(FM) San Jose, Calif.** - Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action Dec. 12.

- **KRPF(FM) San Jose, Calif.** - Broadcast Bureau granted mod. of license covering change in studio location to 15674 San Jose-Los Gatos Road, Los Gatos, Calif. Action Dec. 12.

- **WINE-FM (Brookfield, Conn.** - Broadcast Bureau granted CP to change type trans.: ERP 40 kW, remote control permitted. Action Dec. 11.

- **WARN-FM Fort Pierce, Fla.** - Broadcast Bureau granted request for SCA on subcarrier frequencies of 67 and 41 kc. Action Dec. 11.

- **WMDP-FM (Stuart, Fla.** - Broadcast Bureau granted mod. of CP to change trans. studio and remote control location: change type mod. of CP to allow remote control. Action Dec. 11.

- **WREX(FM) Atlanta** - Broadcast Bureau granted CP to change type: ERP 40 kW, remote control permitted. Action Dec. 11.

- **Bradley University, Peoria, Ill.** - Broadcast Bureau granted mod. of CP to make changes in area: WZDM, Commercial educational, commercial, educational FM, ERP 234 kW, remote control permitted. Action Dec. 11.

- **KJAN-FM Atlantic, Iowa.** - Broadcast Bureau granted CP to change type trans.: ERP 52 at height 427 ft., remote control permitted. Action Dec. 11.

- **WHAG-FM Halfway, Md.** - Broadcast Bureau granted mod. of CP to change type trans.: ERP 115 at height 165 ft.; remote control permitted. Action Dec. 11.

- **WJON-FM St Cloud, Minn.** - Broadcast Bureau granted mod. of CP to extend common ownership and remote control location: change type mod. of CP to allow remote control. Action Dec. 9.

- **WTAM(FM) Gulfport, Miss.** - Broadcast Bureau granted mod. of CP to change type trans.: ERP 65 at height 317 ft.; remote control permitted from 1500 22nd Street, Gulfport, Miss. Action Dec. 9.

- **KRWG(FM) University Park, N. M.** - Broadcast Bureau granted remote control.

Action Dec. 9.


- **WAVA-FM Arlington, Va.** - FCC granted request by United States Transdynamics Corp. for frequency substitution for voice channels and remote control location: change type CP to allow remote control. Action Dec. 9.


- **KOL-FM Seattle-Broadcast Bureau granted mod. of CP to change type trans. location to 100 south of Seattle; change type trans. and: makes changes in ant. system; chan. height 220 ft.; condition. Action Dec. 12.

Action on motion

- **Hearing Examiner Chester F. Naumovich Jr. in San Francisco (Chronicle Broadcasting Co.) renewal of licenses of KRON-FM-TV ordered that within 7 days from Dec. 10 Bureau file progress statement full basis for belief that documents exist for and other ordered time for filing pleadings in response to petition shall be Jan. 28. If no supplemental pleading is filed (Doc. 18580).** Action Dec. 9.

Other action

- **WBHN-FM Charlotte Amalie, V. I.** - FCC reinstated application by Island Telecasting Co., Inc. for extension of CP and set of oral arguments on board on date to be announced. Action Dec. 10.

Call letter applications

- **WAMN(FM). Tallasahasse Broadcast Co., Tallahassee, Fla. Requests WGFL(FM).**

- **WEBH(FM) Rich. Communications Corp., Chicago. Requests WVEL(FM).**

- **WOIA-FM, Lester Broadcasting Corp., An Arbor, Mich. Requests WNRZ(FM).**

- **WBNM(FM) Auburn Publishing Co., Auburn, N. Y. Requests WRLX(FM).**

Call letter action

- **KJPF-FM, South Central Broadcasters, Waynesville, Mo. Granted KYS(FM).**

Renewal of licenses, all stations


Other actions, all services

- **FCC amended identification requirements for AM, FM, noncommercial education FM, television, and CATV broadcast sta-

- **Hearing Examiner Michael Swire, Jr. in case of American Broadcast Companies, renewal of authority to deliver network radio telephone stations in Canada and Mexico, on motion by applicant for extension of date of further ordered hearing scheduled for Jan. 13, 1970. All remain in effect (Doc. 18606).** Action Dec. 8.

Translator actions

- **FCC modified TV translator identification requirements in report and order amending rules (Doc. 18686).** Rule changes are effective Dec. 19, although 6 months of notice of identification may continue in use until Dec. 30, 1970. For translators falling below 1 w but no more than 100, commission ruled identification by translators themselves is not necessary. Provided that more than 100 approach regular broadcast powers, Translator Bureau said such translators will be required to display own call signs at least every 30 minutes of operation. Action Dec. 10.


- **KI1EM Glen Lake area, Mont.** - Broadcast Bureau granted CP to change type trans. of VHF translator. Action Dec. 10.

- **Richer Television District, Richerie, Mont.** - Translator Bureau granted CP to serve Richerie on ch. 13 by rebroadcasting KXGN-TV Glendive, Mont. Action Dec. 10.

- **K3HIC Sidney and Fairview, both Montana** - Broadcast Bureau granted CP to specify translator location as 217 miles north of Sidney on highway #23. Montana: change type trans.; make changes in ant. system. Action Dec. 10.

- **Village of Verdige, Verdige, Neb.** - Broadcast Bureau granted CP to serve Verdige on ch. 6 by rebroadcasting KELO-TV Sioux Falls, S. D. Action Dec. 9.

- **K006C Monahans, Tex.** - Broadcast Bureau granted CP to change type trans. of VHF translator. Action Dec. 10.


- **K00FG Oakville, Wash.** - Broadcast Bureau granted CP to change frequency of VHF translator to ch. 3 by change call letters to KXGW, Action Dec. 9.

CATV Final actions

- **San Diego - FCC directed Trans-Video Corp., Mission Cable TV Inc. and Pacific Cable and Video Inc. to file requests for CATV operators to file quarterly progress reports on current status. Hearing Examiner said Jan. 15, 1970, on technical performance of San Diego area (Doc. 16786).** Action Dec. 10.

Initial decision

- **Petkosky, Mich. - Hearing Examiner Issa- dore A. Honig in initial decision ordered Goos Lakes Communication Co., CATV operator to cease and desist from further violation of rules by failing to provide program exclusivity over station KVOS-TV Belling- ford, Wash. Action Dec. 10.**

Actions on motions

- **Chief, Office of Opinions and Review in Fort Worth, Pa.** - FCC granted CATV operator to file supplemental pleadings with respect to proposed amendment of memorandum order and order of review board (Doc. 18381). Action Dec. 8.

- **Hearing Examiner Lester Swire, Jr. in Wheeling, W. Va.** - (Duvall Radio Sales & Service), CATV proceeding, design-
Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Dec. 16. Reports include applications for permission to operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in italics.

- Mostiello, Ark.--Central Telephone and Electronics has been granted a 20-year franchise. The firm will charge subscribers $5 for installation and $5 monthly, and provide 8 channels.
- Menjo Park, Calif.--Peninsula TV Power Inc., Sunnyvale, Calif., has been granted a franchise. The firm will provide a capacity of 24 channels. There will be no installation charge, and subscribers pay $3.50 monthly.
- Pinellas county, Fla.--Parrish Rehali, an attorney, has been granted a franchise.
- Aft, Je., Fla.--Gateway Cable Television has been granted a nonexclusive franchise. The firm will pay the city 7% of the gross revenue, and provide 10 channels.
- Benton, Ill. -- John Xirby, Ellington, Ill., operates CATV services in Vandalia and has been granted a franchise. The firm will provide 24 channels. He will pay the city $500 for the first year, and $650 for the second year. Additional fee, with a maximum of $500, will be paid on a year-to-year basis.
- High Point, N. C.--Carolina's Cable Inc., composed of local businessmen and in which Time-Life Broadcast (multiple CATV owner), New England Television & Associates Inc., Charlotte, N. C. have applied for a franchise. Both firms would have to pay the city a minimum of $10,000 annually for the first three years and $20,000 thereafter, with extra payments as income increases. Carolina's Cable would charge subscribers $5 for installation and $5 monthly and provide an initial capacity of 10 channels. Kahn has applied for a franchise.
- Newport News, Va.--WJTV, TV-4, has been granted a franchise. The firm will pay the city 5% of the gross annual revenue and charge subscribers $4.75 monthly and provide 21 channels. Kahn has applied for a franchise. The city council has granted a franchise to WTV 7.
- Levinston, N. Y.--STV Television Rental Corp. has been granted a franchise. The firm will pay the city 5% of the gross annual revenue, or a minimum of $1,000, and charge subscribers $3 monthly. The firm will pay the city $150 monthly. The franchise will be extended to 10 years.
- Pennfield, N. Y.--Peabody Television Displays Inc., Owosso, has been granted a franchise.
- New York borough, N. J.--Telecommunications Inc. has been granted a 25-year franchise. The firm will charge subscribers a maximum of $20 for installation and $5 monthly.
- Gates, N. Y.--People's Cable Corporation has been granted a franchise. The firm will charge subscribers $5 for installation and $5 monthly.
- New York borough, N. J.--Telecommunications Inc. has been granted a franchise. The firm will charge subscribers $5 for installation and $5 monthly.
- Maricopa, Ariz.--People's Cable Corporation has been granted a franchise. The firm will charge subscribers $5 for installation and $5 monthly.
When it comes to the decision process in the business of broadcasting, Frank Snyder draws upon the style he learned during college fraternity days as a member of Delta Tau Delta. As any good architect or structural engineer does, you first study the problem in exhaustive detail and you don’t make your moves until the solution is clearly in sight and is achievable.

The attitude of the Hearst Corp.’s top broadcast division executive is quiet and reassuring. You are confident he can shift into low gear and push through any problem to find the answers when necessary.

Mr. Snyder is the first broadcast-oriented executive to be chosen by the Hearst Corp. to head all of the group’s station properties instead of just a part of them as has been the case in the past. He sees his role as one of leadership, encouraging and motivating; a role he feels wins more respect and response than that of edict dispenser.

For more than a decade Mr. Snyder has been vice president and general manager of WTAE-TV Pittsburgh and for the past three years that responsibility also has included WTAE-AM-FM there. In June 1968 he was elected to the board of the parent Hearst Corp. and later that same year he was elected vice president of the parent firm and placed in charge of all of its broadcast properties. Aside from the WTAE stations these also include WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and WAPA(AM) San Juan, P. R.

Mr. Snyder is slowly building the Hearst broadcast operations headquarters and is already studying several possible new station acquisitions. There is no timetable and Hearst isn’t about to pick up properties simply for the sake of picking them up. “When we do eventually add to the list we are going to be sure we add quality,” he explains.

After attending parent-company board meetings for some time now, Mr. Snyder has become aware of the considerable interest Hearst directors have in the broadcasting field and he has endeavored to keep them up to date in all areas. Noting representatives from the magazine and newspaper divisions often bring tangible evidence of their product to the meetings, Mr. Snyder arrived at the recent session in New York with a half-hour color-film presentation on the public service and other accomplishments of each of the stations.

The film was produced by a documentary crew from WTAE-TV that Mr. Snyder sent to visit all the station markets. Each station manager had an opportunity to define his particular goal in the film.

Speaking of his work with the group stations, Mr. Snyder explains: “What we’ve really done is to bring into actuality things that existed before but were more loosely handled. We still try to maintain a very autonomous relationship in each community. My function is to encourage every manager to live up to his fullest potential. We want to make good stations even better.”

Mr. Snyder recalls that when the group began working on a common operations code they found each station already had its own manual. The best was gleaned from each for the over-all policy, he says, but special effort was made to give each station the flexibility necessary to preserve its market individuality. Each manager now gives Mr. Snyder weekly reports.

While watching all the issues and being careful to keep on top of everything, Mr. Snyder does not have the disposition to take himself too seriously. It is a quality he thinks is needed in news today particularly—being serious about serious things but still keeping one’s sense of humor and balance. News should try to include stories of accomplishment and progress as well as trials and tribulations, he feels.

“We want all our stations to preserve this human quality,” he says, and one way to help assure it is to have hometown people involved on-air and off at each station. “We are not going to be a group that shuffles executives from station to station,” he adds.

After several years of architecture and construction engineering at Carnegie Tech (now Carnegie-Mellon) Mr. Snyder joined Jones & Laughlin Steel in 1937 to help build its $20-million Pittsburgh works on the banks of the Ohio.

For a short time he next headed a small private-label drugs and cosmetics maker there which made very successful use of local radio advertising. With the advent of World War II he returned to heavy industry for several years and then joined Magnetic Metals Co., Philadelphia, a supplier of laminations and other steels used in electronics. A big customer was Herbert Mayer of Empire Coil Co. who in 1949 asked him to help put WXEL-TV Cleveland (now WJW-TV) on the air and manage it. Mr. Snyder’s little-theater experiences of former years helped him some in building staff and programs “but then everyone was learning from scratch too,” he says.

WXEL was the third outlet on the air there, he relates, and he figured just one thing would make it go: baseball. He mounted an aggressive campaign to get the Cleveland Indians to switch channels and won, an effort that entailed a pioneer community survey to learn audience needs and satisfaction with service they were already receiving. In three months of operation WXEL moved out of the red and well into the black.

When the Storer group acquired WXEL in 1955 Mr. Snyder joined Westinghouse Broadcasting Co. briefly as consultant and then went back to Cleveland to head all account services for McCann-Erickson there. After two years he got his chance to return to Pittsburgh and manage WTAE-TV.

“It’s good to be home,” he says, and means it. The WTAE plant is what once was the neighboring farm where he had played as a child and so had his father before him.
Ambivalence

The Association of National Advertisers convention a couple of weeks ago may have set some kind of record, not merely for its complaints about the effectiveness and costs of television advertising, but for the variety of ways in which this timeless subject was handled.

As we reported (Broadcasting, Dec. 15), speakers were unhappy about programs, convinced that audiences were being fragmented, certain that viewers have become less attentive. They were dissatisfied with the placement of commercials, unsure as to what they really cost and uncertain about how much they achieve. They worried about commercial “clutter” and “pollution.” Among the corrective measures proposed were guaranteed circulations and greater advertiser/agency involvement in programing.

We do not suggest that such complaints, real or imagined, be dismissed out of hand. As we have said before, if advertisers think they have a problem with television, television does have a problem. But they must also know that they and their agencies are at least partners with broadcasters in most of the crimes they allege.

The piggyback commercial, for instance, so often cited as a prime contributor to clutter, was invented by buyers not sellers (and when a few stations tried to resist it they found themselves facing a boycott). Advertisers may deplore current programing, but for the most part they refuse to buy “good” programs that do appear. Nor does their limited record in supplying their own shows in recent years suggest much change for the future. As for circulation guarantees, it must be acknowledged that TV and radio are the quickest of all media in adjusting rates to reflect audience changes—too often, sad to say, by simply, blinding cutting them.

We can’t help wondering, however, whether the complainants at the ANA meeting were not overstating some of their concerns and grievances. By coincidence, the first news story that followed our ANA reports was one indicating that advertisers are spending more money in television this year than ever before: about 10% more than last year in network, an expected 13% more in spot. That is a strange result, if advertisers are truly as unhappy with television as they sounded at Scottsdale—unless, as seems likely, there are compensating benefits that they did not mention, such as superior sales returns on their TV investment.

Places, everyone

Familiar sides are forming to defend, oppose or modify the cable-television provisions in the copyright bill reported out two weeks ago by a Senate subcommittee. They are just about the same sides taking just about the same positions as those that were chosen up last spring after staffs of the National Cable Television Association and National Association of Broadcasters proposed an accord on cable regulation and copyright coverage.

It now becomes apparent that reflexes are permanently conditioned to respond in absolutely predictable ways whenever the subject of cable arises. The Association of Maximum Service Telecasters is going to hate any proposal that promises to let cable expand in significant ways. The NAB, sharing influential members with AMST, has learned that on cable matters it is wise to follow AMST’s suit. The NCTA is doing what it can wherever it can gain an audience to create the conditions that will make possible a cable grid throughout the country.

This publication has for some time suggested that an equitable application of copyright liability to cable systems is probably the least undesirable way of establishing fair conditions of competition between CATV and broadcasting. It still clings to that view, although it is not at all sure that the measure reported out by the Senate subcommittee achieves the desired end. More time is needed to interpret some awkward construction and muddy language.

Furthermore if copyright law is to be drawn to double also as regulatory law, larger matters than broadcaster vs. cable operator ought to be resolved first. For example, such broad policy questions as domestic satellites and cross-ownerships of media and of media with other interests are now before the government. How they are ultimately resolved will affect both CATV and broadcasting.

Copyrights and cable can wait.

Witch hunt

When Rosel H. Hyde retired from the FCC last October it was assumed he would fade from the official scene, perhaps until his government might ask him to take on a special assignment.

But this failed to take into account the attitudes of certain angry members of Congress. Mr. Hyde is on call to testify before the House Commerce Committee on the WIFE Indianapolis renewal case. While chairman, Mr. Hyde politely but firmly advised the committee he could not supply certain files that had been subpoenaed until the WIFE renewal 30-day protest period had expired (which would have happened three days later); this to avoid ex parte violation.

He was following the mandate of the unanimous FCC. With Mr. Hyde’s retirement the presumption was that those he left behind would inherit the responsibility.

Not so with Representative John Moss (D-Calif.), Representative Robert Tiernan (D-R.I.) and certain of their Commerce Committee colleagues. They apparently are unmindful that Mr. Hyde, being on call, finds himself still working for government, but without pay. Moreover, he isn’t free to consider consultancies.

It is shameful that after 41 years of distinguished government service Mr. Hyde isn’t allowed to retire peacefully.

... and with every set of toy soldiers, we include a figure of Bob Hope to entertain them!
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* Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

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