FCC moves for official limits on commercials. p23
Next chapter in the mystery of missing audiences. p24
Nixon asks for policy office on telecommunications. p36
SPECIAL REPORT: Tooling for sharper time-buying. p53

Nice Guy Finishes First.

And the way it looks, he'll last forever. Off the air in 1969, following 12 consecutive years on WPIX, New York, Popeye was brought back Jan. 1, 1970. In less than 30 days, stripped twice daily, (Mon.-Fri.), here's what Popeye accomplished:
From 7:30 to 9:00 A.M. he increased the ratings by 50% and put WPIX in first place.
From 3:00 to 3:30 P.M., he doubled the lead-in and jumped WPIX from fourth to second place. What more can we say—except that parents approve of Popeye almost as much as kids do. Moral: When in doubt go with a nice guy and program Popeye cartoons.
THANKS FOR GEARING UP.
NOW IT'S FULL SPEED AHEAD WITH AP.

We couldn't have done it without your help, but now the job is completed. Thanks to those two little gears and the assistance of 3,224 stations equipped with only the instruction manual shown above, and the need for more news, faster — together, we've done it again. Now all AP members can regularly receive not only more regional and national news, but also cleaner crisper copy. So thanks again for your cooperation and for helping yourself to the best that The AP has to offer.

THE ASSOCIATED PRESS
The Indispensable Service
50 Rockefeller Plaza, New York, N.Y. 10020  Plaza 7-1111
Pollution is one of the penalties of Progress. But it doesn’t have to be. Early in December KTRK-TV started its daily campaign within the newscasts—mini-documentaries entitled "The Air We Breathe". We reasoned that in our city sections where air pollution is a problem the public would like to protest to the other two partners in the problem—the local government and the industrial community. We set out to be the catalyst.

Thirty nine programs later we ended the series which also included town meetings in our studio and public appearances by our staff—and a giant symbolic dump truck cruising the town and collecting protest votes. To date, more people have signed our protest slips than voted in the last election, some 150,000, and they are still coming in. We have shown the local and state officials the results and the industrial community as well. Other media and stations have joined the giant protest, and as a result the air we breathe in Houston will be better because KTRK-TV led the fight to make it so.
The Newport-Jamestown Bridge, an important new transportation link, was built because of the area's population growth. It joins Jamestown and the city of Newport, thus averting the long drive around Narragansett Bay or a long wait for ferry service.

When you think of Providence, think of WTEV

The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 39% - 11:00 pm to 11:30 pm Sun., thru Sat.
UP 32% - 9:00 am to midnight Sun., thru Sat.
UP 34% - 7:00 am to 1:00 am Sun., thru Sat.

*Based on Nov. 1969 Nielsen estimates compared with Nov. 1968, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area
Voluntary referee

Broadcast Rating Council has decided to expand its activities beyond primary one of auditing rating firms. It has voted to offer its services as mediator in disputes between suppliers and users of ratings or among suppliers themselves. Likelihood that it would take on job of trying to "mediate" current uproar over American Research Bureau's November 1969 TV sweep reports (see page 24) seems highly problematical, however, though it plans as matter of routine procedure to audit ARB's new system and leaders feel that, if system contains systematic errors, audit will root them out.

BRC's decision to offer itself as mediator apparently pre-dated, or at least was taken without reference to, current hassle over ARB reports. What council had in mind was to help settle specific problems arising on market-by-market basis, as, for instance, questions dealing with measurement of audiences of TV satellite stations.

Takes a while

FCC's nine-year-old plugola rulemaking proceeding may bear fruit yet. When making passes at action several times in past year, commission is expected to take up rulemaking again soon. Under consideration will be proposed rule, or, as alternative, policy statement, banning practice of promoting private interests in broadcast license renewal applications. In either case, commission would recite precedent it has established in dealing with plugola. Agency initiated rulemaking in 1961 in response to congressional concern over then current payola and plugola disclosures in broadcasting.

Candidates

Campaigning has begun for what shape up as lively races for seats on National Association of Broadcasters television board. In addition to four incumbents actively seeking re-election, at least five others have joined the telephoning-buttonholing-letter writing circuit seeking six seats to be filled at annual NAB convention April 5-9 in Chicago. NAB board chairman, Willard Walbridge, is retiring and ineligible for re-election having served two full terms. He will continue as chairman, however. Arch L. Madsen, KSL-TV, Salt Lake City also is retiring after two terms.

Seeking re-election are: Joseph E. Baudino, Westhoushe Broadcasting; Richard C. Block, Kaiser Broadcasting; Donald C. Campbell, WMAr-TV Balti

more; A. Louis Read, WDSU-TV New Orleans. Entering lists with active campaigns to date are: Leslie C. Arries, WBN-TV Buffalo, N.Y.; George Comte, WTMJ-TV Milwaukee; Henry V. Greene Jr., RKO General; Dale Moore, KGO-TV Missoula, Mont., and M. C. Watters, Scripps-Howard Broadcasting Co.

Local boosters

Retailer use of broadcast media will get extra impact this year in Los Angeles, Miami and Memphis as J. C. Penney's new experimental stores division, Treasure Island, doubles population covered by its outlets in single year. Half-dozen units are being built in Los Angeles with two each in other two markets. Treasure Island now has four units each in Atlanta and Milwaukee and one each in Madison and Appleton, both Wisconsin. New radio drive breaks in March. Treasure Island's June Thurs, with broadcast background, is newly elected "retail sales promotion woman of the year" (story page 85).

More protests

Civil-rights groups' protests aimed at blocking license renewals are picking up at FCC as Southern stations begin facing renewal deadlines. Two complaints—one from individual claiming to represent 15,000 black and white Mobile, Ala., residents, other from American Friends Service Committee—allege that WALA-TV and WDKR-TV, both Mobile, have been unfair and inadequate in their news coverage of black community. Two other complaints from individuals are aimed at all eight educational television stations in Alabama, claiming they suppress National Educational Television programs dealing with blacks.

Commission has also received wire from some 20 Atlanta groups asking that it defer renewals of all stations in city pending completion of negotiations on stations' programing and hiring practices. Last month, one of groups involved asked commission to defer Atlanta renewals until it investigated charge that stations discriminate against blacks in their employment and programing (Broadcasting, Jan. 12). Georgia and Alabama renewals are due April 1.

Better times?

Investors who in recent years made broadcast-oriented stocks their favorites are looking for new indicators of recovery in securities that have been subnormal. Being watched particularly is Metromedia Inc., which led parade in gains few years ago and then took deep slide after large-scale expansion in news, entertainment programing and mail-marketing.

John Kluge, MM's chairman-president, says that despite "disappointing" year, (see page 76) company has sound position, with cash totalling $18 million against over-all debt of $11 million. Though net dropped from $9.2 million in 1968 to $2.1 million last year (from $1.75 to 38 cents per share), fourth-quarter earnings were up. Mr. Kluge says non-recurring items contributed to decline, particularly in production-syndication, direct-mail subsidiary and start-up costs for news service. After six years, resale of Wolper Company triggered decision to take write-off (mainly black-and-white film library) which totalled $2.7 million before taxes, and added about $1.3 million to cash reserve.

Swing man

Sarks Tarzian Inc.'s WTVV(TV) Bloomington-Indianapolis is within one FCC vote—Chairman Dean Burch's—of going to hearing or getting license renewed in response to complaint of newspaper competing with Tarzian's Bloomington Tribune. Charge is that Tarzian was giving away time on WTVV and its affiliated WATI(AM) as bonus to those buying advertising space in Tribune. FCC staff reportedly had proposed stiff letter of admonition, but three commissioners felt renewal hearing was warranted.

Voting last week for hearing were Commissioners Nicholas Johnson and H. Rex Lee, along with commission's newest member, Robert Wells, formerly official of Harris Group, which owns both newspapers and broadcast stations. With Commissioners Kenneth A. Cox, Robert E. Lee and Robert T. Bartley opposed to hearing, and Chairman Burch absent, commission deadlocked. Commission is expected to take up issue again this week.

Comeback

Actress Betty Grable, pin-up queen during World War II but never important personality on TV, may be star of regular weekly half-hour network situation comedy. Barnaby Productions Inc., owned by singer Andy Williams, is readying such project for possible network presentation in 1971-72 season. Pilot will be created by top-notch comedy writing team of Bill Persky and Sam Denoff (That Girl).
"Man, the bulls don't run this jail! The big cons call the shots. You're either on their side or in hell."

KMBC-TV, Metromedia Television in Kansas City, exposed this jail scandal in Jackson County, Missouri.

KMBC-TV's investigative reporter found prisoners who were willing to talk about jail conditions that included sexual assaults, beatings by other prisoners and the use of narcotics. The interviews were filmed with prisoners wearing ski masks to protect their identities.

The reports were then televised as a 16-part "Probe" series on KMBC-TV newscasts. Within the first month that these films were shown, four inmates were charged with sodomy (and later, tried and convicted). The Jackson County Grand Jury issued a statement that it found the conditions in the county jail "undesirable and unacceptable." U.S. Marshalls moved into the federal cell block and broke up the prisoner-operated "key cell" which had controlled the block. The county court, which is the administrative body for the county, offered to install closed-circuit television in the jail. The offer was accepted.

This particular instance of KMBC-TV's effectiveness in dealing with a local problem occurred over a six-month period during 1968. Since that time, all Metromedia Television stations across the country have incorporated the "Investigative Reporter" concept into their news operations...probing into conditions that should be brought to the attention of citizens in those communities. And it's another example of meaningful community involvement by Metromedia Television.
Letters from FCC to four stations reflect commission’s policy on radio commercialization—18-minute standard borrowed from NAB radio code. FCC may also look at same situation on TV networks and stations. See . . .

**Now official limits on commercials . . . 23**

ARB continues to stick by its November 1969 ratings sweep showing widespread declines in TV audience. Latest complaints criticize ARB reports on ethnic-audience measurements and children’s viewing levels. See . . .

**Still a mystery of missing audiences . . . 24**

President Nixon asks Congress to let him establish White House Office of Telecommunications Policy to act as advisor, coordinator of government’s communications system and to assign government frequencies. See . . .

**White House plans new policy office . . . 36**

FCC is preparing CATV questionnaires on operations and ownership, financial status and programing origination, which would be submitted annually. CATV bureau meeting next month will hear comments. See . . .

**CATV's now on FCC mailing list . . . 40**

After two-year, unsuccessful attempt to gain permanent ownership of WFMT(FM) Chicago over protests of citizens group, WGN Continental FM Co. receives FCC approval to donate station to educational TV-association. See . . .

**FCC affirms almost $1-million gift . . . 42**

Cowles Communications, responding to competing applicant for its WESH-TV Daytona Beach-Orlando, Fla., denies station deserted Daytona Beach for larger Orlando market in news, public affairs programing. See . . .

**Cowles fights back on WESH-TV renewal . . . 45**

Taking hint from Justice Department, FCC orders license-renewal hearing for Frontier Broadcasting Co.’s KFBC-TV Cheyenne, Wyo., on issue involving concentration of control of mass media. See . . .

**Hearing is due on Cheyenne TV renewal . . . 48**

AT&T offers four alternative rate plans as basis for discussion in FCC proceeding on AT&T’s proposed radio line rate increase. Networks and stations will discuss plans at next formal meeting with AT&T March 6. See . . .

**AT&T states its options . . . 49**

Advertising agencies move toward greater specialization—away from buyer-planners and all-media buyers and toward experts at one medium in a few markets who drive hard bargains with stations and their reps. See . . .

**Tooling up for sharper buying in the 70’s . . . 53**

FCC Commissioner Nicholas Johnson accuses Nixon administration of press censorship and charges news media—both networks and press—of submitting to it to further their economic and political interests. See . . .

**Johnson takes aim at Nixon cabinet . . . 61**

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**Broadcasting**

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*WeekInBrief*

**BROADCASTING, Feb. 16, 1970**
A straightforward appeal to your self-interest.

The idea of your station becoming a leader in its market no doubt appeals to you.
It also appeals to all the other stations in your market.
We would therefore like to tell you how and why RRR can do the best selling job for you.
The sales increase in the last fiscal year for our RRR-represented stations was twice that of the national average.
Of the nine stations we represent, six are in the top ten markets, eight are in the top fifteen, and all are among the market leaders.
That stands to reason.
Our active, day-in, day-out sales effort is larger and more comprehensive than that of any other station representative.

Twenty salesmen work full-time selling our limited and elite list.
Their selling efforts are backed up by us in important, results-getting ways.
By our Sales Planning and Research Department, which develops and produces an average of 150 marketing studies a year, all tailored to the specific, individual needs of clients and prospective clients.
By our large-scale presentations to major corporations and ad agencies, including, this last year, fifty of the top hundred national advertisers.
If your station is in a growing, competitive market, and is self-interested, contact us.

RRR
RKO RADIO REPRESENTATIVES, INC.

Sales Offices: New York • Chicago • Los Angeles • San Francisco • Detroit • Atlanta • Toronto
Stations: WOR, KHJ, WRKO, KFRC, CKLW, WGMS, WHBO, WIXZ, WWTC

BROADCASTING, Feb. 16, 1970
Capities buys 9 Triangle outlets
$100-million deal forces sell-off of some properties

In one of highest-priced station purchases in broadcasting history, Capital Cities Broadcasting Corp., New York, agreed last Friday (Feb. 13) to buy cornerstone properties of Philadelphia-based Triangle Publications Inc. for reported $100 million in cash and notes. Stations are WFIL-AM-FM-TV Philadelphia, WPHC-AM-FM-TV New Haven-Hartford, Conn., and KFRE-AM-FM-TV Fresno, Calif. Also in sale is Triangle's program-syndication division.

Before submitting transactions for FCC approval, Capital Cities will have to sell off two of five VHF-TV stations it already owns to comply with FCC's multiple-ownership limits. Acquisition of WTVN-Fresno would give Capital Cities its first U. Similarly it will have to dispose of two AM's and one FM. Last week, in anticipation of Triangle deal, it cancelled pending contract to purchase WRCF-AM-FM Philadelphia from Rust Craft for $1.5 million.

Triangle is owned by Walter H. Annenberg, now U.S. ambassador to Great Britain, and family. Few months ago, Mr. Annenberg sold his Philadelphia Inquirer and Daily News to Knight Newspapers for reported $55 million. He retains ownership of TV Guide; Seventeen Magazine; Morning Telegraph; Daily Racing Form; WFBG-AM-FM-TV Altoona, and WLYH-TV Lebanon, both Pennsylvania. Presumably remaining broadcast properties will be sold to other buyers.


It was speculated that one V Capities might consider selling is WTEN Albany. There is said be some overlap in its signal and that of Triangle's WNNC-TV New Haven. Other V figuring in speculation is WTVD Durham, smallest TV market in Capities' portfolio.

Boards of Capital Cities and Triangle approved transactions late Friday. Sources close to seller said deal was made suddenly. Mr. Annenberg was represented as having decided to dispose of properties he cannot personally supervise while serving in his post in London.

Capities' president and chairman is Thomas S. Murphy. One prominent stockholder is Lowell Thomas, veteran commentator Company's officers have strong Republican ties through such figures as Thomas E. Dewey, neighbor of Mr. Thomas.

WFIL-TV is on channel 6 and is affiliated with ABC-TV. WFIL-AM operates on 560 kc with 5 kw full time; its sister WFIL-FM is on 102.1 mc using 27 kw horizontal and 25.5 kw vertical. WNNC-TV operates on channel 8 and is also affiliated with ABC-TV. WNNC-AM operates on 1340 kc with 1 kw days and 250 kw nights. WNNC-FM is on 99.1 mc with 10 kw.

KFRE-TV is on channel 30, and is affiliated with CBS-TV. KFRE-AM is on 940 kc with 50 kw, and is also affiliated with CBS. KFRE-FM is on 93.7 mc with 68 kw.

FCC's life line
FCC is preparing to issue new schedule of fees that would bring in enough revenue to make agency self supporting. Collections are intended to total some $25 million a year. They are now running $4.5 million.

That word was given California Broadcasters Association at Palm Springs meeting last Friday (Feb. 13) by FCC Chairman Dean Burch. Though he gave no details, he said proposal could be voted out as rulemaking as early as this week. Commission worked on draft at its regular meeting last Wednesday.

For first time, principle of broadcast license fees would be established, with annual payments scaled according to station's rate card. Fees for station transfers would be based on sale price.

Chairman Burch, in far-ranging question-and-answer session before first midwinter meeting of CBA, also noted that proposals on one-to-a-customer station ownership and limits on network ownership to 50% of their prime-time programing would come before commission next month and could have far-reaching implications.

On controversy over subpoena of radio-TV and press material, Chairman Burch said Attorney General John Mitchell took "political step" in backing away from issue. But over-all, he feels that subpoena question must be answered on case-by-case basis.

KNBC-TV fight over?

NBC and Voice of Los Angeles have reached agreement to end comparative proceeding in which Voice is seeking to replace NBC as licensee of Los Angeles channel 4 (KNBC-TV) ("Closed Circuit," Feb. 2).

However, implementation of agreement hinges on commission approval of NBC reimbursing Voice $102,460—total of costs and expenses Voice says it incurred thus far in contest which has not yet reached hearing stage.

Competing applicants, in petitioning commission Friday (Feb. 13) for approval of agreement, said that Voice is seeking to withdraw because it feels that policy commission said last month it would follow in comparative cases involving renewal applicants had adversely affected its chances of success.

Statement asserted that, in comparative hearing in which renewal applicant is being challenged, commission would favor incumbent if its program service during preceding license period "has been substantially attuned to meeting the needs and interests of its area..."

(BROADCASTING, Jan. 19.)

Voice's reasons for wishing to withdraw are critical, since commission, in policy statement, said it would permit reimbursement like that involved in NBC-Voice agreement only in "extraordinary circumstances." Voice, composed principally of Los Angeles-area business and professional men, based its hopes for success on several commission rulings culminating in landmark WINN-TV Boston decision in January 1968, according to petition. Voice filed its application in February 1969 (BROADCASTING, Feb. 10, 1969).

Voice was said to have believed that two most important factors in hearing would be diversity of ownership of broadcast media and integration of
Weeks Headliners

Mr. Walbridge

Willard E. Walbridge, VP and general manager, KTRK-TV Houston, a Capital Cities Broadcasting station, named to new position of senior VP in charge of corporate affairs for Capital Cities. He will continue to be based in Houston, but his new assignment will involve activities in Washington and New York (see page 9). Mr. Walbridge, who is serving as joint board chairman of National Association of Broadcasters, organized and put KTRK-TV on air in 1954, and joined Capital Cities as VP and general manager of station when KTRK-TV was acquired by group owner in 1967.

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

Another state regulates cable
CATV came under utility regulation in one more state when Vermont governor signed bill late Thursday (Feb. 12) placing cable TV under control of state Public Service Board. Bill requires CATV systems to pay fee to PSB to underwrite regulation on sliding scale beginning with $12.50 on gross revenues up to $10,000 annually.

Page to do satellite probe
ABC, CBS and NBC formally announced Friday (Feb. 13) their retention of Page Communications Engineers, Washington, to make cost and feasibility study of space-satellite and other possibilities for networking TV and radio programs (BROADCASTING, Feb. 2).

There were reports that networks hoped to settle on new system and have it working in three to five years, but in view of money involved—about $65 million per year since AT&T boosted networking charges by $20 million last fall—it was considered more likely they were shooting for working alternative to AT&T in less than three years. It was generally assumed hardware could be ready in less than three years and that any delays beyond that would stem from political and other nontechnical problems.

Possibilities to be studied by Page as "future replacements" for present networking system, "either wholly or in part," were described as including "a domestic-satellite system, terrestrial facilities owned by specialized common carriers and combinations of such facilities"—and also "systems owned and operated by the network organizations."

Network-feed, station-clearance and other data related to varying requirements of different networks will be used in study by Page, whose target date for submission of first part of report was put at July 1. Page also is expected to confer with Communications Satellite Corp., which has announced it will seek FCC authority to operate domestic satellite open to all comers, and with AT&T, whose network rate increase last fall speeded search for replacement.

In statement Friday, issued after they had conferred with Page executives in meeting held at NBC headquarters in New York, representatives of three networks referred to "accelerated search for alternatives to the existing system" and reaffirmed support of White House's "open skies" proposal for free competition in operation of domestic satellites (BROADCASTING, Jan. 26).

Officials of Corp. for Public Broadcasting, representing educational stations—which are generally expected to get free or low-fare ride on any network-operated interconnection system that may evolve—attended Friday meeting at commercial networks' invitation. CPB's requirements will also be part of study.

Announcement said Page was chosen after networks had seen presentations from number of major consulting firms. Page was said to have had wide experience in design, construction and operation of both terrestrial and satellite systems, and to have built more satellite earth terminals than any other organization in world.

WAPE gets $9,000 notice
FCC said Friday (Feb. 13) that it had found WAPE(AM) Jacksonville, Fla., apparently liable for $9,000 fine for violating federal law against broadcasting lottery information and for violating commission rules by failing to identify in log sponsors of certain paid announcements.

Commission said station broadcast spots for local dances, where those paying for admission would be eligible for drawing for automobile—violation of lottery law. WAPE employs allegedly paid for certain dance announcements, but were not so logged in station records.

Commission vote was 6-to-0 with Chairman Dean Burch not participating.
VOLUME 15
ALREADY SOLD
IN 42 MARKETS

BUFFALO NEW YORK EL PASO PHOENIX DALLAS
MIAMI DAYTON BOSTON LOS ANGELES
DETROIT CHARLESTON SAN FRANCISCO TULSA
CLEVELAND FLINT NEW ORLEANS CHARLOTTE
SYRACUSE PITTSBURGH BIRMINGHAM ST. LOUIS
LITTLE ROCK LEXINGTON COLORADO SPRINGS SACRAMENTO
CHICAGO SALT LAKE CITY HARTFORD LAS VEGAS
SPARTANBURG OKLAHOMA CITY KANSAS CITY
OMAHA WASHINGTON D.C. ATLANTA LOUISVILLE
HARRISBURG MILWAUKEE PROVIDENCE ALBANY
SAN DIEGO HONOLULU

WARNER BROS. TELEVISION
a KINNEY NATIONAL Company
NEW YORK • CHICAGO • DALLAS • LOS ANGELES
**Datebook**

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

*Indicates first or revised listing.*

**February**


Feb. 20—Deadline for comments on FCC’s proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.


Feb. 25—ASCAP semi-annual West Coast membership meeting. Santa Monica room, Century Plaza hotel, Los Angeles.


Feb. 27—Deadline for reply comments on FCC’s proposed rulemaking relating to AM station assignment standards and relationship between AM-FM services. Previous deadline was Feb. 13.


**March**


Mar. 7—Deadline for reply comments on FCC’s proposed rule requiring political candidates to request time within one week from day first eligible candidate appears on air.

Mar. 7-9—Convention of National TV Translator Association. Hotel Utah motor lodge, Salt Lake City. Registration forms should be mailed to Box 1, Butte, Mont. 59701.

Mar. 9-10—Annual meeting of Southern CATV Association. Cocoa Beach, Fla.

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


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

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

Mar. 19—Annual stockholders meeting, Cos Broadcasting Corp, Atlanta.

Mar. 15-21—First world conference of social communication for development sponsored by Consejo Nacional de la Publicidad. Meeting of representatives from advertising councils worldwide to consider application of advertising to international problems. Mexico City.


Mar. 18-20—The Contemporary World: 1970 conference sponsored by marketing & communications division of Dick Clark Enterprises. Designed to acquaint youth oriented businessman with “now” generation. Speakers include Dick Clark, president of Dick Clark Enterprises: Lou Rashmir, pres-
South Carolina this year celebrates its Tri-Centennial

As one of the original thirteen colonies, South Carolina was a pioneer in the establishment of the Republic.

And South Carolina celebrates its Tri-Centennial year in 1970.

WSPA is proud of the contribution South Carolina made to the formation of the American government and the development of our nation.

WSPA is a pioneer also. It was the first radio station in South Carolina, broadcasting for the first time on February 17, 1930.

During these forty years, WSPA has worked constantly to make its full contribution to the development of the state of which it is so proud to be a part.

From WSPA developed WSPA-FM, South Carolina's first frequency modulation station and the sixth in the nation with stereo broadcasting. Next came WSPA-TV, the first station in South Carolina to broadcast in color.

In celebration of our fortieth anniversary, WSPA pledges anew our dedication to providing the finest in broadcast service to the people of Spartanburg, the Carolina piedmont area, and the great state of South Carolina.
The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences.

Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices, All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars.

Advance bookings should be made to MIFED by letter or cable before 15 March 1970.

For information and bookings write to:
MIFED - Largo Domodossola 1 - 20145 Milano (Italy)
Telegrams: MIFED - Milano - Telex 33660 Fieramil

Audio Control Handbook
3rd Edition by Robert S. Oringel

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index $7.95

dent of Market Compilation and Research Bureau and specialist in college market; Chuck Harris, game show packager and producer; Art Linkletter, TV personality, and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

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


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

April


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

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

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

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

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

April 7-8—Annual membership meeting, Association of Maximum Service Telecasters. Waldorf room, Conrad Hilton hotel, Chicago.

April 9—Annual meeting of national awards committee of The National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

April 10-11—Annual meeting of Board of Trustees of The National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.


April 11—Annual awards meeting and banquet, Georgia AP Broadcasters Association. Atlanta Marriott.

April 10-20—Japan Electronics Show sponsored by Electronic Industries Association of Japan. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-5, Tokyo.

April 12—Alpha Epsilon Pi banquet at Kansas State University, Manhattan. Speakers will include FCC Commissioner Robert Wells.

April 13—Florida Association of Broadcasters and U. of Florida school of Jour-


April 15-17—Meeting, Texas and Mid-America Cable Television Association. Marriott hotel, Dallas.


April 18—Annual awards meeting and luncheon, Alabama AP Broadcasters Association. Governor’s House motel, Montgomery.

April 20—Annual stockholders meeting, Women’s Enterprises Inc. Byron Theater, Miami Beach.

April 21—Peabody Awards luncheon sponsored by Broadcast Pioneers, Grand Ballroom, Hotel Pierre, New York.

April 23-26—Annual convention of American Women in Radio and Television Inc. Royal Garden hotel, London. Dr. Frank Stanton, president of CBS, will speak at international banquet on April 25.


April 25—Meeting of UPI Broadcasters of Indiana Association. Otter Creek golf club, Columbus, Ind.


April 29-May 1—State Presidents Conference. Statler Hilton hotel, Washington.

April 30-May 2—Meeting of third district of American Advertising Federation. Jack Tar Poinsett hotel, Greenville, S. C.

May 4—Hearing on renewal and competing applications for WFAN-TV and WOOKAM, both Washington. FCC, Washington.


May 7-9—Convention of Kansas Association of Radio Broadcasters. Ramada Inn, Topeka. Speakers will include FCC Commissioner Robert Wells.

May 10-14—Sales promotion seminar sponsored by Association of National Advertisers Inc. Abbey hotel, Fontana, Wis.

May 11-14—Annual convention of the Canadian Cable Television Association. Hotel Vancouver, Vancouver, B. C.


May 14-16—Annual Oregon Association of Broadcasters conference. Sanrivar lodge, Bend.

May 16—Annual awards banquet of Alpha Epsilon Eho (Alpha Tau chapter), Washington State University, Pullman.


May 21-23—International ad band convention sponsored by WVCN-Charlotte, N.C. Daniel Boone hotel, Charleston.

Indicates first or revised listing.

Broadcasting, Feb. 16, 1970
New Houston Fearless Mini-Color Processor costs less than $10,000

"Mini" means small, or compact. And Mini-Color is all of that—in size and price. "Color" means it processes every type of Ektachrome color film including the new "Super 8" and 16 mm film. Mini-Color is a totally new dimension in compactness, rapid access, operational simplicity and rock-bottom cost.

Also available: COLORMASTER TV NEWS COLOR FILM PROCESSOR. Chosen for precision high-volume production by more than 90 TV stations coast to coast.

送免费小册子

WORLD'S LARGEST MANUFACTURER OF FILM PROCESSING EQUIPMENT AND TV BROADCAST EQUIPMENT

1970 BROADCASTING YEARBOOK

soon off press

Order your own copy of the 1970 Yearbook. Just fill in the coupon and return it to us. Your copy will be shipped promptly just as soon as the 1970 Yearbook is off press.

The 1970 Yearbook brings you all of the valuable 51 directories found in previous editions. But this year we've added a new section of comprehensive market data, the exclusive "Broadcasting Guide to National Spot Planning." In this section can be found all the basic information on markets, demographics and rates that media buyers need to draw up spot campaigns. For all the facts and figures on television ... AM and FM radio ... broadcast equipment products ... FCC rules ... NAB codes ... and much more, simply fill in the coupon and return it to us. Your copy will be shipped promptly.
Television Budgets Reach More in Sacramento-Stockton

This is the nation's 24th TV market — California's 3rd largest! KCRA-TV made it that way.

Our average audience has led all Sacramento-Stockton stations in every rating report published since airdate, 1955.

We give you more for your money. Isn't that what it's all about?


“ADI” TELEVISION MARKETS

1. Los Angeles 3,315,300
2. San Francisco 1,440,000
3. Sacramento / Stockton 532,400
4. San Diego 394,600
5. Fresno 244,700
6. Salinas-Monterey 145,700
7. Chico-Redding 91,100
8. Bakersfield 86,500
9. Santa Barbara 81,500
10. Eureka 42,100

BROADCASTING, Feb. 16, 1970
The problem of surviving in the paperwork jungle

Several months ago the Television Bureau of Advertising organized a meeting of station representatives, station management, agency people and others to discuss the problems of complexity and paperwork in spot television. The simple fact that such a meeting was necessary underscores the degree to which these problems affect the entire advertising community.

At the time I said that the basic operating methods of our business hadn't changed very much over the years up to the point where we ordered a schedule and the station confirmed it. But it is my belief that what happens between the point that a schedule is ordered and when we finally reconcile stations' bills is what creates problems of complexity and paperwork for us all.

As a result, I agreed to do an analysis of billing discrepancies as a means of identifying problem areas.

I started by taking one brand for a single month. This was a big spot spender to the tune of $2.5 to $3 million annually, but a continuous user of spot with little inherent complexity—a situation where our problems should be at a minimum.

In one month this brand spent $220,000 on 132 stations across the country. When we analyzed the bills we found that our records disagreed with 27% of the stations which in turn controlled 32% of the billing—and let me emphasize that this is one of the least complex brands in our agency.

Further analysis disclosed that we were in error in about one-third of the cases—principally due to inaccurate computer input. But the medium was at fault in two-thirds of the cases. A revealing figure was the fact that 46% of all discrepancies, almost half, were caused by the station and/or rep failing to notify us of pre-ointments, makegoods or rate changes.

Now what are some of the consequences of this problem?

- First, $73,000 in billing had to be held over varying periods of time until these issues were resolved. The stations had to wait longer to get paid.
- Second, it took us four to five full man-days to resolve these discrepancies—a great waste of time for the agency.
- Finally, where we contracted for $220,000 worth of activity, we only paid for less than $200,000. Fully 10% of the medium's potential revenue never reached the stations.

To my way of thinking, we've got to attack these problems from two directions.

- We can see to it that schedules run as ordered, that pre-ointments and changes are kept to a minimum. I realize we live in an age of innovative cards, grid cards and pre-emptible rate cards of all kinds which in themselves create schedule changes almost as the basis of the buy. But, even fixed position advertisers aren't absolutely certain that their spots will be run as ordered, and this situation is patently ridiculous.
- We've got to develop better methods of communication when changes do take place. Our communications must be faster, more immediate and more efficient. We know of at least one rep who, outside of orders and cancellations, communicates with his stations only by mail. This has to be an archaic method of doing business. I have to believe that one of the basically simplest yet most important pieces of paper we have in this business is the station representatives' order confirmation. Yet, in some cases we have had to wait over six weeks to get simple written confirmations.

From the agency's viewpoint, we have taken several steps toward solving these problems. At Benton & Bowles, we have been deeply involved in computer applications in spot television. We have developed an on-line computer system utilizing desk consoles as an input device. This system has been built for the specific purpose of enabling us to handle more efficiently spot TV's complexities. We call it the Console Spot Buying System, or CSBS, and in its first phase we have been attacking the housekeeping function of billing and accounting with great success.

In its next phases, which are currently in development, we will expand our use of the computer primarily to enable buyers to be better equipped and to give them more time to make buying decisions. Thus, we have completed the accounting phase and we are now moving to the direct media application of computer usage.

With the help of these machines, we believe we are building to the most complete, the most highly mechanized and widest reaching system for handling much of the intricacy and complexity connected with the spot process.

This is a major step forward for us. Other agencies are developing similar computer methods. But in the final analysis the heaviest burden falls on the television medium itself to attack these problems. We are aware of and involved in solving them. We need the same kind of awareness and involvement from the medium itself.

It seems to me that we all spend a great deal of time seeking to increase gross sales as a means to increase profits. But there are times—like right now—that we can direct our efforts in producing higher profit ratios on existing sales.

If we make spot television less complex and easier to cope with as a medium, we will make spot more profitable to stations and to agencies and advertisers.

George J. Simko became vice president and manager of the media department at Benton & Bowles, New York, in the spring of 1968, eight years after having joined the agency as an "all media buyer" on the Post Cereals account. Previously he was with Kenyon & Eckhardt in New York. At B&B, his posts included assistant media director on General Foods, associate media director on Philip Morris, Texaco, Mutual of New York and Hublein and later vice president and group head on all General Foods products.
Talk more causes.
Cause more talk.

That's how we stay number one in St. Louis in public service programming.

KSD-TV programs more public service specials of significance than any other St. Louis station. During the past six years, five of our specials were nominated for Emmy Awards, more than any other station in the nation!
Features that start people thinking and talking are more of those provocative extras that help keep us first.
If you want more opportunities to influence more thoughtful people, buy KSD-TV.
KENTUCKIANA WANTS TO HELP ITS KIDS AND WHAS-TV LEADS THE WAY

Since 1954, the way to help mentally and physically handicapped youngsters in Kentucky and Southern Indiana has been WHAS-TV’s annual “Crusade for Children.”

The men and women of WHAS-TV believe in big shows. The last “Crusade for Children” telecast lasted more than 20 continuous hours and involved the talents of thousands of volunteers. For example, Kentuckiana’s volunteer firemen with their big boots. More than 1200 of them used those boots to collect contributions.

The people of Kentucky and Indiana have responded in a big way. In 16 years nearly 5 million dollars has been donated by individuals, churches, civic and social clubs, youth groups, industries and employee organizations.
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<thead>
<tr>
<th>Channel</th>
<th>City</th>
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<td>WMAL-TV</td>
<td>Washington, D.C.</td>
<td>ABC</td>
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You can own this house for 10¢.

Reach for a dime. Drop it in the slot. Dial. And this stone castle is all yours.

When you dial our number you'll hear the proof that we have a lot of different ears perched on our spots on the radio dial. Young ears. Old ears. Sport ears. Bach to Bacharach ears. Interview ears. You-name-it ears. All types of listeners in that house up there. Yours for a dime.

Learn about the smorgasbord of programs our four radio stations offer.

In fact, one thin dime could also deliver a pretty white frame cottage with a rose garden or that staid Cape Cod down the street. So why don't you lay down your Broadcasting magazine (you can come back to it later) and call JACK MASLA, 212-752-6450 right now.

Minute by minute, we're hitting them where they live.

WKJG-AM, FM, Fort Wayne; WTRC-AM, WFIM-FM, Elkhart; Communicana Group Radio Stations
John F. Dille, Jr., President
Now official limits on commercials

FCC adopts broadcasters' own code for radio, may look at ad volume on TV networks, stations

It took the FCC six years and a change in membership. But it has picked up the pieces of a rulemaking proceeding it had dropped under congressional pressure, and has established what appears to be firm limits on radio commercialization.

In essence it holds that radio stations proposing to carry more than 18 minutes of commercial messages per hour in more than 10% of their broadcast time on a weekly basis face license-renewal hearings—unless they can provide extraordinary justification for their commercial volume.

The FCC's position is not in the form of an explicit statement. Rather, it is reflected in four staff-written letters that the commission approved last week by overwhelming votes ("Closed Circuit," Feb. 9).

Furthermore, the letters and the policy they establish do not represent the limit of the commission's interest in the commercialization issue. The members are considering inviting representatives of the television networks to meet with them informally on Westinghouse Broadcasting Co.'s complaints about CBS and NBC plans to pay for higher interconnection costs by reducing network compensation to affiliates while increasing their affiliates' commercial time.

Though the inquiry into television commercialization is yet to jell, the radio policy is clearly laid out in the four letters.

An AM-FM combination, WCPS-AM-FM Tarboro, N.C., whose license-renewal has been pending since Dec. 1, was given "a final opportunity" to file "additional information" regarding its commercial practices. The stations carried more than 18 minutes per hour of commercial time in more than 10% of their hours weekly, and propose a similar policy for the new license period. The commission said it cannot now find that a renewal grant would be in the public interest.

WAML(AM) Laurel, Miss., whose license expires June 1 and whose commercial practices and proposed policy resemble WCPS-AM-FM's, was given advance warning to revise that policy or provide additional justification for it. Without one or the other, a hearing may be necessary, the commission said.

The remaining stations, WXCL(AM) Peoria, Ill., and KARR(AM) Great Falls, Mont., had proposed policies exceeding the new standard. But the commission noted that WXCL has already revised downward its commercial policy and is conforming with it. And KARR's actual operations, it said, "fall within permissible limitations consistent with the public interest."

Commission officials said the four cases will serve as models to be followed by the staff in examining the commercial practices and policies of AM and FM renewal applicants.

The 18-minute standard was borrowed from the National Association of Broadcasters radio code, to which about half of the stations in the country subscribe.

The commission, which over the years has been bitterly divided on the commercialization issue, revealed considerable unanimity on it last week. Only one dissent was registered—by Commissioner Robert T. Bartley—to the letter to WCPS-AM-FM. Chairman Dean Burch was absent when the votes were taken, but it is understood he would have sided with the majority.

The adoption of the policy marks the culmination of an arduous effort to find a new approach to the imposition of commercial restrictions. In January 1964 the commission abandoned a proposal to adopt as a commission rule the NAB commercial codes (Broadcasting, Jan. 20, 1964). A few weeks earlier the House Commerce Committee, in response to broadcasters' pleas, had approved legislation barring the commission from adopting such a rule. A month after the FCC withdrew the rule-making, the bill to prevent it sailed through the House, but it was never acted on in the Senate. Nevertheless, by that time, further congressional action was academic.

The commission, under the chairmanship of E. William Henry, attempted a case-by-case approach. A number of stations were asked to justify commercial practices that the commission felt were excessive, and some were given one-year renewals for carrying more commercials than they had proposed in renewal forms.

Finally, in an effort to end the constant bickering over the commercialization issue at every license-renewal period, the commission three years ago announced a policy that has now become the springboard for the action taken last week.

It established as commercial stand-
ard 18 minutes per hour and 16 for TV, and said stations proposing to exceed them were to be required to file reports half way through their new license period. The reports were to detail the stations' commercial practices and justify them (BROADCASTING, March 6, 1967). (TV stations rarely exceed the 16-minute standard.)

The four commission letters approved last week were based on an evaluation of the stations' 18-month reports.

While proceeding to button down the new policy on radio, commission officials appeared last week to be uncertain about what to do, if anything, with the Westinghouse protests against the CBS-TV and NBC-TV compensation plans.

Though the network adjustments involve increases in commercial positions, they seem to fall within the standards of the NAB's television code, which puts limits of 10 commercial minutes per hour in prime time and 16 minutes per hour in other periods. Still, there have been complaints about the appearance of overcommercialization.

Westinghouse Broadcasting's president, Donald McGannon, has kept the issue alive in visits with commissioners and a letter to the agency. He maintains that the compensation plans impose unfairly on the public and jeopardize television's well-being as a marketing medium (BROADCASTING, Jan. 26).

Drafts of letters inviting network representatives reportedly touch on points Mr. McGannon has raised: Is the increase in commercial time excessive? Shouldn't the networks absorb the full cost of the increased interconnection charge as part of the cost of networking?

It is understood that a question as to whether there is any collusion between CBS and ABC has been raised in the complaint plan.

Stills a mystery of missing audiences

Did computer go wrong? People really tuning out TV?
Speculation rife as ARB sticks by machine and method

The furor over the showing of widespread declines in TV audience in the American Research Bureau's market reports from its November 1969 ratings sweep raged on last week, with some broadcast sources hinting they may seek government intervention.

ARB officials continued to stand their ground, however, reiterating confidence in the reports' accuracy despite repeated challenges by broadcast researchers and questions raised by agency sources (BROADCASTING, Feb. 9).

In addition to alleging a depreciation of viewing levels, the range of criticisms last week encompassed sample size, late delivery of the reports and their "unwieldy and unusable formats"—as it did the week before—and was expanded to include criticisms of ARB's ethnic-audience measurements and its reports on viewing levels among children.

Some broadcasters said that they would solicit a Federal Trade Commission investigation of what they regarded as inconsistency in the reports' findings and unbelievable declines in viewing in many markets in last November's sweep as compared with the one a year earlier. Other sources who have followed such disputes in the past said, however, that this is a third time ARB has been made to carry their burden. They have not been impressed by the results produced.

One extensive analysis of the reports for the top-50 markets showed that the Avco Radio Television Sales, Inc., declines in homes using TV (HUT) levels in "most" markets were down as much as 20 percent, with declines occurring "most dramatically in late fringe time and among children in particular.

Results of the TV sweeps, which were brought from H. Peter Lasker's company by Dr. Leo Schindler, a broadcasting consultant, indicated that the Avco-reported declines may be the result of growing "sweeping up" of prints by other networks, with such sweeps being made at lower point in time.

The Avco analysis found that the number of homes watching TV (HUT) in a typical December total homes was 30 to 31 million, while the in-tab samples for total homes were down in 46 of the 50 cases, extreme cases by 75% (Albany-Schenectady-Troy, N. Y.), 61% (Hartford-New Haven, Conn.) and 59% (San Diego), and in 21 other markets by percentages ranging from 15 to 34 percent.

For the top-50 markets, Avco reported, total homes in-tab were down 6%, while in-tab samples for children aged 2 through 11 were down 31%.

The findings of the Avco analysis conducted under the direction of L. Sass, vice president and director of research, and Janet Basal, associate director, was yet to be published for other markets.

ASP national totals put TV viewing at new high

A. C. Nielsen's national measurements show more TV households watching television than ever.

ABC researchers said last week that viewing in the Nielsen Television Index shows viewing in January up nearly 2.3-million households from the same month a year ago. Viewing in the average home over the same span of time has increased 23 minutes per day to a current average of almost seven hours per day.

It was noted that during the average minute in prime time last month more than 38 million homes watched television. This figure represented almost two thirds—65% of all TV homes.

Data compiled from NTI by the special-projects section of NBC research, over the past 10 years shows that the number of homes viewing TV (HUT) went from 61% to 65% with the number of homes viewing TV correspondingly up from 27,610,000 to 38,030,000 and daily viewing of the average home over a 24-hour period up from six hours to 6.97 hours.

The record of the full 10 years, with figures of homes using TV based on January of each year, follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Prime-Time Averages</th>
<th>24-Hour Base Avg. Viewing Hours Per Home Per Day</th>
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<tr>
<td>1960</td>
<td>65.0</td>
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<tr>
<td>1961</td>
<td>62.7</td>
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<tr>
<td>1969</td>
<td>61.0</td>
<td>27.610</td>
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</table>

Source: NTI.
Below shows how each of the top-50 television

d in key day-parts in the November 1969 TV

t of the American Research Bureau and the

Index, as compiled by Harrington, Righter

CASTING, Feb. 9). The percentage figures

or loss in homes using television (HUT) in
n 1969 as compared with the November 1968

for the same service: For instance, in the first set

of vertical columns, for 9 a.m. to noon, ARB shows New

York's HUT level in November 1969 as 9% below its HUT

level in the ARB report for November 1968, while NSI

shows it up 19.6% from the NSI November 1968 report.

Both ARB and NSI figures relate to gains and losses in total

homes viewing as reported by the respective services.

The table was adapted from more detailed compilations, which

included the ARB and NSI homes-viewing figures on

which the percentage changes were derived, according to

Harrington, Righter & Parsons.

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<th>9 a.m.-Noon</th>
<th>12-5 p.m. or 4-9 p.m.</th>
<th>5-7:30 p.m. or 10-10:30 p.m.</th>
<th>Prime Time</th>
<th>11-11:30 p.m. or 10:30-11 p.m.</th>
<th>11:15-12:30 a.m. or 11:30-12:30 a.m.</th>
<th>12:15-1 a.m. or 12:30-1 a.m.</th>
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</table>

*Times depend on time zones involved. Top line denotes Eastern and Pacific zones and bottom line denotes Central and Mountain zones. Includes Canadian viewers.
With satellite stations.

...ector, indicated that ARB's metro

T levels 9 a.m. to midnight for 37

the top-50 markets were below their

levels while four were above and

a range of losses extended from

in several markets to 12% in

ata, 14% in Birmingham, 15% in

ville-Spartanburg (S. C.)-Ashe-

ville (N. C.) and 16% in Syr-

Y. The four gainers were Louis-

ville, Ky., and Charlotte, N. C., up

3% each; Miami, up 6%, and Mem-

ph, up 9%.

By contrast, children (aged 2-11)

viewing in the 5-7:30 p.m. EST early-

fringe period declined in 44 markets,

increased in five and remained un-

changed from 1968 in one. The de-

clines ranged from a low of 1% in

Providence, R. I., to highs of 50% in

Harrisburg - York - Lancaster - Leb-

on, Pa., and 52% in Milwaukee, with

more than a score in the 20%-40% area.

The gains were scored in Chicago (1%), St. Louis (4%), San Antonio (7%), Louisville (9%) and Detroit (14%).

In Chicago the pattern was wildly

erratic; children viewing declined 6% in

prime time but increased by 1% in

early fringe—and by 59% in the late-

night 11:30-1 A.M. EST period, ac-
Media buyer to offer analysis of TV results

Media Corp. of America, New York, an independent media-buying organization, will offer advertisers and agencies a new service calling for the preparation of a concise post-analysis of spot and network TV schedules on a standard reporting form.

Media Corp. has established Independent Media Audit Bureau as a service arm that will provide reports to advertisers on whether their TV advertising schedules have performed as estimated in the media plan. The service involves the use of a computer program in connection with American Research Bureau and Nielsen local market tapes. There will be no cost to Media Corp. clients and, according to Media Corp., other advertisers and agencies may obtain the service on a cost basis.

All computer technology for the services will be supplied by the Marketronics Co., New York. Rudy Bau-mohl, formerly a media supervisor at Jack Tinker & Partners, has been appointed vice president in charge of operations for Independent Media Audit Bureau.

On the basis of analyses like Avco's, and an earlier one by Harrington, Righter & Parsons (page 25), reps generally maintain that audience losses of this magnitude cannot be real, particularly since other indicators suggest increased rather than decreased viewing and the competitive Nielsen Stations Index (NSI) reports for the same period show fewer and less extensive declines and, for the top-50 markets as a whole, no decline at all (Broadcasting, Feb. 9).

The A. C. Nielsen Co.'s national service, Nielsen Television Index (NTI), for the same period covered by the ARB and NSI market sweeps, indicated viewing levels unchanged—actually, up a fraction of a point—from November 1968 levels, and a compilation of NTI figures by NBC researchers last week showed prime-time viewing in January at an all-time high (see page 24).

Station reps have been complaining to ARB not only about the declines shown in November reports, but also about their lateness in delivery and the complexity of their new format, which is said to provide little-needed information, omit some that is needed, and in general to be so complex as to constitute, in one researcher's term, "an unworkable monstrosity."

Avco Sales' President Lasker said last week: "They keep telling us that agencies and advertisers want all this information. Let ARB tell us who are the ones who wanted it. I find one."

Another frequent complaint is that their written inquiries and requests to quarters go unanswered, stations pay an extraordinary amount of the cost of the reports and must buy and accept them—how much they challenge because 70%-80% of the lead radio agencies currently subscribe to ARB services.

"If we treat clients like they treat us, we have one client left." Among agencies, late delivery of ARB sweep reports is understood to be a bigger problem than the decline in HUT levels, although agencies have expressed concern as to the drops stemmed from ARB items or reflect a real downturn in viewing habits.

At least one agency authority, Seymour Banks, vice president c Burnett Co., Chicago, suggests that the problem may lie with ARB's November 1968 sweep, as he notes: "They reported, he suggested, may have been too high, but the inflation of escaped notice because buyers as sellers are predominantly interested in high ratings.

Dr. Banks said he had been studying the 1969 reports with those of 1968 and had found that "the 1969 figures are much more in line with 1967's than with 1968's."

The real problem, he thought that ARB switched from one co system to another, "which away more time than anybody expect didn't finish checking out the models during the summer, with the reasonable people who would have gotten more as it became known that the CBD's have one client left."

But he thought that "we'll live the figures, though we will have problems for a while."

As for ARB's earlier report, "we had done parallel computer analysis of the old as well as the new sweeps and we have about 20 markets, "until we rolled the new one was worked out, "the new one was worked out, the new one was worked out, the new one was worked out," said a station-rep source."

"As Botelho has been asked, "Why should not have stopped at They argued that NSI, which they "is very slow to make changes which ARB makes all the time." In parallel runs "in 70 markets any change a column."

ARB officials had also said that
EVERY SATURDAY NIGHT
Great Titles! Famous Stars! Many First Runs!

☆ WHAT A WAY TO GO!  FEBRUARY 21
Dean Martin, Dick Van Dyke, Shirley MacLaine

☆ WARLOCK  FEBRUARY 28
Anthony Quinn, Richard Widmark

☆ GYPSY  MARCH 7
Rosalind Russell, Natalie Wood

☆ WAKE OF THE RED WITCH  MARCH 14
John Wayne, Gail Russell

☆ ULYSSES  MARCH 21
Kirk Douglas, Anthony Quinn

☆ SANDS OF IWO JIMA  MARCH 28
John Wayne, John Agar

☆ DAVID AND LISA  APRIL 4
Keir Dullea, Janet Margolin

☆ FLAME OF THE BARBARY COAST  APRIL 11
John Wayne, Ann Dvorak

☆ I'D CLIMB THE HIGHEST MOUNTAIN  APRIL 18
Susan Hayward, Rory Calhoun

☆ THE SECOND TIME AROUND  APRIL 25
Debbie Reynolds, Andy Griffith

AND MANY, MANY MORE!

No Wonder.... In Maryland
Most People Watch COLOR-FULL

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
We're putting emotion back into research.

Remember when everyone expected computers to take over the world? It didn't happen because people still had to make the decisions.

The ABC Owned Radio Stations.
- WABC WABC FM/New York
- KQV KQV FM/Pittsburgh
- WXYZ WXYZ FM/Detroit
- KXYZ KXYZ FM/Houston
- WLS WLS FM/Chicago
- KGO KGO FM/San Francisco
- KABC KABC FM/Los Angeles

have learned to balance the logic of computers with the logic of people.

We were one of the first to use Brand Rating Index. BRI can isolate heavy users in over 390 product categories, find out who they are, what brands they buy, and how much they buy.

We've even taken research further. With Psychographics. People freely associate and tell how they feel about us. For example: what color a radio station is (anything from light blue to wild purple).

Our retail development experts can go into the largest retailers in the country, armed with computerized statistics on the reasons for using radio. Research that tells the whole story.

Yet, it's their experience and judgment as people that will do the convincing.

When you get down to it, our research tools must be as sophisticated as the information we need. That's why we pour so much money back into research. That's one reason why the sales and ratings of the ABC Owned Radio Stations are the highest in our history. And that's why our success can help you become even more successful.

So we're committed to research. That is, as much as is humanly possible.

ABC OWNED RADIO STATIONS
We've made a sound business out of sound.
three cases where they found that "the computer goofed," they did re-runs. They identified the markets as Detroit, Philadelphia "and one other."

Rep sources last week said "it would have been hard to avoid making re-runs" in the identified markets because, they said, the original Detroit report had each station's figures assigned to some other station and the Philadelphia report omitted one station altogether until 4 o'clock in the afternoon.

FCC wants closer logging on ABC's 'Hot Wheels'

The FCC last week advised ABC that it felt stations carrying Hot Wheels, a 30-minute cartoon show seen over the network Saturday mornings, should log more of the program as commercial material than the formal commercial spots.

Last December, following charges that the program was in reality a 30-minute commercial for Mattel Inc., maker of a toy auto also called Hot Wheels, the commission told ABC there was evidence for a conclusion that "more of the program than the formal commercial spots should be logged as commercial matter."

However, ABC was given seven days to offer a solution that could "resolve this matter in a more satisfactory fashion" (BROADCASTING, Dec. 8, 1969). The commission said ABC had failed to do so.

In a letter to ABC the commission invited the network to meet with representatives of the Broadcast Bureau, "which will formulate such methods [of logging additional commercial time] for our approval." The commission's resolution of the matter could conceivably affect other products and programs.

The commission said the network "has replied, reargued the matter and supplied additional information, but has not suggested any alternatives. . . . We find nothing in these submissions which would cause us to change our initial judgment."

The commission said an affidavit supplied by a vice president of Carson Roberts Inc., Mattel's agency, indicated that "there was no doubt in the mind of the creator of the show, or of ABC, that the title of the show, Hot Wheels, was synonymous with Mattel's toy racing cars in the minds of its young viewers."

Network TV billings up sharply last month

Investment in network television during January 1970 rose by 9.3% over January 1969 to $164,142,100, it was reported last week by the Television Bureau of Advertising.

Using Broadcast Advertising Reports figures, TVB noted that weekend daytime showed a gain of 48% over the comparative 1969 period. Nighttime TV captured the largest dollar gain, surpassing the January 1969 figure by almost $8 million.

<table>
<thead>
<tr>
<th>Dayparts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week ended Feb. 1</td>
<td>Cum in Jan. 1</td>
<td>Week ended</td>
<td>Cum in Jan. 1</td>
<td>Week ended</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>$ ...</td>
<td>$ ...</td>
<td>$118.9</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,875.5</td>
<td>7,993.8</td>
<td>3,318.9</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>1,481.6</td>
<td>4,812.0</td>
<td>1,090.3</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>415.0</td>
<td>1,182.0</td>
<td>913.2</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>274.8</td>
<td>562.8</td>
<td>237.9</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>5,095.0</td>
<td>74,018.9</td>
<td>8,039.2</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>212.5</td>
<td>740.1</td>
<td>330.5</td>
</tr>
<tr>
<td>Total</td>
<td>$10,154.4</td>
<td>$39,309.6</td>
<td>$14,048.9</td>
<td>73,161.8</td>
</tr>
</tbody>
</table>

How TV-network billings stand in BAR's ranking

<table>
<thead>
<tr>
<th>Dayparts</th>
<th>ABC Week ended Feb. 1</th>
<th>CBS Week ended Jan. 1</th>
<th>NBC Week ended Jan. 1</th>
<th>Total minutes week ended Feb. 1</th>
<th>Total dollars week ended Feb. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday Sign-on 10 a.m.</td>
<td>$ ...</td>
<td>$ ...</td>
<td>$118.9</td>
<td>$498.3</td>
<td>80</td>
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<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>1,875.5</td>
<td>7,993.8</td>
<td>3,318.9</td>
<td>15,466.1</td>
<td>1,790.1</td>
</tr>
<tr>
<td>Saturday-Sunday Sign-on 6 p.m.</td>
<td>1,481.6</td>
<td>4,812.0</td>
<td>1,090.3</td>
<td>12,656.1</td>
<td>1,450.9</td>
</tr>
<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>415.0</td>
<td>1,182.0</td>
<td>913.2</td>
<td>4,077.2</td>
<td>584.4</td>
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<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>274.8</td>
<td>562.8</td>
<td>237.9</td>
<td>2,371.1</td>
<td>224.0</td>
</tr>
<tr>
<td>Monday-Sunday 7:30-11 p.m.</td>
<td>5,095.0</td>
<td>74,018.9</td>
<td>8,039.2</td>
<td>36,481.3</td>
<td>8,166.7</td>
</tr>
<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>212.5</td>
<td>740.1</td>
<td>330.5</td>
<td>1,609.7</td>
<td>736.7</td>
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N.J. broadcasters seek compromise on ad tax

New Jersey broadcasters hope to have introduced in the state legislature today (Feb. 16) an amendment easing the burden of a 5% sales-use tax on all advertising materials (BROADCASTING, Feb. 9). Effective date of the tax, enacted as part of a bill hiking the state sales tax from 3% to 5%, is March 1.

Armed with a pledge from Republican Governor William T. Cahill to back such an amendment, broadcast representatives were to meet with Senator Raymond Bateman, New Jersey state senate president, last Friday (Feb. 13) to prepare the amendment. "We just want to work out some sort of equity," said Arnold Zucker, executive secretary, New Jersey Broadcasters Association. As of now, the bill exempts newspapers and magazines from the tax.

According to Lazar Emanuel, general manager, wJBR (AM) Newark, the broadcasters want the amendment to limit the tax to a "negligible tax" on sale of tapes and other materials, and to specifically exempt from the tax the sales of air time for commercials.

BBDO, Ross Roy to get Y&R's Chrysler billing

Chrysler Corp., Detroit, announced last week that its $15-million corporate television advertising account will be moved from the Detroit office of Young & Rubicam to BBDO there which already handles the Dodge car and truck account.

Chrysler's $2-million corporate radio and print account will be moved from Y&R to Ross Roy Inc., Detroit, which
uman drama... that's what develops in each thrilling episode of N.Y.P.D.
**NEW YORK**, its citizens, and its cops are the elements of this unique television series. Based on actual case histories from the files of the New York Police Department, each episode vividly re-creates day-to-day incidents that reveal a city's heartbeat. Here are dramatic moments of success and failure, joy and heartbreak, courage and weakness...and of the people who lived them.

**CITY streets.** That's where this remarkably realistic series was filmed. New York tenements and skyscrapers, its centers of finance and entertainment, its precincts and halls of justice are the backgrounds for stories that give a no-holds-barred portrait of a city and its police force at work.

**POLICE cases dramatically come to life**—when an undercover agent disappears while conducting an investigation... when an ex-convict helps breaks up a car theft ring... when a neighborhood vigilante group takes the law into its own hands... when a young girl leaves home to take up life as a Greenwich Village hippie... when detectives start a search for $150,000 in stolen money... when a syndicate tries to smuggle a shipment of narcotics.

**DEPARTMENT detectives** Mike Haines, Jeff Ward, and Johnny Corso (played, respectively, by actors Jack Warden, Robert Hooks, and Frank Converse) are assigned to the 27th Precinct, Plainclothes Division. And N.Y.P.D. is their story, too. It's the story of their frustrations and accomplishments, the routine and the excitement of their job, the dangers they encounter and bravery they display.

The exciting N.Y.P.D. color series of half-hour programs is available now from ABC Films.

**CALL** your ABC Films representative now.

NEW YORK 1330 Avenue of the Americas 10019
212 LT 1-7777

CHICAGO 360 No. Michigan Avenue, Chicago, III. 60601
312 263-0800

HOLLYWOOD 1313 No. Vine, Hollywood, Calif. 90028
213 NO 3-3311

ATLANTA 5400 Roswell Rd., N.E., Atlanta, Georgia 30305
404 255-0777

HOUSTON 3777 Norfolk, Houston, Texas 77027
713 623-2429
has been involved in other Chrysler Corp. merchandising, sales promotion and specialized advertising accounts. Y&R will continue to handle advertising for the Chrysler and Plymouth Lines of cars plus Chrysler International and Simca, the import line. Y&R keeps about $40 million in Chrysler billings, much of which goes into the broadcast media.

BBDO's Dodge advertising in recent years, especially the Dodge "Rebellion," "Dodge Fever" and local "White-Hat" campaigns, have won wide notice for their successful use of the broadcast media, particularly TV. Dodge billings are in the $18-20 million category.

Exact dates for the account transfers have not yet been worked out, Chrysler Corp. officials said Thursday, but they probably will switch during advertising planning for the 1971 model year. Y&R will continue to handle Chrysler Corp.'s Bob Hope specials on NBC-TV through this spring, they noted. Virtually all of the account detail shifting should be completed by Sept. 1, it was indicated.

An ideal day

Ideal Toy Corp., New York, is buying from five to eight hours of children's programming in four cities (one station in each city) on Feb. 23. The event is called "fun and game day" and utilizes WNEW-TV New York; WPHL-TV Chicago; KCOP-TV Los Angeles; and WPHT-TV Philadelphia. The agency for Ideal Toy on this promotional event is Helfgott & Partners Inc., New York. This is the third time in the past year that Ideal has bought such a schedule.

Group is proposed for ad ethics

Leo Greenland outlines plan for new association but finds mixed support

Advertising executives were told last week that they should form a professional association to enforce ethical standards in advertising.

The suggestion was made Monday (Feb. 9) during a show-and-tell session at the Institute of Advanced Advertising Studies, New York. Doing the showing and telling was Leo Greenland, president, Smith-Greenland Co., New York advertising agency.

First, Mr. Greenland tried to show his advertising counterparts why "our business is in trouble"—claiming, for example, "we are not believable . . . we over-exaggerate and don't always tell the truth . . . so much advertising is on the shadowy borderline of ethics . . . dubious premises . . . dishonest tactics . . ."

Then Mr. Greenland told the admen about the formation of a professional association among themselves could fix all this. Otherwise, he warned in his talk, entitled "Clean Up or Shut Up," eventual federal regulation is inevitable.

Not only did Mr. Greenland lay it on the line for his advertising colleagues, but he did it at a program sponsored by the American Association of Advertising Agencies, whose attempts at regulation—through "Interchange," the self-policing arm of the AAAA and the Association of National Advertisers—he called "well meaning but toothless."

Mr. Greenland's criticism of current advertising was echoed Wednesday night (Feb. 11) by Richard K. Manoff, president, Richard K. Manoff Advertising Agency, New York. Speaking before the Advertising Club of North Jersey in Paramus, Mr. Manoff noted, "somewhere along the line we have lost the truthful manner, the truthful representation. . . ."

But Mr. Manoff was cool to Mr. Greenland's proposal for a regulatory organization. "No comment," was all he said.

Mr. Greenland, however, reported that officials of the AAAA were "open-minded" about his proposal. So were agency people, he said last Tuesday. "We got 60 calls today, he noted, adding wryly, "but no money yet." In his proposal, Mr. Greenland suggested financing of the association through a $10-a-year dues arrangement, plus an initiation fee.

John Crichton, AAAA president, called Mr. Greenland's proposal "innovative," but declined to offer his support for it. He defended "Interchange," calling it a "competent group" and reporting that compliance among its members has been "pretty good."

ANA President Peter W. Allport called Mr. Greenland's talk "highly provocative," but wasn't widely enthusiastic about the call for a professional association. "He has over-simplified a very
complex problem," observed Mr. Allport.

Here's basically how Mr. Greenland's professional association would function:
- The association could set standards for accreditation of professional admen.
- Any adman who violated the standards would be reported and disciplined—or, if necessary, finally expelled.
- Members would have the right to mark their work with a small seal telling the public this ad is backed by genuine professional standards.
- The association would receive complaints from its members and the public, initiating punitive action of its own.

"I am convinced," said Mr. Greenland, "that the vast majority of the advertising business will welcome true professionalism and the end of the cutthroat era."

Botway agency gets a second client in Bic

Clifford A. Botway Inc., New York, formed last fall as a full-service agency, has added a second name to its account list. Botway will do all network buying for Waterman-Bic Pen Corp., as it does for its other client, Miles Laboratories.

Waterman-Bic announced earlier this month the selection of Kurtz, Kambanis, Symon as its new advertising agency. Kurtz, Kambanis, Symon do no media buying, but employs outside buying services.

The Waterman-Bic account, previously at Ted Bates & Co., bills approximately $3.5 million, almost all in TV. Botway's total billings are estimated at $31 million. Mr. Botway is a former partner in Jack Tinker & Partners, and the principals of the one-year-old Kurtz, Kambanis, Symon are former Tinker personnel.

Four-month round of RAB clinics set

Radio Advertising Bureau will open a 15-city series of regional sales clinics in San Antonio, Tex., Tuesday, Feb. 17. The series will stress radio's role during a "soft" economy and the need for creative local selling.

Miles David, RAB president, said the clinics will be held over a four-month period and are aimed primarily at station members in middle-sized and small markets. Eddie Allgood and Jim Heavner, general managers of WDIV (AM) Danville, Va., and WCHT (AM) Chapel Hill, N. C., respectively, will participate in the clinics. The 1970 regional sales clinics with their dates and locations: Feb. 17, San Antonio, Sheraton Motor Inn; Feb. 19, Oklahoma City, Sheraton Airport Inn; Feb. 20, Cincinnati, Netherland Hilton; March 23, Jacksonville, Fla., Hotel Robert Meyer; March 25, Birmingham, Ala., Tutwiler hotel; April 26, Charlotte, N. C., Red Carpet Inn; April 20, Denver, Denver Hilton; April 22, Seattle, Hilton Inn; April 24, San Francisco, Hilton hotel; May 12, Minneapolis, Sheraton Motor Inn (Bloomington); May 15, Chicago, Sheraton O'Hare; May 15, Kansas City, Mo., Hilton Inn; June 9, Philadelphia, Sheraton hotel; June 10, Rochester, N. Y., Sheraton hotel, and June 11, Boston, Sheraton-Boston.

More S & L dollars seen for radio budgets

Radio will be the leading advertising medium for savings institutions by 1980, Miles David, president of the Radio Advertising Bureau, predicted last week.

He told the annual convention of the Savings Institutions Marketing Society of America meeting in Palm Springs, Calif., that radio is now the number-two medium with about 18% of savings-and-loans-association budgets. He voiced the view that by the end of the decade, radio would overtake newspapers and would garner about 25% of these advertising allocations.

The key factors that are most likely to influence added advertiser investment in radio, he said, are the medium's economic efficiency in a time of continuing inflation, and its flexibility, enabling advertisers to tell different parts of their marketing story to different groups.

'Beware the grope' keys new AT&T ad campaign

AT&T, New York, and its associated companies intend to invest approximately $6 million in a campaign during 1970 to attract more advertisers to its Yellow Pages and more consumers to their ads. Approximately 60%, or $3.6 million, will be allocated to television network, spot and local.

The theme of the campaign, "The hunt is on—beware of the grope," will attempt to reach consumers and businessmen via network TV, and advertisers and their agencies through trade and general business publications. Cunningham & Walsh, New York, is AT&T's advertising agency for Yellow Pages directory.

Business-slanted commercials will be carried on CBS-TV's coverage of various sport events.

Advertising directed to the consumer will appear on commercials to run on CBS-TV on various prime-time shows, including Friday Night Movie, Red Skelton, Jackie Gleason, and Gunsmoke. Bell Telephone associated companies will bolster the national campaign with local and regional campaigns in TV.

In the commercial, the "grope" is depicted by footprints going in all directions, symbolizing the consumer attempting to shop without the help of the Yellow Pages.

TVB rebuts charge ads prompt drug use

Television was defended last week against charges, made by New York Mayor John V. Lindsay, that commercials encourage drug use by children.

Through watching TV, Mr. Lindsay told a convention of the New York City elementary school principals on Feb. 7, the child "is taught to relax tension with pills—that is, with drugs.

"..." He challenged the TV industry "to design warnings as effective against drugs as those now being heard against cigarettes."

George Huntington, executive vice president, Television Bureau of Advertising, charged that Mr. Lindsay failed to note the great number of commercials and public-service messages that encourage avoidance of drugs and warn of their dangers. "I thought it was interesting," Mr. Huntington said, "that he also ignored all the [antidrug] programming."

Intriguing fact book available from CBS Radio

CBS Radio Spot Sales is making available to agencies and clients a hefty market guide—An Intriguing World. The 135-page report details the 11 markets in which stations are represented by CBS Radio Spot Sales.

Each market description includes facts regarding industry, transportation, cultural and recreation activity. Marketing data includes distribution by sex and by age group, number of households, urban population, retail sales information, automobile-ownership figures, and information on major media. Markets reported on are Boston, New York, Philadelphia, Washington, Miami, Minneapolis-St. Paul, Chicago, St. Louis, Kansas City, Mo., San Francisco and Los Angeles.
Retailers put accent on TV

Top store executives discuss its use for fashion; RAC honors Penney's Thursh

When 1,800 advertising managers of a wide range of retail stores across the United States voted by secret ballot to pick the sales promotion leader of the year it should say something about the trends of the times when they pick a retail executive who has been making marks in the successful use of TV and radio.

Their choice: June R. Thursh, advertising and sales promotion manager of Treasure Island, the experimental stores division of J.C. Penney Co. The results of the balloting were announced in Chicago Feb. 8 during the two-day National Retail Advertising Conference there.

Nearly 300 store executives attended the 16th annual RAC event.

Others at the RAC besides Miss Thursh, however, also were testimony to the rising importance of the broadcast media in retailing. Duke Marx, Milwaukee retail TV commercial producer, showed examples of his creative spots for Macy's and similar large stores, while Bill Burdon, head of his own Peoria, Ill., agency showed that with local station video tape and imagination a good commercial for a small store can be turned out for as little as $100.

Joyce Reed, Radio Advertisers Bureau, with suitable examples, showed retailing depth in radio today.

Television's ability to sell fashion merchandise effectively was highlighted at another Chicago meeting Feb. 7 sponsored by The Fashion Group, an organization of women from the worlds of retailing and fashion marketing. Jane Trahey, president of Trahey-Wolf, New York, previewed new color spots selling high fashion in Texas for Neiman-Marcus.

Gar Ingraham, national retail sales promotion and advertising manager, Sears, Roebuck & Co., repeated his hope TV will develop a more complementary program environment for fashion commercials such as the women's sections of newspapers (Broadcasting, Jan 19). He also agreed with Richard B. Schlesinger, executive vice president, Carson Pirie Scott & Co., that TV would get even more retail business if station rates, especially in the big markets, were packaged more attractively so the local retailer could get competitive exposure at reasonable cost.

Mr. Marx joined with Susan R. Couch, director of retail sales development, CBS-TV, to explain production details to the fashion group meeting. A Chicago newspaper sales executive peppered the panel with questions about TV audience data and commercial practices and as the session ended he said he could argue his points "another hour and a half."

But when an observer challenged him: "Broadcasting will never be like newspapers—65% 'commercials' and only 35% 'programs,'" he suddenly disappeared.

Independent buyers add top advertising clients

Increased activity was noted last week by two independent media buyers.

The Mediators Inc., New York, was selected by the advertising agency of Palazzo Davis Velanti Inc., New York, to buy all media on all accounts. Palazzo Davis Velanti accounts include Bishop Industries, Tap Portuguese Airways and Yardley of London. Trade sources placed the agency's billings at $4 million.

Earlier this year, the Mediators added Reel Advertising Agency to its client roster. A spokesman for the Mediators said no conflict was anticipated with Reel, which is the house agency for Max Factor, Bishop Industries and Yardley of London, all cosmetic manufacturers.

Vitt Media International Inc., New York, has added two accounts. It will buy spot TV and radio for Zimmer Inc., operator of Z-line laundries in upper New York State, with billings this year expected to be $250,000. Vitt Media International also announced it would buy national and Canadian spot broadcast for Famous Schools Division of FAS International Inc., which will launch its first integrated U.S. and Canadian TV campaign.

Also in advertising:

Reduction in time * Cosmos Broadcasting Corp., Columbia, S.C., has offered a 25% reduction in political time advertising rates on its TV stations. Qualified candidates in the 1970 primary and general elections would find the television time discounts on WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio.

Black survey * Audits & Surveys Inc., New York, has formed National Black Consumer Index to provide information on product and brand usage, brand awareness and media preference of black people. Index will be supervised by George Ross Irving, executive director of Selected Area Surveys, division of Audits & Surveys, which specializes in investigating attitudes, opinions and marketing patterns among Negroes and other ethnic groups.

VTR goes educational * Video Technology Laboratory is scheduled to open in Hollywood on March 3. School's emphasis will be placed on video tape as "a whole new way to create, with a whole new set of electronic tools not
available in film." School is specifically designed for producers, directors, "visual copywriters" and "verbal art directors." The faculty includes Art Schneider, an editor with Rowan and Martin's Laugh-In series; Marshall King, an audio supervisor at the Hollywood Video Center; Jerry Ireland, a technical director for NBC; Bob Bozman, a lighting director for CBS; Jan Lowry, a cameraman; and Herman Zimmerman, an art director for Hollywood Video Center. The school will be located at 7080 Hollywood Blvd.

New film maker = Teleman Productions Inc., to serve Chicago area agencies ad advertisers in commercial TV, cable TV and industrial tape and film fields, has been formed by Robert E. Dressler, formerly with Ampex Corp. and NBC there. Address: 3200 West Lake Ave., Glenville, Ill. 60025; phone (312) 729-5215.

Dead aim = Shooting Gallery Inc., Chicago, to specialize in TV commercials, has been formed by Ken Ancell, formerly in TV production at Clinton E. Frank Inc., Chicago. Address: 450 East Ohio, Chicago 60611; phone (312) 664-2116.

Fashion newsreels = Burla Industries, Beverly Hills, Calif., leisure time group involved in TV production and syndication, has formed Fashion-Vision, a subsidiary company to produce five-minute fashion features for TV syndication. New company will produce fashion newsreels at a price less than what it would cost independent and chain retailers to produce conventional TV advertising. Syndication service would be provided to retail clients who would place fashion films on TV stations throughout the country. Fashion-Vision also plans to produce 30- and 60-second spot commercials for retailers, as well as industrial films, print and direct mail services.

For the advertiser = The revised 1969-70 Television Network Guide just issued by rep Avery-Knode, New York, and incorporating mid-season program changes, has added a feature as an aid to national spot and regional advertisers. The new information in the prime-time schedule shows the positioning of programing mid-breaks and end-breaks available for 60-second local announcements. These reflect recent changes made by the networks both in shifting and extending the length of certain station breaks to give affiliates more time to sell locally, agency spokesman said. The guides, prepared by the rep twice a year (September and January), are available from any one of its offices.

New service = Bill Bruder, formerly supervising editor, VPI Services, will form his own editorial service, Film Bilders Inc., at 30 East 40th St., New York.

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TheMedia

White House plans new policy office

Purpose is to give President larger role in shaping telecommunications regulation

President Nixon has asked Congress to let him establish in the White House the resources he feels it needs to manage the federal government's telecommunications affairs—and to become a major factor in establishing national telecommunications policy.

The request, in the form of a reorganization plan submitted to Congress last week, reflects Nixon aides' long-held view that the President's overall responsibilities require that the White House have an impact on the FCC's management of the nongovernment share of the spectrum.

The plan was foreshadowed in a White House memorandum whose contents were disclosed in December (BROADCASTING, Dec. 29, 1969, 'Closed Circuit,' Feb. 9). It would operate in the White House an Office of Telecommunications Policy, which would take on, in expanded form, the duties now assigned to the director of telecommunications in the Office of Emergency Preparedness.

The new office would serve as the President's principal adviser on telecommunications matters and help formulate policies and coordinate operations for the federal government's own vast communications systems. It would assign frequencies to government users of the spectrum and carry out the duties given the President by the Communications Satellite Act.

In addition, the President told Congress, the new office "would enable the executive branch to speak with a clearer voice and to act as a more effective partner in discussions of communications policy with both the Congress and the Federal Communications Commission."

The President's message and White House aides stressed that there was no intention to strip the commission of any duties or impinge on any of its prerogatives. Ronald Ziegler, White House news secretary, said the commission "will remain independent" and will "not be bound" by the views that the new office expresses.

However, the message expressed the hope that the new office and the commission would "cooperate in achieving certain reforms in telecommunications policy," especially in spectrum- allocation matters. "Our current procedures must be more flexible if they are to deal adequately with problems such as the worsening spectrum shortage."

The White House memorandum prescribing the reorganization plan spoke of a "spectrum shortage crisis" and mentioned specifically land-mobile radio, where a claimed shortage of spectrum has led the commission to consider opening UHF television frequencies...
OUR
"HEAD-HUNTERS"

DELIVER QUALIFIED PERSONNEL TO YOUR FRONT DOOR;

Hiring Executives, Salesmen, and Air Talent is a lot more enjoyable when someone else does all of the leg-work involved in finding the best candidates. Our "HEAD-HUNTERS" scout every market across the country for the executives, salesmen and air talent who are doing great "things" in their city. Clients never have to waste valuable time searching for these people. After five years of recruiting for radio and television stations, exclusively, our "HEAD-HUNTERS" have developed the ability to communicate so effectively with clients that we know exactly what a station wants in an executive, or a salesman, or an air talent. We're always on the same frequency.

Equally important to the cost conscious broadcaster, our fee is less than you would spend to do the same "search" yourself. And, there is no disruption from your busy schedule.

WE SEARCH, YOU SELECT

Contact Ron Curtis, Pres. 312-337-5318

Nationwide Broadcast Personnel, Inc.
645 North Michigan Avenue Chicago, Illinois 60611
spectrum to land-mobile radio users.

Dr. Clay T. Whitehead, the White House aide who drafted the memorandum, told reporters last week that land-mobile radio was a "good example" of the kind of issue on which the new office might wish to make the executive branch's position known.

CATV and pay television are other examples of issues in which the new office might become interested, he said. Dr. Whitehead, in his memorandum, had spoken critically of the lack of machinery for dealing "expeditiously" with those matters.

The White House memorandum conveying the President's views on the kind of domestic communications satellite policy the commission should adopt is a close parallel to the kind of activity in which the new office would engage. Thus, that office would appear to be an institutionalizing, and strengthening of activities already underway at the White House.

The President's message appeared to reflect the dissatisfaction with the commission that was indicated in Mr. Whitehead's memo and, it spoke of a need, apparently not now being met, to keep pace with rapidly developing communications technology.

"The new office," the message said, "will enable the President and all government officials to share more fully in the experience, the insights, and the forecasts of government and nongovernment experts."

The reorganization plan contemplates the development of research resources that would provide the new office and the commission with the data they would need to reform allocations policies and procedures. A new office is to be established in the Department of Commerce that would "analyze and keep track of" the use being made of the entire spectrum, the nongovernment as well as the government share. Dr. Whitehead said.

Dr. Whitehead, who drafted the memorandum on satellites as well as on the need for reorganizing the executive's telecommunications policymaking machinery, made it clear last week the White House has no qualms about seeking to influence the commission or other so-called independent agencies.

He noted that the executive branch, through the Department of Interior, has made its views on oil and gas policy known to the Federal Power Commission. And the Justice Department, which also speaks for the President, he added, has entered a number of FCC proceedings, adjudicatory as well as policy-making.

The President's reorganization plan appeared to cause no concern at the commission. Chairman Dean Burch, who had been kept informed of the White House plans for the new office and who had indicated approval of them, recognized the possibility the new office might evolve into an agency that would attempt to assume commission responsibilities.

But he said he did not expect that to happen. "I take at face value" the White House statement that "there is no suggestion of usurping FCC functions," he said, "If I felt it was a first step in that direction I'd feel differently." He regards the plan as a means of "beefing up" present White House activities which he regards as proper.

Commissioner Kenneth A. Cox described the plan as "harmless," from the commission's point of view. He noted that the commission could accept or reject views of the new office on their merit. And he indicated that he, at least, would not be swayed because of their origin.

The new office is to be headed by a director and a deputy, who are expected to be named soon. The reorganization plan becomes effective automatically in 60 days unless Congress vetoes it. Once it is effective, the President will issue an executive order specifically assigning the new office its duties.

Since most members of House and Senate were absent from Washington last week because of Lincoln Birthday celebrations around the country, there was no way of assessing congressional reaction to the plan. However, Mr. Ziegler said it had been discussed with "people on the Hill," as well as with Chairman Burch.

The proposal was referred to the Senate and House Government Operations Committees. Members of the House committee staff say a subcommittee will hold hearings on the plan but that no dates have been set or witnesses named.

Gilpatric put on board of CBS, replaces Colin

Roswell L. Gilpatric, former deputy secretary of defense (1961-64), was named last week to the board of CBS Inc., succeeding Ralph F. Colin, a member of the board since 1937.

The change also marks the end of a lawyer-client relationship that goes back to CBS's earliest days. Since 1927 Mr. Colin's firm—now known as Rosenman Colin Kaye Petschek Freund & Emili—has served as legal counsel to CBS. That association has been terminated for reasons that neither side will discuss.

One reason advanced in widespread speculation is that the dissolution stemmed from the current round of lawsuits in which CBS is both suing and being sued by Broadcast Music Inc. (BROADCASTING, Jan. 5, Feb. 9), since a member of Mr. Colin's firm, Sydney M. Kaye, is chairman and general counsel of BMI.

Mr. Gilpatric is president of the Cravath, Swaine & Moore, New York, law firm that has been employed occasionally by CBS and currently is representing it in music-license matters.

Meeting Feb. 27 on use of instructional TV slated

The National Committee for Instructional Television Fixed Service will have its first 1970 meeting Feb. 27, in the Jack Tar hotel, San Francisco. The meeting—announced by FCC Commissioner H. Rex Lee, chairman of the committee—will follow a three-day convention of the Western Educational Society for Telecommunications.

The agenda includes discussion of regular use of ITFS, pre-emption of educational needs and plans, and possible alternate frequencies for industrial users, mini-power boosters, response systems, and legal and technical rule considerations.

ITFS was established by the FCC in 1962 to determine multiple frequencies in the 2500-2690 mc band for in-school educational television use. It is not a broadcast service. It makes available instructional television programming in school systems and communities without sufficient stations or channels.

The National Committee for ITFS is made up of FCC representatives and members of the educational community. Formed in October 1965 to assist in planning for efficient use of ITFS frequencies in local areas, the committee acts as liaison between the commission and educators. Dr. Robert L. Hilliard, chief of the FCC Educational Broadcasting Branch, is executive vice chairman.

Dr. Whitehead
Move in on your viewing monitor costs...

Here's an RCA Commercial Color Set that, while not suitable for all your monitor needs, can fill the bill, and really cut your cost!

Non-critical viewing spots in your studio—backstage, audience and the like—don't need the critical efficiency of technical, high cost monitor sets. RCA commercial color TV viewing monitors do the job—for under $400 each!

Unlike a consumer set, RCA's Model JM-897W is equipped to accept RF or bridged direct TV video and audio line feed without the costly adaptors required when entertainment-type TV sets are used for monitoring functions. Yet you get every non-critical monitoring function you can ask for—picture, sound, live or tape, color and black-and-white!

Mail this coupon to arrange to talk it over with us. Show us how many spots you have waiting for non-critical monitoring. We'll show you cold cash reasons why RCA's commercial color TV is your best answer.

BROADCASTING, Feb. 16, 1970
CATV's now on FCC mailing list

Commission prepares questionnaire that seeks annual information on scope of cable industry

The FCC, which has long felt the need for information on the CATV industry and which more than a year ago proposed that CATV operators be required to file information on a regular basis, is preparing to ask the cablemen to file three documents annually.

The commission staff is readying a questionnaire on operations and ownership, a financial statement similar to the one broadcasters file, and a form on programing originations. They would be submitted annually on April 1.

But before the commission acts on them, it will give all interested persons a chance to comment in a meeting at the commission’s offices. Cable Television Bureau staffers, who would preside at the meeting, last week said March 16 appeared a likely date for the meeting.

The commission's only official data on the CATV industry was developed with a questionnaire issued in 1966, after the agency asserted jurisdiction over all CATV systems, and is now hopelessly out of date. The commission, in its major rulemaking proceeding of Dec. 13, 1968, proposed a rule requiring CATV systems to file annual reports (Broadcasting, Dec. 16, 1968).

The commission this week is expected to consider the preliminary forms that will serve as a basis for discussion at the proposed meeting. But in its present form, the questionnaire, which is based on the one issued in 1966, delves deeply into a system's services, operations and ownership, and its cross-ownership relationship with other mass media.

It asks the number of subscribers, broken down by homes, apartments, hotels and motels, hospitals, and colleges; the rates charged and stations (AM, FM as well as TV) carried (whether off the air or by microwave), and whether the system provides such services as time, automated news and stock reports.

It also asks for information that would be pertinent to CATV rules proposed in the Dec. 13, 1968, order. One question asks whether the station is within 35 miles of a major-market or small-market station; another, whether the system is in an area within 35 miles of stations in different major markets.

The proposed rules would require systems within 35 miles of a major-market station to obtain retransmission consent of distant stations before importing their signals. The same requirement applies to small-market CATV systems that are already providing three network services, one independent station and one educational.

The ownership section of the draft questionnaire seeks the identity of not only corporations and other entities owning 25% or more of a CATV system, but of all levels of ownership of that entity up to the ultimate parent. It also asks the names of stockholders owning 1% or more of the corporations and whether any of the stockholders are close family members.

The ownership section also would provide the commission with information on a system's relationship, if any, with broadcasting (AM, FM or TV), newspapers, with any common carrier serving CATV's, or with any other CATV system. The questions would apply to individuals and corporations at any level of ownership of the CATV system.

The financial statement and the program-origination form would be keyed to the commission's new rules requiring systems with more than 3,500 subscribers to originate programing and permitting them to carry advertising.

The financial statement, in asking for total revenues and losses and net profit, would ask for figures on sale of commercial time.

The program form would ask the types of nonautomated as well as automated programing a system carries, the number of hours devoted to original programing, whether channels are leased for programing, and the type and cost of equipment used.

Officials say information provided by the form might help the commission determine the wisdom of using 3,500 subscribers as the cutoff point in requiring program originations.

Court says CATV franchise invalid

Gencoe Cable Co. officials are considering whether or not to appeal a state judge's decision that its franchise in Albuquerque, N.M., is invalid.

The decision, by District Judge Paul F. Larrazolo on Jan. 30, held that under New Mexico law the city could only issue a franchise to use city streets to a public utility.

Gencoe, a multiple CATV owner, which is a wholly owned subsidiary of LVO Corp., Tulsa, Okla., received a CATV franchise from the Albuquerque city council in 1968. This was challenged by Hubbard Broadcasting Co., owner of KOB-AM-FM-TV, that city, which alleged that CATV operation in Albuquerque would cause it economic injury.

More bidding time given to five TV's

Five of 12 applications by UHF permittees for extension of construction have been granted by the FCC. Of the remainder, four were denied and three dismissed. Oral argument on the applications was heard Nov. 20, 1969.

Granted six-month extensions were Memphis Telecasters Inc. for WMTU-TV Memphis, Tenn.; King's Garden Inc. for KTLF-TV Seattle; KCEB Broadcasting Co. for KCEB-TV Tulsa, Okla.; Philip Y. Hahn Jr. for WPYN-TV Rochester, N.Y.; and Romac Baton Rouge Corp. for WBTV-Baton Rouge, La.

Those applications denied, with CP's cancelled, were Virginia Telecasters Inc. for WRTU-TV Richmond, Va.; CCC Inc. for KDWN-TV Cheyenne, Wyo.; Consolidated Broadcasting Co. for KME-TV Wichita, Kan., and Jackson Television Corp. for WDKS-TV Toledo, Ohio.

Dismissed were the applications of Northeast TV Cablevision Corp. for WNEC-TV Albany, N.Y.; UHF-Hawaii Inc. for KUHI-TV Honolulu; and Toledo Telecasting for WDKS-TV Toledo, Ohio.
Who cares about Iowa's covered bridges?

Along scenic southern Iowa country roads you can still find a dozen or so covered bridges—weathered reminders of early day refuge for man and horse. Before and during the Civil War they were welcome havens from those famous Iowa winters. Tolls were reasonable: five cents a person on foot; ten cents for horse and rider. Times have changed in The Hawkeye State but our pioneer heritage lingers on. WHO cares about Iowa's history, its present, and its future. That's one reason 3,000,000 Iowans care about, and believe in, WHO Radio.
FCC affirms almost $1-million gift

WFMT(FM) changes hands, keeps format as it goes to educational TV group

The FCC last week approved WGN Continental FM Co's proposal to donate WFMT(FM) to the Chicago Educational Television Association (Broadcasting, Nov. 3, 1969). The action culminates a two-year, unsuccessful attempt by WGN—temporary operator of the Chicago facility—to gain permanent ownership over the protests of a local citizens group.

The amended application approved unanimously by the commission sought assignment of license of the station from Gale Broadcasting Co. to WFMT Inc. (formerly WGN Continental FM Co.), and indicated donation of all shares of WFMT stock to CETA.

CETA, licensee of Chicago noncommercial educational TV stations WTTW (ch. 11) and WXWW (ch. 20), is composed of some 38 educational institutions and libraries as "members" and 530 other educational, religious, research, civic and cultural organizations as "associate members." Edward Ryerson is honorary chairman of the group.

More than 50 educational and charitable institutions had sought the outlet since WGN Continental FM Co. announced the proposed gift last October (Broadcasting, Oct. 13, 1969).

The grant of the application will make possible the continuation of "a unique and valuable fine-arts program service" under CETA, the commission said. This concern had been voiced by Ward L. Quaal, president of parent WGN Continental Broadcasting Co., when he announced last November that CETA would be the recipient of the gift.

The WGN group's acquisition of WFMT had been in litigation as a result of protests by the Citizens Committee to Save WFMT.

The assignment application as originally filed in November 1967 sought authority to assign the license of WFMT from Gale Broadcasting Co. (owned by Bernard Jacobs) to WGN Continental FM Co. for $810,000. It was granted on March 27, 1968. Four months later, the U.S. Court of Appeals for the District of Columbia, acting on an appeal by the Citizens Committee to Save WFMT and others, set aside the commission's grant and remanded the case for further hearing. Opponents of the assignment were concerned about losing the fine-arts programming and about concentration of communications properties in WGN and its affiliates.

In January 1969 the FCC designated the application for hearing and at the same time authorized the continued operation of the station on a temporary basis by WGN Continental FM Co. because it was impossible to return the station to Mr. Jacobs, who had become disabled due to illness.

Hearings were held in Chicago in March 1969, after which the record was closed and certified to the commission. The Citizens Committee then charged that it had been restricted by the hearing examiner in presentation of its case and the FCC subsequently reopened the record and remanded it to the examiner for further hearing.

Prior to the start of the remand hearing, the Citizens Committee filed to withdraw WGN's temporary operating authority. The commission denied the request, but the citizens group appealed to the Washington appellate court to override the FCC decision. In October 1969 WGN announced it would donate WFMT to one or more Chicago charities or educational institutions and that the donation was being authorized in the hope of preventing WFMT from going off the air as a result of the Citizens Committee's petition to withdraw operating authority. The FCC granted a WGN request that it stay its hearing proceeding until WGN's amendment showing the stock donation could be filed and acted on.

In granting the application, the commission waived its interim one-to-a-customer policy, its cross-interest policy and the provisions of its multiple ownership rules, pointing out that the facts of the case and the overriding importance of promoting educational broadcasting justified the waivers.

Cypress to move out of broadcasting

Stock plan effected by Harriscoper merger will delete KTXL-TV holdings

The previously announced merger of Cypress Communications Corp. and Harriscoper Cable Corp., two Los Angeles area-based CATV operators, last week led to additional developments. Cypress Communications, a publicly owned company, announced that it will distribute to its common-stock shareholders all of the common stock of Cypress Broadcasting Corp., a wholly owned subsidiary. This move, described as a shareholders' dividend, would in effect take Cypress Communications out of the station broadcasting business.

The broadcasting subsidiary's principal holding is a 60% interest in KTXL-TV Sacramento-Stockton, Calif., a UHF station that was put on the air in October 1968. The cost of the station was approximately $2.5 million (including current assets). Reportedly, the station is now generating gross revenues of about $70,000 per month. Last September, a 20% interest in the station was sold to Business Men's Assurance Co. of America, Kansas City, Mo. The other 20% of the station is owned by station management. According to current plans, management of the station will not change.

Under terms of the plan to spin off the station, the common stock of Cypress Broadcasting will be distributed to Cypress Communications shareholders on the basis of one share of broadcasting common stock for each share of parent-company common stock outstanding as of a date still to be determined. Cypress Communications currently has 879,286 shares of common
Star Trek ratings orbit on any heading.

North—Minneapolis-St. Paul: Ratings up 44%
East—Providence: Over lead-in up 30%
West—Las Vegas: Share up 31%
South—Greensboro-Winston-Salem: Adult viewers up to 50%

According to ARB, November 1968, 1969

For out of this world Star Trek numbers in your corner of the universe, call the Paramount Television office nearest you.

Paramount Television Sales Inc., a Gulf + Western Company
5451 Marathon Street, Hollywood, California 90038
Sales Offices in New York, Chicago, St. Louis, Toronto, London and Sydney
stock outstanding but as many as 1,088,000 shares may be permitted to participate in the distribution of the broadcasting subsidiary if residual securities are converted or issued prior to the date of record that will be established.

In addition to 60% of the common stock of Camellia City Telecasters Inc., licensee of KTXL-TV, the principal asset of Cypress Broadcasting includes approximately $500,000 in cash. This money will be contributed by Cypress Communications for working capital, and operational and developmental purposes in connection with the TV station.

At about the same time the broadcasting subsidiary was being spun off, Cypress Communications and Harriscope Cable jointly announced that definitive agreements have been executed to combine the CATV operations of the two firms. Earlier an agreement in principle only had been revealed (BROADCASTING, Jan. 19). The new announcement pointed out that when the merger is effected, shareholders of Harriscope Cable, a privately owned company, will collectively hold some 42% of Cypress' common stock, the largest single block of stock in the company. Also the board of directors of Cypress Communications will be reconstituted so that a majority of its members will be representatives of the Harriscope group. The net effect of these conditions is that control of Cypress will pass to Harriscope.

Irving B. Harris, chairman of Harriscope; Burt I. Harris, president of Harriscope; Geoffrey M. Nathanson, executive vice president and director of CATV; Donald N. Nathanson, and James J. Peits are to be nominated to the Cypress board from the Harriscope group. Continuing on the board of Cypress Communications would be W. Randolph Tucker, Cypress chairman; Leon N. Papernow, Cypress president; Richard C. Memhard, and Francis J. Palamara. It's expected that the management of the two companies will remain and will combine into one operation.

It's also expected that Cypress Communications will be retained as the name of the merged company. Upon completion of the merger, Cypress will own CATV systems in 17 states serving more than 117,000 subscribers and will manage additional systems owned by other cable TV operators serving 48,000 subscribers in four states. The merger transaction is valued at about $23 million.

Cypress Communications does not require shareholder approval to effect the merger. The only conditions still to be fulfilled before the merger is completed are approvals by the FCC of transfer of control of some microwave companies owned by Cypress (the FCC, too, has to approve the distribution by Cypress of KTXL-TV). In addition, Harriscope Cable owns some broadcast translators that also require FCC approval for transfer of control.

Harriscope Cable is a subsidiary of Harriscope Broadcasting Corp. which owns broadcast stations in Bakersfield, Calif.; Billings and Great Falls, both Montana; and Casper, Wyo. The company further has significant broadcast investments in Albuquerque and Santa Fe, N.M.; and in Chicago. Harriscope's broadcast holdings, however, are entirely separate and out of the merger deal with Cypress Communications.

CATV firm set to buy Youngstown, Ohio, UHF

First move by a young CATV firm into broadcasting was announced last week when Aurovideo Inc., based in Waltham, Mass., reported it had reached an agreement in principle to buy ch. 33 WYTV- (tv) Youngstown, Ohio.

Payment is to be in stock of Aurovideo's parent company, Adams-Russell Co., also Waltham, Mass., and assumption of debt, valued at $2.8 million, according to the Aurovideo statement. Aurovideo currently owns and operates six CATV systems in four states with a total of 8,000 subscribers, electronic equipment. WYTV, an ABC affiliate, began operating in 1957.

Changing Hands

Announced:
The following station sale was reported last week and will be subject to FCC approval.

- WYTV (tv) Youngstown, Ohio: Agreement in principle reached for sale by Adam Young, Edwin G. Richter Jr., Howard D. Duncan Jr. and others to Aurovideo Inc., Waltham, Mass.-based CATV firm for stock and assumption of obligations valued at $2.8 million (see above).

Approved:
The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 80).

- WING (FM) Dothan, Ala.: Sold by Jess Swicogood to Margaret L. Wein for $21,000. Mrs. Wein is wife of Edward Wein, who is president, general manager and minority stockholder of WPNX (AM) Phenix City, Ala.-Columbus, Ga. Mrs. Wein also owns rental property in Columbus. Winnipeg is full time on 1450 kc with 1 kw day and 250 w night.
Cowles fights back on WESH-TV renewal

Denies Daytona group's charges; notes engineering data lacking in filing

Responding to allegations of a competing applicant for its WESH-TV Daytona Beach-Orlando, Fla., Cowles Florida Broadcasting Inc. last week denied that the station has "abandoned" Daytona Beach in favor of the larger Orlando market.

Central Florida Enterprises Inc., composed of a group of Daytona Beach businessmen, filed on top of Cowles's renewal application for the channel 2 facility last month (BROADCASTING, Jan. 12). The application has not yet been accepted for filing by the FCC.

Cowles comments, filed with the FCC last week, were primarily directed to two letters sent to the commission's secretary last month by Central Florida. The first letter, written Jan. 19, defended the group's failure to submit engineering data in its application (instead it offered to negotiate with Cowles for Wesh-TV's facilities). The second letter, written Jan. 26, amplified Central Florida's objections to the station's "inadequate" coverage of Daytona Beach in its news and public affairs programming.

In the Jan. 19 letter, Central Florida said there was "nothing novel" in its proposal to negotiate with Wesh-TV for its facilities, pointing out that, "as we understand it," the commission has approved a competing application for WLBT(TV) Jackson, Miss., filed by Civic Communications Corp. which proposed acquisition of the station's physical plant from former licensee Lamar Life Broadcasting Co.

Central Florida said Cowles's "intransigence" in refusing to negotiate "exemplifies its policy to subordinate public-interest considerations to private-interest considerations."

Cowles last week urged the commission to reject Central Florida's "incomplete" filing: "... we take this opportunity to advise the commission that Cowles adheres to its previously expressed position of prosecuting its renewal application and not being interested in selling its facilities at Wesh-TV to Central Florida Enterprises, or anyone else ..."

Cowles said Central Florida's reliance on the WLBT(TV) license renewal proceedings is "misdirected," arguing that the question of whether Civic Communication's proposal to acquire Lamar Life's facilities "created a substantially complete application has not yet been raised."

In addition to a failure to include engineering data, Cowles charged, Central Florida's application failed to meet the test of "substantial completeness" because it: (1) failed to present evidence of the legal status of the proposed corporate applicant; (2) wholly ignored financial qualifications by failing to include an estimate of costs of construction and operation as well as balance sheets and stock subscription agreements, and (3) failed to include essential information concerning its methods of ascertaining community needs.

Central Florida's program proposal, Cowles argued, represents "blatant plagiarism" since "the entire program portion of the application is exactly identical to the renewal application of Cowles Florida Broadcasting."

Turning to the Jan. 26 letter from Central Florida to the commission's secretary, Cowles disputed the rival applicant's claim that Wesh-TV has presented inadequate news and public affairs coverage of Daytona Beach, and sought to augment its coverage "after-the-fact" when some of Central Florida's principals first expressed dissatisfaction with the station's programing.

"The trend that has taken place since Cowles took over is not of abandonment of Daytona Beach, but of additional investment and continuing improvement in facilities; additional personnel and greater service for the Daytona Beach area," said Cowles, adding, "in view of the fact that Central Florida has copied verbatim the Cowles proposals in its renewal application ... it is difficult to understand what are the responsive, local programing innovations that are proposed."

Cowles pointed out that the "only noticeable departure" from its own programing proposals is Central Florida's proposal to devote 50% of its total news programing to local and regional news.

Cowles noted that it has proposed 25%, but that the total amount of news programing proposed by Central Florida is the same as its own percentage (11.86%).

New WGN firm

WGN Continental Broadcasting Co., Chicago-based group station owner, announced still broader diversification last week with formation of new wholly-owned subsidiary, WGN World Travel Services Inc., effective June 1. New venture will be a retail agency selling directly to the public.

EXCLUSIVE LISTINGS!

MIDWEST — Single station market full-timer and FM, in growing recreational area. Good equipment and experienced staff, absentee owned. Priced slightly over one and ½ times 1969 gross billings $210,000—29% down, balance 10 years. A sale of stock.

Contact Richard A. Shaheen in our Chicago office.

ARIZONA — Well established daytimer in growing major market. Full disclosure of financial and detail information to qualified buyers only. Price $350,000—29% down, balance negotiable.

Contact George W. Moore in our Dallas office.
ABC has 6 of the top 10 programs reaching women 18-49
ABC’s vitality in reaching prime buying prospects—women 18-49—has never been better. For the first two weeks of the newly reprogrammed 1970 season ABC has:

...six of the top ten shows, including the first three. The second network has three, the third has one.

...the four top new programs of the year.

...and the best feature film package on the air.

Here’s the complete list:

### Top Ten Network Programs Reaching Women 18-49

NTI Reports, Regularly scheduled programs, two weeks ending Feb 1, 1970

<table>
<thead>
<tr>
<th>Average Audience Rating</th>
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<tr>
<td>1. Marcus Welby, M. D.</td>
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<td>22.5</td>
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<td>2. Sunday Night Movie</td>
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<td>3. The Johnny Cash Show</td>
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<td>4. Laugh-In</td>
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<td>5. Tuesday Night Movie</td>
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<td>6. My Three Sons</td>
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<td>7. Bewitched</td>
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<td>8. Movie of the Week</td>
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<td>9. Room 222</td>
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<td>10. The Mod Squad</td>
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<td>Monday Night Movie</td>
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These new figures confirm what was true in the fall. During the fourth quarter ABC delivered:

...six of the top ten shows for women 18-49. The second network had five; the third network had none.

...the Number One show and the two top new shows.

...and the two top-rated movies.

### Top Ten Network Programs Reaching Women 18-49

NTI Reports, Regularly scheduled programs, Oct 1 – Dec 11, 1969

<table>
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<th>Average Audience Rating</th>
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<tr>
<td>1. Marcus Welby, M. D.</td>
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<td>4. Sunday Night Movie</td>
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<td>5. The Bill Cosby Show</td>
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<td>7. Bewitched</td>
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<td>10. The Mod Squad</td>
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<td>Monday Night Movie</td>
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Doesn’t this say something to you? If you’re planning now how best to reach young women, shouldn’t you be looking at the network which reaches them best...

**ABC TELEVISION NETWORK**

Audience data quoted are based upon estimates from the A. C. Nielsen Company.
Qualifications available upon request.
Hearing is due on Cheyenne TV renewal

FCC, in accord with Justice Department advice, will look into concentration-of-control issue

Acording to a 1968 request of the Justice Department, the FCC last week designated for hearing the application of Frontier Broadcasting Co. for renewal of license for its KFBC-TV Cheyenne, Wyo.

The hearing is to determine whether Frontier's other media holdings result in undue concentration of control of mass-media communications in Cheyenne, and whether a grant of the renewal application would serve the public interest, convenience and necessity.

In a departure from normal practice, the commission provided that even if renewal proceedings go against Frontier, the hearing examiner may grant renewal if Frontier agrees, "within a reasonable time," to sell the station at market value ("Closed Circuit," Feb. 9). However, the commission added that any grant would still have to be in accordance with a pending rulemaking that would bar cross-ownership of CATV's and TV stations.

The unprecedented provision is in line with a route suggested by the Justice Department in December 1968 when it asked the commission to break up an existing "mass-media communications monopoly" in Cheyenne by requiring Frontier to sell KFBC-TV (BROADCASTING, Jan. 6, 1969).

The commission's hearing order made Justice a party to the hearing.

Besides KFBC-TV, Frontier owns the only full-time AM station and one of two FM's in Cheyenne, and its principals control the company that publishes the city's only morning, afternoon and Sunday newspapers. Frontier also operates a Cheyenne CATV system and owns two satellites of KFBC-TV: KTST-TV Scottsbluff, Neb., and KTWS-TV Sterling, Colo.

The commission dismissed a petition to deny KFBC-TV's renewal filed by Cheyenne Enterprises Inc., a former applicant for a CATV franchise in Cheyenne. The firm had not established that it would be adversely affected by grant of the license, the commission found, and "does not have standing to contest Frontier's application." However, the commission said Cheyenne may file a petition to intervene in the proceeding.

Disputing Frontier's contention that a hearing on KFBC-TV's renewal is contrary to the policy statement recently adopted by the commission (the statement says a licensee who demonstrates that his programing is "substantially" responsive to the needs of his service area will be favored over competing applicants), the commission said it had "specifically indicated ... its intention to institute 'special hearings where particular facts concerning undue concentration ... are alleged.'"

Justice in 1968 said it believed that Cheyenne was a mass-media market to be considered as separate from the Denver market and that Frontier exercised a concentration of control over mass media in the market.

The department said that perpetuation of that power "raises serious questions under the public-interest standard that governs the commission's action in granting and reviewing broadcast licenses."

Responding to commission inquiries into whether its holdings constitute an "undue concentration" of mass-media control, Frontier last year said "there is no justification for the commission to seek to take away the very facilities which Frontier developed and has been operating in the public interest with commission approval...." Frontier built KFBC-TV in 1953 and has operated the station ever since.

Claiming that the only "really new interest" in Cheyenne is its CATV system, Frontier said that although KFBC-TV is the only TV station in the city, it is "overshadowed" by Denver stations which it said average 55% of the Cheyenne audience. The effect of its cable system, Frontier contended, is to increase the audience for the Denver stations and decrease KFBC-TV's audience.

"We fail to see ... why the commission should single out Frontier for a hearing on its renewal application before the commission has even clarified its own views on the subject of cross-ownership in the course of its rulemaking proceedings," Frontier told the commission last year (BROADCASTING, Nov. 17, 1969).

Vote on the order was 5-2. Chairman Dean Burch and Commissioner Nicholas Johnson concurred and Commissioners Robert E. Lee and Robert Wells favored a grant.

Merger hearing to resume before Senate group

The Senate Antitrust and Monopoly Subcommittee's latest round of hearings on conglomerate mergers, postponed earlier this month, will resume this week. In the spotlight will be Federal Trade Commission Chairman Caspar W. Weinberger, who has yet to make a formal statement on the merger question.

He will be testifying on behalf of himself and the four other members of the commission. Among the other witnesses are Justice Department Antitrust Chief Richard W. McLaren and Securities and Exchange Commission Chairman Hamer H. Budge.

---

Joseph E. Baudino, vice president of Westinghouse Broadcasting Co., was honored last week in Washington with a testimonial dinner and plaque commemorating his 43 years of service with Westinghouse. Among those on hand at the Washington Hilton hotel were (l-r) Donald H. McGannon, president of Westinghouse, and Mrs. McGannon; Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; and Mrs. and Mr. Baudino.
AT&T states its options

Four line-charge plans for radio to be considered by networks, stations

Broadcasting industry representatives are reviewing four alternative rate plans that AT&T has offered as a basis for discussion in the FCC proceeding on the telephone company's proposal to boost charges for its audio-transmission service. By the nature of things, the broadcasters involved in the proceeding, stations and networks, are not likely to establish a united front on any of the plans. For while providing AT&T with approximately the same amount of revenue—$21.4 million (some $3.5 million more than the present tariff provides) to $24.3 million—each will apportion the burden differently among the company customers. What is good for, say, ABC, might not be good for an independent station seeking occasional service.

One of the plans is contained in the tariff now scheduled to go into effect on July 1. It was to have gone into effect on Feb. 1, but the company granted a postponement at the request of the FCC, which said it had received numerous letters from stations claiming that the new tariff would impose a severe burden on them.

The commission suggested that the company propose changes in the tariff "which would be consistent with sound rate-making principles" and consider problems the National Association of Broadcasters and Intermountain Network Inc. had cited in a petition opposing the new rates (Broadcasting, Feb. 2). The three new plans submitted last week are in response to that letter.

The lawfulness of the tariff is to be considered in a hearing along with the tariff providing for higher video-transmission rates that are already in effect.

The video tariff, which would boost revenues from that service by $14 million to $90.5 million, went into effect on Oct. 1, 1969. However, the additional revenues provided by the new rates are being held in escrow pending the outcome of the hearing. The same will be done when the new audio rates become effective.

The alternative rate plans were submitted to the broadcast-industry representatives—ABC, NBC, CBS, the Mutual Broadcasting System, the NAB, among them—in one of a series of informal conferences the parties have been holding in an effort to iron out a number of differences over the structure of the proposed audio and video rates.

AT&T says that the plan scheduled to go into effect on July 1 and identified as Plan E will produce $21,424,000 annually. Another plan, identified as Modified Present, would provide $24,335,000 in revenues; a third, called Modified D, $22,559,000; and the fourth, Plan X, $21,424,000.

An indication of how the burden shifts among users depending on the plan used is provided by some "illustrative examples" contained in the AT&T presentation. A "Large Network" would pay $168,503 monthly for 17 hours of service under Plan E, according to AT&T, and $232,798, under Plan X. So it would prefer Plan E, the one contained in the new tariff.

But a "Sports Type Network" would pay $37,145 monthly under Plan E and $15,955 under Plan X, so it would prefer the latter. So would an independent station taking one hour of service with more than 25 miles of interconnection involved; it would pay $58 under that plan, $261 under Plan E (and $73 under the existing tariff).

Station-connection and local loop

YOU MAY NEVER SEE THE WORLD'S MOST EXPENSIVE CAR*

BUT...in the 36th TV market you'll get a luxury ride with more mileage for your dollars on WKZO-TV.

With a 43% prime-time share in the 3-station 36th TV market, WKZO-TV gives you the horse-power you need to reach a top 50 market at lowest-cost-per-thousand.

Ask Avery-Knodel how you can accelerate your sales in this giant 21/2 billion dollar retail sales market, through WKZO-TV.

Source SRDS and ABB, Feb/March 1969.

*The Darien-Di Dino 150 exhibited in 1962 took 7 years to build, at a cost reputed to be $150,000.
charges are the factors that brought the sharpest complaints from the radio-station operators in remote areas whose complaints led the commission to ask AT&T to postpone the effective date of the new tariff. According to AT&T's "illustrious," a station taking one hour of service would pay $150 for two connections and $20 for two loops under Plan E, if more than 25 miles was included; the respective costs under Plan X would be $36 and $14.

The networks and stations that would pay the rates are reviewing the plans in light of their actual experience in an effort to determine what each would cost. The parties are scheduled to discuss the alternatives in their next informal meeting, scheduled for March 6.

ETV is sensitive to the economy

ETS examines ways to recoup money losses and promote instructional TV

The tight money situation and the slowdown in the economy aren't affecting commercial broadcasters alone; educational broadcasters are beginning to feel the pinch too.

This was the main problem discussed last week in Washington at the meeting of the board of directors of the Educational TV Stations division of the National Association of Educational Broadcasters.

Although the economic softening has not yet made itself strongly felt in the ETV world, there are signs. A few school systems have cut back in their contributions to local ETV stations, Chalmers H. Marquis, ETS executive director, told the board. Contributions have already been reduced in such cities as Los Angeles, Kansas City, Mo., Cincinnati, and Norfolk, Va., as part of a paring of school budgets, he noted.

Most ETV stations provide an in-school service for local school systems and are paid on a per-pupil basis. This activity brings in about $35 million annually, according to Mr. Marquis, which amounts to about half of ETV's total revenues of $70 million a year. Any large-scale reduction, he said, could be drastic for ETV stations.

To counter this potential problem and to make instructional television more meaningful, the ETS board voted that NAEB should (1) help ETV broadcasters upgrade their instructional-TV activities and increase their staffs in that field, (2) promote the increased use of ETV by teachers, (3) encourage the establishment of model ITV systems in specified ETV stations, (4) urge ITV practitioners to liven their presentation of subject matter by using more contemporary formats and techniques, similar to the nationally-networked Sesame Street program, and (5) expand its staff to perform more and better functions for ITV.

The ETS board's interest in ITV was sparked by the report last month of a comprehensive study of the use of TV by educators. Issued by the Commission on Instructional Technology, an advisory group established by the Department of Health, Education and Welfare, the report called for the total use of technology in education rather than its piecemeal use as an adjunct to other techniques.

The ETS board also agreed to hold a special meeting later this year to discuss the position of ETV stations in regard to the "wired-city" concept. If this should take place, it was felt, ETV stations would find themselves as public communications centers with the potential of using a number of channels rather than one over-the-air as at present.

The meeting later this year will attempt to identify the role ETV stations should play in this event.

At present, the NAEB has taken the position that CATV systems should be treated as common carriers and that the owner of the system should not be responsible for programming his system. It has also urged the reservation of at least 20% of the channels of each CATV system for educational TV use, to be offered free to educational broadcasters or leased at reduced rates.

In other actions, the board:

+ Voted to continue to urge Congress to appropriate additional money this year and next for the facilities-grant program that is now handled by HEW. The President asked for $4 million for this program for the fiscal year that begins July 1. In the current year's HEW appropriation, which was vetoed by the President, the facilities program was listed for $5,083,000. The President has said he will accept $4 million in the rewritten HEW appropriation. HEW, however, has announced that it intends to spend only $1,774,000 of the total $8 million, this year, and the remainder next year. This also was protested by the ETS board, which feels the full sum should be spent in the year in which it is appropriated.

+ Discussed a new dues formula to result in increasing income from ETV stations to NAEB by about 20%. At present NAEB dues for its TV affiliates range from $500 to $8,000 yearly, based on such criteria as grade-A coverage, population, size of its budget, whether it is a U or a V (the former receive a discount) and whether it is in its first year of operation (there's a discount for fledglings) or has been operating for more than a year. The ETS division current budget is $184,000 annually; it is seeking an increase of $36,800 for the next year.

+ Re-elected were Hartford N. Gunn Jr., noncommercial WGBH-TV Boston, as chairman, and Loren B. Stone, non-commercial KCTS-TV Seattle, as vice chairman.

Hoving committee without Hoving

Group plans to elect new chairman and make some decisions on its staff

A board meeting of the National Citizens Committee for Broadcasting on Friday (Feb. 20) may prove crucial to the committee's direction and even its existence.

On the agenda is the election of a new chairman. Thomas P. F. Hoving, head of the committee since its founding in 1967, notified the board two weeks ago that he intended to resign as chairman, although he is expected to remain a committee member. Mr. Hoving reportedly wants to return to politics in some capacity with Mayor John V. Lindsay's administration in New York City. He also may resign as director of the Metropolitan Museum of Art next year. He was the city's parks commissioner during Mayor Lindsay's first term.

Mr. Hoving's has become a controversial name on the broadcasting scene, and some of his comments have caused concern both inside and outside the committee. A recent upheaval within the ranks followed Mr. Hoving's sharp reply to Vice President Agnew's criticisms of television news coverage (BROADCASTING, Nov. 24, 1969). Other issues included a charge of collusion between AT&T and the networks (BROADCASTING, Oct. 7, 1968), an attack on ABC's refusal to terminate cigarette advertising (BROADCASTING, Aug. 18, 1969) and the change in direction of the committee from supporter of noncommercial broadcasting to critic of all television (BROADCASTING, Oct. 28, 1968).

There are also disputes at lower levels of the committee. The board, according to one director, is divided over questions about the working staff—who should be on it and how much they should be paid—and this dispute is also on the agenda for debate Friday.

Whether the present staff of four regulars, two part-timers and two fund

50 (THE MEDIA)
Look what our customers say about easy-to-operate Gates automation systems...

"Any of our employees can operate our Gates automation equipment. It's easy to understand and changes in programming are made quickly and without confusion."
Dige Bishop, WCTA, Andalusia, Alabama

"Our equipment might look complicated at first glance, but even new employees learn how to operate it in no time at all."
Art Kinsey, WOAP, Owosso, Michigan

"We have periodic changes in program format that require changes in the automation programmer. These are handled routinely with ease by any of the staff."
Bill Hansen, WJOL, Joliet, Illinois

"All we do is decide what we want to do, then we tell the automation equipment to do it! No fuss and no complications."
Don McDougald, WMCD, Statesboro, Georgia

If you think automation systems are complicated, hard to operate, don't. Gates makes it easy. And we have the customers to prove it!
For more information about easy-to-operate automation, call us at (217) 222-8200, or write Gates Radio Company, 123 Hampshire St., Quincy, Illinois 62301.
raisers will be able or will want to continue after the board discussion appears to be the big question.

Executive Director Ben Kubsik, who joined the committee in July 1967 at a reported annual salary of $40,000, is in favor of paying good salaries for staff workers. Some of the board members are opposed to expanding the staff with five-figure salaries, especially since the committee was close to bankruptcy last summer until a $200,000 contribution from William Benton, chairman of the Encyclopedia Britannica, insured its continuation for at least another two years.

Since then the committee has hired a professional fund-raiser, Harold L. Oram Inc., which has designed direct-mail letters sent to lists culled from major contributors to other projects. The committee apparently was not extremely successful with its first appeal, for another mailing asking for extra funds for the "conference on citizens' rights in broadcasting," planned for April 28 in New York, went out this month.

"NCCB must raise at least $75,000 to sponsor this conference over and above its regular operating budget," says the prospect letter signed by Mr. Hoving. Despite the seeming lack of funds and the internal struggle over staff, the committee has gone ahead with plans for the conference. Its solicitation letter said the following had been invited to speak at it: Chief Justice Warren Burger, FCC Chairman Dean Burch, FCC Commissioner Nicholas Johnson, Senator John Pastore (D-R.I.), Senator Phillip Hart (D-Mich.), Dr. Milton Eisenhower, Ralph Nader, A. C. Nielsen and John Kenneth Galbraith.

Media notes:

Harvard fellow — The National Association of Broadcasters' first fellowship at Harvard University Graduate School of Business Administration has been awarded to Clyde Ernest Lindsay of Cambridge, Mass. Fellowship is awarded annually for two years to a superior Negro student at Harvard Business School. Mr. Lindsay is studying for his master's degree in business administration, was on the dean's list and has been commended by the National Alliance of Businessmen for a series of employment manuals he wrote.

Changing affiliations — ABC and NBC have switched radio affiliates in the Columbus, Ga.-Phenix City, Ala., market. WPBNX(AM), owned by Bi-City Broadcasting Co., Columbus, leaves ABC for NBC, and WDAP(AM), the previous NBC affiliate, becomes an ABC American Information Network affiliate. WPBNX is on 1460 kc with 5 kw daytime, 1 kw night. WDAP, owned by Radio Columbus Inc., is on 540 kc with 5 kw daytime, 500 w night.

Small-market TV's to face viewer loss

That's what NAB, AMST claim will happen with proposed FCC cable rule

Broadcasting groups last week urged the FCC to scuttle a proposed amendment that would exempt CATV systems serving 500 or fewer subscribers from basic program carriage and exclusivity requirements.

The proposal would make permanent an interim policy the commission adopted two years ago when it moved to "defer" consideration of such requests involving the smaller systems. The proposal was enthusiastically endorsed by small cable systems commenting the previous week (Broadcasting, Feb. 9).

The National Association of Broadcasters, claiming the proposal represented a "complete turnaround" in commission policies, said it would "adversely affect local television audience sizes, particularly of small-market stations which depend on small communities and villages for a significant portion of their audiences."

NAB said small-market stations "simply cannot afford additional fractionalization of their limited potential audiences," adding, "importation of distant signals into these markets has already worked considerable hardship... to propose a rule amendment which would permit CATV systems to bypass the local station in favor of a more distant one is patently inconsistent."

The Association of Maximum Service Telecasters told the commission a carriage requirement "would not, except possibly in the rarest cases, impose any substantial burdens on a CATV, large or small."

Disputing the claims of some cable operators that the same-day duplication requirement is burdensome, AMST pointed out that even sophisticated switching equipment costs "no more than $2,500" and that less sophisticated, jerry-built switching gear can cost "as little as $25 to $500."

The cumulative impact on over-the-air broadcasting service resulting from exempting smaller CATV's from carriage and non-duplication requirements would be "severe," AMST suggested, adding that by not carrying local signals the systems would in effect cut off their subscribers from "an important if not the sole source of locally oriented television service."

The proposal would not aid the commission in disposing of pending carriage and nonduplication cases, AMST argued. "Only a small proportion of the present backlog consists of cases involving smaller CATV's... ." "At the very least," AMST said, "the commission ought not to extend the proposed exemption to any CATV system which has a total population within its franchise area of 3,000 or more. With 3.5 persons per household and CATV saturation of 60%, a CATV system in a community or group of communities with a total population of 3,000 will have 500 or more subscribers."

ABC said it did not believe "a general exemption from the carriage and nonduplication rule, based solely upon system size, can be justified... ."

The commission's present system is faulty, ABC said, since it accords cable systems automatic interim exemptions from carriage and nonduplication rules upon the filing of a waiver request.

IRTS fund raiser

John Karol, retired CBS-TV vice president (for special projects), will act as "solicitor-general" for the IRTS Foundation College and Faculty Conference to be held April 16-18 in New York. Mr. Karol will lead a drive to obtain funds for support of the conference and other educational activities of IRTS and the Foundation.
Tooling up for sharper buying in the 70's

To cope with middlemen and clients' cost awareness, agencies are putting emphasis on the 'negotiated' deal

Along agency row media departments may well be parroting: "Those middlemen are breaking up that old gang of mine." And the wording could also cite a changing economy and the age of the computer as prime reasons for the demise of the buyer of the past who relied too heavily on the book.

A more sophisticated approach to media buying has been emerging for some time, with the promise of more efficient budgets for advertisers and better utilization of the broadcast media.

In spot-broadcast buying, in particular, the objective at the agencies is to get the most rating points at the lowest cost. Hence a premium is being placed on personnel with the experience and knowledge to drive hard bargains in negotiation with stations and their representatives.

Among the major advertising agencies, these developments and opinions are underscoring the trend:

At the first of the year, quietly and without fanfare, the media department of Doyle Dane Bernbach was revamped, and new personnel added. The goal is a "more responsive" organization, according to Al Petcavage, chief media man at that agency.

There are stirrings anew at Young & Rubicam, an agency that last year revamped its media-relations department geographically, dividing the U.S. into seven regions for spot-buying purposes. Warren Bahr, Y&R's executive vice president, media director, says other changes may be imminent: "We are thinking of experimenting with local, resident buyers."

Other large, national agencies, among them J. Walter Thompson Co., Needham, Harper & Steers, Benton & Bowles, BBDO, are trying out new media operations. All cite internal reasons for change; most admit external factors—such as middlemen, an inflationary economy and the greater use of the computer.

The movement in all these agencies is toward greater specialization. The trend is away from buyer-planners and pools of all-media buyers. Emerging is a media buyer of greater status, perhaps increased salary, who is an expert at one medium in a few markets.

Independent buying services are responsible for much of the new glamour and heightened interest in media buying—an area long associated with tedious paperwork and trainee programs. A media supervisor at a major agency observes that the outside services have had "an unsettling effect on agency media departments," whether agencies admit it or not. If the agencies have not lost business to independent services, they have lost valuable personnel.

"Agencies are less able to hire cheap help to dispose of millions of dollars of media billings than a few years ago," notes this media executive. He claims that the recent rush to re-evaluate media organizations is evidence of widespread unease. Even if his agency has not been directly threatened by a middleman, a media director will take "defensive measures," he says, adding that he has observed colleagues "take extraordinary steps to prove their worth."

He notes that in inflationary times service groups suffer, and traditionally,
The new Doyle Dane Bernbach media organization is a tripartite operation. Media planning, information and buying services, and business and administration all fall under the supervision of the director of media. Media-planning groups are set up to correspond to account-management groups. The information and buying services unit breaks down into four media divisions and research, plus special liaison with the agency's radio and TV programming department. Business and administration, responsible for follow-up and documentation, also maintains a special liaison with the agency's computer-systems department. Previously DDB had four major groups of buyer-planners assigned to accounts.

Media departments are a large part of the expense of an agency, although until now no one knew exactly how large. There was no measuring stick to determine what portion of the agency's 15% rightfully should have gone to media expenses. This media supervisor maintains that the independent buyers now provide that measuring stick.

The media director of a major spot agency has been watching other agencies change, but is not convinced they have any answers. He does believe, nonetheless, that the middlemen and the reaction to them by agencies has focused new attention on spot.

Spot salesmen will witness to that, although all are not pleased with the kind of attention they are getting. One estimate gives the buying services 8% to 12% of national spot business. Agencies have been forced to adopt the buying techniques of the middleman, insiders note. Agency buyers, like the independent services, are bargaining hard. Some media salesmen fear these tough negotiators will attach little importance to quality buys.

The executive of one rep firm maintains that a number of big agencies in New York and elsewhere have undertaken major overhauls of their media operations. Agencies, which in the past gave buyers such narrow guidelines that any novice could make the buys, have now given their buyers great discretionary powers, he says.

"You have an entirely new ball game in the negotiating area. What you find, in total, is we are entering an area where the price of advertising communications is more negotiable than ever before," says Warren Bahr, Y&R media director.

In the mid-1950's, Mr. Bahr relates, Y & R abandoned its system of buyers with specialized buying functions—either print or electronic—for a system of all-media buyers. But the new system, says Mr. Bahr, grew more and more unwieldy as spot grew more and more unwieldy. Progress in research and the use of the computer, plus "the greater use and the anticipated greater use of advertising and spot," and other developments, "not the least of which is the buying service," caused Y & R to re-evaluate its media-buying methods a year ago. Mr. Bahr says that because of the pressures of negotiations and because of the fantastic increase in not only size, but in the complexity of the spot market, Y & R implemented the regional system. Buying previously had been on a brand-by-brand basis.

Now, with the country divided into seven geographical sectors, buyers who have expertise in certain markets buy spot for all accounts within those markets. "The people in that unit have no contact with either the client or the other people involved with the brand," but buyers are in close contact with media planners, who in turn are assigned to specific accounts, explains Mr. Bahr.

Mr. Bahr is satisfied with the success of this operation, but he wants to carry it even one step further. The agency operations committee has approved further exploration of the local-market resident-buyer concept, a plan about which Mr. Bahr is most optimistic.

"We felt that the seventies would mean the increasing importance of local-market operations," Mr. Bahr offers. He points to the "growing importance and growing fear on our part of retail and local organizations" and Y&R's "expansion and entry into the syndicated market area."

(Young & Rubicam owns the rights to and has syndicated The Galloping Gourmet on behalf of several advertisers. The agency has similar plans for Telcor, a top-100, disk-jockey television show currently being developed. Telcor, which has been sold to Beechnut Inc. and The Arrow Company division of Cluett, Peabody & Co., will be offered in one-hour segments that lend
Young & Rubicam's expanded media relations department divides the country into seven geographic regions. Buyers in each region handle all spot buying on all accounts in their region. The original regional set-up at Y & R divided the country into nine sections, but it has since evolved into the more workable seven. Before this system was implemented last year, Y & R maintained a staff of all-media buyers who bought on a brand-by-brand basis. The agency is now considering sending its regional buyers into the field, permanently, to work out of regional buying offices. The agency hopes that buyers on the local scene might generate new, local business.

Mr. Bahr foresees the local-buying office as a means of generating its own business. Then, he suggests, "we could go to a retail business in the market place." He regards franchise operations as a prime prospect for this kind of service. Generic business of a non-competitive nature, say a retail shoe store in Detroit and a retail shoe store in Boston, suggest possibilities to Mr. Bahr. He expects the weight of Y&R national accounts will profit the local retailer, but he does not anticipate that buyers at local-market outposts will be competing with small local agencies.

Under the proposed system, Mr. Bahr maintains, Y&R would work with local agencies. Media measurement and audience determination would remain a New York function. Radio figures strong in the proposed plan, as does newspaper. Young & Rubicam is now weighing the merits of cities, investigating their potential for volume local business. Despite his enthusiasm, Mr. Bahr expects some personnel problems. For one, the resident buyer must function as client contact.

Less radical but not dissimilar innovations were made in the media department of Doyle Dane Bernbach at the start of the new year. Mr. Petcavage, vice president and director of media at DDB, outlines his problem as one of controlling an ever-expanding media operation. Before the newly instituted changes, accounts were split up among four media groups. Buying was by all-media generalists on an account basis, as each group was responsible for plans, presentation, execution of plans and the administrative follow-up for its assigned accounts.

Mr. Petcavage felt the directors of each media group were spreading themselves too thin. "Our account list had become very long and each of these people was responsible for a broad list of accounts." Quality control was "not as sharp as it might be" and a communications problem had arisen between agency and media. He said that if a medium had a new concept, new opportunity or new piece of research to offer, it was relayed to the agency in a very haphazard fashion—sometimes through the media directors, sometimes through Mr. Petcavage personally, sometimes through junior buyers.

External pressures, too, affected the decision to revise the Doyle Dane Bernbach media operation. Among them, Mr. Petcavage numbers "the marriage of computer systems to media departments." He does not number among them the independent media-buying service.

While he admits that the middleman made him nervous when he first saw him emerging, Mr. Petcavage believes they have over-populated themselves out of contention. He conceives they may have had some success when they were fewer in number.

Media at DDB are no longer bought on the basis of account assignments, but on the basis of function: planning and presentation; information and buying services; administration. Information and buying services are broken down into media. The spot-broadcast group buys for all accounts and is responsible for pre-analysis and cost analysis of spot buys. The planning function and the execution function are now separate. Media-planning groups are set up to correspond with each of the agencies' account-management groups. Planners draw on the buying-services groups for information, and approved media plans are reported back to the buying group. Follow-up and documentation of buys fall under the aegis of the new-business and administrative set-up. Mr. Petcavage says the new arrangement permits less conflict of interest in terms of work burden, allows for more extended supervisory control, for more extensive involvement with computer systems, and the agency can "confront the problem of
negotiation in media." The buyer now has a better bargaining position, as well as greater familiarity with his medium. The all-media buyer, explains Mr. Pet-cavage, was "only speaking from the strength of his own accounts," while, now, he carries "the weight of sheer volume."

Ed Papazian, BBDO's vice president and director of media planning, says his restructured department is costing the agency 50% more to operate, but is saving lots of money for clients.

What he calls the old-fashioned "package goods approach"—utilizing a youthful staff of buyer-planners—was superseded in the early 1960's by the buying pools with buyers assigned by account. Last fall BBDO declared the buying pool obsolete and invented the associate buying director. The new operation is composed of five regional buying groups, who buy on all accounts for three associate buying directors, who are assigned specific accounts and who function as liaison between buyers and associate planning directors. This system employs parallel departments—planning, and execution and evaluation—but there is a man in the middle to remind buyers of brand objectives.

Under the old system, Mr. Papazian explains, a client who wanted to cancel, change copy, or simply know what was being done, was out of luck: The buying pool was unwieldy. When the independent buying services happened along, morale in his department took a dive. Buyers were promised "things like doors in their offices" as morale boosters, but nothing worked, since buying was clearly still a second-string activity.

Speaking of the new organization, Mr. Papazian says: "The biggest change has been in the morale." Only half of the media crew that was at BBDO a year ago survived the "revolution," as Mr. Papazian likes to call it, so there were not so many spirits to be lifted. Of the five regional group directors, four were added to the staff at the time of the change-over. The salaries of Mr. Papazian's "super-buyers" have increased by an average of one-third. The "second part of the plan is to have much better people and pay them better and have fewer of them," says Mr. Papazian.

In part, says Mr. Papazian, the restructuring can be attributed to new management, but changes in the media climate were equally responsible. Negotiating is now "more ulcer-generating." There is the increasing emphasis on spot—a result of the complexity of spot, not the advisability of spot, says Mr. Papazian—to be dealt with.

The new operation offers a greater accountability, he suggests. "You can document that you bought 21% better than last year." Documentation like that is needed ammunition against outside services. In the past, accountability was nearly impossible and "always defensive."

Mr. Papazian says BBDO has been and is using the independent buyers, but he is not especially impressed. In the past, he says, the agency has run checks on their buys and concluded that BBDO could have performed as well if not better.

One technique agencies have learned from the middleman, Mr. Papazian says, is giving advertisers tighter budget estimates. Before the agencies caught on, middlemen were coming in with very tight specifications, while agencies estimated broadly and cautiously. Now, says Mr. Papazian, BBDO gives its clients "tight specs," and the middleman cannot promise or deliver a better buy.

The new set-up at BBDO has put to best use that agency's computer system. The buyer is required to feed the computer a proposed buy, and, within enough time to make necessary changes, the machine cranks out a forecast, which is sent to the buyer, his boss the regional group chief, the planner, and the client, if he wants it. Mr. Papazian calls it "a report on the buyer" and "occasionally embarrassing."

The first six months proved the change-over worthwhile, according to Mr. Papazian. A recap on one account in 30 markets demonstrated a 10% gain of impressions over the same campaign the year before.

Needham, Harper & Steers has tripled its billings in recent years, but the independent media buying services have forced the agency to take a more competitive stance and restructure its marketing department, according to Herb Zeltner, corporate director of marketing services.

At the first of the year, NH&S discarded its classic two-department (media and research) system, and launched its four-department marketing-services division. Among its aims were tighter management control and a better mechanism for quality control.

The division was regrouped into media and market planning, research, applied media, and information services. Standing committees make the parallel operation possible. Media and market planning remains in close contact with account groups and clients and is composed of a small number of highly paid people. The research department saw the least change in the recent overhaul, and it, too, is a small, elite outfit. Mr. Zeltner calls applied media "our own sort of in-house independent buying service." Buyers specialize by media, with new emphasis on negotiation.

Buyers in this category are now better paid, says Mr. Zeltner, and there has been a general "shaking out of quality."

Coordinating the computer operation, which can be a "variety store" of data if not properly handled, one of the responsibilities of the information-services division, according to Mr. Zeltner. He has great ambitions for this department, which already has an economic research analyst and may get a sociologist.

Coincidentally, an agency housed in the same Manhattan skyscraper as Needham, Harper & Steers has been experimenting with its media department as well. "The situation in terms of the complexity of the paperwork, the piggyback situation, the way spot television was being sold, the way our clients were buying it, indicated a restructuring," according to Bern Kanner, senior vice president, director of media management, Benton & Bowles.

Four groups, each responsible for all planning and buying on specific accounts, were established at Benton & Bowles in last autumn's reorganization. Within each group, buying and plan-
ning functions are separated. But buyers and planners are placed in the same approximate location to encourage a flow of information between them.

Mr. Kanner feels this operation will answer some of the personnel problems that plague the media field. Too often, he says, bright, young people were fashioned into mechanics, "spending 80% of their time doing paperwork."

Neither does he believe an agency can hold onto good people if it "takes a guy and makes him responsible for nothing more than five markets." The new B&B system, explains Mr. Kanner, never removes the buyer from brand objectives: "You see over and over that young people are looking for a certain amount of involvement in the work they do." The new changes, he expects, will revitalize the agency's media function.

J. Walter Thompson Co. moved into a market-buying structure within its broadcast department, giving each buyer in each market the full weight of the agency's $90 million in spot business to throw around. A year later, JWT seems satisfied with the advantage the system gives it in a negotiable market place. The broadcast department also finds itself better able to absorb computerized market data.

If clients harbor any resentment of assembly-line buying and planning at agencies, none of them are saying so. Agency media people argue that, in fact, these systems make them even more responsive to client needs. In an inflationary period, the advertiser's costs are rising on all fronts, but he cannot afford to stint, especially in the competitive package-goods fields. Any cost relief media buyers can hold out to him are welcomed.

The heart of the matter, as expressed by one media director, is that "more than ever the premium is on seasoned professionals." No longer, says another media supervisor, is a man who makes media his career going to be considered a failure. One agency has embarked on an extensive recruitment and career-development plan within its media department. Media personnel, it is said, welcome specialization that gives them a broader responsibility within their field.

And, says one director, the renewed application of "the good old incentive system" to his staff has had marvelous results.

To a spot buyer who can only buy by the book, all this may mean he is out of a job. For talented negotiators there is a promising future, and broadcasters had best be prepared to deal with this new species.

(The foregoing special report was researched and written by Caroline H. Meyer, staff writer, New York.)

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Equipment & Engineering

Top legal guns draw bead on 820 kc

Goldberg, Clark argue for WAIT's renewed bid for night use of clear

If WAIT Chicago, a limited-time station on clear-channel 820 kc, loses its bid for FCC permission to operate unlimited time on that frequency, it won't be for lack of glittering legal talent.

The commission members, sitting en banc in an oral argument in the case last week in Washington, found themselves face to face with Ramsey Clark, who until Jan. 20, 1969, was the U.S. attorney general. He now is head of the Washington office of the New York law firm that WAIT has retained in its effort to obtain a waiver of the clear-channel rule.

The case is before the commission a second time; it was remanded in June, 1969, by the U.S. Court of Appeals for the District of Columbia after WAIT had appealed the commission's refusal to accept its application for full-time operation, then rejected its petition for reconsideration (BROADCASTING, June 30, 1969).

WAIT was represented in court by another member of the New York firm of Paul, Weiss, Goldberg, Rifkind, Wharton & Garrison, which represents it—Arthur Goldberg, former associate justice of the Supreme Court, former UN ambassador and former secretary of labor.

WBAP and WFAA, both Fort Worth-Dallas, who are the dominant stations on 820 kc, are vigorously opposed to WAIT's waiver request. The frequency is one of 12 remaining clear-channel rules that the commission has ruled as not to be duplicated at night.

Some observers at the oral argument felt that counsel for the Fort Worth-Dallas stations, Michael Finkelson, a former commission attorney, scored a number of points off his illustrious adversary. However, others said they "impressed" by the former attorney general's presentation; they said he had "obviously done his homework and made an appealing argument."

Whatever the outcome, the case has already made some history. Officials say that WAIT was the first station to request a waiver of the clear-channel rules so that it might operate at night and that the oral argument was the first ever held on a request for any rule-waiver request. They also said that the commission had never before had a denial of waiver "thrown back" at it by a court with instructions to take a closer look at the case. The court said the commission had acted too summarily.

Mr. Goldberg, who was making his first court appearance since leaving government, had raised a First Amendment argument in urging the appeals court to overturn the commission's decision. He said the commission's refusal to waive the clear-channel rules despite WAIT's plans for protecting the dominant stations at night violates the First Amendment.

Delay is discussed for tuning parity

Set makers say they can't make UHF and VHF tuning comparable by May 1, 1971

Television-set makers told the FCC last week that it is impossible for them to meet the May 1, 1971, deadline for comparable VHF and UHF tuners. They asked that the FCC order, issued three weeks ago (BROADCASTING, Feb. 2), be made more flexible on timing. This move probably will be made officially in a petition for reconsideration following a second meeting, suggested by FCC Commissioner Robert E. Lee, between set manufacturers and broadcasters to work out a mutually satisfactory timetable. That meeting is scheduled to take place Thursday (Feb. 19) in Washington.

The commission ordered TV-set manufacturers to incorporate "compatibility" in tuning beginning May 1 next year on all sets 9-inches or larger. For sets smaller than 9-inches, the FCC order becomes effective May 1, 1973.

Scheduled to represent broadcasters at this week's meeting are the following UHF broadcasters: W. Robert McKinsey, WJRE-TV (ch. 17) Atlanta, David M. Baltimore, WBRE-TV (ch. 28) Scranton-Wilkes-Barre, Pa.; C. Richard Block, Kaiser Broadcasting Co., which owns a group of UHF television stations in San Francisco, Los Angeles,
WBTW(TV) fails in plea to FCC

The FCC last week denied a petition by WBTW(TV) Florence, S. C., seeking reversal of a commission order designating for hearing the VHF facility's application for an upgrading of its coverage and power. Daily Telegraph Printing Co., licensee of the channel-13 outlet, proposes to increase its antenna height from 760 ft. to 1,960 ft. and move its transmitter from its present location five miles northeast of Florence to a site 28 miles northeast of Florence and 54 miles from Fayetteville, N.C., thus providing a grade A signal to Fayetteville.

The commission denied the reconsideration petition because it said a hearing is needed "to determine whether a grant of the Daily Telegraph's application would impair the ability of authorized and prospective UHF stations in the area to compete effectively, or jeopardize the continuation of existing UHF stations. Commissioners Robert E. Lee, Kenneth Cox and H. Rex Lee voted for denial, with Commissioner Nicholas Johnson concurring. Chairman Dean Burch and Commissioners Robert T. Bartley and Robert Wells dissented.

WBTW does not now provide a predicted signal to Fayetteville, and the city currently has no local television service.

DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to all his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a $1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, only six high-priced cars.

He could offer phone orders and free delivery, provided only 10 per cent of his customers used the service.

He could offer charge accounts, as long as no more than one-third of the business was done on that basis.

In each of these, only a fraction of the customers benefit.

With trading stamps, every shopper is a winner.

That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

The Sperry and Hutchinson Company
An American way of thrift since 1896
Out-take dispute stays out of court

Justice Department seeks private conferences on the use of news material for prosecutions

The latest wrangle between Nixon administration officials and the news media, this one over the use of subpoenas to obtain reporters' notes for use in court cases, appeared to be subsiding late last week. Both sides were anxious to avoid a court test of the issue.

Attorney General John N. Mitchell in the previous week sought to soothe ruffled tempers with a statement calling the affair a misunderstanding and disavowing the issuance of blanket subpoenas before negotiations to define the area of investigation. Then last week Mr. Mitchell's department sent out letters to selected editors suggesting a meeting to discuss the subject "at your convenience." This left recipients confused and divided as to how to answer it. The Justice Department refused further comment on the letters and refused to release copies of a list of recipients.

The issue, which began before the Chicago convention, came to a boil in the aftermath of that affair, in the trial of seven persons on conspiracy charges. Newsfilm and out-takes were subpoenaed and used in court. Last October newspaper, magazine and NBC-film files were subpoenaed in the cases of radical SDS Weathermen and Black Panthers. Then it was revealed CBS News was subpoenaed for all out-take film on its January special on the Black Panthers (BROADCASTING, Feb. 9). In the probe of the Weathermen in San Francisco the government subpoenaed the files of New York Times reporter Earl Caldwell. Last week the Department of Justice indefinitely delayed its attempts to get Mr. Caldwell's tape recordings and notes. The Times had vowed to support Mr. Caldwell in his refusal to appear before a grand jury.

News officials generally conceded the government's right to subpoena reporters but objected to the general sweep of the recent subpoenas—some of which appeared to be fishing expeditions. Also at stake was the reporters' ability to communicate with people in dissenting groups and in the ghetto because of lack of trust if the knowledge was prevalent that conversations and notes might be brought into court.

But journalists also were reluctant to bring the matter to a head in court. Several that received Mr. Mitchell's letters noted that they had been able to resolve similar issues satisfactorily. They noted that there is virtually no federal law protecting newsmen and their sources. Only a few states have such laws and attempts to put such laws through Congress have failed.

Norman Isaacs, executive editor of the Louisville (Ky.) Courier-Journal and president of the American Society of Newspaper Editors, said: "We're not out of the woods yet but Mr. Mitchell is being very conciliatory and most of those on the communications side do not want a court fight."

The news media seem to believe the guidelines as set down by Mr. Mitchell—promising negotiation before the issuance of subpoenas—could be acceptable.

However Senator Harold Hughes (D-Iowa) attacked the subpoenas of television out-takes and reporters' notebooks as "frightening," and accused the Nixon administration of showing "an astonishing disregard for one of the free country's most basic freedoms... the freedom of the press."

Senator Hughes scored what he

Shocking reversal on House access

Subcommittee turns against plan that had promised coverage of all hearings

The House Rules Subcommittee on Legislative Reorganization, which for months has been moving reluctantly but steadily toward endorsement of a proposal to permit television and radio coverage of House proceedings, last week did an abrupt about-face and voted to strike the broadcast provisions from its reorganization bill.

The rejection of broadcast access, which left a number of observers shaking their heads in bewilderment, came in a vote of 2-to-2, with one abstention. The lack of a clear majority killed the proposal.

Although House members, unlike their Senate colleagues, have tradition-
called "pistol whipping of the networks."

Frank Angelo, managing editor of the Detroit Free Press and president of Sigma Delta Chi, national journalism fraternity, said "the government's apparent determination to use the subpoena to try to get at information gathered by newsmen must be considered an insidious attempt to undermine the freedom of reporters to cover the news."

The American Newspaper Guild's president, Charles A. Perlik Jr., said the apparent retreat of the Department of Justice "must not be permitted to obscure the threat such demands pose to the right of the public to be served by a free and independent press." Mr. Perlik called upon President Nixon to repudiate "precipitous and irresponsible demands of the Justice Department."

**Johnson takes aim at Nixon cabinet**

Commissioner says media are knuckling under to federal censorship

FCC Commissioner Nicholas Johnson, whose principal oratorical targets to date have been broadcasters, has a new one in his shooting gallery: the Nixon administration. He has accused it of employing press-censorship techniques similar to those used by the USSR in muzzling Czechoslovakian news media in August 1968.

What's more, he has accused the "establishment" news media—networks and print alike—of acquiescing in the government's efforts at censorship to safeguard their "economic and political interests."

Commissioner Johnson, a Democrat, who spoke Thursday (Feb. 12) at a meeting of the Washington Nieman Fellows, focused principally on the Justice Department's issuance of broad subpoenas to newspapers, magazines and networks for reporters' notes, correspondence, and tape and film out-takes.

He said the materials subpoenaed "will apparently be used to prosecute persons who, among other things, have criticized the government." And he saw the department's activities as having the effect of drying up sources of news.

In the face of these dangers, he said, "it is shocking and saddening that the establishment press is so willing to acquiesce." Although there has been some resistance on the part of the media—he called it "token" or "verbal"—it was far less than their "vast financial
and legal resources" would permit, he said.

He noted that some members of the media, like Time, Life, CBS and numerous individual stations have complied with Justice Department subpoenas, then asked: "Has the press, traditional watchdog for our First Amendment freedoms, fallen asleep?"

He also said Vice President Spiro Agnew's criticism of the networks for their "instant analysis" of the President Nixon's Nov. 3 speech on Vietnam "reached a compromise acceptable" to both the department and the news media when it wishes material for use in criminal prosecutions (Broadcasting, Feb. 9).

Commissioner Johnson noted that, like Vice President Agnew, the attorney general had said his department's actions should not constitute censorship. But, the commissioner added, "censorship comes from the mere threat." He said it was a tested technique of all those who would wish to control the content of news media to announce that they are not engaged in censorship "while at the same time acting to bring the press under their influence.

"This was almost precisely the position of the USSR when imposing censorship in Czechoslovakia in August 1968," he said. "Whether or not the government's recent actions can be called censorship, they have clearly had that result."

He said local police forces and other agencies of government have been encouraged "to initiate fact-finding forays of their own into the files and notes of newspaper reporters, sampling information given in confidence and using much of it (publicly or privately) that suits their purpose."

Instead of defending their reporters against such invasions of their privacy, he said, the media management "has generally announced its intention to cooperate with Justice Department in any 'reasonable' requests." Such a policy, he said, is as bad as an agreement to turn over all reporters' files on confidential interviews.

Why the "depressing eagerness to cooperate with the government's 'reasonable' demands?" The answer, he said, is that "the press too often believes it is in its economic and political interests to establish 'cordial' working relationships with the government." (He said news organizations have an "absolute" right to refuse the government demands—but media leaders themselves have expressed the concern that a court test of Justice's subpoena power might prove harmful if the court should rule against the new media [see page 60].)

He said that while the administration criticizes the content of the media, it springs to the defense of the economic interests of television and newspapers. He referred to the White House support of the Failing Newspaper Act (which he called the newspaper industry's "monopoly authorization bill"), even after the Justice Department's antitrust division had opposed it.

And he sought to link the FCC's reported 6-to-1 opposition to legislation designed to protect broadcasters against challenges at renewal time with President Nixon's appointment of two new commissioners (Chairman Dean Burch and Robert Wells), "one of whom was on public record against the bill" (Mr. Wells).

He noted that the agency's position on the bill did change and that the commission ultimately adopted a policy statement "granting much of what the

Mansfield says no to news-media licenses

Senate Majority Leader Mike Mansfield said last week that licensing of newsmen, as suggested in a speech by Dr. W. Walter Menninger, would be a "direct infringement" of First Amendment rights.

"I intend to do everything in my power to see that such a suggestion does not become a fact," Senator Mansfield said in a brief speech on the Senate floor. "I do not think that reporters should be licensed; I think that their freedom should be maintained within the concepts of the First Amendment."

Dr. Menninger, of the Menninger Clinic in Topeka, Kan., had said in a speech at Washington's National Press Club that current distrust of the news media by the public could be ameliorated by a system of standards and certification for news reporters (Broadcasting, Feb. 9). The standards would be comparable in function to those established for professions such as law and medicine, he said, because they would insure that the practitioner has attained a reasonable level of competence. The noted psychiatrist was a member of the National Commission on the Causes and Prevention of Violence.

Leventhal wants curbs on network bleeping

What could be a revolutionary overhaul of the traditional artist-TV relationship has been proposed in the aftermath of the dispute between folksinger Judy Collins and the ABC-TV network over bleeping of some of her comments on Feb. 4 Dick Cavett Show.

The proposal, made by Harold Leventhal, Miss Collins's personal manager, would require inclusion in all contracts of a provision prohibiting any bleeping of artists' remarks without prior permission or consultation with the artist. Mr. Leventhal said he plans to meet this week with artists, talent agents and lawyers to discuss the proposal.

Miss Collins's remarks on the Cavett show were mainly criticisms of the "Chicago 7" conspiracy trial and what she reportedly referred to as her fear of Chicago Mayor Richard Daley's police tactics.

Mr. Cavett on his show Monday night (Feb. 9) read an ABC statement explaining why the deletions were made. The statement, introduced as an ABC policy statement, noted, in part: "Continued televising of possibly prejudicial comments on active litigation could
threaten the American legal process itself."

Mr. Cavett said he hoped Miss Collins will return to his show to fully discuss her views on the Chicago trial—after the trial ends. He also said he was told the policy, as spelled out by ABC, is supported by the U.S. Supreme Court and FCC.

Miss Collins on Feb. 6 sent a formal complaint to the FCC, claiming "violation of my free-speech rights" and requesting the FCC to have ABC submit a transcript of all her comments—including those that were deleted on the Feb. 4 show.

**NBC held fair in bill coverage**

**FCC complaints chief finds Huntley-Brinkley used journalists' Judgement**

NBC-TV was cleared by the FCC last week of charges it violated the fairness doctrine in connection with coverage of a Senate hearing on a bill designed to reduce radio and television costs for congressional candidates (Broadcasting, Feb. 2).

Russell D. Hemenway, national director of the National Committee for an Effective Congress—originator and strong backer of the proposed Campaign Broadcast Reform Act of 1969—had charged both CBS-TV and NBC-TV with limiting their coverage of the hearing Oct. 22, 1969, to the opposition position as expressed by the network presidents. He asked the commission to compel the stations to make time available to present the other side of the issue.

The complaint was specifically directed at the networks' stations in New York (WCBS-TV, WNBC-TV) and Washington (WTOP-TV, WRC-TV). NCEC did not monitor ABC's coverage of the hearing and did not mention that network in the complaint.

NBC had said that the segment of the Huntley-Brinkley Report involved dealt only with "substantial information on complaints of the cost of television campaigning" and with NBC President Julian Goodman's offer to cut rates. There were no statements either for or against the bill, it said.

A letter from William B. Ray, chief of the FCC's Complaints and Compliance Division, to Mr. Hemenway said such coverage is a matter of journalistic judgment by licensees. He noted that the news report at issue was a brief one and that no journalistic quality judgments were being made. On the "narrow issue" of coverage of the hearings, he said, the fairness doctrine had not been violated.

Mr. Hemenway had complained about coverage of the same hearing on CBS's The Evening News with Walter Cronkite, which had carried a brief report devoted exclusively to the testimony of CBS President Dr. Frank Stanton. CBS News President Richard Salant admitted "an error in news judgment" had been made, but CBS has not yet received any comments on the network's response to Mr. Hemenway's complaint.

**FCC sticks by ban on importing N.Y. TV**

The FCC last week denied a petition by General CATV Inc., Burlington, N.J., for reconsideration of its order banning carriage of New York television signals in the Philadelphia market pending a hearing. General operates cable facilities in Burlington county, within the market.

The commission said it could not determine from the pleadings submitted whether required notice had been given to the commission and certain Philadelphia TV stations and whether equitable considerations require that General be authorized to carry the New York signals on its CATV systems. The commission denied General's reconsideration petition because it said a hearing is necessary to resolve these questions.

The commission deferred action on General's request for "equitable relief" until a decision has been made on a show cause proceeding against General for alleged violations of the ban on importation of New York signals. In a separate order, the commission withdrew a stay decision granted General pending disposition of its reconsideration petition, and ordered the hearing to proceed.

The commission said that General's request for relief was based essentially on the assertion that it complied with notification requirements of the rules before it began building its Willingboro township, N.J., system.

An April 26, 1968, commission action banned the carriage of New York signals in the Philadelphia market pending a hearing—an action the commission said General violated. General was notified of the apparent violation Dec. 3, 1969.

The commission rejected General's legal and constitutional arguments and noted that in an order March 8, 1966, it had singled out the Philadelphia-TV market as one in which development of additional local television outlets could be jeopardized by CATV delivery of New York signals.

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If you're a TV producer who can wake up in the morning... WLS/Chicago has a spot worth getting up for.
‘Sesame Street’ waits for a renewal notice

The coming few weeks are critical for *Sesame Street*, the experimental children’s show developed over the past two years by Children’s Television Workshop.

CTW’s executive director, Joan Ganz Cooney, submitted proposals for continuation of the project to the sponsors last week. The sponsors are the U.S. Department of Health, Education and Welfare, the Carnegie Foundation, Ford Foundation, Markle Foundation and the Corp. for Public Broadcasting.

CTW is asking for an estimated $6 million for one year, as compared to $8 million for the first two years. About 80% of that $8 million was spent in the second year on actual production.

“There will be fewer start-up costs, but we’re asking for major increases in utilization monies,” a workshop spokesman said. “Talent will also cost more next year.” It may be possible to extract some of the tape segments from the first year for use in the second, he noted, but it depends on what the children have learned, what material should be retired and what CTW can afford to do.

The proposal reportedly contained the suggestion that CTW be completely autonomous from National Educational Television. This possibility has been discussed since CTW’s inception as a semi-autonomous unit of NET and made even more probable with the establishment of the CPB’s interconnection public-broadcasting service, eliminating the need for NET’s networking operations.

Twins radio hookup may cover a 12-state area

In an unusual deal, North Star Features Inc., Los Angeles, has acquired from WCCO(AM) Minneapolis-St. Paul exclusive rights to feed descriptions of the 162-game regular season schedule of the Minnesota Twins baseball team to a regional network of radio stations that is expected to extend into at least 12 states. North Star Features, which has been involved with WCCO in the past in setting up regional-radio networks for play-by-play coverage of games of the Minnesota Vikings professional football team and the University of Minnesota football team, was responsible for organizing the original Minnesota Twins regional network in 1961 but has not handled baseball broadcasts since that time.

The current deal came about when Hamm Brewing Co., St. Paul, now with the relatively recently appointed Chicago office of J. Walter Thompson Co. as agency, decided after owning rights for nine years, not to renew its basic radio-TV rights contract to Twins play-by-play coverage. Instead, Midwest Federal Savings & Loan, an important banking institution in the Twin Cities (through M. R. Bolin Advertising, Minneapolis), bought broadcast rights to Twins baseball for five years (BROADCASTING, Feb. 9). Midwest Federal, in turn, made a deal with WCCO to originate baseball broadcasts for the St. Paul-Minneapolis area, agreeing to pick up the tab for a one-third share of radio sponsorship.

All rights to the regional network were sold by WCCO to North Star Features, which is in the process of organizing the network and offering it for regional-advertising sponsorship. Sponsorship of the major-league baseball games on the regional network will be sold completely separately from WCCO.

It is conceivable, however, that a sponsor on WCCO with regional distribution may elect to also advertise on the regional network. It is also possible, according to North Star president Robert N. Wold, that the regional network may be advertising competing products to sponsors or WCCO.

Performing rights to be seminar subject

The current relationship between broadcasters and the music performing rights organizations — ASCAP, BMI and SESAC — will be discussed at a seminar April 6 during the National Association of Broadcasters convention in Chicago.

Plans for the seminar, the ninth year such an event has been held at NAB convention time, are being announced today (Feb. 16) by the seminar’s sponsoring organization, Mark Century Corp., New York, a company which services broadcasters with program and commercial material.

Milton Herson, president of the Music Makers Group and its Mark Century subsidiary, who will serve as host and moderator at the breakfast meeting, said panelists will be Herman Finkelson, general counsel of the American Society of Composers, Authors and Publishers; Sydney Kaye, chairman of the board and general counsel of Broadcast Music Inc., and Sidney Guber, SESAC’s director of marketing services.

As in past years, admission to the seminar will be on a first-come, first-served basis. Broadcasters can write in advance to Mark Century Corp. at 1345 Avenue of the Americas, New York 10019.

Coincidentally, Mr. Herson announced formal introduction of two new services: a radio package “The Profit Maker,” consisting of 2,600 production and sales aids designed for middle-sized and smaller markets and pre-sold to 27 stations, and a TV Commercial “Scope” animated commercial service now sold to more than 20 stations. Music for both packages was written by Mitch Leigh, board chairman and creative director of Music Makers Group, composer of the Broadway musical, “Man of La Mancha,” and composer-producer of a new musical opening in New York in March titled “Who to Love.”

Golden West expands production activity

Golden West Broadcasters, station group operator based in Los Angeles, this week will announce formation of a major film-production facility. To be known as the Golden West Production Center, the new facility will make use of the studios and space on GWB’s 10.2-acre lot on Sunset Boulevard in Hollywood. Currently housed on the lot are offices and studios of GWB-owned KTLA(TV) and KMPC(AM), both Los Angeles.

Space and studios not now being used for the stations will be offered for rental to film producers for the production of TV commercials, TV series or specials, feature films, and industrial films. The production center will encompass various size stages for both sound and silent shooting, editorial services, mill and scenic facilities, projection rooms, and office space. In addition, equipment also will be offered for rent. According to KTLA Vice President and General Manager Doug Finley, “We will be able to gear for the filming of everything, from a simple insert shot to a full-scale feature film.”

Bill Watkins, an independent motion picture producer, is named to head the production center. Previously, GWB announced the formation of a video-tape division at KTLA.

The group broadcasting organization, headed by former movie and TV star Gene Autry (he’s president and chairman of the board), purchased the site of the new production center from Paramount Pictures for more than $5 million in 1967. The film lot was part of Warner Bros., original Hollywood studios. In recent years, the lot has been used for the production of such TV series as The Doris Day Show, Get Smart and Gunsmoke. A total of nine sound stages are contained on the property. All can be used for either film or video-tape production on an easily interchangeable basis. Besides the two Los Angeles stations, GWB owns and operates KFSO(AM) San Francisco, KVI(AM) Seattle and KEK(AM) Portland, Ore.
Use your imagination.

There's a time and a place for animated film commercials. The time is now. The place is your agency. Sure, animation isn't right for everything, but when it is...WOW!

Maybe you thought animation was expensive. Well, did you know that new animation techniques and equipment refinements have actually cut the cost of an animated film commercial to below an average live-actor spot? And no residuals either.

And money saving is only part of the story. Animated film gives you a limitless commercial medium. It expands your creative horizon and your market. Film is the best way to animate your imagination. Just imagine what you could do in your next commercial. And do it!

EASTMAN KODAK COMPANY
PEOPLE HAVE BEEN LISTENING TO BROADCASTERS FOR A LONG TIME. That's because they know broadcasters have something to say.

For 50 years, the broadcasting industry has maintained the responsibility of serving and informing in the public interest—no matter how tough the circumstances. Because of our shared concern for people, the Red Cross and broadcasters have a long history of working together, and we wouldn't have it any other way.

How we did our job before broadcasting existed is difficult to imagine. But today, through the help of broadcasters, the Red Cross has been able to provide services to over 29,000 families hit by Hurricane Camille. And with the support of the industry, we have raised over 11 million dollars to assist Camille victims. For constant and continuing cooperation such as this, the Red Cross is most grateful to the broadcasting industry.

People know a good thing when they hear it. That's why broadcasters continue to have such a large audience. The Red Cross looks forward to further working for this audience by joining the broadcasting industry in its next 50 years of service to the public.
Radio formats rapidly revised

ents of the four national radio networks last week made a rare appearance together to answer a battery of questions posed by members of the Hollywood Radio and Television Society at a luncheon meeting. The key element gathering of broadcast and ad executives learned from ABC's Walter Schwartz, CBS's Clark George, Mutual's Victor Diehm is that newfish and fowl may be fishy today and fowl tomorrow. Radio is changing, he observed.

Mr. Diehm added a little observation. "We're all trying to water our heads with the first part of the word news and new news actualities but at times we might be doing a song and a dance." He was referring to a question from a man named Michael Corwin about a proposed revision in network radio. "We're all trying to make the waters we're in the water," he explained.

Mr. Schwartz expressed confidence that all radio stations will return to radio stations on a network level. "The network business must be oriented," he said.

Watson of NBC pointed out that radio is a business and as such is responsive to its clients. "A station is an affiliate," he said.

rate for film industry

industry in Hollywood, said who are employed by it to be in a depression condition, last week was given promise of significant action. In a news conference in Los Angeles Mayor Sam Yorty and the Los Angeles International Film Commission awarded concessions to the major film companies to reduce costs and stimulate film production in the city. The concessions are based on film production budgets for film production.

Among the reported new flexibilities in work rules to be granted by the Screen Actors Guild is the elimination of studio transportation services for film workers who have to report to locations up to 30 miles from Hollywood. A SAG concession would extend to two hours the current one-hour period during which time a producer can get away with paying merely straight-time wages for overtime caused by makeup needs.

The news conference was attended by more than 300 executives, producers, directors and union officials. Prominent among them was Charles Boren, executive vice president of the Association of Motion Picture and Television Producers.

Senators owner gets way on shorter TV schedule

The Washington Senators baseball team has reached an agreement with WTOP-AM, its radio station, on TV rights for the 1970 season, but on an abbreviated scale. As Robert Short, the Senators owner, observed, "There will be no Senators home games telecast. Also, only 30 road games will be televised back to Washington.

Mr. Short had his way on eliminating all telecasts of Senators games from nearby Baltimore. All West Coast games will be bypassed because of costly line chargers. TV personalities will voice the Senators action, yet to be picked."

As reported earlier, WTOP-TV would not disclose what it will pay for the Senators TV rights. However, it was believed to be about $250,000. Added to the $165,000 paid by WWDT-AM-FM Washington for radio, the total 1970 radio-TV rights will approximate $315,000, markedly less than those of most of other baseball clubs. So far, one-third of the Senators TV advertising time on WTOP-TV has been sold to Shafer beer through BBDO, New York.

Lion's share of ratings goes to circus, specials

The circus came to town as an NBC-TV special and took the top national Nielsen rating for the week Jan. 26-Feb. 1, helping NBC to eke out a win in the week's averages with a 20.3 rating, 32 share. CBS-TV, a close second with a 20 rating, 31 share, had the second-ranked show, a Danny Thomas special. Another special, NBC's World of the Beaver, also made the top 10, and NBC's Lowell Thomas special ranked 12th.

ABC-TV, with a 17.8 rating, 28 share, showed a 4% improvement over the average rating of the two weeks before its schedule change (Jan. 5-18). The big changes came on Monday, up 43%, and Wednesday, up 32%. The rest of the nights were down slightly. The programs responsible for these improvements were It Takes a Thief, and a movie on Monday and Nanny and the Professor, Johnny Cash and Englebert Humperdinck on Wednesday. The weak spots in ratings in ABC's revised schedule were The Flying Nun and Pat Paulsen.

Beckwith, Bennett plan specials for children

Beckwith Presentations Inc., New York, and famed composer-conductor Robert Russell Bennett have agreed to develop jointly a group of children's musical specials for network television, it was announced last week.

The Beckwith organization previously had announced plans to specialize in producing children's TV programs and had completed its first show, "The Boston Spy Party," which will be presented on NBC-TV on Feb. 28 as part of its American Rainbow series (Broadcasting, Dec. 15, 1969). In addition, Beckwith plans to create new children's programs for home TV programs, shows, and beginning in the spring of 1970.

Details, Audition Fees, Rates, Write or Phone Roy Thompson

THE BLACK AUDIO NETWORK
340 EAST 34TH STREET
NEW YORK, NEW YORK 10016
212-686-6850

WHENEVER BLACK-ORIENTED NEWS OCCURS
THE BLACK AUDIO NETWORK HAS IT!
TWO ACTION-PACKED ACTUALITY TRANSMISSIONS DAILY

DASTING, Feb. 16, 1970
graming.

The one-hour specials will utilize various popular American themes and the first project under consideration is based on the classic, "Daring Young Man on the Flying Trapeze," Mr. Bennett has created original score material for many network specials and musical contributions to Broadway plays, including "Show Boat," "South Pacific" and "Sound of Music."

WOOD-TV to include film-production unit

Time-Life Broadcast Inc. last week announced the establishment of an audio-visual production center at its wood-tv Grand Rapids, Mich., that will house a film-production company, the wood-tv production center, the operations of Time-Life 8 Productions and a complete film-processing laboratory.

Featuring three new RCA high-band video-tape recorders, audio-tape recording and film-projection equipment, the center will not only be installed for broadcast requirements but also for the business community of Grand Rapids.

Stan Barnes, producer-director with wood-tv, will be the center's operations manager. Coordinating sales promotion activities and business developments for the center will be Howard Silbar, managing director.

Fellowship contest

Twenty fellowships are now open for candidates to the Washington Journalism Center, an independent educational institution. The fellowships of $2,000 each are to be awarded for a 16-week program, beginning Sept. 8, which involves seminars with top political leaders and journalists. Ten of the fellowships will go to young journalists and students who have had experience as reporters or editors; the other 10 are to be awarded to young Negroes interested in careers in journalism, but who do not have professional experience. Deadline for applications is April 5. For details and applications, write: The Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington 20037.

Program notes:

Focus on designer = Fashion-vision, a television subsidiary of Burla Industries, Los Angeles, is planning a series of hour specials on the history of fashions in clothes. A particular focus of the projected specials will be on leading designers in the U.S. The specials are scheduled to be filmed in both this country and Europe.

Track meets on CBS-TV = CBS-TV has scheduled two track-and-field meets for one-hour Saturday specials Feb. 14 and 28 (2-3 p.m. EST). Games will be taped the night before. The first is the Los Angeles Times Indoor Championships from Los Angeles Forum and the second, the U.S.A. Indoor Championships at New York's Madison Square Garden.

Publicist turns programmer = Don Widener, publicist for KNBC-TV Los Angeles, who last year wrote and produced a half-hour program on air pollution that won the Alfred I. duPont-Columbia University award for broadcast journalism, has formed Widener Productions Inc. The new, independent production firm, to be based in Burbank, Calif., will create up to three documentary in 1970 for KNBC, among other possible projects. First documentation will update and expand on Mr. Widener's award-winning program last May on pollution which was narrated by actor Jack Lemmon.

New news weekly = Now, an ABC News series of half-hour news specials premiering on ABC-TV, Monday, March 23, 10:30-11 p.m. (EST), each week will examine one of the important issues facing the nation and the world.

Broadcast news style = United Press International broadcast services has issued a new soft-cover "Broadcast Stylebook" to all stations using UPI's broadcast news wire. In a foreword, the editors note the booklet concentrates on the skill of writing to make people listen, and deals primarily with problems peculiar to writing the spoken word and preparing news for broadcast. Additional news wire handling, producing, production, editing, handling and mailing) are available at $1 each, or 50 cents each for 10 or more copies, from Broadcast Stylebook, United Press International, 220 East 42d St., New York 10017.

Solar special = Earth in the Shadow of the Moon-The Solar Eclipse, a CBS News special report will be broadcast on CBS-TV March 7 (1-2 p.m. EST) live and in color, pre-empting regular programming. Western Electric, through Cunningham & Walsh, both New York, will sponsor the special.

African safari = The travels of a mother and her three sons through East Africa, will be the subject of a NBC-TV special, Three Boys on a Safari, Friday, March 13 (7:30-8:30 p.m. NYT).

Basketball series = NBC-TV's coverage of the National Collegiate Basketball Championships will begin March 7 with a doubleheader and continue March 14 with four regional games. The semi-final round March 19 is set for 7:30 p.m. The final will be telecast March 21, with consolation game at 2 p.m. and championship game at 4 p.m.

Hot wheels = Auto World Digs, minute auto-racing news program in syndication. The show offered to radio stations in three ages—five-days, weekends on seven days a week—and has Washington sportscaster Len Haggas as announcer. The program's latest auto- to-hour international auto-racing coverage as well. Produc-

tails are handled by Mitch Levin Associates, Ltd., 2715 Connecticut NW, Washington 20008.

'Century 5' package = Twentieth Century Fox Television is placing into syndication 39 feature films (31 in color) was announced last week by A. Verba, vice president in charge of un-syndicated sales. Called "Century 5," the package includes such features as "The King and I," "Vive," "Zorba the Greek," "Agony and the Ecstasy," "" "Max" and "The Robe."


Jerry Coleman (Broadcasting 9).

Chicago UHF premiers in April

An electronically displayed plus continuous background in- troduction of basic location such as weather, sportscasters, or similar bulletins, w. up the initial format for Chicago. The station goes on Apr. 5 in color on UHF ch 2 with 2.5 megawatts from atop Hancock Center. Silent bilin-

cials will have an open rather.

Wsns, owned jointly by I Broadcasting Corp., group or Essaness Theaters Corp., will be 18 hours daily at first. The program will be Associated Press. La news segments are to be add-

ing vignettes, one or two minutes featuring opinions of local and national citizens.

Yale Roe of Har.

manager. Wsns offices and st- at 430 West Grant Place, Telephone: (312) 929-1200. 
NAB considers how to cope with copyright

While a new far-reaching copyright bill is in focus in the Senate Judiciary Committee (the last one was passed in 1909), a National Association of Broadcasters committee last week met to discuss its strategy in opposing the measure as now written (BROADCASTING, Dec. 15, 1969, et seq.).

The NAB committee, officially the CATV negotiating committee, was brought up to date by Paul Comstock, vice president for governmental affairs and general counsel, and Vincent T. Wasilewski, president. Earlier a subcommittee, in a preliminary meeting, held exploratory discussions with representatives of the copyright owners.

Mr. Comstock reported no significant changes in NAB’s stand came out of the Washington meetings. Further forums for NAB’s argument on the measure will be provided when it reaches the Senate floor or possibly if the Senate Commerce Committee decides to take up the issue, and when the issue is considered by the House.

New production firm

Don Widener, publicist for KNBC(TV) Los Angeles who last year wrote and produced a half-hour program on air pollution that won an Alfred I. duPont-Columbia University award for broadcast journalism, has started his Widener Productions Inc. The Los Angeles-based independent production firm will create and turn out three documentaries in 1970 for KNBC. The first one will update and expand on Mr. Widener’s award-winning program on pollution.

Sex talks on CATV

A cable-TV system in Dale City, Va., is poised to begin originating a series of sex-education programs. The system plans a March 3 discussion program between advocates of sex education and those opposing it. If there is substantial support, the system will begin local origination—aimed at parents, not children.

The system, one year old this month, serves about 3,000 homes in a suburban development in the Washington area.

Made-for-TV makes it into U.S. theaters

“My Sweet Charlie,” a Universal film shown on NBC-TV as a World Premiere movie, opened in U.S. theaters last week only three weeks after presentation on the network.

The move was termed “experimental” by Universal spokesman and it was too early last week to determine how box office sales would fare. Most World Premiere network movies are released for international theatrical presentation after several runs on the networks.

The film has not been altered since its network presentation Jan. 20, when it received widespread critical acclaim and the highest national Nielsen rating of the week—31.7.

Churches’ TV to show more hope, less talk

The National Council of Churches will de-emphasize critical analyses of problems and concentrate on presenting “models of hope,” in its TV programming, featuring individuals in local churches who have found new ways of resolving human problems.

“We are going to show concrete evidence of how individuals and church groups are attacking these problems instead of talking them to death,” Nelson Price, chairman of the NCC’s Broadcasting and Film Commission, told the annual meeting of the agency’s directors last Thursday (Feb. 12).

The BFC broadcasts on Sundays through CBS’s Look Up and Live, NBC’s Frontiers of Faith, and ABC’s Directions.

Macy sees TV in cultural role

John W. Macy Jr., president of the Corp. for Public Broadcasting, told a House subcommittee last week that a pending bill to provide $40 million for the National Endowment for the Arts—some of which would be channeled into noncommercial television —would help to enhance the medium’s role as “one of the most impressive and influential artistic forces on the American cultural scene.” Mr. Macy said non-commercial TV has a total audience of 45-million people—enough, he said, "to fill every concert hall and theater in the United States with quite a few million standees." He added that the medium provides programming for the many Americans who cannot afford to attend formal concert halls.

Warner Bros. package now in 42 markets

Initial sales on Warner Bros. Volume 15 package of 32 first-run off-network feature films have been made to 42 markets, it was announced last week by Charles D. McGregor, executive vice president in charge of world-wide distribution. The package has been acquired by such stations as WABC-TV New York, KABC-TV Los Angeles, KGB-TV San Francisco, KTVI(TV) St. Louis, WSBG-TV Boston, WXYZ-TV Detroit, WLS-TV Chicago and WAGA-TV Atlanta.
Youths say it their own way

WSTC experiment helps teen-agers to communicate—even with their elders

What better way for broadcasters to bridge a communications gap to the young than for the young to do the broadcasting? That's what WSTC-AM-FM in Stamford, Conn., is doing for an hour a day with teen-agers in its area.

For their own show at 3-4 p.m. Mondays-Fridays the youngsters sell advertising spots, write copy, perform engineering functions, and go on the air by remote broadcast from a room at the Stamford YMCA. The station is supplying the equipment, but the youths plan to purchase their own.

The teen-age salesmen keep 40% of whatever they sell, with WSRC picking up all the line charges from the YMCA. "They're handling this just like a business," says an official at the station.

It started last summer at a meeting of students and adults to discuss that perennial topic: the generation gap. Attending as one of Stamford's community leaders was Dr. Peter Goldmark, president, CBS Labs, Stamford. Why, Dr. Goldmark asked the teen-age representatives, don't you organize yourselves on a business basis with a radio show so you can communicate with each other? The youths accepted the challenge. So did Julian Schwartz, WSRC general manager. Last month the show called Here, There and Everywhere, started.

An initial mover behind the program was Herb Grant, social planning associate of the Stamford Community Council. As he put it, "The only way to become an adult is to learn to act like an adult." Hence, he encouraged the radio plan and now is serving as an advisor to the board of directors of the young broadcasters.

"At first 40 to 60 kids were very hot to get the radio program going," recalls Ray Marlin, WSRC program director. Now there are 20 who "are still hanging in, trying to make a go of it."

And, apparently, they are. The teen-agers (about 25% to 35% are black) bring in records and take off from there. Mr. Marlin admits they sometimes take off too fast with their mainly acid rock records—the community, he says, "is kind of conservative here. We're giving them guidelines and reminding them to keep the program in good taste," he added. WSRC, an ABC affiliate, is principally an album-music station.

Helping the youths are WSRC and CBS Labs personnel—from engineers to on-air broadcasters — and even Charles Warner, New York sales manager for CBS Radio Spot Sales, a Stamford area resident. He met with the teen broadcasters for five hours Jan. 23 and 24 to discuss the nature, philosophy and responsibility of broadcasting and to share a few tips on radio spot selling.

The youths so far in their brief broadcasting careers also have recognized their community responsibility and have sponsored a debate among high schoolers on the drug scene and are planning to set up a scholarship program to encourage youths to become part of the broadcasting industry.

Radio-TV support sought for census

In preparation for the nation's 19th census which is to start April 1, the Bureau of the Census, U.S. Department of Commerce, has asked broadcasters to help inform the American people about the decennial tally and to encourage public cooperation.

The Advertising Council has prepared a full-scale campaign for the event. It will supply television and radio networks and stations with tapes, five-announcement copy and slides. With the cooperation of network program departments, 30-second spots were video-taped and filmed by Bob Hope, Ed McMahon and Raymond Burr of NBC-TV; Jackie Gleason, Merv Griffin and Leslie Uggams of CBS, and Denise Nicholas from ABC-TV's Room 222.

The council also has asked broadcasters to present in-show promotions, five-minute census films, special messages for black-oriented soul stations and personal appearances by bureau officials. Features on NBC Radio's Monitor and ABC-TV's Today shows also are planned.

TV specials get Christophers' awards

Eleven television specials and the Carnegie Corp., as initiator of Sesame Street, will receive awards from The Christophers on Feb. 27. Criteria for their selection were "affirmation of the highest values of the human spirit," "artistic and technical proficiency" and "a significant degree of public acceptance."


The Christophers, an ecumenical religious organization, reinstated the awards in 1970 in celebration of the groups' 25th anniversary. The awards, started in 1951, had been discontinued in 1962.

Two Polk prizes go to TV reporters

Two television newsmen were named recipients of the George Polk Memorial Awards which are presented annually by Long Island University for outstanding achievement in journalism. The awards, covering 1969, were named for a CBS correspondent killed in 1948 during the Greek civil war.

Tom Petit of NBC and Lee Hanna of CBS, along with other winners, will
receive citations and bronze plaques at a luncheon to be held March 24 in New York. Mr. Petit, NBC producer-reporter, was cited in the TV reporting category for the documentary, CBW: The Secrets of Secrecy, which dealt with American experimentation with chemical/biological warfare weapons. Mr. Hanna, news director of WCBS-TV New York, was cited for local TV reporting for a documentary, Guess Who's Coming to Great Neck, which examined a controversy over busing black students in a suburb on Long Island, N.Y. Eight other awards were given to newspaper and magazine reporters.

Cox throws D.C. party for Richard Russell

A group broadcaster gave one of Washington's more elaborate parties last Tuesday (Feb. 10) for a distinguished U.S. senator and used the occasion to introduce an ambitious documentary film produced by one of its local news departments.

Cox Broadcasting Corp. was host to 850 guests, led by President Richard M. Nixon, at the reception honoring Senator Richard B. Russell, veteran Georgia Democrat. The documentary film honoring Senator Russell is titled Richard Russell, Georgia Giant. It was produced by the news department of Cox's WSB-TV in Atlanta and was aired last Wednesday, Thursday and Friday by WSB-TV in three one-hour segments.

Senator Russell, 72-year-old dean of the Senate, last year said that he had been cured of lung cancer. The President praised the veteran leader of the Senate's Southern Democrats as "a great leader of his country . . . a man of integrity. . . ." Senator Russell lauded Mr. Nixon for a record in office that is "tremendously reassuring to the people of the United States."

The three-hour documentary of the life of the senior senator of Georgia was previewed by the reception guests in a half-hour edited version. Senator Russell observed before the screening: "I am sure that it overlooks my sins and magnifies my virtues."

President Nixon praised Cox Broadcasting for producing the documentary and noted that although it required 25 hours of filming it would take much more than that to tell the story of Senator Russell.

Guests at the sumptuous reception in the Washington Hilton included nearly half of the Senate, many senior members of the House, members of the cabinet, the Joint Chiefs of Staff, defense contractors, the press and broadcast newsmen and many constituents from Georgia.

Guests at the sumptuous reception in the Washington Hilton included nearly half of the Senate, many senior members of the House, members of the cabinet, the Joint Chiefs of Staff, defense contractors, the press and broadcast newsmen and many constituents from Georgia.

Greeting the guests were James Cox, chairman of the board of Cox Broadcasting Corp., and Mrs. Cox and Leonard Reinsch, president of Cox, and Mrs. Reinsch. Among the guests were FCC Commissioners H. Rex Lee, Robert E. Lee, Robert Wells and Robert T. Bartley, and Federal Trade Commissioner Paul Rand Dixon and Mrs. Dixon.

Promotion tips:

UN promotion award • Annual United Nations award competition for distinguished correspondence concerning UN organization has been announced by Deadline Club, New York chapter of Sigma Delta Chi. Consisting of $500 and trophy, award is sponsored by International Telephone and Telegraph Corp. Award is open to newsmen and media of any country. Entries must be submitted c/o Robert E. Dallos, Los Angeles Times, 866 UN Plaza, Room 4020, N.Y. 10017, by March 31. Winner will be announced May 7 at Deadline Club banquet.

Student award • The University of Wisconsin has again offered a radio/TV scholarship to qualified applicants in honor of the late news analyst, H. V. Kaltenborn. The $1,200 award is open to any student of junior standing or above, including the graduate level, who is pursuing an education and training in some phase of broadcasting. Winner will be announced in May. Write: James Robertson, Coordinator of radio and TV, University Extension, 432 N. Lake St., Madison 53706. Application deadline is April 1.

New urban data • WCBS-TV New York reports working relationship with the Joint Center for Urban Studies of the Massachusetts Institute of Technology and Harvard University. Agreement seeks more effective means of providing greater understanding and rapid dissemination of new urban knowledge. Station will have access to the center's faculty and studies, its executives will take part in staff seminars and WCBS-TV will have a full-time graduate student working on his dissertation as a "resource person."

New subsidiary • Woroner Productions Inc., Miami, has formed a new subsidiary, Montgomery/Woroner Associates. The new publicity and public relations firm will be headed by Jim Montgomery. Located at 6123 South West 68th Street, Miami, the firm has lined up its initial clients of Woroner Productions Inc., Ben-Scott Recording Inc. and Computer Sports Inc.

Architects award • ABC has been named winner of the 1970 Architecture Critics Citation by the American Institute of Architects, Washington, for its hour-long documentary on housing the world's population, Cosmopolis. The special was first telecast Jan. 13, 1969.

Cardinal idea • KMVX-FM St. Louis will begin a St. Louis Cardinal speaking bureau, a package including an appearance by a member of the professional football team, plus a screening of the 1969 National Football League highlight film. The program is designed to further stimulate and accelerate interest in the team throughout the station's listening area.
**International**

**Sarnoff seeks a ‘common market’**

RCA executive says politics is blocking progress in worldwide communications

Blaming many international tensions on a tendency of nations to develop and deal with communications as national instruments, Robert W. Sarnoff, chairman and president of RCA, called last week for a “global common market of communications, embracing all countries of the world.”

“Before us is the attraction of the global community which we must achieve if the world is to survive much longer,” Mr. Sarnoff told a Feb. 12 joint meeting of the American Chamber of Commerce in France and the American Club of Paris.

Mr. Sarnoff suggested specifically that such a global system could serve “as a vehicle for exchange of television programs between the Soviet Union and the U.S. Why should it not be discussed . . . as a means of lessening tensions and building mutual understanding?” Mr. Sarnoff asked.

He cited color TV and satellites as systems whose international development “has all too often been determined by factors of national experience rather than global effectiveness.” Zeroring in on satellite communications, Mr. Sarnoff warned that “if this new device is to realize its full potential, the nations of the world must come together to agree on matters of frequency, rates, copyrights, avoidance of interference, and freedom of access to the system’s facilities.”

But he noted that even in this scientific area, nations appear to be competing more for national or at best for regional or bloc advantage than cooperating for global progress.

“I believe that communications, properly developed and properly used, could provide the needed impetus to move the world off dead center toward greater cooperation and progress.”

He proposed a three-step program: “A study of global capabilities of communications; development of a systems approach to shape world communications that are open and adaptive to new opportunities; and a specific cooperative project, on earth or in space, which would serve to inaugurate a new era of truly international communications.”

Mr. Sarnoff said his “global common market of communications” would:

* Foster increasing worldwide flow of information.
* Provide a greater stimulus to growth than any program of economic aid.
* Provide entertainment, cultural and informational programming from abroad as a routine rather than a rarity.
* Provide the basic global reservoir of techniques and knowledge from which each developing country could draw its requirements and adapt them to its special needs.
* Greatly expand effectiveness of research, engineering, manufacturing and marketing for business around the world.
* Lay groundwork of inter-personal understanding that must be the basis of any lasting international cooperation.

‘Truth gap’ seen

Aided by U.S. admen

U.S. advertising agencies and businessmen were criticized last Tuesday (Feb. 10) for helping to “uninfluence people” in Europe and around the world, and for fostering the alienation people in other lands have for the U.S.

Making the charge was William A. Rutherford, head of a Zurich-based ad agency and of Rutherford Associates, New York, specialist in minority economic development.

Mr. Rutherford blamed communicators “first and foremost as being ‘perpetrators of American myths.’” He told a luncheon meeting of the International Advertising Association’s New York chapter that these communicators have a critical role in reversing what he called the “truth gap” between the U.S. and the world.

London firm buys device
to convert U.S. signals

A commercial broadcast standards converter has been purchased by Independent Television News of London for use in Britain of satellite-relayed overseas television broadcasts using standards that are not the same as those now used there.

ITN, which supplies programs to 18 independent television network stations located throughout Britain, paid $350,-
New Puerto Rico
TV feed to U.S.

Telemet Division of Geotel Inc., Amityville, N.Y., has received a turnkey contract to provide processing and distribution facilities for live color TV from satellites received in Puerto Rico.

The contract, awarded by ITT, calls for complete facilities at that company's All America Cables and Radio center, and also at the International Transmission center in San Juan. Geotel manufactures TV, cable TV and telephone equipment.

Color-TV signals will be received from satellites at the earth station at Cayey and microwaved to the AACR center, which will be linked to the ITC center by cable. Puerto Rican broadcasters will receive overseas signals from the ITC center. The entire system will be used also for feeding Puerto Rican TV to the U.S. and other parts of the world.

Telemet is providing the equipment for Alaska where General Telephone & Electronics is building a similar interface system.

Philippine transmitters nearly ready for Voice

Next month the Voice of America will complete installation of its new transmitters at Tinang in the Philippines, making the relay station the single largest transmitting plant the VOA has overseas.

The U.S. and Philippine governments reached agreement on a new high-power relay station at Tinang on May 6, 1965. But it was not until May 1969 that the first of 10 transmitters—each with a power of 250 kw—went on the air at Tinang, in March the last of the 10 transmitters will go into operation. Total cost of the project will be $23,265,000.

The site of the new transmitter plant, 2,450 acres in all, is located in Tarlac province 10 miles northeast of Clark Air Force Base in the Philippines. All of the 250-kw transmitters at Tinang were built by VOA by the Hughes Aircraft Co., Culver City, Calif., not normally known for broadcast transmitters but long involved in the production of other types of advanced electronic equipment.

All of the programs transmitted at the Tinang site originate in the U.S. The VOA has its studios in Washington, New York, Miami and Los Angeles. The programs are picked up at the VOA receiving site at Baguio in the Philippines and then relayed to Tinang and another VOA transmitting site, Poro.

From Tinang programs in 10 languages are transmitted to target audiences in East Asia, South Asia, and the Pacific. Chinese-language broadcasts still encounter extensive jamming, a problem the VOA's Chinese programming has had since 1956.

The VOA has another high-power relay station under construction in Kavala in northern Greece, but the facility is not expected to be completed until 1972. Kavala will also have 10 shortwave transmitters of 250 kw each plus 22 diplexed curtain antennas for improved coverage of East Europe, Central USSR, the Middle East, South Asia and North Africa. The Kavala station will include a 150-kw AM transmitter for improved coverage of the Balkans and the southern Ukraine.

Station to take Giants by satellite from Tokyo

Cox Broadcasting owned ktyu-tv Oakland-San Francisco, a nonnetwork, affiliated station, has contracted to carry live and in color from Tokyo, via the Iani Bird satellite over the Pacific Ocean, an exhibition baseball game between the touring San Francisco Giants and the Tokyo Giants. The game will be played on the afternoon of March 21 in Tokyo stadium and is scheduled to be presented live in San Francisco starting at 8:45 p.m. on March 20.

Ktyu claims the telecast will be unprecedented on three counts: first baseball game ever to be carried live in the U.S. while being played overseas; first time an independent station has contracted to use a communications satellite to service only its own market; first time a live telecast has been received directly on the West Coast of the U.S. via communications satellite.

Russ Hodges and Lon Simmons, the regular announcers for telecasts of San Francisco Giants games, will be in Tokyo calling the play-by-play action. As an extra service to San Francisco's large Japanese population (and possibly to avoid confusion over mispronunciation of Japanese names) names of all the players in the games will be superimposed on the home TV screens in both English and Japanese.
First $1-billion year for CBS in 1969

Network reports record in revenues, earnings; Income is ahead 24%

CBS reported last week that 1969 was a year of substantial gains in revenues and earnings. Earnings per share (after adjustment for a stock dividend), increased 51 cents, or 24% above the 1968 earnings performance.

CBS's 24% income increase and 17% rise in revenues were announced by Chairman William S. Paley and President Frank Stanton, who observed also that "all CBS major businesses had greater revenues last year than ever before."

This record revenue was reflected in the fourth-quarter results with net sales up nearly $40 million and net income up about $1.5 million.

In the record year, revenues topped $1 billion for the first time in CBS history and all of the four quarters showed increases in income and sales.

The report was issued following a board of directors meeting Wednesday (Feb. 11). At the meeting, the board declared a cash dividend of 35 cents per share on common stock, payable March 13, to holders of record on Feb. 25.

Also declared by the board was a cash dividend of 25 cents per share on...
CATV firm proposing sale of 150,000 shares

Northeast Cablevision Corp., Merrimack, N. H., has filed for a public offering with the Securities and Exchange Commission of 150,000 shares of common stock for sale at $3 per share maximum.

Organized in February 1969, Northeast intends to construct and operate CATV systems in New Hampshire and Maine. It owns a system in Hudson, and holds franchises for Milford, Amherst and Merrimack, all New Hampshire. In addition, it owns 72% of Coastal Cable and Antenna Inc., which holds franchises for the Maine communities of Bath, Sanford and Saco, and 28% of Penocboc Inc., which holds a franchise for Bangor, Me.

Of the net proceeds from the stock sale, $100,000 will pay off two notes; an additional $150,000 will go toward the estimated $800,000 construction cost of the Bangor system, and up to $180,000 will be used as advances toward construction expenses for the other Maine cable systems.

Northeast Cablevision has 500,000 common shares outstanding, of which Harold W. Solomon, president, owns 45.1%.

Company reports:

Metro-Goldwyn-Mayer Inc., New York, producer and distributor of motion pictures and TV programs, reported decline in gross revenues but gain in net income for first quarter of its fiscal year.

Earnings from TV-program production and distribution were up from the

---

**Table: Broadcasting, Over-the-Counter (bid price shown)**

<table>
<thead>
<tr>
<th>Program</th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Feb. 12</th>
<th>Closing Feb. 5</th>
<th>Closing Jan. 29</th>
<th>1969-70 High</th>
<th>1969-70 Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
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<tr>
<td>Programming</td>
<td>CPS</td>
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<td>23¼</td>
<td>25¼</td>
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<td>22¼</td>
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<td>151</td>
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<td>143</td>
<td>154½</td>
<td>69½</td>
<td>4,469</td>
<td>659,267</td>
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<tr>
<td>Disney</td>
<td>FWY</td>
<td>A</td>
<td>13¼</td>
<td>13</td>
<td>14½</td>
<td>38½</td>
<td>13</td>
<td>4,922</td>
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<td>G</td>
<td>O</td>
<td>2¾</td>
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<td>3</td>
<td>10</td>
<td>3</td>
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<td>Gulf and Western</td>
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<td>15½</td>
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<td>10½</td>
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**Total: 120,473 $ 3,168,747**

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**Service**

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<th>Closing Feb. 5</th>
<th>Closing Jan. 29</th>
<th>1969-70 High</th>
<th>1969-70 Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
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<tr>
<td>John Blair</td>
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<td>14,535</td>
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<td>Doyle Dane Barnbach</td>
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<td>1½</td>
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<td>9½</td>
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<td>Weil's, Rich, Greene</td>
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<td>13½</td>
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**Total: 32,900 $ 879,127**

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**Manufacturing**

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<th>Manufacturing</th>
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<th>Closing Feb. 5</th>
<th>Closing Jan. 29</th>
<th>1969-70 High</th>
<th>1969-70 Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
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<tbody>
<tr>
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<td>12½</td>
<td>12½</td>
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<td>11½</td>
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<td>Amphenol</td>
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<td>4½</td>
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<td>63</td>
<td>80½</td>
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<td>34½</td>
<td>58½</td>
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<td>687,214</td>
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<td>IM</td>
<td>MAG</td>
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<td>100½</td>
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<td>138½</td>
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<td>7½</td>
<td>7½</td>
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<td>53½</td>
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<td>35½</td>
<td>58</td>
<td>30½</td>
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<td>618,150</td>
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**Total: 317,771 $ 1,883,805**

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**Standard & Poor's Industrial Average**

| Standard & Poor's Industrial Average | 86.73 | 85.90 | 89.69 |

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N. New York Exchange
A- American Stock Exchange
O- Over-the-Counter (bid price shown)
same 1968 period. Of MGM's gross revenues, $7,230,000 was derived from TV distribution and $4,899,000 from TV programs. TV programming also accounted for $277,000 of the company's net income.

For three months ended Nov. 20:

<table>
<thead>
<tr>
<th>Notes:</th>
<th>Shares outstanding</th>
<th>Net income</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$277,000</td>
<td>$370,985</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>$277,000</td>
<td>$1,015,084</td>
<td></td>
</tr>
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</table>

Pacific & Southern Broadcasting Co., New York-based group station owner, reported 17% increase in gross revenues and 26% increase in net income for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Notes:</th>
<th>Shares outstanding</th>
<th>Net income</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>12,286,053</td>
<td>1,840,130</td>
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<td>1968</td>
<td>10,460,599</td>
<td>805,810</td>
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Tele-Tape Productions, New York, last week reported a company-wide loss for the first fiscal half, although New York television and video-tape operations showed a profit. Tele-Tape and subsidiaries also produce industrial films, arts and graphics, and provide a duplicating service.

For the six months ended Dec. 31:

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<th>Notes:</th>
<th>Shares outstanding</th>
<th>Net income</th>
<th>Revenues</th>
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<td></td>
</tr>
<tr>
<td>1968</td>
<td>1,840,130</td>
<td>805,810</td>
<td></td>
</tr>
</tbody>
</table>

Avco Corp., Greenwich, Conn., diversified company and group broadcaster, reported declines in revenues and net income for the year ended Nov. 30:

<table>
<thead>
<tr>
<th>Notes:</th>
<th>Shares outstanding</th>
<th>Net income</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>3,687,236</td>
<td>885,933</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>3,667,500</td>
<td>877,933</td>
<td></td>
</tr>
</tbody>
</table>

Grass Valley Group Inc., Grass Valley, Calif., manufacturer of television equipment, reported a 73% increase in sales and a 55% increase in net income for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Notes:</th>
<th>Shares outstanding</th>
<th>Net income</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>11,412,482</td>
<td>10,887,106</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>9,887,106</td>
<td>9,887,106</td>
<td></td>
</tr>
</tbody>
</table>

Metromedia reports slide in net income

Metromedia Inc. reported last week that during the year ended Jan. 3, 1970, gross revenues declined slightly from the preceding year while net income decreased sharply.

The company noted that provisions for unusual losses related to a write-down of films, and reportedly involved Metromedia Producers Corp. films primarily. Charges on abandonment of properties were said to apply mainly to the company's direct mail activities.

Financial notes:
- Cablecom - General Inc., Colorado Springs, CATV subsidiary of group broadcaster RKO General Inc., has registered with Securities and Exchange Commission offering of $12.5 million of convertible debentures for public sale. Part of the net proceeds will be used to retire $4,625,000 in loans incurred to finance CATV construction and $6.5 million will be applied to the cost of improvements of existing systems and to continuing construction of new systems.
- Gannett Co., Rochester, N.Y., has declared a regular quarterly dividend of 12 cents per share, payable April 1 to stockholders of record March 13.
- Hallmark Communications Inc., Abilene, Tex., producer and marketer of film strips and other educational materials, and U.S. Capital Corp., Dallas, real estate developer, have announced agreement in principle for Hallmark's acquisition of U.S. Capital for 950,000 Hallmark common shares.
- Transmedia International Corp., New York, reports it has agreed to acquire a controlling interest in Museum Gal-

lery Originals, New York. Proposed transaction involves exchange of stocks and requires approval of Transmedia's board of directors.

More information sought on take-overs of firms

Senator Harrison Williams (D-N.J.) last week introduced a bill to strengthen the disclosure requirements that govern corporate take-overs.

The bill would require disclosure of information such as the identity, purposes, and financial state of anyone seeking to acquire 5% or more of a corporation registered with the Securities and Exchange Commission. Under existing law, the disclosure requirements are applicable when the offer amounts to 10% or more of a firm.

Senator Williams' bill would also give the SEC greater authority to crack down on fraudulent practices surrounding corporate take-overs.
Move follows acquisition of Hillery Advertising by Hesselbart & Mitten.

Jerry L. Anderson, with Maurer, Holmes & Zon and Associates, Washington, PR and advertising firm, named VP.

James D. Lavery, former senior account executive, Compton Advertising, New York, joins Kingen Feleppa O’Dell, agency there, as VP, account management.

Aubrey Shamburger, senior art director, Herbert S. Benjamin Associates, Baton Rouge, named assistant VP.

Donald Higgins, consultant to Fred A. Niles Communications Centers, among other firms, joins Niles organization in New York as creative director.

James W. Sasser, former news director, WNEW-TV New York, joins Underwood, Jordan Associates, PR and advertising firm there, as director of media relations.

Emelie Tolley, VP and account supervisor, Benton & Bowles, New York, appointed to newly created position of fashion director.

Thomas A. Howard, national sales manager, Television/Radio Age magazine, New York, joins RTV International, radio and TV management consultancy firm there, as director, broadcast services. He will be responsible for eastern U.S. sales representation by RTV of Broadcast Computer Services, Colorado Springs, developers of computerized traffic-accounting management control system.

Virginia Dietrich and Mary Louise Noon, with Stockwell-Marcuse, Southfield, Mich., advertising and PR agency, appointed assistant broadcast director and broadcast-production supervisor respectively.

Jerry Lyman, with Major Market Radio Inc., Chicago, joins RKO Radio Representatives, Los Angeles, as sales office manager.

Jack P. McCarthy, national sales manager, WHIO-AM-FM-TV Dayton, Ohio, appointed general sales manager.

Tony Ocepek, formerly marketing and promotion director with KTW(AM) Philadelphia and WYCY(AM) Cleveland, joins WDEL(AM) Willoughby, Ohio, as general sales manager. Kenny Bass, with WDEL, appointed local and suburban sales manager.

J. W. Murrell, with KEGL(AM) San Jose, Calif., appointed sales manager.


Mike Schaffer and Warren Shuman, with WAJA-TV Miami, appointed business-development manager and general manager of newly created Latin department. Department is to be on equal plane with English-language sales and general administrative departments.

William V. Weston, with Gardner Advertising, St. Louis, appointed creative supervisor.

Josefina C. Reyes, data analyst, R. L. Polk & Co., Detroit, joins Campbell-Ewald Co. there as research analyst-special projects.

Bob Gaffney, cinematographer returning from association with Stanley Kubrick in England, joins PGL Productions, New York, where he will be available as director/cinematographer for commercials.

Mike McCoy, VP for Pelican Films, Hollywood, joins staff of Filmfair, Studio City, Calif., as producer of commercial and industrial films.

Allen Gray, director of production, Centrex Productions, New York, joins Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, as member of agency’s broadcasting department.

Media

Bert Ferguson, executive VP and general manager, Sonderling Broadcasting Corp.’s WDIA(AM) and WTCV(FM) Memphis, named president.

M. Dale Larsen, general manager, KTVP(TV) Hutchinson - Wichita, Kan., named executive VP. Robert D. Snyder, assistant general manager, named VP.

Benson H. Begun, associate general counsel of Screen Gems, division of Columbia Pictures Industries, New York, elected VP, with legal responsibilities with SG, its broadcasting stations and EUE/Green Gems.

Lloyd Kaiser, general manager, noncommercial WITF-TV Hershey, Pa. elected president and general manager of noncommercial stations WQED(TV) and WQEX(TV) Pittsburgh.

Jack H. Wiedemann, general manager, WXEK-TV Petersburg-Richmond, Va., named VP.

Alan J. Bell, VP and assistant to general manager, Metromedia’s WNEW-TV, New York, resigns. He reportedly had been picked by Metromedia as general manager of WFLD-TV Chicago before deal with Field Enterprises fell through (Broadcasting, Feb. 9).

Ray Koeppen, operations manager, WDEL(AM) Willoughby, Ohio, named VP.

Larry Dean, with WEEB(AM) Baltimore, appointed general manager.

Charles R. Bell, formerly with ABC-TV, New York, joins noncommercial WLW(TV) Garden City, N.Y., as general manager.

Edward J. Boyle, program manager, KFBK(AM) Sacramento, Calif., joins KBBE(AM) Modesto, Calif., as manager. Both are McClatchy Broadcasting stations.

Benjamin P. Colosky, Peter B. Jones and Stephen Russell, with RCA Corp., New York, appointed director of program assessment, director of venture studies and director of strategic planning, newly created positions within RCA’s corporate planning organization.

Lenore G. Ehrl, assistant chief, litigation division, office of the general counsel FCC, named hearing examiner at commission in Washington.


John F. Berens ton, formerly VP and general manager of Southwestern Cable Co. and Ranch Bernardo Anten-
Robert Irving, director of personnel and industrial relations, WGN Continental Broadcasting Co., Chicago, group owner, appointed manager of personnel and industrial relations for WGN Continental Broadcasting Co. and all subsidiaries.

Dr. Patricia Swenson, general manager of noncommercial KBPS(AM) Portland, Ore., and Richard E. Fears, advisor to noncommercial WSHR(FM) Lake Ronkonkoma, N.Y., named to radio advisory council of Corp. for Public Broadcasting, Washington.

Dudley S. Taft, secretary, Taft Broadcasting Co., Cincinnati, group owner, named to board of directors meeting Feb. 23. Walter D. Engels, station's news manager, will serve as Mr. Brown's special assistant.


Peter Kulian, freelance director of film photography, appointed supervising director of photography for Producers West, Los Angeles-based film-production firm.

H. V. Skaggs, program director, WJAM-TV Pittsburgh, appointed to newly created position of VP, corporate development. His primary responsibility will be development of company's role in amusement-park and recreational-land field.

Programing

Norman S. Powell, senior VP of Four Star International Inc., Culver City, Calif., and son of late Dick Powell, resigns. Future plans will be announced shortly.

David Light, director of budgets, Reeves Telecom Corp., New York, company engaged in radio and TV broadcasting, CATV and video-tape production and sound services, appointed controller of corporation.


E. H. Gillis Jr., executive secretary, Ohio Educational Television Network Commission, Columbus, joins RME Productions, TV program, production and facilities firm there, as administrative assistant to president.


Peter Kulian, freelance director of film photography, appointed supervising director of photography for Producers West, Los Angeles-based film-production firm.

H. V. Skaggs, program director, WJAM-TV Pittsburgh, appointed to newly created position of executive producer. He assumes responsibility for station's production facilities and personnel as well as public-affairs department. David Chase, with WXYZ-TV Detroit, joins WIC-TV as program director supervising news, network and talent matters. Sheldon Weil, with WIC-TV, appointed systems coordinator working in all areas of production.

Jules Moreland, John McGhie and Robert O'Donnell Jr., with KMON-TV Portland, Ore., appointed program director, production manager and producer-director respectively.

Mitch Farrell, with KPRG(AM) Riverside, Calif., joins KLEO(AM) Wichita, Kan., as program director.

Bill Hudson, program and operations manager, WVGQ(AM) Coral Gables, Fla., joins WJAC-TV Miami as creative director.

Richard Gehring, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins Uni-Tel, Primas, Pa., videotape, sound recording and film production studios, as director of sales.

Christopher J. Canali, with WTOR(FM) Trenton, N.J., joins WZIZ(FM) Bridgeport, Conn., as assistant program director. Both are Nassau Broadcasting Co. stations.

Bert Delgado, production manager, ABC Evening News with Frank Reynolds, ABC-TV, New York, joins WJAC-TV Miami as production manager.

Dave Marr, touring golf pro, also appointed to do color commentary on golf specials for ABC, New York.

Al Borgen, director at WTCN-TV Minneapolis-St. Paul, joins WCCO-TV there as producer-director.

Alan R. Bishop, former station manager at WVAR(AM) Virginia Beach, Va., and program director, at WJHL(AM) Niagara Falls, N.Y., joins programming department of WSB-AM-FM Atlanta.

News

Mr. Brown

Lewis W. Brown, NBC News correspondent whose recent overseas assignment was correspondent and bureau manager in Berlin, appointed to head news operations at WPX(TV) New York, and is expected to be elected VP-news at board of directors meeting Feb. 23. Walter D. Engels, station's news manager, will serve as Mr. Brown's special assistant.

Matt J. Quinn, news director, WKBW-TV Cleveland, joins WKBD-TV Detroit in same capacity. Both are Kaiser Broadcasting Co. stations.

Murray Westgate, newscaster, KTVN-(TV) Reno, appointed news director at KCBN(AM) there. He will also continue to co-host news show on KTVN.

Mike Burris, formerly newscaster, with Pittsburgh (Kan.) Sun, joins KLEO(AM) Wichita, Kan., as news director.

Robert L. Potter, assistant news director, WRAL-AM-TV Peoria, Ill., joins WKYC-AM-FM Cleveland as radio news manager.


Jerry Crandall, newsman, WJBK-TV Detroit, appointed city editor.

Mark T. Provost, with WRVA-AM-FM Richmond, Va., joins KDKI-FM San Francisco as staff news editor.


Al Campagnone, news director, WAMS-(AM) Wilmington, Del., joins noncommercial WHTY-TV there as newsman.

Glenn Richards, with news department, WOWO(AM) Fort Wayne, Ind., joins KDRA-AM-FM Pittsburgh as newsman. Both are Westinghouse Broadcasting Co. stations.
Art W. Geiselman Jr., former reporter.

Baltimore Evening Sun, joins WBAL-TV there as investigative reporter. Pam Fields, with WBAL-TV promotion department, appointed general-assignment reporter.

Logan McKechnie, reporter and specialty editor, Phoenix (Ariz.) Republic, joins KTAR-TV Phoenix-Mesa, Ariz., as reporter.

Dan Yates, with KCFL(AM) Cedar Falls, Iowa, appointed reporter.

Tony Roberts, sports director, WAKE-AM Valparaiso, Ind., joins WWOC(AM) Washington in same capacity.

Milt Shoup Jr., sports director and account executive, WCLT-AM-FM Newark, joins WTNY-TV Columbus, Ohio, as chief sportscaster.

Promotion

Paul Cooper, formerly PR director for Herb Alpert and Tijuana Brass and A&M Records, Hollywood, named president of Cobrite Corp., Beverly Hills, Calif. Dolly Bright, widow of founder of H&B American Corp., named secretary-treasurer of Cobrite, which will handle public relations throughout entertainment industry.


Don Plumridge, with corporate staff of Post-Newsweek Stations, Washington, group owner, joins WDCA-TV there as director of creative services. His responsibilities include advertising, promotion, publicity, design and graphic arts and sales development.

Eric N. Stenberg, with Westinghouse Broadcasting Co., New York, joins Westinghouse Broadcasting's WJZ-TV Baltimore as assistant promotion manager.

Robert Taylor, PR director for Pittsburgh Playhouse, joins WQIC-TV Pittsburgh as community-affairs coordinator.

Equipment & Engineering

John B. Campbell, VP for finance and management service, Pag: Communications Engineers, Washington, named senior VP.

Walter H. Mills, director of marketing Magnasync/Moviola, North Hollywood, manufacturers of studio equipment, named VP, marketing.

Albert H. Chismark, director of engineering for broadcasting division of Meredith Corp., Omaha, group owner, appointed to serve on technical committee of Association of Maximum Service Telecasters, Washington. He replaces Thomas E. Howard, VP of engineering, Jefferson Standard Broadcasting Co., Charlotte, N.C., group owner. who retires from company. Mr. Howard has served on AMST technical committee since its inception.

Harrison A. Slaton, industrial-relations representative, Ford Motor Co., Metuchen, N.J., joins CBS EVR cartridge processing laboratory, Rockleigh, N.J., as personnel director.

Leonard F. Coleman, Midwest region district sales manager, motion-picture and education-markets division, Eastman Kodak Co., Rochester, N.Y., appointed regional sales manager for Eastman Kodak's Southwest region. His headquarters will be in Dallas.


Deaths

H. Wendel Burch, 61, director of international services, UPI, New York, since 1959, died Feb. 9 in New York hospital. Mr. Burch, who joined UPI in 1931, participated in development of UPI news and radio-photo multiple address transmissions throughout world. He is survived by his wife, Laverne, one son, and one daughter.

Roscoe Karns, 77, television, radio and film actor, died Feb. 6 in St. Vincent's hospital, Los Angeles. He is perhaps best remembered for portrayal of Navy doctor in CBS TV series Hennessey. He also played title role in Rocky King, Detective on DuMont network in early 1950's. He is survived by his wife, Mary, one daughter and one son.

James T. Chirurg, 63, former advertising agency executive, died Feb. 9 at Hunt Memorial hospital, Danvers, Mass. He founded James Thomas Chirurg Co. in 1933. Agency merged with Anderson & Cairns in 1960 and became Chirurg & Cairns. New York. He was vice chairman of company until 1967 and then served as chairman of board one year before retiring. He is survived by his wife, Ruth, one son and one daughter.

Ask Merlin of the Movies

Grand Seer of TV Programming...

brought to you as a service of Metro-Goldwyn-Mayer Television.

A station film buyer in Michigan asks:

"Can I expect to attract the youth to my station with pre-48 films, or will the over-50 viewers be most interested?"

Answer

"A very recent personal interview survey by the Student Marketing Institute found that the youth of today very much prefer the early Hollywood movies, in fact, 69% said they liked to see them on TV more than newer features, or those made-for-TV features. Among a list of 66 pre-48 titles, 71% would like to see the Thin Man series with William Powell and Myrna Loy. Asta comes home, I'd say."

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

Applications

- Dayton Beach, Fla.-Central Florida Enterprises Inc. Seeks VHF ch. 2; ERP 100 kw. Ant. height above average terrain 200 ft.; alt. height above ground 1993 ft. P.O. address: c/o E. William Crotty, 444 North Beach Street, Dayton Beach 32205. Applicant proposes to negotiate with existing licensees and make reasonable offer to latter for use of all physical facilities associated with permit. Dayton Beach, Geographic coordinates: 29° 56' 28" N.W.; 81° 33' 45" W. Type trans. RCA TT-25CL, Type ant. RCA TF-6AL. Legal counsel: Atkin, Hennessey and White. Washington, consulting engineer John Cohn, principals: E. William Crotty, president (15.5%), James R. Stephen, treasurer (15.5%), Jennie M. Goddard, executive vice president, G. P. Schanck Jr., vice president, Thomas W. Stade, secretary. W. J. Taylor Jr., vice president (each 3.5%), et al. Mr. Crotty is attorney and owns 25% of motel firm. Mr. Stephen owns 50% of car rental agency, 50% of used car sales firm. 50% of real estate firm and 10% of amusement park. Mr. Schanck is physician and owns 6.5% of low rent housing. Mr. Stade operates motel, owns 25% of motel firm and 25% of oil company. Mr. Taylor Jr. owns pharmacy, 50% of real estate investment firm and 15% of another. Ann. Jan. 6, 206. X. 4.

- Jacksonville, Miss.-Lamar Life Broadcasting. Seeks VHF ch. 3; ERP 95.7 kw. Ant. height above average terrain 2061 ft.; alt. height above ground 1993 ft. P.O. address: c/o G. P. Schanck Jr., 6422 Main Street, Jacksonville 32205. Estimated construction cost $252,000: first year operating cost $1,540,000. Antenna height above average terrain 2061 ft.; alt. height above ground 1993 ft. Geographic coordinates: 29° 48' 12" N.W.; 81° 34' 55" W. Type trans. RCA TT-25B1, Type ant. RCA TF-6AL. Legal counsel Arnold & Porter. Washington, consulting engineer A. Earl Cullum Jr., Dallas, Principals: Lamar Life Insurance, 100%; Harland L. Knight, president (0.79%).


- Jackson, Miss.-Jackson Television Inc. Seeks VHF ch. 3; ERP 100 kw. Ant. height above average terrain 2000 ft.; alt. height above ground 1982 ft. P.O. address: c/o Alvin P. Flannes, 903 Deposit Guaranty Building, Jackson 39201. Estimated construction cost $1,885,070: first year operating cost $200,000: revenue $1,740,000. Geographic coordinates: 32° 13' 49" north lat. 90° 27' 10" west long. Type trans. AMPX TA-2225, Type ant. RCA TP-6AL. Legal counsel Malby & Bernston, consulting engineer John H. McManes & Associates, both Washington. Principals: Alvin P. Flannes, president-chairman of board (14%), Theodore M. Wrobel, executive vice president (10%), Earl W. Banks, Mrs. Joan D. Wrobel, Robert W. Janowski, all vice president. Dr. Robert Smith, secre- tary. Robert P. Gutzon, treasurer. Burwell Beeman, secretary. Smith and Associates (each 6%), et al. Mr. Flannes owns 51% of wholesale firm. Mr. Wrobel is assistant to president of LIN Broadcasting Corp., New York. Mr. Banks owns 20%. Mr. Janowski owns one funeral home and 12.1% of another and 50% of two burial insurance firms. Mr. Smith owns 10% of steel fabrication company. Mr. Gutzon is dentist and owns 17% of liquor retail store. 25% of real estate firm and owns 25% of real estate investment firm and 25% of another. Principals seek facilities of WLBTV (TV) Jackson. Ann. Feb. 9. X. 9.

- Winston-Salem, N. C. - University of North Carolina. Seeks UHF ch. 26; ERP 300 kw. Ant. height above average terrain not indicated: ant. height above ground 1985 ft. P.O. address: c/o Dr. George D. Smith, 223 West Market Street, Chapel Hill, N. C. 27514. Estimated construction cost $35,000: first year operating cost $35,000. Antenna height above average terrain 1700 ft.; alt. height above ground 1985 ft. Geographic coordinates: 35° 40' 50" N.W.; 81° 34' 55" W. Type trans. RCA 727, Type ant. RCA TF-6AL. Legal counsel Arnold & Porter. Washington, consulting engineer A. Earl Cullum Jr., Dallas, Principals: Lamar Life Insurance, 100%; Harland L. Knight, president (0.79%).


- Rulemaking petition

- TV Networks Inc., State College, Pa. Requests amendment of rules by assigning Ch. 5 through 17, inclusive, for permit to operate with power of 0.5 kw. Ann. Feb. 6. X. 9.

- Existing TV stations

- FCC, following oral argument Nov. 20, 1969, on applications of 12 UHF-TV per- mit applications for extensions of time to construct, granted applications of five permittees, denied four and dismissed three. Applications grant- ed: six-month extension to Memphis Telecasters Inc., WMTU-TV Memphis (Doc. 196816); King Garden Inc., KCKW (Doc. 196811); KCEB Broadcasting Co., KCEB (TV) Tulsa, Okla. (Doc. 196895); Philip Y. Hahn Jr., WPFW-TV Rochester, N. Y. (Doc. 196807); Ronnec Baton Rouge Corp., WRBT (TV) Baton Rouge (Doc. 196790); Commission said grant for WMTU-TV was extended for extended period following application for transfer of control, providing that application is filed in St. Louis, an addi- tional time for Hahn was granted following action on application for permit of mod. of permit to specify new ant. site, and additional time is filed within 90 days: additional time for WPFW was granted after additional time for WPFW was granted following action on application for mod. of its const- ruction permit. Applications denied, with CP's canceled were: Witter-County Inc., WMTU-TV Richmond, Va. (Doc. 196870); CCC Inc., KDW-TV Cheyenne, Wyo. (Doc. 196869);

* Broadcast Bureau granted modified CP's. The applications for two-year periods thereafter.

* Broadcast Bureau granted modified CP's. (a direct action against applicant's request.

* Broadcast Bureau granted modified CP's. To extend application dates for the following:

- KFVJ(TV) Baton Rouge, La.: * KFVJ(TV) Baton Rouge, La.: Feb. 10

* Broadcast Bureau granted modified CP's. To extend application dates for the following:

- KFOY(TV) Santa Maria, Calif. — FCC denied petition by Central Coast Broadcasters Inc. requesting commission seek renewal of license covering changes on May 16, 1969, of its request to deny licensee's application to move, closer to Santa Barbara. Action Feb. 2.

- WTVJ(TV) Miami — Broadcast Bureau granted CP to change ERP to 13.5 kw. v., change type antenna. Action Feb. 4.

- WFIX-TV Newport, Ky. — Broadcast Bureau granted CP to reduce ERP to 141 kw. v. Action Feb. 4.


- WFIL-TV Philadelphia — FCC dismissed letter from Mr. Shapp, mast of Philadelphia asking reconsideration of commission denial Nov. 25, 1969, of its request to license a new station for the station's proposed operation. Action Feb. 2.

- KSPS-TV Spokane, Wash.—Broadcast Bureau granted license covering permit for changes. Action Feb. 4.

- Office of Opinions and Review in Los Angeles, Calif., filed with the Bureau of Broadcast Bureau by Broadcast Bureau and extended through Feb. 13 time to file reply to opposition by Fidelity Television Inc. to Broadcast Bureau's petition to reopen record (Doks. 16679-80). Action Feb. 2.

- Chief, Office of Opinions and Review in Los Angeles (NBC Inc. (KKNB-TV) and Voice of Los Angeles Inc.), TV proceeding, granted request by Broadcast Bureau and extended through Feb. 13 time to file application for review of reconsideration petition and order released Jan. 9 enlarging hearing issues of proceeding (Docs. 18603-3). Action Feb. 2.

- Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Hearder Hills Stations), renewal of licenses of KRSD-TV and KD5TV, request to be allowed to file application for review of reconsideration of the order and rulings of the Commission and released Jan. 9 enlarging hearing issues of proceeding (Docs. 18618-9). Action Jan. 29.

- Chief Hearing Examiner Arthur A. Gladstone, III, Acting Chairman, Voice of Los Angeles Inc.) TV proceeding, granted Motion to SEC for leave to amend petition to add additional matters, petition to give notice of pendency of civil antitrust action recently filed by NBC Inc., against NBC and others, condition that facts relating thence to be included in ambit of issues as provided in review board order Jan. 9; upon further condition that Voice of Los Angeles shall have right to submit facts relating to suit for consideration under designated standard comparative issue; separate action, scheduled prehearing conference for March 4, provided that prehearing conference remain subject to and upon contingent upon filing of, and action, any appropriate pleadings hereafter filed looking to disposition of case by mutual agreement of parties and approval of commission (Docs. 18602-3). Actions Feb. 2.

- Hearing Examiner David I. Krausbaer in Indianapolis, Ind. (KILB-TV) and Eastern Idaho Television Corp. TV proceeding, extended to Feb. 13 time to file reply to notice of formal findings of fact and conclusions of law and ordered that reply briefs be filed by Feb. 26 (Docs. 18401-2). Action Jan. 26.

- Hearing Examiner David I. Krausbaer in Indianapolis, Ind. (KILB-TV) and Eastern Idaho Television Corp. TV proceeding, order released Jan. 26.

- Assistant Chief Hearing Examiner Jay A. Kyle in Los Angeles (NBIC (KBBF-TV) and Voice of Los Angeles Inc.) TV proceeding, granted joint request and re-scheduled Feb. 2 prehearing conference to date to be set by appropriate order of chief hearing examiner (Docs. 18602-3). Action Jan. 28.


Other action

- FCC have interested parties to March 6 to comments on material submitted by Mtvex in connection with possible interference effect of subcarrier transmission on television service and aur. signals, when VHF TV's are operated by remote control using subcarrier transmission by the Mtvex in the Metromedia tests on its KITV(TV) Los Angeles following commission's proposal to amend rules authorizing remote control operation of VHF TV's (Docs. 18425). Action Feb. 9.

Rulemaking petition

- *IXOET(TV) Oden, Utah. and the UTAH TV Salt Lake City.— Request amendment of TV table of assignments to delete ch. 3 as educational channel and add it as commercial channel in Ogden and to modify license of *IXOET(TV) to conform to changes. Action Feb. 6.

Network affiliations

CBS

- Formula: In arriving at clearance payments, CBS multiplies network's station rate by a compensation percentage (which varies according to time of day), and then by the fraction of hour substantially occupied by program for which compensation is paid, and then by fraction of aggregate length of all commercial availabilities during program occupied by commercial elements. CBS deducts 20% of station's network rate weekly to cover expenses including, payments to ASCAP and BMI and interconnection charges.


BROADCASTING, Feb. 16, 1981
Summary of broadcasting
Compiled by FCC, Jan. 1, 1970

<table>
<thead>
<tr>
<th>On Air</th>
<th>Not Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed STA*</td>
<td>CP's</td>
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<tr>
<td>Commercial AM</td>
<td>4,256</td>
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<tr>
<td>Commercial FM</td>
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</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>495</td>
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<tr>
<td>Commercial TV-UHF</td>
<td>178</td>
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<tr>
<td>Total Commercial TV</td>
<td>623</td>
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<tr>
<td>Educational FM</td>
<td>777</td>
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<tr>
<td>Educational TV-VHF</td>
<td>94</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>167</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization

Additional persons.
Includes two educational AM's on unreserved channels.
 Includes two licensed UHF's that are not on the air.

Station. Network rate. $771: compensation paid at 32% prime time.

NBC
- Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour of broadcast time of NBC's schedule is paid for at an equivalent rate, by NBC network. The fraction of total time available for network use is multiplied by the rate paid at that time.
- Special: NBC pays every NBC station $1.50 per month for each channel it carries, regardless of whether it carries NBC programming.

Other actions
- Call letter applications
- Call letter actions
  - Alvin L. Kornold, Albuquerque, N. M. Granted KAXM. Action Feb. 9.

Existing AM stations

Initial decision
- KRRR(AM) Ruidoso, N. M.—Hearing Examiner Chester F. Naumovicz Jr., in initial decision, granted license for 30 kw at 1300 ke to 1600 ke; changes of operation from unlimited to daily operation of 24 hours a day, time only of 5 kw; install new trans. Action Feb. 5.

Final actions
- KJST Joshua Tree, Calif.—Broadcast Bureau granted license covering current new license. Action Feb. 6.
- WYHD Columbus, Ga.—FCF denied request by WGBA Inc. for waiver of nighttime white area population requirements and approval for use of daytime only operation to unlimited time operation returned as unacceptable for filing. Action Feb. 4.
- WAIC Galesburg, Ill.—FCF dismissed application for increase in power for unlimited-time operation by Webster Broadcasting Co. WAIC's request for waiver of nighttime white area population requirements and approval for use of daytime only operation to unlimited time operation returned as unacceptable for filing. Action Feb. 4.
- WJOL Joliet, Ill.—KTOP Topeka, Kan.—Broadcast Bureau granted mod. of license covering change in name of licensee in Harris Enterprises Inc. Action Jan. 29.
- WORC Worchester, Mass.—Broadcast Bureau granted mod. of license covering change in name of licensee to Knowles Broadcasting Inc. Action Jan. 29.
- WKRPS Portland, Ore.—FCF granted Benson Bioneutrick School School's minimum separation requirements and authorized to change operation on 1460 kc to 250 w-N 1 kw local sunset. Action Feb. 4.
- WKBY Mayaguez, P. R.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Feb. 4.

Actions on motions
- Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WECF] and Personal Broadcasting Co.) denied motion for reconsideration of order released and reopened and reconverted for Feb. 18 (Doc. 18487-8). Action Feb. 3.
- Hearing Examiner Chester F. Naumovicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kayshier and Sierra Blanca Broadcasting Co., [KRRR]) AM proceeding, denied request for reconsideration of order released and reopened and reconverted for Feb. 16, together with pending motion filed in response (Docs. 17924-51). Action Jan. 28.
- Hearing Examiner Chester F. Naumovicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kayshier and Sierra Blanca Broadcasting Co. [KRRR]) AM proceeding, dismissed petition for reconsideration of order released and reopened and reconverted for Feb. 16, together with pending motion filed in response (Docs. 17924-51). Action Jan. 28.

Call letter application
- WWOM, Wagovoond Broadcasting Co., New Orleans, Requests WVGO.

Presubmission service authority
- Broadcast Bureau granted pursuant to rules until further notice following AM's request of the Bureau to continue services until 4 p.m. at 1500 kc. Action Feb. 9.
### COMMERCIAL RADIO ENGINEERS

- **GEO. EVERETT JANSKY**
  Consulting Engineers
  1821 K St., N.W.
  Washington, D.C. 20006
  Phone: 202-969-6400
  Member APOCB

- **COMMERCIAL RADIO EQUIPMENT CO.**
  Everett L. Gilford, Gen. Mgr.
  Edward F. Larrzy, Chief Engr.
  PRUDENTIAL BLDG.
  347-1319
  WASHINGTON, D.C. 20005
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- **KEAR & KENNEDY**
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  DALLAS, TEXAS 75239
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  Phone: 312-471-2401
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  Cleveland, Ohio 44118
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  Washington, D.C. 20004
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  Member APOCB

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  202-2315
  WASHINGTON, D.C. 20036
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  (703) 560-6800
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  BROADCAST ENGINEERING CONSULTANT
  Box 220
  Coldwater, Michigan 49036
  Phone: 517-278-6733

- **TERRELL W. KIRSKY**
  Consulting Engineer
  5210 Avenue F
  Austin, Texas 78751
  (512) 454-7014

- **COHEN & DIPPELL**
  CONSULTING ENGINEERS
  Formerly GEO. C. DAVIS
  527 Munsey Bldg.
  783-0111
  Washington, D.C. 20004
  Member APOCB

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  Washington, D.C. 20005
  Member APOCB

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  Consulting Engineer
  National Press Bldg.
  Washington, D.C. 20004
  Telephone District 7-1205
  Member APOCB

- **MERL SAXON**
  Consulting Radio Engineer
  622 Hoskins Street
  Lufkin, Texas 75901
  634-9558
  Member APOCB

- **ROSNER TELEVISION SYSTEMS**
  ENGINES—CONTRACTORS
  29 South Mall
  Paulsboro, N.J. 08063
  (516) 694-1900

- **CAMBRIDGE CRYSTALS**
  PRECISION FREQUENCY MEASURING SERVICE
  SPECIALISTS FOR AM-FM-TV
  445 Concord Ave.
  Cambridge, Mass. 02138
  Phone: (617) 876-2810

- **PETER DEAN FORD**
  Broadcast Engineering Consultant
  R. R. 2, Box 50
  West Terre Haute, Indiana 47885
  (812) 533-1661

- **LAVERN H. ANDRUS**
  Broadcast Consulting Engineer
  1926 Erie St., N.W.
  Washington, D.C. 20006
  Telephone (202) 334-8213
  Member APOCB

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  Hillandale, Md.
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  (602) 792-2108
  Member APOCB

- **LUKE O. HODGES**
  (214) 351-8282
  Member APOCB

- **ORRIN W. TOWNER**
  Consulting Engineer
  1108 Beech Road
  Anchorage, Kentucky 40228
  (502) 245-4673

## SERVICE DIRECTORY

**COMMERCIAL RADIO MONITORING CO.**

- **PRECISION FREQUENCY MEASUREMENTS**
  103 S. Market St.
  Lee's Summit, Mo.
  Phone Kansas City, Leuclade 4-3777

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- **PRECISION FREQUENCY MEASURING SERVICE**
  SPECIALISTS FOR AM-FM-TV
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  Phone: (617) 876-2810

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  Sheldon Singer
  Vice President
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  New York, N. Y. 10022
  (212) 431-0680

**Broadcasting Magazine**

- **1735 DeSales St., N.W.**
  Washington, D.C. 20036
  Phone: (202) 638-1622

**Paul Dean Ford**

- **Broadcast Engineering Consultant**
  R. R. 2, Box 50
  West Terre Haute, Indiana 47885
  (812) 533-1661

**Telecommunication Consultants International, Inc. (TCI)**

- **Offers Consulting Services in Telecommunications & Electronics Data Handling Systems**
  Gerald C. Groth, President
  1028 Conk Ave., N.W., Wash. 20036
  Phone: (202) 639-1113

Associated Communications Consultants

**BROADCASTING**, Feb. 16, 1970
New FM stations

Applications

- Savannah, Ga.—Wels Broadcasting Co. seeks to construct and operate above average terrain 943 ft. P.O. address: 226 E. Armstrong St., Savannah. Estimated construction cost $120,336.35; first-year operating cost $30,000. Wels, president—treasurer (50%), individually, and 20% as trustee, Wels III. Mr. Wels owns two movie theaters and video stores in Savannah. Action Feb. 13.

- Battle Creek, Mich.—WVOC (AM) president—principal interests in WOC (AM) and WNWN (AM); Albert D. Myers, president. Application for construction of new educational FM in letter to university. Action, which requested use of school buildings in connection with AM station, grant. Action Jan. 30.


- Corpus Christi, Tex.—Big Chief. Seeks 99.1 mc. 4 kw. Address: Board 17, Battle Creek 49016. Estimated construction cost $26,875; first-year operating cost $45,000; revenue $28,400; Principal: Don F. Price, president (75%); Evangelist. Action Feb. 13.

- Wels, president—principal interests in WOC (AM) and WNWN (AM); Albert D. Myers, president. Application for construction of new educational FM in letter to university. Action, which requested use of school buildings in connection with AM station, grant. Action Jan. 30.


- Almo, Smith, Kentland, Ind.—Requests rulemaking to extend time for party file exceptions, filed Feb. 4, by WMID Inc. Action Feb. 13.


- Almo, Smith, Kentland, Ind.—Requests rulemaking to extend time for party file exceptions, filed Feb. 4, by WMID Inc. Action Feb. 13.

Rulemaking applications

- Washington.—FCC denied request by Howard University for waiver of rules to allow community college to file application for construction of new educational FM in letter to university. Application, which was the first of its kind, hereby granted. Action Feb. 13.


- WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only; Ant. height 93 ft.; ERP 30 kw. Action Jan. 30.


RADIO

Help Wanted Management

Radio management, major market progressive rock station has immediate openings for manager with heavy sales, intelligence, enthusiasm and managerial experience. Salary competitive. Broadcast.

Wanted: General sales manager, medium sized market. Must be able to sell, build and direct sales force. We operate a "soul radio format. You are guaranteed fifteen thousand dollars per year, plus overtime. Please enclose photograph with resume. Box B-174, BROADCASTING.

Midwest 100,000 market radio station needs strong general manager. Must be salesman, administrator, FCC, good background, $25,000 and many other incentives. Write Box B-209, BROADCASTING.

Sales

Part time sales—name your region—sell syndicated programs and production commercials. For details, resumes, references. Box B-112, BROADCASTING.

Denver—We're looking for a gunner, capable of earning $25,000 a year. Send us a resume and photo, and tell us why you're our man. Box B-147, BROADCASTING.

Florida group sales. Seeking executive salesman with pro salesmen. Can you work with minimum supervision? First year should earn at $12,000. Second year $18 to $20,000. Please send details, references, first letter. Box B-119, BROADCASTING.

St. Louis, Missouri, top rated station adding 3rd salesman to its team. Presently accepting applications. Will give you a 1st year salary of over $15,000. Station offers exceptional compensation, plus company benefits. Can lead to sales manager within 4 months. Send billing figures, references, and personal goals to Box B-207, BROADCASTING.

Wanted: Young, experienced sales pro (self-starter) for top rated station in medium market. Prefer man with good track record. Salary and commissions (full-time position only, full-size newspaper). Send resume and photo in first letter. All replies confidential. Box B-211, BROADCASTING.

Sales/Sales Management—Denver market full time AM and FM stereo operation needs an experienced, aggressive, intelligent, energetic, self-motivated sales management organization. CP imminently for another major market. Proven sales will open the door for sales management and more. Want tough, fast mover. Contact: Robert Parham, KLAK Radio, 805 West Hampden, Denver, 80221. (303) 985-8711.

Salesman group, station needs young broadcaster to join promotion sales force in upscale New York City. Excellent chance for advancement and guaranteed plus commission. Contact Bill MacIver, WCVA, Geneva, N.Y.

Looking for a professional, responsible salesperson who's looking for a new opportunity. 500 full time, Port Huron, Michigan. Take over extensive air accounts and fill additional drive. Draw depends upon applicant and ability to generate sales on one of America's quality stations. Tough, but fun selling with excellent product to support your effort. Write J. W. Hill WPHM, 905 6th Street, Port Huron, Michigan 48461. Include resume.

Responsibility selling opportunity in two of our markets, possibly sales manager, does John Hurtibut, WVMC, 553, Mt. Carmel, Ill.

Announcers

Western Pennsylvania full-timer in rural area needs versatile announcer. Can handle news & sports as part of daily record. Easy listening format. Send tape and resume to Box A-205, BROADCASTING.

Help Wanted $80 per week—$2.00 minimum. Resumes are solicited at run-of-book rate—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity. Replies display only. All other classifications 35¢ per word—$4.00 minimum. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Announcers continued

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top position, good show time and air check to Box A-236, BROADCASTING.

$125.00 a week for a first phone announcer. 33 hour board shift. Wyo, 5,000 watt fulltimer. Box A-238, BROADCASTING.

Announcer, we're looking for a young pro on the way up. Good opportunity with eastern MOR station near metropolitan market. Air shift and good salary; attractive benefits. Box A-254, BROADCASTING.

Heavy heart in Seattle looking for a giant-of-a-morning man. If you have the pace, production and ability to entertain, send tape and resume to Box B-3, BROADCASTING.

Announcer wanted for temporary pop station in medium-size West Coast market. Pay commensurate with ability and experience. Paid vacation, hospitalization, credit and travel. Box B-52, BROADCASTING.

1st phone for N.Y. State Regional Station. Full time, drive time, earn $300 per week. Box B-60, BROADCASTING.

3rd phone for $50,000 watt FM, New York State. Evening shift, send tape and resume to Box B-62, BROADCASTING.

All night DJ. First phone required. Leading East Coast rock station. Tight format. Excellent opportunity for advancement. Send tape, resume, references, and current pic to Box B-79, BROADCASTING.

Top level pro for excellent time slot, East Coast. One of the nation's top rockers. Exciting market, pleasant living conditions. Experienced only! Send tape, resume, references and current pic to Box B-80, BROADCASTING.

First phone morning man for medium market MOR station in Virginia. Position now open. Send tape and resume to: Box B-141, BROADCASTING, or phone 703-366-3108.

Top pay offered for bright, experienced announcer by established top market. Send resume, tape, references, and current pic to Box B-80, BROADCASTING.

We're looking for a mature 1st phone announcer who likes better music and who wants to settle down with a steady job and a strong voice will get you good pay and excellent benefits at a 5000 watt AM operation in the American Southwest. Call Jack Speech at 414-722-6471. WTMN.

March 1st opening for a mature, stable, versatile announcer for contemporary-MOR station in a progressive community. Good pay and fringe benefits. Send resume to Ken Charles, WMNN, Marion, Ohio 43002.

We're looking for a mature 1st phone announcer who likes better music and who wants to settle down with a steady job and a strong voice will get you good pay and excellent benefits at a 5000 watt AM operation in the American Southwest. Call Jack Speech at 414-722-6471. WTMN.

Quint dreaming about Marlborough country, move to it. Adult, middle of the road independent, needs an intelligent, happy rockster. 7th fastest growing town in the country, 90 minutes from the best skiing in the world. Lower rents, minimum social pressure. Work with seasoned pro who came out years ago, audition tape and complete resume first reply: 13 S. Tejon St., #2-202 Colorado Springs. Zip 80902.

Technical

Immediate opening for full and part-time board operators, 3rd license required. Chicago station. Box M-261, BROADCASTING.

First phase transmitter and studio engineer. No experience, dominant nightshift. Certifications ATC, CP, FM. Liberal salary. Send resume to Box B-33, BROADCASTING.

Chief engineer—AM-FM New York State. Send resume and salary requirements to Box B-59, BROADCASTING.

Opening for responsible young man to share chief engineer duties at complex AM-FM stereo operation. A.C. or equivalent required. Send resume to B-72, BROADCASTING.

Progressive Midwest station needs 1st class engineer to manage AL records, new shops and an improved future. Excellent working conditions. Pay. Resumes to ==========================================================================

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—$2.00 minimum. Applicants: If tapes or films are submitted, please send to 455 W. 33rd Street, New York, N.Y. 10001. Can't play phone or tapes. Deadlines for reply vary. Deadlines for display vary. All display 35¢ per word—$4.00 minimum. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.
Technical continued

Opening for experienced chief engineer. No air work, strong on maintenance. Contact Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for 1st phone engineer for AM station. Excellent opportunity for growth and construction work only. Send resume to Clifford Hahn, WCCO, South Parker Drive, Janesville, Wisconsin 53545.

Engineer, first phone, Nebraska AM and FM, experienced in maintenance and repair of transmitter and studio equipment. No board work. Call collect 475-4577, Mark Howard.

Immediate opening for Chief Engineer. Limited air work, maintenance all phases a must. Group insurance, pension plan, and profit sharing. Exclusive AM station. Call, Jack Millner, Chadron, Nebraska collect at 308-482-5858.

Wanted—Callable engineer for midwest, non-directional AM-FM, board shift makes you worthy. Immediate opening. Phone 308-234-7235.


NEWS

News Director for established eastern suburban station—professional journalist interested in doing a job. We can sell the tools you dig. Lives and air local news for top rated adult operation. Box A-158, BROADCASTING.

Newsmen/reporter with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of active voice. Resume, photo, and all information first letter. Fred Bradshaw, News Director, WHFB, P.O. Box 628, Benton Harbor, Michigan 49022. An equal opportunity employer.

Want news? Position open for morning-man/newsman. Rate: $55 weekly. Reply to M. Director, WHFB, P.O. Box 628, Benton Harbor, Michigan 49022. Wanted immediately an experienced newswoman who lives local news. Air performance, writing and outsideability all equally important. We offer a five figure salary and a chance to grow with one of the sharpest news operations in the N.E. Send air check, writing samples, resume with references, and a recent photo to: Paul Lockwood, News Director, WPOC Radio, Hartford, Connecticut.

Authentic News reporter, with experience, who can also be sought for combined operation. Some air work desirable, TV experience not essential. Strong background is resume, picture, tape, or film (to be returned) airmailed to Fred Douglas, News Director, Petter Broadcasting, 200 West Michigan, Kalamazoo, Michigan 49001.

Situations Wanted

Management continued

Management of small-medium market stable operation. Southwestern, growth in management, strongly interested in sales, programming. Family man. 12 minimum plus. Good references. Box B-201, BROADCASTING.

Program—operations manager. Presently at a leading group station. All areas. Strong local programming. Excellent references. Box B-203, BROADCASTING.

Wanted—Carolyn Bohr, 24th market. Small or medium market. All areas. Personal relationship. Box B-241, BROADCASTING.

Were you experienced when you began? Inviting me in your station's future. Young, degree, veteran. 3rd. Relocate. Box B-227, BROADCASTING.

Canadian oddball seeks sober U.S. broadcaster for unlisted alliance. Successful candidate must have no maverick inclinations, but be afraid. Great preparation; go getter and quick specialist to put Biltmore, great medium market operation in winner's circle. Visa takes time—worth writing for. Write Box B-241, BROADCASTING.

General Manager. Available. 30 years of successful shirt-sleeve style management, includes 5 years as publisher-editor of weekly newspaper. Strong sales, programming, community-service and staff training. Can take full responsibility. Write Harold Seyer, 1715 Essexie Drive, Clearwater, Florida 33756; or phone (813) 466-6604 for detailed back-ground and industry references.

Harold Vaster, former vice president, general manager of WHFB, seeks management/ownership association with full time station. Experienced, reliable, meticulious, college graduate. Box 45, Reply to 1508 Iredell Dr., Raleigh, N.C. 27608.

Available—mature, aggressive, creative management person with strong midwest market. 15 years professional experience can do very, very well for any employer who can put my capabilities to the fullest use. Resume sent upon request. Mrs. L. Campbell, 5827 La Salle, Lakewood, California 90713, phone, 213-867-9789.

Sales

Radio national sales manager, young aggressive New York station. Sales station management position. Sixteen years of advertising and sales experience. Six years radio sales and ten years in agency work. Box B-158, BROADCASTING.

Presently sales manager. Wants small or medium market. Prefer south or western area, will consider all areas. Married, one child, 30 years old, 9 years in radio, have excellent references, and record. Box B-184, BROADCASTING.

Sales—Manager and/or sports—Young, two years good market experience, three years experience. Play-by-play, college and high school. Creative sales ideas. Salary, commissions. Fees, 9:tousand plus. Will re-locate. Box 1502, Williamson, Va. or call 304-235-5151.

Announcers

Articulate-knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

Colt a gravyboat? That needs cleaning? Been out of mine for a year. Looking for a new one to slide into. Influenced by Boston's Dick Sommer, Toronto's Dave Pritchard, and Chicago's Sid McCoy. First phone and 27 Box A-139, BROADCASTING.

Among three finalists of 150 applicants for drive time in 24th market. Other guy and I still looking. Anybody in 25th market interested in entertainer with mediocre MOR morning ratings? Box A-198, BROADCASTING.

Telephone talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

Beginner-trainer, 3rd phone wants small station experience under manager willing to share their experience. Box B-162, BROADCASTING.

Negro-begins but professionally trained. Can run tight board and news, 3rd phone. Box B-8, BROADCASTING.

D.J./News, announcer, sales, third, endorsed, tight board, 3rd phone, resume, available now. Resume, tape on request. Box B-66, BROADCASTING.

D.J., first phone, some PD experience, seeking position with medium market. Box B-214, BROADCASTING.

Need a job now, three years experience, 3rd phone, but no taskers. Interested in rock, contemporary or country. Please help, the life you save may be mine. Box B-108, BROADCASTING.

Announcers continued

5 years experience on phases of radio. NYC. New York City, Long Island, upstate area. (212) 451-2786 after 7 p.m. Box B-127, BROADCASTING.

NYC only; a unique blend of valuable abilities in all major markets. Basic and unique qualifications. Including retail and genetics, and available to you. Announcer, radio and TV personality, and part time silver fox, seeking radio or TV station. NYC only. Would make a great sidetick for Cavett but he doesn't want one. Experienced in networks, TV, radio, and on and off camera in NYC, Philadelphia and San Francisco. Now employed with net G and O San Francisco and want to return NYC asap. Great metro voice, age 32, educated, responsible, industrious, personable and talented. Necessity prevents him from elaborating. Personal interview and call acceptable, plus references available. Box B-130, BROADCASTING.

Black first phone, P.D 7 years experience, sales, news, college, married, 26, fast paced. Box B-160, BROADCASTING.

Enthusiastic, dedicated radio personality seeks permanent position with established contemporary country-western operation in southwest. 10 years experience. 26, married. Box B-164, BROADCASTING.

Negro DJ, announcer and newscaster. Aggressive, tight board, third endorsed. Family man. Will relocate Box B-168, BROADCASTING.

First phone, top 40 experience in medium market. Northeast preferred. Box B-173, BROADCASTING.

Ready for more. Today. Now in New England. Ten years major market station. Involves production and news. East coast only. Apply Box B-175, BROADCASTING.

California attraction! Pro available for interview. Box B-180, BROADCASTING.

Experienced announcer, 1st phone, R&B is my format. Will sell. Box B-187, BROADCASTING.

Rocker—Personality or Drake . . . good experience veteran . . . immediately. Box B-188, BROADCASTING.

Communication arts graduate in broadcasting. 1st phone licence—five years experience. Seeking staff announcer position in radio. Box B-192, BROADCASTING.


D.J., announcer, N.Y.C. trained, tight board operation . . . third endorsed: Community minded, reliable. Top 40, MOR type. Box B-194, BROADCASTING.

Soul jack, 3rd phone, limited experience, sound of a real pro. Will relocate anywhere, including West Indies, Virgin Islands. Must be professionally trained. Box B-202, BROADCASTING.

Black announcer wants job. Will travel anywhere. Top 40 or soul station. Box B-204, BROADCASTING.

First phone—Salesman, announcer, single, middle listener, wish to relocate for permanent position in Radio-TV. Some experience, all areas. Love music and current affairs. Stable, exempt, and available now. Box B-218, BROADCASTING.

One of the east’s favorite personalities seeks west coast major market. Box B-217, BROADCASTING.

Limited experienced personality seeks job at top 40 outlet with strong music and picture on local production. Love music and current affairs. Stable, exempt, and available now. Box B-218, BROADCASTING.

Detroit-surfacing area. Available, experienced in pop, coproducer, and production man. Box B-222, BROADCASTING.

Announcer—Dj—five years experience with all types of music. Music director for top 100, and country music. Four years college, and third ticket. Air check available Box B-223, BROADCASTING.

Experienced authoritative personality. Voice with a smile you can hear. Tight board and production. 3rd endorsed. Graduate broadcasting school, Northeast. Box B-226, BROADCASTING.

D.J./Announcer/Newsmen, 3rd endorsed, tight board, creative personality, responsible, news director, 19 months experience, married. Box B-226, BROADCASTING.

Three years experience, some college, third, Dj, news. Box B-228, BROADCASTING.
Announcers continued

Hard working combo man seeks a chance. Six years experience in Ann/Eng and production. Prefer country, or MOR and mountainous states. Tape and resume upon request. Box B-229, BROADCASTING.

I want medium market rocker that needs a program consulting. Will do top 40 shift, be consultant, work with staff. Box B-231, BROADCASTING.

Creative pro, 5 years experience, top 40, upbeat MOR, tight board, strong production, service complete. Home town - southeast, midwest. 212-896-5159, Box B-235, BROADCASTING.


Starr, Denver's number one personality, is available immediately. Tape/TV/music/talk — major. Call 303-892-0377.

Seeking small market in N.Y., N.J., or Conn. 2 years college, announcer school graduate. Experience in radio, for ambitious DJ. New York City. Call 212-241-7108.

First phone look or sports, young, eager to work: write Glen Fox, 421 lvavenworth #58, San Francisco, California.

To hear her... is to want her. Have tape, will send. P.O. Box G 573, New Bedford, Mass 02742.

Announcer-news, CGW, deep voice, mature retired Marine. Experienced, 3rd phone, tape and resume on request. John Dupre, 4043 Linda, Oceanside, Calif.

Femme DJ well qualified executive experience, news, traffic, telephone. Please write: Pupil, Box 57 Cross St., Palestine, Ohio 43532.


How 'bout that! I've got first ticket, solid experience, available now, but no openings seem to exist in suburban New York, New Jersey, or Connecticut. Call me. D/or write or comin to him. Larry Kay, 1516-791-6557, 58 Fairview Avenue, Valley Stream, Long Island, New York 11581.

Announcer/DJ looking to relocate, 4 years experience. Top 40 format or progressive MOR. Lively, upbeat, good audience response. Experienced writer. Available immediately. Call collect 201-307-6835 or write 66 Lakeside Drive, Millburn, N.J.

Experienced top 40 DJ/engineer, first phone, call 312-328-6529.


Friendly and humorous beginner. Good voice and delivery. Broadcast school graduate. Military complete. Call collect or write hard worker. We consider working anywhere. Call John at +1231 684-2621.


Versatile Announcer with 1st., 2nd. will join for career. Will respond to offer. Have experience in network affiliated midwestern major. Tight board... draft exempt prefers- prefer contemporary. Chicken Rock. Contact: Jim Dunn, 22190 Camelot, Birmingham, Michigan 48010, phone 313-644-6375.

Beginner, resident broadcasting school graduate, 3rd year. Write Frank D. C. C. N. Water Street, Philadelphia, Pa. 19134. Phone ME 4-0495.

Experienced first phone announcer designs immediate position at established west coast station. Prefer modern country or rock. Rick Freeman, 0603 880-3533.

Experienced announcer, mature voice and delivery, prefer MOR Tim Hock, 322 Chicago Ave., Hol-egaine, 749-2856.

1st phone Negro jack with two diplomas in broadcasttractive looking for first break. All offers considered. Tel: 305-357-8105, address 642 2nd Ave. NW, Miami, Florida. 33129.

If you're looking for top 40 DJ who's willing to work anywhere, look no longer. Young D.J. school, college, college. Box 124, Miami, Fla. 33101.

Television

Help Wanted

Management

Executive secretary. Administrative assistant to general manager of television station. East Coast location. Intelligence and top skills required. Box B-126, BROADCASTING.

Manager needed for Pennsylvania U.H.F. operation. Sales ability a must. Send complete resume including salary requirements. Box B-177, BROADCASTING.

Television Help Wanted

Sales

Unique sales opportunities with growth U.H.F. station. The right person will receive above average compensation in this 43rd largest market, Springfield/Days. Contact this is an exclusive offer among U.H.F. professionals. Must be willing to work hard, but the money is here and you will be treated fair. Contact: Mr. Richard Sales Manager, W5WO-TV, P.O. Box 1366, Springfield, Ohio 45501.

Cincinnati the nation's number 1 UHF independent needs aggressive local salesman. Contact Dick McCarthy or Tom Perre, WXIX-TV, 513-421-9020.

Announcers

Personable investigatory reporter with strong news background. Needed for top-rated South Florida action report. Tape and resume to P.O. Box 510, Palm Beach, Florida.

Technical

Technician—experienced operation and maintenance. No Colorado color studio equipment and Ampex tape recorders. Opportunity for right person to get in on the ground floor with year old New York company. Looking for executive ability. Box B-197, BROADCASTING.

TV transmitter engineer. Contact: Alex Close, KGTV-TV, Box 711, Harlingen, Texas 78550, (5121 423-3910.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, includes paid holidays, inclusive, and paid vacations. Send brief resume outlining experience and past employment history along with salary requirements to Chief Engineer, KOAT-TV, 4156, Albuquerque, N.M. 87106.

St. Louis station seeks a capable TV engineer with a solid technical background and a strong bent for production work. Earn top dollar without fighting the city. Some mobile, some studio work. Contact Chief Engineer, KPLR-TV, St. Louis 63108.

Florida all color VHF needs operating engineer who can do light maintenance. Experience required. Call chief engineer, 303-965-5500.

NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-286, BROADCASTING.

News Director-Top ten market, East Coast, group owned television station, needs strong news director for combined administrative and journalism background. Prefer three years experience as news director in smaller market. Box B-93, BROADCASTING.

News Producer—group owned television station, number eight market on the East Coast, needs creative news producer capable of producing top quality news programs, including management. Send resume and salary requirements. Box B-93, BROADCASTING.

Newman with a future: If you would like to move into color TV news, here's your chance. We are looking for a man who wants to grow with a network TV station in north central Midwest. We are seventeen years old. Now going to a new tower, new power, to cover a rich new area. Send picture, resume, history, tape and salary. Box B-212, BROADCASTING.

Experienced documentary researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact: Gene Paul, Plaza 1-6692. An equal opportunity employer.

Authentic News Reporter, with experience, who can find and write stories sought for combined operation. Some air time desirable. Experience not mandatory, but news background is. Resume, picture, tape, and if to be returned shrunk to Fred Doleas, News Director, Fetzer Broadcasting, 590 West Maple, Kalamazoo, Michigan 49001.

Programing, Production, Others

Midwest TV station seeking director. Should have experience directing comics on shows of various types and news. Send resume and salary desired to Box B-215, BROADCASTING.

Producer-Director for midwest educational television. Position one full color. Needs creative, mature PD, with remote, studio, and film experience. Write commercial background. Full details first letter. Box B-400, BROADCASTING.

BROADCASTING, Feb. 15, 1970 87
Programing, Production, Others

continued

Program Director—Florida VHF ABC network affiliate seeks man who can head large department and makes things hum with creativity and efficiency. If you are the pro we're seeking, contact Mr. Johnnie J. Neace, VP-TELE, Miami Beach, 24-28 or write me at station with full information if you're not attending NATPE. Walter M. Windsor, Gen. Mgr., WTVT, Colo.

Studio crews (camera, floorman, break-director) for ETV station. $7000 to $7800 depending on experience. Box B-99, BROADCASTING.

Situations Wanted Management

Program manager or operations director, 16 years experience in all phases of television. Last 9 in management as operations manager. Thoroughly familiar with national and N.A.B. regulations, production and personnel problems. Box B-232, BROADCASTING.

Sales

Television salesman, employed major market, major group. Mature, 20 years all departments. Experienced top agencies, local accounts, research. Proven billing, selling, sales executive position. Box B-107, BROADCASTING.

Experienced national, regional and local salesman, age 36 is interested in sales job with progressive group. Has 6 years in national rep. field, one year as manager of strong branch office: 3 years local sales and local sales manager in independent TV station. Box B-15, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Hella, Strofloph, Spireline, etc. and fittings. Unused marl—large stack—surplus prices. Write for catalogs, list, 5466 Oakad, Cal. 94623, phone 415-832-3527.

Ball & Hewitt Jan 614D sound projector. Less than 100 hours of use. $709.95. Casalec Radio Equipment Co., 2994 N.W. 7th Street, Miami, Florida 33134.


For Sale: Shaffer Remote Control Transmitter Unit (TC-300) and Shaffer 3000 transmitter and (250-30K). Less than three years old WWDW Radio, P.O. Box 390, Dawson, Ga. 31794, telephone (912) 995-5846.

300 foot Stainless Steel tower on ground, $1,000.00 best offer. Call M. J. Lamb, WIMA-TV, 419-225-3010.

After converted our production room to Stereo have a good Gates 52-C Stereo- Conversion—make offer—Frank Carman—550, Box 501, Jacksonville, Fla.

For Sale: McMartin TB4-5000A FM stereo monitor completely reconditioned and calibrated by mgf. (with new crystal for your frequency) 90 day warranty. $1400. M. Rabin, KDFM-FM, San Francisco.

IGM Automation system. 200 control unit with added channel, solid state cartridge, two tape decks and playback recorder, $2800. KVAF, Astoria, Oregon 97003-325-6271.

Raytheon RC-11 console. 9 inputs. Has had loving care. Still in use but we're going to sterile. Make realistic offers. All C.O.D. Bill Bigley, KVMA, Magnolia, Arkansas 72153.

C.E. BT-11B 10 watt FM transmitter 89 MHz, $700.00. Amphenol 40GC 75-15 Ips FT. Console and power case $350.00. 10 year old in good condition. WHUS-215-Hilltop-6 3578.


Video looping patch plows $2 each. UC-260U/BNC male coax connectors, solder type, 2 for $1.00.

Items new surplus, Bill Hayward, 3408 Monterey, St Joseph, Missouri 64007.

TK-41 color cameras, used in network studios at NBC, Burbank. $12,500 each, includes turret lens, type 5612 Bi-illuminators, on-camera power cord. $1,000 of TW-82 camera cable. Contact: John Friesenstor, 213-845-7000.

Sale by non-profit organization, 200 self-supporting, ex-college, $2000 for broadcast use, $2,000 or best offer, Call Ford Weeks, Columbus, Ohio 19807. 763-7945.

We have for sale equipment from several bankrupt recording studios including mid-priced Contact Bob or Shell, Northwetern incorporated. 611 S.W. Hooker Street, Portland, Ore. 97201-503-224-3456

Programing, Production, Others

continued

Television producer/director. Top 10 market, group station. 27 award-winner, extensive production and direction experience. In search of a creative family man, college 10 years experience in broadcasting. Box B-216, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No Junk. Guaranteed. Radio Supply Corp., 1314 Kearny Street, San Francisco 7, 78040.

Wanted to buy: 3 or 5 kw FM transmitter, good condition. KiWA, Shasta, Idaho.


FOR SALE—Equipment

Coaxial-cable—Hella, Strofloph, Spireline, etc. and fittings. Unused marl—large stack—surplus prices. Write for catalogs, list, 5466 Oakad, Cal. 94623, phone 415-832-3527.

Voice Drop-in, Comedy "Wild Tracks" from movies and programs. Tape of 100 only $7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

BROADCASTING


D.I. one linear! Write for "Free" samples, Command 26348, San Francisco 94126.


MISCELLANEOUS


Unemployed? Maybe it's because of your audition tape? Approaching approach. We have top tape, by a professional educator—plus the proven good job "get that job"'. $5.00. Box A-276, BROADCASTING.

Tape collectors having DJ broadcast tapes from the 50's and 60's write Box B-230, BROADCASTING.

Wanted—Tape recordings of September 1955 tele- cast on NBC of "Our Town." Box B-110, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 100 N. Western, Hollywood, California 90027.

The nationally known six-week Elkins Training for first class license. Prospective students and veterans invited to view the Loop in Chicago. Fully approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in only six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2035 Inwood Road, Dallas, Texas 75235.

Annoyance programming, production, newcasting, sportscasting, console operation, disc-jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The na- tion's newest, finest and most complete facilities include our own newcast and network studios—KEIL. Fully approved for veteran training. Accred- ited by the National Association of Trade and Technical Schools. Elkins Institute, 2035 Inwood Road, Dallas, Texas 75235.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction, Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

First Class License in six weeks. Theory and labora- tory training. Approved for Veteran's Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio Lecture School of Atlanta offers nationally famous first class license. Fully approved for Veterans' Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30312.

Elkins now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.


To prepare more to Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute, six week course. 503 S. Main, San Antonio, Texas 78204.
INSTRUCTORS continued


Attention Mountain States. Now in Denver—Elkina Institute, FCC First Class License, Theory and lab training included. Elkina Institute, 420 S. Broadway, Denver, Colorado 80209.


Licensed by New York State, veteran approved for FCC 1st Class license and operator's license. William P. Oden, Radio Operational Engineering Schools, 66 E. 42nd St., New York, New York 10017.

Radio Engineering Incorporated Schools have the fastest and finest course available for the 1st Class Radio License (famous 5 week course). Total tuition $360. Classes begin at all R.E.I. Schools March 16, April 20. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office, 133 Mal, Street, Sarasota, Florida 33577. Call (813) 953-6922. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Frederickburg at 809 Caroline St., Frederickburg, Va. 22401. Call (703) 872-1641.


American Institute of Radio offers the nation's finest quality course for your First Class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition $300.00. 2622 Old Lebannon Rd., Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.


Elkina Institute First Class FCC License Course now in Miami. Build your future by enrolling for Elkina First Class training including theory and lab work. Elkina Institute in Miami, Tennessee, formerly Allied Technical Institute, 66 Monroe, Memphis, Tennessee 38103.

Elkina famous six week FCC First Class License Course now in San Francisco. Next class begins March 4. Elkina Institute, 160 S. Van Ness Avenue, San Francisco, California 94103.


ANNOUNCER—WANTED. Elkina Radio Engineering, Elkina Institute, 404 Dexter, Seattle, Washington 98109.

INSTRUCTORS continued

Announcing, programming, newscasting, sportscasting, console operation, disk-packaging and all phases of radio and television broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete classroom training and own broadcast station. Approved for veterans and accredited by the American Association of Trade and Technical Schools. Write or phone the location nearest you. Elkina Institute: Dallas—Atlanta—Chicago—Houston—Nashville—New Orleans.

Managers and salesmen earn $50-150 a week more than engineers, disk-packagers and automation will not replace them. BSI's new five week Sales-management training can boost your salary now. Free placement service. Total tuition $250. Write Broadcast Sales Institute, 2756 Cleveland Avenue, Columbus, Ohio 43215, 614-225-9459.

100% placement or Don Martin Graduates!!! Wonder why? Highly qualified beginners are needed by good stations all over the U.S.A. These stations call the Don Martin School for their new personnel. Our graduates are thoroughly trained, confident, versatile professionals. New classes start the 1st of each month. Graduates are available to these stations each month. For additional information call or write: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028.

In our limited job opportunities, we guarantee to place you within three to six weeks. With the most experienced teachers in the nation. Write:

Instructor-Don Martin, 66 Monroe, Memphis, Tennessee 38103.

帮手想要的招聘

New Virginia Station located most beautiful part of state needs staff in April or March. Write: Box B-195, Broadcasting.

RADIO G.M.

TOP 15 MKT.

Expansion within our company has created this management opening and we are looking for an exceptional manager with good administrative skills. Program Directors and Sales Managers will be considered for this position. Base salary of $35,000.00 plus executive package of car, bonus and profit sharing. Complete background, in confidence, to:

Box B-244, Broadcasting.

Help Wanted Announcers

CHICAGO

top rated! Chicago radio station is adding an on air personality. Warm, friendly delivery necessary and good voice.

Salary up to $3,500.00

Mail tape and resume immediately to:

Box B-245, Broadcasting.

Confidential and all replies acknowledged.

Situations Wanted

Management

ANNOUNCER-WRITER-NEWSCASTER

Seeks position as program manager or "on air" with opportunity for creative work. 5 years in broadcasting experience with major market chain. Total 15 years in major markets.

Call (216) 236-9966 or write Box B-132, Broadcasting.

Programing, Production, Others

SPECIAL ST. PATRICK'S DAY RADIO SHOW

Direct from Dublin on tape


Syndicated "Rock" Show

N.Y. Radio personality will bring the big city to your town, through your station every week. Write for details.

Glassie, Box 3770, Grand Central Station, New York, N. Y. 10017.

Television Help Wanted

Sales

TV SALESMAN

Immediate opening for experienced television or radio time salesman with top 10 market network affiliated television station. We are part of a major group and can offer advancement potential for a good man. Candidates should have at least two years of broadcast sales experience, preferably in a smaller market. First year income approximately $25,000.00. Send resume to:

Box B-36, Broadcasting.

Broadcast Salesman Wanted—Television

mixture with good knowledge of TV camera tends—as well as Production requirements sought. This position should be good with people and be a self-starter. Fascinating work with full responsibility plus authority for the right man willing to learn. 10% to 30% travel time. Excellent potential for advancement. Good benefits. Pleasant working conditions. Northeast location. Salary $15,000 to $17,000 depending on background.

Box B-943, Broadcasting.

Announcers

SPORTS BROADCASTER

We are expanding our Sports Department and need a strong sports voice who can rewrite and deliver a top caliber program. No phone calls. Send full background, VTR, earnings to:

Alan Wilson, Administrative Assistant Employee Relations Department

WHAS, Inc.

520 West Chestnut Street Louisville, Kentucky 40202

NEWS

TV NEWS PRODUCERS/WRITERS

If you are ready to produce the programs now, but not moving in the right direction you may be the man we are seeking. 4th John Clark, 59 Pembroke Rd. Bellchacre Dublin, 5. Ireland.

Box B-167, Broadcasting.
NEWS FILM EDITOR

Experienced news film editor. Must be able to edit film fast, artistically, and under pressure. Two hours of news programming a day produced by a rapidly expanding news organization. Excellent opportunity for the right man. Salary open. Send resume. No phone. Equal opportunity employer.

Mr. Alan Wilson, Administrative Assistant, Employee Relations Department, WMAS, Inc. 500 West Chestnut Street, Louisville, Kentucky 40202.

PROGRAM DIRECTOR TV

Needed experienced pro for growing group in a hustling market. Unless you can document five years progressive programming don’t apply. We need someone on the upswing in a top-ten market. Write in confidence giving salary history.

Box B-210, Broadcasting.

An Equal Opportunity Employer

INSTRUCTIONS

REI

F.C.C. 1ST PHONF IN 5 WEEKS
TOTAL TUITION $360
ROOMS and APTS. $15-$50
PER WEEK
ATTEND SCHOOL IN
Glendale, Calif.
Fredericksburg, Va.
Kansas City, Mo.
OR
1336 Main St.
Sarasota, Fla. 33577
Call 813-953-6922

FCC First Phone
Prep course now offered by the nation's oldest professional broadcast school. Complete electronics lab on premises. Also, in-studio training in announcing, programming, production, newscasting. Approved for veterans.
National Academy of Broadcasting, 1404 New York Avenue, N.W., Washington, D.C.
Phone (202) 383-7527

BUSINESS OPPORTUNITY

RADIO LICENSE SCHOOLS
We are setting up six branch schools in selected locations immediately. How would your location serve for a FIVE WEEK RADIO LICENSE SCHOOL? Small investment pays large profit! For more information, write:

AMERICAN INSTITUTE OF RADIO INC.,
2623 Old Lebanon Road, Nashville, Tennessee 37214.

BUSINESS OPPORTUNITY

continued

Corp. Forming

to purchase TV and Radio Stations
in top 10 market. Send $1.00 for Pros-
ppectus refundable on stock option.

Box B-190, Broadcasting.

Employment

Service

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherrie Burish, Director

Snelling TV & Snelling

World’s Largest Professional Employment Service
GARY LYNN
BROADCASTING DIVISION
235 Peachtree St., Atlanta, Ga. 30303
(404) 577-7555

SLAVING OVER A HOT MICROPHONE?
Can’t stand the heat?
Then, get out of the kitchen!

Let Holiday Media Personnel Service find you something “COOL.” We’re in touch with station managers and PD’s all across the country who are now looking for good talent and salesmen! Fox, announcers and news-casters send your audition tape and resume NOW to:

Jim Kelly, Service Director
HOLIDAY MEDIA PERSONNEL SVC.
411 Frederick Towers
St. Joseph, Missouri 64506
REGISTER FREE WITH US TODAY!
Phone 816-233-8400

FOR SALE—Stations

continued

FOR SALE

Midwest small market AM. Earnings good. Track record excellent. 29% down. Only qualified buyers need apply. No brokers or shoppers.

Box B-238, Broadcasting.

La Rue Media Brokers Inc.

FOR SALE

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

FOR SALE BY OWNER

AM-FM (Class B) stations near Harrisburg, Pennsylvania
Excellent Financing Terms

NO BROKERS.

Box B-169, Broadcasting.

TV STATION

Profitable. Cash or listed stock. 100-200 market range. Growth area. Principals only. Send all data in first letter.

Box B-171, Broadcasting.

FOR SALE

VHF TV IN MIDWEST
BUY IN OR BUY ALL
SEVERAL OPTIONS

Box B-196, Broadcasting.

FOR SALE

10kw nondirectional daytimer in major western market. For full particulars write:

Box B-225, Broadcasting.

LARSON/WALKER & COMPANY

Brokers-Consultants-Appraisers
Los Angeles Washington
Announcing the opening of an East Coast Office
Suite 714
1725 Eye Street, N.W., Washington, D.C. 20006 (202) 223-1555

FOR SALE

Fla. small fulltime $ 55M 29%
Mich. small AM & FM 113M cash
N.H. medium fulltime 90M 29%
Ala. medium AM & FM 90M 20M
East major FM 500M 29%
Ariz. small daytime $115M cash
Texas small daytime 140M 29%
N.M. medium FM 65M cash
Utah metro daytime 112.5M 29%
West major FM 250M cash

CHAPMAN ASSOCIATES
media brokerage service

2045 Peachtree Road
Atlanta, Ga. 30309

BROADCASTING, Feb. 16, 1970
FOR SALE

MAJOR MARKET FM
$300,000
New station in fully automated.

FOR SALE
High power class B FM stereo, major market, near Los Angeles, Calif.

FOR SALE
West Texas Station
1969 gross was $55,000. Owner Operator can clear $25,000 per year. Price $85,000.

FOR SALE
Midwest AM-FM. Good market. Excellent potential. Owner wishes to sell. Will take stock or carry some qualified paper. Qualified buyers only. No brokers or shoppers, please.

FOR SALE
1971 sales of 44.7, 817, 4, Cal, FL, WI, MN, ND, SD, IA, MO, IN, OH, PA, VA, W. Va., KY, Va., NC, SC, MS, LA, AL, GA, TN, KY, AR, MO, OK, NM, AZ, CA, NV, OR, ID, MT, WY, CO, NM, UT, WY, OR, AK, HI, Puerto Rico, and Virgin Islands. WCM YO, WBC, WBS, WBU. Christmas: WCM B, WBCA, WBSB, WBU. Pre-War holiday period.

FOR SALE
Hire them. AVX, Inc. 111 Hahn Rd., Berkeley Heights, N. J. 07922.

STATIONS FOR SALE
1. CALIFORNIA. Daytime powerhouse serving fastest growing market in state. Price $440,000. Terms. Owner Operator can clear $300,000 per year.
2. SOUTH. Full time. Good frequency. Owners: Price $350,000. Owner Operator can clear $250,000 per year. Price $300,000.
3. CALIFORNIA. Prestigie market. Price $240,000. Owner Operator can clear $250,000 per year. Price $225,000.
4. FLORIDA. 50 kw down.

Jack L. Stoll and ASSOCIATES
Los Angeles, California
(213) 744-7777

FOR SALE—Stations—(cont'd)

WASHINGTON, D.C. 20210

BROADCASTING, Feb. 16, 1970

Work is something the handicapped can do. Hire them.

The President's Committee on Employment of the Handicapped

FOR SALE

MOUNTAIN STATES

Old established fulltimer in growing area. Also a major distribution center. Owner selling for health reasons. Price for less than two million. Price $162,000, half down, balance to be negotiated.

Box B-208, Broadcasting.

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CATV Applications


- OTA Group Inc.—Requests distant signals of KPLR(TV) St. Louis, Mo. and KTWU(TV) Lawrence, Kans., to WXIX(TV) Columbus and WQVU(TV) Harrisburg, Pa. (Doc. 18305). Action Feb. 10.


- Oklahoma City CATV Inc.—Requests license for new CATV system to serve Oklahoma City, Okla. Action Jan. 31.

- WTVR-TV Richmond, Va.—Requests license for new VHF broadcast station to serve Richmond, Va. and surrounding areas. Action Jan. 31.


- WIVK-TV Johnson City, Tenn.—Requests license for new VHF broadcast station to serve Johnson City, Tenn. Action Jan. 31.


- CATV Applications


- WIVK-TV Johnson City, Tenn.—Requests license for new VHF broadcast station to serve Johnson City, Tenn. Action Jan. 31.


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The secretary had instructions to patch straight through to the local-college football stadium as Don Campbell fled the studios of West(AM) Easton, Pa. He was racing against the clock: the 78 rpm record was nearing the final groove, closing the show where he served as disk jockey; he had three minutes to reach the stadium where he was to give the play-by-play of the Lafayette College game of the week. With patches made at a prearranged time, the switch was thrown back at the studio. Don Campbell was on the air, live, with local football.

The system worked much the same way at the final whistle. The secretary would patch back to the studio, spin another record. Mr. Campbell had another three minutes to reach the station where he conducted his afternoon show, occasionally writing advertising copy on the spot for a local merchant, who sauntered in that afternoon, or conducting a man-on-the-street interview by dropping a microphone out of the second-story studio window.

It was all a day's work, 15-plus hours worth, performing those peripatetic antics of small-town radio in 1938.

Don Campbell doesn't run much any more. His office is a short, leisurely stroll away from whirling color videotape recorders, film islands and all the computerized technology that make up the WMAR-TV Baltimore studios—a decided contrast to those early radio days, made more remarkable by Mr. Campbell's youthful and energetic appearance.

It's not a lack of energy that keeps him from running, but the six-year-old fulfillment of a self-imposed goal. For at age 55 Mr. Campbell is where he's always wanted to be—the manager of a major-market TV station on the East Coast. "I never wanted to be anything else," he says.

But the pace wasn't always so slow or the direction in broadcasting so evident.

Mr. Campbell stepped out of the University of Pennsylvania in 1935 with a journalism degree into a Depression-controlled business world that had little use for novice journalists. His first job was with the Universal Collector Co., an agency of the Ford Motor Co., where he risked his under-6-foot frame in the Pennsylvania coal-mine regions, chasing bad debts for new automobiles. "I nearly got killed a couple of times," he recalls.

Several retailing positions led to a brief stint at West, where Mr. Campbell discovered a propensity for sales. A job as an NBC page evolved into a two-year network sales position for NBC's Blue network, the predecessor of ABC. That position was interrupted by World War II during which

The tempo is less frantic at the big-city TV

Mr. Campbell saw service in both the Atlantic and Pacific Theaters as a lieutenant in the U.S. Navy.

His sales career was resumed in 1945 with a four-year stand as a network salesman for Mutual. With television promising to become the dominant medium, Mr. Campbell switched to the burgeoning rep scene and to Edward Petry & Co. It proved to be a fruitful five-year association.

Week's Profile

Donald Paul Campbell—vice president and general manager, WMAR-TV Baltimore; b. May 28, 1914, Easton, Pa.; retail positions, 1935-1938; announcer, West(AM) Easton, Pa., 1938; joined NBC as page, 1938, became network radio salesman for NBC Blue network (later ABC), 1939-1941; served in U.S. Navy as lieutenant in Atlantic and Pacific Theaters, 1941-1945; joined Mutual Broadcasting System as network radio salesman, 1945-1949; joined Edward Petry & Co. as TV station representative, 1949-1955; joined Storer Television Sales Inc. as national sales manager, 1955-1957; joined WMAR-TV as assistant to general manager, 1957, became vice president and general manager, 1964 to date; former member, CBS Affiliates Advisory Board; member, National Association of Broadcasters TV board; board of Broadcast Skills Bank; chairman, Maryland-District of Columbia Broadcasters Association by-laws committee; m. Norma Pengelly of Easton, Pa., May 8, 1936; children—Keith, 27; Kevin, 19.

As one close associate of Mr. Campbell notes: Petry, at that time, was "as tough as you could find in the rep field. If you could last five years there, you had to have something on the ball." Years later, Mr. Campbell received a letter from the firm's founder (now retired), who chided him for leaving Petry: "You could have been running the shop."

If Mr. Campbell has any regrets, he doesn't show them. A desire to be at the "breach end," as he calls it, the operational end of broadcasting tied to "community roots and community involvement" brought him into an association with WMAR-TV's long-time general manager, Ewell K. (Jack) Jett, a former FCC commissioner. When Mr. Jett died in 1964, Mr. Campbell assumed the helm.

The community involvement that Mr. Campbell has so actively sought has been extensive for the last six years. Among his interests are the board of the Baltimore USO, the community advisory board of the Junior Association of Commerce and the board of the National Conference of Christians and Jews.

Chief among his broadcasting-related activities were terms as a member of the CBS-TV affiliates advisory board and the board of the Broadcast Skills Bank, and chairman of the constitution and by-laws committee of the Maryland-D.C.-Delaware Broadcasters Association. Mr. Campbell is currently completing his first term as a member on the TV board of the National Association of Broadcasters.

As a newspaper-owned station, WMAR-TV, under Mr. Campbell's stewardship, has been particularly attentive to community problems. (The Baltimore TV and its sister FM outlet are owned by A. S. Abell Co., publisher of the Baltimore Sunpapers, which also owns WROC-AM-FM-TV Salisbury, Md.) Among the station's programing on matters of interest to minority groups are: a prime-time weekly series, Man to Man, which features George Collins, former editor of the black-oriented Afro-American, in an investigative-reporting role exploring problems of the inner city, and a Saturday-afternoon series featuring June Thorne, a supervisor in the city school system, who presents her woman's angle on the community. And for several years WMAR-TV has employed Chuck Richards, a Negro on-air newscaster, as an "ambassador of good will" in talks before schools and groups.

WMAR-TV is located in Chesapeake Bay country where Mr. Campbell occasionally hangs out light tackle for some salt-water fishing. That recreational hobby vies with another favorite—golf—which, according to one associate, Mr. Campbell "shoots in the low 80's and, now and then, in the 70's."

BROADCASTING, Feb. 16, 1970
Hand's with care

Implicit in the reorganization plan that Mr. Nixon submitted to the Congress last week is a larger role for the President in the making and execution of telecommunications policy. The question is whether the plan would give the White House enough power to make the FCC subservient to the Chief Executive's wishes.

That question really cannot be answered now. On paper it looks harmless enough. There would be an Office of Telecommunications Policy established in the White House. One of its functions would be to coordinate the federal government's uses of the radio-spectrum space allocated to it. No apparent harm in that; an improvement of efficiency in the management of government-occupied frequencies—which are roughly half of all the usable frequencies there are—is not to be discouraged.

Another function would be to advise the President on general policy regarding domestic and international telecommunications. Again more good than bad is promised. As the Chief Executive of a world power with a vital stake in technological progress, the President needs the best advice he can get.

A third function presents the question that cannot be answered now. The new office, as Mr. Nixon's own order described it, "would enable the executive branch to speak with a clearer voice and to act as a more effective partner in discussions of communications policy with both the Congress and the Federal Communications Commission." There is no intention, the President hastily added, to detract from the FCC's "prerogatives or functions." But there is the hope that the new office and the FCC "would cooperate in achieving certain reforms in telecommunications policy, especially in their procedure for allocating portions of the radio spectrum for government and civilian use."

In this language there would seem to be an invitation for an aggressive President to nudge the FCC a little harder than Presidents have been able to nudge it in the past. As has been proved in other situations, presidential powers need not be explicitly defined in law to be exercised with considerable effect.

But the test of the new Office of Telecommunications Policy must await its future actions, assuming the Congress allows it to come into being as proposed. The independence of the FCC is not literally challenged by the language of reorganization, and there is probably no good reason for the Congress to shoot the plan down now. If in the future an FCC showed signs of rolling over at presidential command, that would be the time for Congress to act.

Explanations are in order

In all the uproar over the American Research Bureau's reports on its November 1969 TV ratings sweep, the critical question seems in danger of being ducked, side-stepped or, perhaps worst of all, ignored.

If television viewing has declined as widely and sharply as a comparison of ARB's 1969 and 1968 November sweeps indicates, television is in trouble.

If viewing has not declined, television is still in trouble because the reports, used by perhaps three-fourths of the leading advertising agencies in spot buying, give buyers massive leverage to force TV rates down. More than that, they will be snapped up by television's competitors—the newspapers and magazines must be chortling already—and used to divert TV budgets into other media.

It is understandable that stations and station representatives are challenging so many of the reports, and no less so that ARB is defending them. But the issue cannot be left there.

The reps in particular have raised questions that at least cast doubt on the accuracy of the over-all picture the reports present. When other indicators offer evidence that TV viewing is on the rise, how can there be declines in 36 of the top-50 markets—declines averaging 4% for the 50 as a group and ranging, in some markets and day-parts, up to 25%, 30%, even 35% and in at least one case 46%? How can declines of such magnitude be credible when many of the markets shown as down in ARB's reports are shown by ARB's competitor, the Nielsen Station Index, to have increased their viewing between November 1968 and November 1969?

ARB officials insist their figures are "correct" and say that is that. Reps have besieged ARB headquarters with requests that specific market reports be re-checked but complain that their letters have not even been acknowledged, much less answered responsibly.

Broadcasters and their representatives deserve more than the common courtesy of a reply. Whether the ARB figures are right or wrong, great chunks of TV business are at stake. So, too, could be the general acceptability of ratings, a subject that has never lacked detractors and sometimes has found them in the halls of Congress.

ARB owes television a thorough re-examination and report. Even if, as some agency sources suggest, ARB's 1968 figures were too high and 1969's are merely a return to "normal," users deserve to know.

Hostile territory

President Nixon was quoted by United Press International last week as having told a delegation from the American Booksellers Association that people should spend more time reading and less time watching television.

If he said it, we have a suggestion as to the date his advice should be put into effect: the next time he commandeers the U.S. television system for a Richard Nixon show.

Several days earlier Chief Justice Warren Burger demanded that television cameras be withdrawn from the scene of a speech he was to make (Broadcasting, Feb. 9). He was quoted as saying TV news distorted speeches by using only "lurid" excerpts. Now there is an exhibit of high regard for the First Amendment by the man at the head of the court of last resort.

Wouldn't it be nice to have friends in high places?
Concern

How do you define a beautiful environment?

When you're concerned with improving environments it's natural to first think of what is clean and spacious and harmonious and safe. That's where you have to begin.

But even when you have these things, you haven't solved everything. The best environment happens when you know who you are and can exult in using all the talent that is in you. Surely, we want our children to have that part of a beautiful environment, too.

The free enterprise system has developed many successful programs to help young people develop confidence in themselves.

We of the Investor-Owned Electric Light and Power Companies are very much involved in youth conferences, scholarship programs, training programs and youth associations. And we are going to do more.

We made up our minds a long time ago to give the communities we serve the world's best electric service at the most reasonable price. But we also made up our minds that our responsibilities to people don't end there.

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

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Basic to all of these microphones is Exclusive Electro-Voice Continuously Variable-D* construction. Now it offers something you've never heard before with any microphone: no matter what you do, microphone response never varies!

Whether performers almost swallow the microphone, wander far off-mike... or even move around to the back... you'll still get the same smooth response. Only the level changes.

Once you set equalization it remains constant. You have full assurance that tonal balance won't change between the dress rehearsal and the final performance, no matter what the talent does.

**Improved Cardioid Pattern**
Only acoustics and noise can limit you. Yet even here these new E-V microphones gain an advantage from the super-cardioid pattern that provides better sound control than ordinary cardioids. With maximum rejection 150° off axis, it is easier to eliminate unwanted sound while maintaining normal stand or boom microphone positions. There's also an integral bass-tilt circuit to cut rumble below 100 Hz when needed.

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In addition to the original RE15, we’ve added the RE16. The same fine microphone with an external “pop” filter to solve the problems of ultra-close miking.

The new RE10 is the economy version of the RE15. The same concept and quality, but for slightly less rigid requirements. And the RE11 is the lower cost twin to the RE16.

These four great cardioid microphones give you new freedom to head off sound problems before they start. Your E-V microphone headquarters has them waiting. Choose today.

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[Image of microphones with text: Freedom of choice!]


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