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TELESTATUS: How ARB and Nielsen TV markets match up. p112
The only

And we do mean fly!

THE FLYING NUN comes off ABC-TV after three high-flying years bringing with her a perfect air record for successful stripping.

She rates 20% above the average situation comedy in selectivity with women from 18-34 years of age and her three year average for teens a
Way to fly

Children is well up in altitude records.

We don't have to tell you of the appeal of Sally Field. Her earlier performance as Gidget made her a star. Flying Nun picks up her career in full flight. Top stations have already booked their reservations. We're accepting a few more. 82 half-hours in color. Screen Gems
22.7% MORE TV HOUSEHOLDS
than the 2nd Station*

15.2% MORE WOMEN
18-49 than the 2nd Station*

13.3% MORE HOUSEWIVES
under 50 than the 2nd Station*

26.7% MORE MEN
18-49 than the 2nd Station*

13.8% MORE COMBINED
TEENS and CHILDREN
than the 2nd Station*

* JANUARY 1970 ARB TELEVISION
Audience Estimates
Day Part Audience Summary
Total Survey Area
Sunday through Saturday 9:00 AM - Midnight
Average Quarter Hour

The Dallas Times Herald Station
CLYDE W. REMBERT, President
Counterprogramming

Two FCC chairmen, immediate past and incumbent, are going to have nice things to say about broadcasting at this week’s convention of National Association of Broadcasters. Rosel H. Hyde, who served as commissioner and chairman longer than anyone else, will urge application of First Amendment to broadcasting and support FCC’s recent policy statement undoing damage to license-renewal applicants done by WHDH-TV Boston decision. Mr. Hyde will be first FCC member to get NAB’s distinguished service award.

At Wednesday’s luncheon Chairman Dean Burch will make first major speech since taking office. He’s expect- ed to depart from conventional chairman’s role as reproving regulator to compliment broadcasting for over-all performance, commend networks for upgrading children’s programing, and advocate less rather than more regulation of station business operations.

Reading TV leaves

Six seats (out of 12) on television board of National Association of Broadcasters will be filled at Wednesday morning’s meeting in Chicago (see agenda, page 32). Pollsters who claim to have sampled electorate see results this way: Three incumbents re-elected: Richard C. Block, Kaiser Broadcasting Co., representing UHFS; Donald C. Campbell, WMAR-TV Baltimore, and A. Louis Read, WDSU-TV New Orleans; new to board: Leslie G. Atties, WEN- TV Buffalo, George Comte, WTMJ-TV Milwaukee, and Henry V. Greene Jr., RKO General.

Turn of the screw

FCC may tighten fairness-doctrine rules another notch. It is considering draft of proposed rulemaking to require broadcasters who editorialize to make strong affirmative effort to find spokes- man for opposing side. Broadcaster who editorializes on subject several times, for instance, would not be free of obli- gation to provide opposing side if no one answers broadcast invitation to present contrasting view. He would, as one official put it, have to “go out and beat the bushes” to find opposing spokesman. Draft of proposed notice was prepared by general counsel’s office.

Lamont Cranston on TV

As part of its efforts to gain additional representation on network schedules, Warner Bros. Television is understood to have signed agreement with Charles Michelson Inc., New York, for TV rights to The Shadow, radio standard of pre-television era. Michelson or- ganization signed on behalf of Conde Nast Publications, New York, which holds rights. Warner plans to develop it as half-hour TV series for 1971-72.

Cause and effect

Station brokers—if nobody else—stand to gain from FCC’s one-to-customer rule and to reap windfall if prospective divestiture (Broadcasting, March 30) is ever involved. At moment, however, FCC actions have slowed sales down. One example, cited by broker last week: Client was on verge of signing contract to acquire radio station, changed his mind after commission is- sued one-to-customer order. His expla- nation: “There are going to be lots of good buys soon. I’ll wait.”

Top job

President Nixon and Attorney General John Mitchell personally will partici- pate in conference at White House next Thursday (April 9) to urge television to lead way in educating Americans about drug abuse (“Closed Circuit,” March 23). Invited to extraordinary session are some 40 executives of net- works, advertising agencies and produc- tion experts recruited primarily through Advertising Council as well as half dozen TV editors of prominence.

Day-long conference will be ad- dressed, in addition to President and Attorney General, by: John Ingersoll, director, Bureau of Narcotics and Danger- ous Drugs; Myles Ambrose, commis- sioner of customs; John Broger, di- rector of information, Armed Forces: John D. Ehrlichman, assistant to Presi- dent for domestic affairs, and Dr. Stanley Yolles, director, National Insti- tute of Mental Health.

Going private

TV Stations Inc., New York, which has been functioning for 15 years as program buying and marketing service, owned cooperatively by its 130-odd sta- tion members, is reported to be under- going corporate change, with group headed by TVSI President Herb Jacobs acquiring service and operating it as part of private company. In change- over, it’s understood, Mr. Jacobs will become board chairman and L. Robert Rich, one-time head of world-wide TV distribution for Warner Bros.-Seven Arts and until recently vice president in charge of international sales for War- ner Bros. Television, will join revamped organization as president.

In collateral move, new TVSI opera- tion will aim to enlarge its gross, which runs about $140 million in purchases of programing for stations, by expanding into area of program buying for overseas stations and shortly into CATV program buying. It is also anticipated that organization, which probably will adopt new name, will eventually offer shares to public.

Revival of the ring

Madison Square Garden Productions, New York, will enter international sports syndication May 11 with monthly boxing match transmitted live to projected 50 U.S. TV outlets and live by satellite to 60 stations in 19 Latin American countries already cleared. In addition, Spain will carry bouts on tape delay, and Quebec will have closed- circuit. First match, at 10 p.m. NYT, will feature Marcel Cerdan Jr. and Donato Paduno, and Garden hopes to get Olympic champion George Forman for second or third bout. Both Spanish and English announcers will describe matches.

Mutual network is also interested for radio, Garden spokesmen said, and would provide its own announcer. If monthly fights do well, schedule may be expanded to bi-weekly televises. Pre- vious Garden syndication experience was with regional line-up for Schaefer beer-sponsored sports events and na- tional hook-up for Miss Black America pageant.

Three for one

Proposal to combine board of directors of three noncommercial television groups will come before station managers for vote at conference in New York later this week. Loren Stone, general man- ager, KCTS-TV Seattle, will introduce res- olution to consolidate boards of Edu- cational Television Stations Division of National Association of Educational Broadcasters, new Public Broadcasting Service and National Educational Tele- vision Affiliates Council to share infor- mation, avoid duplication of effort and constitute over-all program council. Each board would maintain separate identity for its group’s internal opera- tions, but would combine for matters pertaining to all three organizations. Outlook on vote is uncertain, but sev- eral members of boards in question favor proposal.
Confidence.

We’re proud to have earned it.

We at WJXT are gratified and proud of Greater Jacksonville’s vote of confidence in our news programming. Our early news, 6 to 7 p.m., Monday through Friday, now attracts 82% of the total news audience.* WJXT is the primary news source in the Greater Jacksonville market.

*Data quoted from audience surveys are estimates subject to sampling and other errors.
There is plenty of room for commiseration at NAB convention this year. During past year broadcasters have been plagued by advertising bans, ownership limitations, program controls, news criticism and much more. See . . .

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Networks agonize over ramifications of FCC proposals to break up multiple broadcast holdings and limit affiliates to three hours of prime-time programing. Most of guessing centers over which half-hour to give up. See . . .

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**Broadcasting**

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BROADCASTING, April 6, 1970
FOR THE FIRST TIME IN TV HISTORY

OFFERS A COMPLETE SERVICE OF

TAILORED COMMERCIALS AND
TAILORED LOGOS MADE EXCLUSIVELY
FOR LOCAL AND REGIONAL USE

Fully animated, full color, sound-on-film commercials for all types of clients and campaigns, exactly the way you want it, when you want it, at a price you can afford...

25 STATIONS HAVE PURCHASED COMMERCIALSKOPE IN OUR FIRST 90 DAYS... now you can be the first to offer Commercialskope service to advertisers in your area.

Exclusive rights to COMMERCIALSKOPE
for your market will guarantee increased local sales for you. Even selling the service is easy... your station sales personnel present the service on Technicolor film cartridges to the prospective client in his own office.

Stop in at our hospitality suite 1722-24 at the Conrad Hilton and see Commercialskope shown on the actual Technicolor equipment your sales personnel will be using to sell the service to local clients.

If you can't see us at the Convention, write, wire or phone...

MARK CENTURY CORPORATION • 1345 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10019 • TELEPHONE: Area Code 212/752-3035

While at the convention, make sure you SEE THE MAN FROM MARK CENTURY

CONRAD HILTON SUITE 1722-24
A Division of The Music Makers Group, Incorporated

8

BROADCASTING, April 6, 1970
FCC seeks court review on 'indecent' ruling
It's up to station whether $100 or principle is worth appeal

FCC Friday (April 3) threw down gauntlet, nearly pleading for first-time opportunity to test in court its views on allegedly indecent programming. Question now is whether station involved in case will pick it up and seek judicial appeal. As of late Friday, station's attorney had not yet consulted his client.

Commission gave noncommercial WUGH-FM Philadelphia notice of apparent liability of $100 for what it called "indecent" programming on station's Cycle II series. Program cited was aired Jan. 4 and featured recorded interview with Jerry Garcia, leader of California acid-rock group, and live comments by personality known as "Creedence." Commission said that during Mr. Garcia's wide-ranging interview he used "various patently offensive words as adjectives, introductory expletives, and as substitutes for 'et cetera.'" None of alleged offensive words was reproduced in its public notice.

Commission action was mixed—Commissioners Robert T. Bartley, Robert E. Lee and Robert Wells were in majority. Chairman Dean Burch concurred, Commissioner Kenneth A. Cox concurred and disented in part; both issued statements unavailable late Friday. Commissioner Nicholas Johnson dissented—and his statement was available. "I believe no governmental agency can punish for the content of speech by invoking statutory prohibitions which are so broad, sweeping, vague, and potentially all-comprising that no man can forecast when, why, or with what force the commission will strike," Commissioner Johnson said.

Since Chairman Burch's appearance before Senate subcommittee last December (BROADCASTING, Dec. 8, 1969), it was evident that commission would find test case on obscenity issue. At that time, Chairman Burch stressed need for guidelines to aid broadcasters in avoiding obscenity. Commission's one-year renewal of KKB (FM) Seattle in February wasn't test case. Chairman Burch had in mind (BROADCASTING, Feb. 23). Apparently, WUGH-FM was.

Commission said issue here is whether station can present taped interview or talk shows where "patently offensive" expressions are used on air. But it took particular pains to note that "if it has the authority," then it has "a duty to act to prevent" widespread use of such expressions because "the speech involved has no redeeming social value, and is patently offensive by contemporary community standards."

These two criteria are evidently what commission will use in determining whether programming is indecent or not. (Question of obscenity, with respect to WUGH-FM, was apparently avoided. Commission noted that program involved did not have "dominant appeal to prurience or sexual matters.") And it emphasized that term, "indecent," should be applicable in broadcasting field. Commission pointed out that distinctions should be made between radio and other media—that is, deliberate act to buy and read books. "No one could ever know, in home or car listening, when he or his children could encounter what he would regard as the most vile expressions serving no purpose but to shock, to plunder to sensationalism," commission said.

But commission carefully—and repeatedly—said that "there is no judicial and administrative precedent for the case, and that the matter is one of 'first impression' and can only be definitely settled by the courts." It further said that, although no question of revocation or license denial is involved in this case, forfeitures were required because if it were to forego fine, "we would prevent any review of our action and in this sensitive field we have always sought to insure such reviewability," commission said it would welcome review by courts, "since that would be only way the pertinent standards could be definitely determined."

Commissioner Johnson claimed that commission was "abdicated" its responsibilities to appellate courts. "It is our responsibility to adopt precise and clear guidelines for the broadcasting industry to follow in this murky area, if we are to wade into it at all—the wisdom of which I seriously question."

Spokesman for Kreiger and Jorgenson, Washington attorneys for WUGH-FM, said he had not yet contacted Eastern Education Radio, licensee of station, regarding commission order. But, when asked whether or not there was likelihood that station would seek judicial review, he said: "What's a $100 in a matter of principle?"

Break on subpoenas
Federal judge ruled Friday (April 3) that New York Times reporter Earl Caldwell must appear before jury investigating Black Panthers, but that Mr. Caldwell will not have to reveal "confidential associations" unless government can prove that national interest requires such disclosures.

Federal Judge Alfonzo Zirpoli made ruling after hearing in San Francisco. Hearing was on motion to dismiss two government subpoenas against Mr. Caldwell. One of subpoenas was withdrawn; it would have required reporter to produce notes and tapes of interviews with Panther leaders.

CBS, Newsweek and the Associated Press filed in support of motion to quash subpoenas. CBS said impairment of relations between reporters and sources through use of such subpoenas cannot be justified. Affidavits were filed by CBS and its newsmen Walter Cronkite, Eric Sevareid, Mike Wallace, Dan Rather and Marvin Kalb.

WNHC-AM-FM sold
First of planned spin-offs brought on by $110-million purchase of Triangle Publications stations by Capital Cities Broadcasting Corp., New York, was announced Friday (April 3) by Capcities President Thomas S. Murphy. Stations sold, subject to FCC approval, were WNHC-AM-FM New Haven, Conn. AM was sold to Westery Broadcasting Co., WERI-AM-FM Westley, R. I., for $850,000. FM went to Robert Herpe, present general manager, for $125,000. Principals in Westley are Natalie Urso, president, and Carl Grande, general manager of WERI stations. Both stations were sold for 29% cash, with balance due over eight years at prevailing prime-interest rate—terms identical to those incurred by Capcities in its Triangle acquisitions.

WNHC(AM) is full time on 1340 kc, with 1 kw daytime, 250 w night; WNHC-
FM is on 99.1 mc with 10 kw and antenna height of 950 feet above average terrain.

Mr. Murphy said Friday that negotiations for other AM-FM spin-offs from record $110-million deal (Broadcasting, Feb. 16) are proceeding "in orderly fashion."

Humphrey's TV viewpoint

Call for all elements of broadcast advertising and media to form consortium that would explore function of communication in free society was made in Chicago Friday (April 3) by former Vice President Hubert H. Humphrey in talk before Broadcast Advertising Club here.

Keynote speaker at annual BAC symposium on eve of National Association of Broadcasters convention (see page 27), Mr. Humphrey told 600 BAC participants that to help meet grave crises of society three areas of air time should be removed from regular commercial structure: (1) political-campaign programing; (2) enlarged access for party out of power to report to people, and (3) network news shows.

"Television has become—and will increasingly be—too potent a weapon in the hands of an incumbent President and Vice President," Mr. Humphrey said. He felt news too important to be forced into format of ratings competition and said elimination of news sponsorship would remove this stricture.

Mr. Humphrey also noted sponsors pack tremendous creative talents into minute commercials. He urged them to use spots to educate on subjects such as drug abuse and pollution. "Without doubt, television is the most socially decisive invention since the wheel," he said, "but time and man will ultimately determine whether this is a beneficent or a destructive force in our society."

New measurement rules

FCC announced Friday (April 3) it will require TV stations to use new method for establishing location of grade A and B field-strength contours. Commission said method will be of special advantage to most UHF stations, which use "beam tilt" technique to provide more uniform signal.

New rules include new definitions for electrical and mechanical beam tilt and extend present definition of effective radiated power to include reference to maximum radiation in any direction.

They also provide for consideration of vertical radiation pattern of transmitting antennas and mechanically tilted antennas system.

Where Burch, Wells stand

FCC Chairman Dean Burch issued statement Friday (April 3) that provides long-awaited clarification of his position on multiple ownership; he opposes restrictions on common ownership of radio-TV stations in same market, but he supports further consideration of jointly owned VHF stations and daily newspapers in same market—which he regards as "clearly" most important media-ownership question.

Chairman's statement was part of package made public Friday. It included commission report on adoption of one-to-customer rule (which chairman opposed), and notice of proposed rulemaking that would require divestiture of commonly owned newspapers and broadcast stations in market (which he supported). Actions were taken last month (Broadcasting, March 30).

In his comments, Chairman Burch said he thought commission had barked up wrong tree in worrying about AM-FM-TV combinations. "Where there are only a few aural services, this may be a significant issue," he said. "... But in the great majority of cases, it is not a pressing issue. ... There is a plethora of aural services in all significant markets. Thus, while separating TV from AM or FM might make a significant contribution in a few cases, it is clearly far from the heart of the problem."

Chairman said common ownership of VHF's and daily newspapers is "the guts of the matter," because there are only few of each, and because most people get their news information from these sources. He said he has open mind on whether such combinations are harmful, but feels that subject must be further explored.

In other statements, Commissioner Robert Wells attacked both new rules and proposed ones as unwarranted tinkering with structure of industry.

Commission, in adopting one-to-customer rules, provided less restrictive standards for determining banned-service overlap than it had proposed.

In its further notice of rulemaking, commission indicated it is considering breaking up AM-FM combinations as well as others. It asked for comment on whether it should bar such cross-ownership unless parties could show that for economic or technical reasons stations could not be sold separately.

Commission also made it clear it was concerned about arguments that have been made as to economic dislocation that would result from divestiture plan. It asked for "quantitative information on cost savings and the effects of loss of such savings" that would result if broadcast, or broadcast-newspaper combinations were broken up, as well as other related questions.
WOR/AM's Rambling with Gambling
Radio's Largest Audience

Outdraws Johnny Carson Tonight Show
NBC TV
Merv Griffin Show
CBS TV

Here are the facts in the New York Market

Rambling with Gambling 6:00 a.m.-10:00 a.m. Mon.-Fri. 667,800*
Johnny Carson 11:30 p.m.-1:00 a.m. Mon.-Fri. 618,000**
Merv Griffin 11:30 p.m.-1:00 a.m. Mon.-Fri. 386,900**

Sources: *New York Radio October/November 1969 ARB **New York TV November 1969 ARB • Total Survey Area—Av. 14 hr.
Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

WOR 710 AM

BROADCASTING, April 6, 1970
Our family is getting bigg

Fabulous Sixties

George of the Jungle

Prime I Movies

Ben Casey

Invaders

N.Y.P.D.

Lincoln’s Last Day

King Kong

Beauty and The Beast
Meet two of the family. Betsy Palmer and Rosey Grier will be with us at the NAB Convention. Suite 1100, Conrad Hilton Hotel.
Our business involves the most part the use of qualitative research to help stations become number one in their market, or at least improve their position significantly. However, there are those who like statistics, so here are a few about us, since it’s our eighth Birthday.

Over the past eight years, we have—

- Had 50 clients....
- In 37 markets....
- 33 in the U.S., 4 foreign
- 90% of our current clients have been with us an average of 4 years.
- Five clients are beginning their 9th year with us.

The average for all clients over the 8 years is 2.6 years, (that’s like having 2.3 children.) Over one and a half million dollars has been spent on depth, or qualitative research, exclusive of our fees.

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

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

Datebook

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

Indicates first or revised listings.
April 5-9—Annual convention of National Association of Broadcasters and Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.
April 6-8—Third communication satellite systems conference, sponsored by American Institute of Aeronautics and Astronautics. The sessions will cover, among other things, European projects, Canadian domestic systems, U.S. domestic systems, digital communications, and advanced satellite concepts and experiments. International hotel, Los Angeles.
April 7-11—Journalism week at University of West Virginia. Speakers will include Derrick Daniels, executive editor of Detroit Free Press, and Liz Carpenter, former news secretary to Mrs. Lyndon Johnson. Ed Rabel, CBS News correspondent, will address final session. Morgantown.
April 8—Dinner meeting of Chicago chapter of American Women in Radio Televisio. Paul L. Klein, VP-audience measurement, NBC, will speak on "Top 20 TV Myths." Churchill restaurant, Chicago.
April 9—Annual stockholders meeting, Avco Corp. Rancho Bernardo Inn, San Diego.
April 9—Semi-annual meeting of national awards committee of The National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

Television Bureau of Advertising regional sales clinics
April 14—Holiday Inn Downtown, Oklahoma City
April 16—Sheraton Astro World, Houston
April 20—Century Plaza, Los Angeles
April 20—Riviera Motor hotel, Atlanta
April 22—Jack Tar, San Francisco
April 22—Sam Peck motor motel, Little Rock, Ark.
April 22—Mayflower tower hotel, Jacksonville, Fla.
April 24—Washington Plaza hotel, Seattle
April 24—Royal Orleans, New Orleans
April 24—Red Carpet Inn, Charlotte, N. C.
April 30—Washington Hilton, Washington
May 7—Marriott motel, Boston
May 12—Midtown Tower hotel, Rochester, N. Y.
May 12—New Tower, Omaha, Neb.
May 14—Downtown motor inn, Denver
May 14—Howard Johnson New Center, Detroit
May 19—Cheshire Inn, St. Louis
May 21—Imperial House South, Dayton, Ohio
May 26—Site to be announced, Minneapolis-St. Paul
May 28—Merchants & Manufacturers club, Chicago

Radio Advertising Bureau’s regional sales clinics
April 20—Denver Hilton, Denver.
April 22—Hilton Inn, Seattle.
April 24—Hilton hotel, San Francisco.
May 12—Sheraton Motor Inn (Bloomington), Minneapolis.
May 13—Sheraton O’Hare, Chicago.
May 15—Hilton Inn, Kansas City, Mo.
June 9—Sheraton hotel, Philadelphia.
June 10—Sheraton hotel, Rochester, N. Y.
June 11—Sheraton-Boston, Boston.

April 10-11—Region 4 conference of Sigma Delta Chi. University of West Virginia, Morgantown.
April 10-11—Semi-annual meeting of Board of Trustees of The National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.
April 10-12—Reson 9 conference of Sigma Delta Chi. Denver.
April 10-20—Japan Electronics Show, sponsored by Electronic Industries Association of Japan. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.
April 11—Meeting of Indian AP Radio-TV Association, Culver Military Academy, Plymouth, Ind.
April 11—Annual awards meeting and banquet, Georgia AP Broadcasters Association, Atlanta Marriott.
April 11—Region 10 conference of Sigma Delta Chi. Portland, Ore.
April 13—Deadline for filing comments on FCC’s primer on certification of community needs.
April 13-14—Spring meeting, North Central Community Antenna Television Association. Northstar Inn, Minneapolis.
April 14—Public hearing of the Canadian Radio-Television Commission to consider proposed rules on advertising and Canadian content, the license renewals of the CTV television network and its affiliates, and the license renewals of the Canadian Broadcast Corp. radio and television networks and its owned-and-operated stations. Skyline hotel, Ottawa.
April 15—Annual stockholders meeting, General Telephone & Electronics Corp. Curtis Hilton Convention Hall, Tampa, Fla.
April 15—Annual stockholders meeting, CBS Inc. Insurance Securities Inc. Building, San Francisco.
April 15-17—Meeting, Kentucky CATV Association. Richmond, Ky.
The CBS Laboratories’ NTSC Color Corrector is an entirely new on-line device. It enables the broadcaster, for the first time, to transmit consistent color values from a variety of encoded signal sources. Program material from cameras, tapes and film with wide ranging color values can be transmitted in sequence without colorimetry shifts from one segment to the next.

INTRODUCING TO THE BROADCAST INDUSTRY FOR THE FIRST TIME ...

THE COLOR CORRECTOR (A TELEVISION FIRST!)
Now color balance can be adjusted after encoding. For the first time final matching of various signal sources at a single location. Program elements can be reviewed and corrected continuously.

National Association of Broadcasters in Chicago, Booth 304

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905 (203) 327-2000
A REFLECTION OF SAN FRANCISCO

California gold. The sun of San Francisco reflected in KTVU. A flourishing community, a sophisticated bridge for all cultures, financial center of the West, the nation's favorite city, mirrored in all its color and excitement on KTVU. Only a leading independent like KTVU could reflect the most independent market.

Where communications reflect the community

KTVU Television

COX BROADCASTING CORPORATION STATIONS
KTVU San Francisco-Oakland
WSB AM-FM-TV Atlanta
WHIO AM-FM-TV Dayton
WSOC AM-FM-TV Charlotte
WIOD AM-FM Miami
WFIC-TV Pittsburgh
'Monday Memo' response

EDITOR: I want to thank you for the opportunity to author the "Monday Memo" (Broadcasting, March 9). I can't begin to tell you of the very enthusiastic response the article garnered...at least on this end. I've heard from old cronies from California to New York. And I'm gloatin' and enjoying every bit of it.—Robert L. Meyer, president, R. L. Meyer Advertising & Promotions Inc., Milwaukee.

Rebuttal from McGannon

EDITOR: The mail strike in New York substantially delayed receipt of Broadcasting's March 23 issue and hence it was not until late last week that I had a chance to read your editorial, "Declaration of Dependence..."

First, let me thank you for your generous opening comments. However, I'm puzzled and concerned by your subsequent reactions. My puzzlement comes from the fact that since you were at the FCC hearing and copies of my statement were distributed, many of the issues you raised were covered in that material. In response to the chairman's questions, I expressly indicated that I don't seek any official action or rulemaking from the FCC in this matter. This was also mentioned in the statement issued. Your reference of "inviting the government to assume a larger role in shaping the commercial and programing policies of television" was factually without basis.

My concern springs from the fact that your editorial tends to generalize, particularly with reference to "similar schemes coming from all kinds of yearners for simple solutions during the past 20 years." I don't know who those people were or what they were yearning for. I have been a part of the media for several years, and if I am a yearner it is only for a more vital and dynamic system than we have at the present time, and I don't view the solutions as being simple.

It has long been the opinion of many that Broadcasting is a magazine of substantial and singular influence within the industry. It is not beset by the intense competition among the networks and a diffusion of circumstances and interests of the stations. I would think that Broadcasting's editorial judgment on the well-being of television would consist of one of two alternatives: (1) that everything is fine in television and the industry should continue to operate in the fashion in which it has over the past several years, irrespective of such problems as piggyback
There is no formula for success, only ingredients...

RONA BARRETT
DICK CLARK’S MUSIC BAG
WONDERAMA
MPC PORTFOLIO I & II
CHRISTMAS SPECIALS
LAUREL & HARDY CARTOONS
CRUSADER RABBIT

CINEDEX
A Basic Television Film Source & System
1700 Film Productions & 50 Half Hour Programs

UNTAMED WORLD
52 Half Hours In Color
From the Producers of The National Geographic & Jacques Cousteau Specials

TRUTH OR CONSEQUENCES
TV’s Most Successful First-Run Syndicated Program
Five Half-Hours Weekly

MY FAVORITE MARTIAN
Fantastic Frontrunner in The Ratings Race
32 of 107 Half Hours In Color

PIXANNE
TV’s Mushrooming New Children’s Program
Five First-Run 60-Minute Programs a Week

Join us at Hospitality Suite 1600 Conrad Hilton at the NAB
The IVC-300 sets the pace

Here's the smoothest price/performance package on the broadcast circuit. It's a three Plumbicon* color camera that's designed for both remote and studio use. It delivers the ultimate in sensitivity and picture quality and shows the way to competitive cameras costing half again as much.

The IVC-300 opens new approaches to programming and production flexibility. For example you can take a long shot with our new 18:1 zoom lens. Or lower your handicap with a minicable that is one-half the size of ordinary cable and weighs only 16 lbs. per hundred feet. Built-in cable compensation means you can go all the way with cable runs up to 2,000 feet. A new master gain control that multiplies the IVC-300's sensitivity in graduated steps of 3dB delivers excellent pictures at light levels down to 40 foot candles. The IVC-300 comes on as the lightest, most portable studio and remote camera in the business, weighs only 72 lbs. An absolutely unbeatable combination recognized by more and more broadcasters.

A companion film chain camera—the IVC-230—is also proving itself a winner, produces pictures comparable to higher priced cameras at substantially lower cost.

IVC has been making the tour as a company for just four years and for the last two years has served the broadcast industry with color cameras. Proof of our winning ways are the more than 60 multiple and single camera broadcast installations IVC has completed in those two years.

The IVC-900 increases the lead

From the leader in 1-inch color VTR's... comes a recorder that talks the language of the broadcaster... the IVC-900. The new IVC-900 color videotape recorder meets all applicable FCC and EIA specifications for monochrome and color broadcast. Put it on the air with assurance that color picture quality will be outstanding—comparable to pictures from quad recorders costing three to five times as much to buy and more than five times as much to operate.

The IVC-900 records and plays back for 3½ hours on a standard 12½” NAB reel. It offers IVC's unique Instant Video Confidence, an amazing feature that plays back your recording on a monitor as it is being recorded, always assuring a perfect copy. Clean, sharp assemble and insert editing, built-in dropout compensator and processing amplifier are part of the package. Head replacement cost and frequency of replacement are reduced as much as 90% with a head life guarantee of at least 1,000 hours. Color or monochrome tapes are interchangeable with all other recorders using the IVC format.

Network and major market broadcasters will find the IVC-900 invaluable for delay recording, dubbing, back up and significant savings in storage of program material. The IVC-900 is a first line recorder for smaller and medium sized stations. Stations of all sizes will find the IVC-900 useful for preproduction screening.

That's the IVC scorecard. IVC camera and recorder economics make sense. You can have both an IVC-300 camera and an IVC-900 recorder for less than the price of one of the other broadcast quality cameras and be sure of delivering a top quality show. With our cameras and VTR's you can do both—drive for show and putt for dough.

International Video Corporation
675 Almanor Avenue
Sunnyvale, California 94086
Phone (408) 736-3900

* TM NV Phillips
One for the money
two for the show

Mobile Television Productions,
San Jose, Calif. covers
the West Coast with three
IWC-200 color cameras.
Although, violence, public apathy etc.; or (2) that there is an opportunity for growth, movement and achievement of a higher potential than that achieved to date and \textit{Broadcasting} has specifics on how this should be accomplished.

If the first is the point of view maintained by \textit{Broadcasting} Magazine, then obviously I disagree. However, if the latter is its point of view then I would urge you to advance such views and to use its substantial base of influence to achieve those ends. I for one, and our company, would support you and your magazine enthusiastically in this connection. Your editorial points out that we have a system that is tied to a three-network relationship, that this affords little incentive for local program alternatives and that we are drifting toward a national conformity. I agree with that statement in principle. It was the public's need and desires, as I envisioned them over the next 10 years, and the potential of the medium and not criticism of the past that triggered my suggestion. The vehicle was an obvious one although you disagree with the composition of such a task force. It was my point of view that this group ought to be as wide and diversified as the medium and representative of all of the audiences it serves and to use all of the resources available to us as a society. Finally, I would not view the development of ambitious goals and objectives, creatively and voluntarily arrived at by this medium, as being the subordination of my professional judgment. This industry or any of its elements should not resist change or a free and productive process of self-evaluation and renewal.

Washington bureaucracy is not qualified or capable of reaching such creative conclusions and results. The media, assisted and stimulated by other knowledgeable sectors of our society, can fashion for broadcasters, big and small, the incentive and opportunity to realize a fulfillment of the public interest beyond that which has been achieved to date.

In light of the profound nature of this subject and the impact of your editorial, I would greatly appreciate it if you would print this message in its entirety in your next issue.

\textit{Broadcasting} agrees that "there is an opportunity for growth, movement and achievement of a higher potential than that achieved to date" and has said so repeatedly. But the achievement is more likely to come from individual efforts by broadcasters themselves than from a central committee of outsiders.

\textbf{The message is clear}

\textbf{EDITOR:} Gene Payne, Pulitzer-Prize-winning cartoonist with the \textit{Charlotte Observer}, came up this morning [March 24] with a real corker—copy enclosed. This thing really should be framed and hung in the lobby at the National Association of Broadcasters or at least in a conference room or maybe in Vince Wasilewski's [the president's] office.

All the above presupposes that you will think the cartoon is as potent as I do. If you don't, you may want to wrap it in a paper bag and send it over to our friends at the FCC, or perhaps put it in a toe sack (crocker sack, to you Yankees) and have it hung in the hallowed halls of Congress—since the broadcasting industry was so completely sacked in this deal.


\textit{Can I say a few words about gun control?}
Remember... In taste, imagination and popularity there is only one WPAT am & fm.
Serving greater New York.
Right media mix is only part of retail success

Joy is what your customer feels, Mr. Retailer, when she thinks of getting something new. Joy is not there when she buys it.

Too often shopping has turned into a grim experience. This in spite of the millions of dollars stores spend to display merchandise in a pleasing ambiance and to promote it.

But the soul isn’t there.

One look at any day’s retail advertising will tell you that. There’s little flair, less fun, and, sadly, almost no communication. And, according to more and more merchants, less and less result.

Just “going into” TV and radio will not cure the ills as some may wishfully think. These media are potent, but no panacea.

Most retail advertising breaks down into five categories: (1) sales and off-price promotions; (2) vendor-paid features; (3) item or line advertising at regular prices; (4) omnibus or catalogue pages; and (5) institutional.

Categories (1), (2), (4) and sometimes (3) are often cold-fish, untouched-by-human-hands advertising, prepared by mechanical men for mechanical men. The customer is nowhere around when the planning is done and she is slow to appear when it is time to respond.

Category (5) is the most exciting advertising to come out of most stores, including some unique things in broadcast. Yet in my view this represents a kind of corporate schizophrenia. You are one store. Why do you need two advertising approaches?

Whatever else a store is to a community it is a purveyor of goods. Customers may come to you for meetings, for dining or for donations, but more than anything else they come to you to buy.

The purpose of retail advertising is to remind customers your store is a good place to buy whatever they want. The best way to tell them is through linking your institutional story with your merchandise presentations, or vice versa—making the store come across as an enjoyable place to find the things that add to a customer’s pleasure.

That is just the first step. The second is to catch the mood of your customers. Put a little joy in your message. Put a little joy in your store. Don’t be frightened when your staff smiles. It just might help sales.

To put more joy in your advertising, start by forgetting everything you’ve ever done before and think about change. Considering all the change inside our stores, there is hardly a breath of it in our advertising. Basically we still are using the same medium, newspapers, in the same way we did 30 years ago. And a 10% or 15% diversion of funds into broadcast, for example, isn’t much of a media mix.

Who are your present customers? How can you reach them more effectively? Who are your most profitable prospects? What media will reach and attract them best?

You may have to make further store changes as well as advertising changes if the old “customer” you envisioned no longer exists. Think about this before putting down a dollar for any medium.

Every store or chain should take a close look at the media mix at least every other year. If you lack the courage or knowledge, call in an advertising agency. Let them put their experience and computers to work for you.

Call in your local TV and radio stations. They could surprise you with the depth of data they have about your prospective customers and market. You’re well saturated in print, so start a broadcast dialogue even if you don’t decide to buy.

We retail advertisers, when we do buy, we buy space and we buy time. Pure, white space. Blank, clear time. Oh, how we mess it up once it’s ours.

We put the same old dirty gray dullness in our newspaper ads, the same mechanically imperious statements in radio-TV and we’ve scarcely said anything new in magazines since I can remember.

How can we change this? Start with newspapers, the medium most retailers feel at home in. Experiment a little. Fill that paper with visual surprises. Fill it with delightful provocation to read. Be electronic. Use pictures in action. Motion. Emotion. Color. Wring all the color out of black-and-white. Make copy talky, more human, credible.

What about magazines? There are some excellent local magazines and regional editions of national magazines, plus special audience magazines. They may be fine pinpoint buys. When you use them be sure you groove with your audience and let your merchandise show you do.

Radio reaches your prospect most anywhere today, even when she is doing something else. Try using a half-minute “show” starring what you sell Lively, on tape. Make your character real. Real people respond to that. They will correspond with you and they will buy from you.

Whatever media you use, broadcast or print, treat them with respect. All media are worth very little if they are used with little thought. It is better to buy less and put more into production that will make your message sing.

You offer quality merchandise. Match it with quality advertising, quality in-store service and salesmanship. Like your older media, TV and radio used properly can help you communicate the basic idea effectively—the joy of shopping.

June Thursh, advertising and sales promotion director for Treasure Island, modern shopping-center stores that make up new division of J. C. Penney Co., is both a broadcast and retail veteran, starting as women’s director of WHKC(AM) (now WTVN) Columbus, Ohio, in 1940’s. Subsequently she became advertising director of Lit Bros., Philadelphia, and later joined Penney to head Treasure Island promotion. She was elected woman of year at 18th Retail Advertising Conference in February.

BROADCASTING, April 6, 1970
New Yorkers previewing "Sing Along With Mitch" last Christmas, delivered the time period to WOR-TV, posting an ARB rating of 16 and share of 35, equal to the two top competing network station programs combined!

Out front in the number one market, "Sing Along With Mitch" now swings into syndication as a weekly hour. Designed as a programming pick-me-up for your schedule and favorite sponsors, each hour celebrates the American spirit through this nation's most memorable music woven into sparkling, light hearted, audience-pleasing productions.

Wherever your market, join us in presenting the incomparable stereo sound of Mitch Miller conducting his magnificent male chorus and orchestra. Enriched by the singing of Leslie Uggams, Diana Trask, Louise O'Brien, the endearing children's chorus and James Starbuck's dancers, it is no wonder that all America wants to

PRESENTED BY RKO GENERAL, INC. THROUGH SHOW CORPORATION
10 EAST 49 STREET, NEW YORK 10017 • (212) 421-8830
NAB HOSPITALITY SUITE: HILTON 2305A
TRANSLATION: The Ides of March were good to us again. We were first in cume, noon to five, five to 7:30, prime time (7 days) and sign-on to sign-off (7 days). WFIL-TV... a Triangle station... of course. February/March 1970, ARB. Subject to limitations. Details on request.
Together again after a dark year

Their cigarette billings doomed, freedoms shorn, crossownership threatened, broadcasters go to convention

In a modern variation on the Rip Van Winkle theme, suppose for a moment that a broadcaster returned from the 1969 National Association of Broadcasters' convention in Washington and settled into a long, deep sleep. Now, after 12 months he awakes—at the beginning of the 1970 NAB convention this week in Chicago. Sooner or later, his business instincts will assert themselves and someone will have to bring him up to date on the past year. Watch his jaw drop:

A new law bans cigarette advertising from radio and television as of Jan. 2, 1971. The FCC has passed its one-to-a-customer rule and has proposed to go farther by requiring divestiture of cross-ownerships of currently owned newspapers and broadcast stations in any market. The Supreme Court has rejected broadcasters' arguments against the fairness doctrine and has given the FCC wide authority to exercise program controls. The commission, in a modification of its "50-50" proposal, has tentatively voted to require cutbacks in network program clearances. The Vice President of the United States—with no disavowal from the President—has launched head-on attacks against the major media. The Justice Department has issued blanket subpoenas to examine reporters' notes and film out-takes. The FCC wants to charge vastly higher filing fees. . . .

But is there no relief from the recital of misfortunes in this, the year to celebrate the golden anniversary of broadcasting? Perhaps one: The FCC has issued a policy statement saying that not every multimedia owner with a hired manager is vulnerable to the loss of license to a competing applicant that lacks other media interests and promises to integrate ownership and management. A year ago all multimedia owners were in jeopardy at renewal time as a result of the FCC's decision in the WWHO-TV Boston case.

For all its appearance of restoring the old rules to the treatment of license renewals, the FCC's post-Red Lion policy statement was not enough to fix the character of the 12-month interval between NAB conventions. The other governmental actions in that period promise to change the broadcaster's life radically.

The most immediate and tangible effect will be officially felt on Jan. 2, 1971, when $240 million in broadcast cigarette billings will vanish into history (or, perhaps, into other media). The events leading up to this decision were as complicated and unpredictable as any that ever slithered through the halls of Congress, but the final action was emphatic and irreversible: a specific statutory ban on broadcast cigarette commercials.

Broadcasters may tend toward doomsday rhetoric on public platforms, but the prophet who could have predicted the cigarette action was nowhere to be found at NAB convention time last year. As the 1969 meeting got underway in Washington, the House Com-

Three bearers of bad news for broadcasters in the past year are pictured above (l-r). Senator Frank E. Moss, Utah Democrat and Mormon, shepherded the anticiigarette legislation that wound up prohibiting broadcasters from carrying $240 million in cigarette advertising while leaving other media—and the cigarette business—undisturbed. U.S. Supreme Court Justice Byron White wrote the Red Lion opinion declaring that the First Amendment gives broadcasting less protection than it gives the printed press. Vice President Spiro T. Agnew began a continuing campaign of harassment against all news media that are judged to oppose the Nixon administration or its policies.
merce Committee has just scheduled its hearings on extension of the Cigarette Labeling Act of 1965. Many in Congress were still furious over the FCC's announcement of a proposed rule to ban cigarette advertising from the air; they were determined that Congress, not an "independent" agency, would decide the issue.

The House hearings were dominated by broadcast and tobacco-industry spokesmen, and the House eventually passed a bill that would have done nothing whatever to broadcast cigarette advertising. After that, it was a new ball game, as all sides prepared for a tougher fight in the Senate, where key legislators such as Senator Frank E. Moss (D-Utah) had vowed to stop the House-passed bill by any means necessary. The moves and counter-moves followed in dizzying succession:

First: In what seemed a drastic move at the time, broadcasters offered to drop all cigarette advertising voluntarily over a four-year period ending Sept. 1, 1973.

Second: When hearings opened in the Senate, cigarette manufacturers trumped the broadcasters' offer by announcing their intention to withdraw from broadcast advertising by Sept. 1, 1970, if Congress would pass a law exempting such a joint agreement from the antitrust laws. Senator Moss agreed to work for that law.

Third: The Senate Commerce Committee overruled Senator Moss and his supporters. A majority of the committee members wanted to take firmer action; many felt uneasy about using the antitrust laws for "social purposes." They proposed the flat statutory ban.

Fourth: Senator Moss and other supporters of voluntary action decided that a statutory ban, while not ideal, was preferable to the continuance of cigarette commercials on the air. The Senate agreed and passed the bill overwhelmingly.

Fifth: The House got back a cigarette bill that had nothing to do with the one it had originally passed. However, the situation had changed drastically by then that agreement between the two houses was a foregone conclusion. The bill finally cleared Congress in March 1970.

Sixth: President Nixon signed the bill into law last week (see page 50).

After the initial outrage had passed, most broadcasters became resigned to the loss of cigarette billings. They continued to regard the statutory ban as a deplorable precedent (if cigarette advertising can be banned, they asked, what other lawful product might be next?), but they turned to the immediate task of looking for ways to replace the money. Then, just as equilibrium threatened to set in, the FCC dropped its own patented bombs on the industry—just in time for a new NAB convention. And where the cigarette issue had involved only a specific set of broadcast accounts—sizeable, but presumably replaceable in time—the FCC actions of last month involved the fundamental structure of the industry.

The commission adopted its long-pending proposal to bar the owner of any full-time station—AM, FM or TV—from acquiring another in the same market. It then forged ahead with a new proposed rule that would break up existing cross-ownership of stations in the same market. Only AM-FM combinations would be spared.

In the same record-shattering week, the commission tentatively voted to bar networks from domestic program syndication; to limit their foreign syndication to programs they produce themselves.

(Continued on page 36)

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Members of the National Association of Broadcasters committee that planned this year's 48th annual convention are the broadcasters above: James M. Caldwell, WAVE(AM) Louisville, Ky., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., co-chairmen; Richard C. Block, Kaiser Broadcasting Corp., Donald P. Campbell, WMAR-TV Baltimore; Eldon Campbell, WFBM-TV Indianapolis; Carl Fisher, KUGN(AM) Eugene, Ore.; Charles E. Gates, WGN(AM) Chicago; Ben A. Laird, WDUZ(AM) Green Bay, Wis.; Arch L. Madsen, Bonneville Stations, Salt Lake City; Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington; Allan Page, KGWA(AM) Enid, Okla. and A. P. Sorenson, WERS-AM Waukegan, Ill. Mr. Caldwell is vice chairman of the National Association of Broadcasters' radio board and Mr. Shea is vice chairman of the television board.
H. R. No. 833 (7)
By: Messrs. Paris of the 14th, and Thomason of the 77th.

A RESOLUTION

Commending WSB-TV and Cox Broadcasting Corporation; and for other purposes.

WHEREAS, the management and staff of WSB-TV and the Cox Broadcasting Corporation have performed an outstanding public service in showing the film entitled, “Russell: Georgia Giant” in a three part series; and

WHEREAS, this series recognizes the great service that has been rendered to the State of Georgia and the United States by Georgia’s senior Senator, Honorable Richard B. Russell; and

WHEREAS, this series represents an outstanding achievement in presenting a “living history” of one of the great statesmen of the Twentieth Century; and

WHEREAS, this series is one of the finest examples of outstanding public service by a television broadcasting company.

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that this body does hereby commend and congratulate WSB-TV and the Cox Broadcasting Corporation for performing an outstanding public service in televising the film entitled, “Russell: Georgia Giant”.

BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is hereby authorized and directed to transmit an appropriate copy of this Resolution to the President of Cox Broadcasting Corporation and the manager of WSB-TV.

IN HOUSE
Read and Adopted
February 12, 1970

Glenn W. Ellard
CLERK

Reflecting a public tribute to one of the nation’s most respected public servants

The resolution adopted by the Georgia House of Representatives commending WSB-TV for its three hour filmed documentary, “Richard Russell: Georgia Giant,” is an honor that fills us with pride. Like the distinguished Senator, WSB-TV, too, is dedicated to serving the public with a deep sense of duty. In presenting this memorable television portrait-in-depth, WSB-TV feels privileged to have been able to bring together the people of Georgia and one of their outstanding spokesmen.

A reflection of Atlanta

WSB Television
Love, and the prime time television watcher.
Seven of the top ten programs listed by TvQ as viewers' "favorites" are on the ABC Television Network. And to us that's love.

TvQ, you know, is one way of measuring the appeal of a television program. It's a measure based on the percentage of viewers who are familiar with a program and who consider it "one of my favorites."

Here's a closer look at ABC's leadership in making friends of primetime viewers.

ABC has:
...the best liked dramatic show, "Marcus Welby, M. D."
...the best liked variety show, "The Johnny Cash Show."
...the best liked action show, "The Mod Squad."
...the four best liked comedy shows: "The Courtship of Eddie's Father," "Nanny and the Professor," "The Brady Bunch," "Room 222."

What does all this mean in the marketplace? It means we know how to make shows that people like. And enjoy. And remember.

We've designed our new fall schedule to continue to please our viewers, especially adults under fifty, and meet your advertising needs. If you're looking for the best way to reach your prime customers, look to ABC... we're to be watched. And loved.

Source: TvQ February, 1970
On tap at the convention

Official agenda for the 48th annual National Association of Broadcasters convention, April 5-8, at the Conrad Hilton hotel, Chicago, follows:

**Sunday, April 5**

8 a.m.—FM Broadcast Pioneer's breakfast, Robert E. Lee, FCC commissioner, speaker. Palmer House, Parlor A.
8:30 a.m.—ABC Radio Affiliates breakfast. The Drake, French Room.
9 a.m.—National Association of FM Broadcasters session. Palmer House, Adams Room.
9 a.m.-2:30 p.m.—Broadcast Music Inc. board meeting and luncheon. Conrad Hilton, Parlor 412. Board meeting noon, Parlor 413.
9:30 a.m.—Association of Maximum Service Telecasters technical committee meeting. Sheraton-Blackstone.
9:30 a.m.-3 p.m.—Radio Program Conference advisory committee meeting. Sheraton-Chicago.
10 a.m.-5 p.m.—Metromedia Radio sessions. Astor Towers.
10 a.m.—ABC Radio Affiliates meeting. The Drake, Gold Coast Room.
10-11:30 a.m.—Association of Professional Broadcasting Education meeting. Pick-Congress, Gold Room.
10 a.m.-noon—Daytime Broadcasters Association membership meeting. Conrad Hilton, Williford C.
10:45 a.m.-noon—Intercollegiate Broadcasting System sessions and workshops. La Salle.
11 a.m.—National Association of Broadcasters convention Protestant worship service. Orchestra Hall, 216 South Michigan Avenue.
12 noon—ABC TV Affiliates meeting. Ambassador, Guild Hall.
12 noon-2:30 p.m.—Association on Broadcasting Standards, board of directors luncheon and meeting. Conrad Hilton, Palmers 412-3.
12:15 p.m.—National Association of FM Broadcasters reception and luncheon. Palmer House, Grand Foyer and Monroe Room.
2 p.m.-5 p.m.—Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air Room.
2 p.m.—Society of Broadcast Engineers annual meeting. Conrad Hilton, Upper Tower.
2:15 p.m.—National Association of FM Broadcasters session. Palmer House, Adams Room.
2:30-4 p.m.—Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air Room.
3-5 p.m.—Management Labor Clinic. Conrad Hilton, Williford Room.

Presiding: Ron W. Iriion, director of broadcast management, NAB.

Jurisdictional Disputes in the Broadcast Industry: Emanuel Dannett, attorney, New York.

The Do's and Don'ts in Union Electioneering and Collective Bargaining: Robert Haythorne, attorney, Chicago.
3-5 p.m.—Secondary Market TV Committee Presentation. Conrad Hilton, Waldorf Room.

Presiding: Dale G. Moore, kGVO-TV Missoula, Mont., chairman.

Guest: Jacob A. Evans, vice president, Television Bureau of Advertising; Robert Gillespie, director of local media, General Foods Corp.; Robert J. Kizer, administrative vice president, TV, Avery Knodel Inc.; FCC Commissioner Robert E. Lee; William N. Shaffer, vice president, TV station sales, American Research Bureau.

**Committee Members:** Allan Land, WHIZ-TV Zanesville, Ohio; Marshall Pengra, KLTV-TV Tyler, Tex.; Stuart Martin, WCAX-TV Burlington, Vt.; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.; Robert Smith, WCYB-TV Bristol, Va.

3 p.m.—ABC Radio Affiliates reception. Drake, Gold Coast Room.
4 p.m.—Association on Broadcasting Standards membership meeting. Conrad Hilton, Boulevard Room.
5 p.m.—National Association of Broadcasters convention Mass. Old St. Mary's Church, Wabash at Ninth Street.
7:30-8:30 p.m.—ABC Network reception. Pick-Congress.
8-9 p.m.—NBC reception (by invitation). Ambassador West, Guild Hall.

**Monday, April 6**

9-10 a.m.—TV Stations Inc. annual breakfast and membership meeting. Sheraton-Blackstone, Crystal Room.
8 a.m.—Mark Century Sales Corp. breakfast and programing seminar. Conrad Hilton, Waldorf Room.

General Assembly (Management and Engineering Conference) 10:30 a.m.-noon, Conrad Hilton, Grand Ballroom.


Introduction: Willard E. Walbridge, KTRK-TV Houston, Tex., chairman, NAB board of directors, Address: Vincent T. Waiselwski, NAB president.

Presentation of NAB Distinguished Service Award to: Rosel H. Hyde, former FCC chairman, by Mr. Waiselwski.

Remarks: Mr. Hyde.
11 a.m.-noon—All Industry Music Licensing Committee meeting. Conrad Hilton, Parlor 512.

2:30-5 p.m.—Management Radio Assembly. Conrad Hilton, Grand Ballroom.

Presiding: James M. Caldwell, WAVE(AM) Louisville, Ky., vice chairman NAB radio board.

Annual RAB Presentation: Miles David, president, Radio Advertising Bureau; Robert H. Alter, executive president; Carleton F. Loucks, vice president.

Broadcasters Unite—Go Fourth for Freedom: presentation by Lee Allan Smith, WXY(AM) Oklahoma City, Okla.

2:15-5 p.m.—Television Conference. Pick-Congress, Gold Room.

Presiding: Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., vice chairman TV board of NAB.

Presentation of station award and special citation by: The National Academy of Television Arts and Sciences.

Speeding up Payments from Agencies: Television Bureau of Advertising panel: Moderator: Norman E. Cash, president, TVB. Speakers: George Claffey, controller, WROC-TV Rochester, N.Y.; Avram butensky, vice president, Dancer-Fitzgerald-Sample; Archibald McG. Foster, president, Ted Bates & Co. Panel: Dr. Seymour Banks, vice president, research, Leo Burnett Co. Inc.; Justin T. Gerstle, sr. vice president, Ted Bates & Co. Inc.; James Jurist, vice president. John Blair & Co.; Albin B. Nelson, director of special services, TVB; Robert Small, director of business affairs, NBC owned-and-operated division; Mr. Butensky, Mr. Claffey and specialists on machines from NCR and IBM.

5 p.m.—Harvard Business Seminar smoker. Conrad Hilton, Bel Air Room.

6 p.m.—Atwood Richards Telescreen Inc. reception. Conrad Hilton, Williford Room.

Tuesday, April 7

7:45-9:15 a.m.—Early Bird Workshops.


Minority Group Personnel: Conrad Hilton, Williford B Room. Moderator: Frederick S. Weaver, community relations counsel, NAB. Panelists: Leo Martin, Michigan State University; Steve Scott, WPRM Stations, Indianapolis; Duncan Whiteside, University of Mississippi.


What Computers Can Do for your Traffic and Sales Operation: Pick-Congress, Lincoln Room. Moderator: Larry Graham, assistant director of broadcast management, NAB. Panelists: David Morris, KNZU(AM) Houston; Jim Vinall, Broadcast Computer Services; Jim Zeigler, Data Communications Corp.

8:30 a.m.-12:30 p.m.—Association of Maximum Service Telecasters breakfast and membership meeting. Conrad Hilton, Waldorf Room.

9:11 a.m.—All-Channel Television Society breakfast for members and guests, Sheraton-Blackstone, Hubbard Room.


Radio from the Catbird Seat, Red Barber, Key Biscayne, Fla.


Introduction of speaker: Vincent T. Wasilewski, president of NAB. Address: Herbert G. Klein, director of communications for Executive Branch.

Annual Business Meeting.

No Afternoon Sessions There is no NAB program for this period so delegates may visit the exhibits and hospitality suites.

2 p.m.—Young & Rubicam open house. Sheraton-Chicago, Tower Suite.

2:30-4 p.m.—Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air Room.

2:30-4:45 p.m.—Election of All-Industry TV Station Music Licensing Committee. Conrad Hilton, International Ballroom.

7:30 p.m.—50th Anniversary Banquet. Conrad Hilton, Grand Ballroom. (Sponsored by Broadcast Pioneers in cooperation with NAB.)

Presiding: Roy Danish, director of Television Information Office and president of Broadcast Pioneers. Speakers: Lowell Thomas, Dinah Shore.

Wednesday, April 8

7:45-9:15 a.m.—Early Bird Workshops. Workshops repeat the Tuesday program at the same times and places with the exception of the session on audience measurement.


NAB TV board elections: (polls remain open until 10:30 a.m.). Presiding: Harold Essex, WJSF-AM-FM-TV Winston-Salem, N.C., chairman of NAB TV board. Broadcasters
December 12, 1969

Mr. Eldon Campbell
Vice President & General Manager
The WFBM Stations
1330 North Meridian Street
Indianapolis, Indiana 46202

Dear Mr. Campbell:

There's been some talk around here about the way some members of the "happy gang" carried on over a big money-raising project called the United Fund. As one who considers himself somewhere between an acquaintance and a friend of yours, I'm taking the liberty of sharing with you some of the things I've heard. You can decide whether or not your people spent too much time on this United Fund thing.

Tom Read's name has been mentioned. They talk about Tom and a program called "It's A Public Affair." It seems curious to our people that Read saw fit to feature not one, but two Fund luminaries on "It's A Public Affair." First show featured Dave Moxley talking about the budgeting process. Then came campaign chairman Henry De Boest discussing challenge and conquest. As if this weren't enough, Read continued his overexposure of the subject with a series of campaign progress reports. Perhaps you know what possesses a man to carry on like that, Mr. Campbell.

Your half-hour special on the campaign has also been a popular topic of discussion. Earl Johnson arranged for the program which featured the film, "Prove It!" and "Torchlighter" David Veller.

You may want to consider this rather odd gesture of support which made the rounds during the campaign: why did Roger Young invite our campaign chairman and two lovely "Torchbearers" to the "Jim Gerard Show," fully aware that he was subjecting them to preemption by the Apollo 11 splashdown? "So they gave us an eight-minute interview with Gerard," one man protested. "But why couldn't they have put us on first, or given us the whole show?" he asked. To which I replied: "The whole show! Indeed, why not the whole morning?" You can imagine the embarrassment.

From time to time, your public affairs trio of Chapman, Scott and Wilkes have been the subject of conversation. Most of the PS protestations were mild, and I wouldn't be too concerned about Jerry, Steve and Aggie, Mr. Campbell.
Here's one I got a "boot" out of: this one suspicious type asked how Pickett, Webber and Woof-Boom Mary found time to cut special tapes for our report meetings. To soothe his spite, I told him we promised Casey Strange and Charlie Rogers a free meal at Wheeler Rescue Mission and that got the job done.

One of our main-line volunteers was astounded to learn that the Fund had access to the WFBM record library. He questioned that a station could afford such a liberal policy. I pointed out that in some ways, WFBM was liberal, and besides, the librarian and I are first cousins. Curiously, he discounted the liberal label and bought the cousin line.

The 15 pre-campaign spots aired September 17th thru September 24th raised more eyebrows than all of the other WFBM public service contributions combined. "Aw c'mon now," one doubting Thomas blurted, "$2400 worth of prime time to the United Fund? Be serious!" And another, poorly versed in the ways of advertising and your industry: "Poor old WFBM must really be hurting if they can put you in prime time and not charge for it." After hearing such comments, I chided: "Boys and girls, let's not look the gift horse in the mouth. When Eldon says, 'will do', and Menke agrees, It's done.

"That's the way it's been with WFBM for the past 13 years," I explained. "WFBM puts its public service commitments where its mouth is; and we can't thank them too often."

Somewhere recently I read: "the road to success is always under construction and is frequently covered with signs that say, 'men working'." When related to U.F. campaigns, these words are especially poignant. Since 1957, the campaign road has been successfully constructed and well traveled. "Wouldn't be so, if 'tweren't for the 'men working' signs representing the Earls, Johnson and Shuman; the Baldwins, Wilsons and Grants; the Wilkes, and Crowes and Douglasses; the Scotts and the Menkes and Campbells; and all of the other WFBM employees who annually support the Fund with time, talent and money. It is the kind and generous acts of people like you that maintain and lengthen the road to an even greater Greater Indianapolis."

Thank you very much for helping promote the $6,239,241 appeal. In the coming months, this money will help enrich the lives of no less than one-half million Central Indiana residents.

Sincerely,

Chuck Petrarca
C.J. Petrarca, Associate
Public Information Department

CJP/ec
The crisis of our deteriorating environment: The broadcaster's role: Willard E. Walbridge, KTRK-TV Houston, chair-
man, NAB board of directors. The facts of life: Dr. Barry Commoner, director, center for the biology of natural sys-
tems, Washington University, St. Louis.

Connolly, National Catholic Office for Radio and Television. Introduction: Vincent T. Wasilewski, president of NAB.
Address: Dean Burch, chairman FCC.

(Continued from page 28)
The TV Watch

WMAR Does a Top Job In Bay Pollution Story

by JACOB HAY

Before I write a word about the program itself, I would like to congratulate the Channel 2 people for presenting their special documentary, "Polluted Paradise" at 7:30 last evening, when a maximum number of youngsters could be among the viewers. It is, after all, they who are going to have to live with and solve the problems "Polluted Paradise" showed us, problems we and all the generations that have preceded us have created as their inheritance.

CHANNEL 2 might have shown this program early on a Sunday morning, or at an impossibly late hour. Instead, they gave this important documentary an hour of very prime time. I prefer to think that this decision was no accident, but part of WMAR-TV's public service design, and I hope that a majority of Maryland TV receivers were tuned to Channel 2 during this program.

I THINK that "Polluted Paradise" also said something about commercial television. There must have been no inconsiderable investment of time, money, and manpower invested in this splendid documentary; much more, I suspect, than would be required by the Federal Communications Commission in the name of "public service."

No, I think that in this instance, Channel 2 felt there was a job that needed to be done, and so it went and did it with a vengeance. (And so it should.)

"POLLUTED PARADISE"

...a one-hour public service feature written, produced and filmed, in color, by the WMAR-TV News-Documentary team, aired in prime time. FULL SCRIPT AVAILABLE UPON REQUEST.

In Maryland Most People Watch

WMAR-TV

CHANNEL 2, TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

BROADCASTING, April 6, 1970
between newsmen and their sources.

Attorney General John Mitchell agreed to "negotiate" on the subpoena issue early this year, and the government gradually backed away from its "blanket" subpoenas, but the impasse remains. Bills have been introduced in both houses of Congress to prohibit the government from requiring newsmen to reveal confidential information or the names of sources, but it is too early to tell whether the measures will meet with any success.

Meanwhile, the House Investigations Subcommittee, in its usual subterfuge, has conducted more than one inquiry into alleged "staging" of news. It is still looking into charges that CBS News became intimately involved with Haitian exiles engaged in gun-running activities and later found itself linked to an unsuccessful attempt to invade Haiti. CBS has denied the charge that it "encouraged" or financially aided the exiles.

The Investigations Subcommittee has traditionally been harsh on the broadcast media and once called for new governmental restrictions on news coverage, but nothing concrete in the way of new law has ever come of its probes. Nevertheless, broadcasters continue to look nervously in the subcommittee's direction, waiting for it to boil over.

High-level attacks on broadcast news, the fairness decision, one-to-a-customer, network program restrictions, the cigarette law—each of these, in its own way, shattered old precedents and set new ground rules. Other events of the last 12 months were less startling but still of first importance.

- The FCC's right to authorize pay TV was upheld in the courts. Opponents continue their fight to restrict pay TV, but they are clearly on the defensive.
- A Senate subcommittee voted out a copyright bill with a comprehensive CATV provision. The bill was promptly opposed by broadcasters and film suppliers—and later by the FCC, which feared an erosion of its authority to cope with new developments in the rapidly changing CATV field. An alternative set of legislative guidelines has since been proposed by the FCC and introduced as a bill by Senator John O. Pastore (D-R.I.).
- Sex and violence in programing—the broadcasters' perennial thorn—remained in the news. Senator Pastore has urged the FCC to come up with some guidelines on obscenity in broadcasting, and the commission has indicated it will do so. Meanwhile, Senator John L. McClellan (D-Ark.) has promised to launch a campaign against the sale of "adult" movies to television.
- The FCC has proposed a radically upgraded schedule of filing fees that would cost major-market stations up to $90,000 a year. In place of the present $150 filing fee for renewal of license every three years, stations would pay an annual fee based upon their spot-announcement rates. The fees would apply to all services regulated by the commission, but they clearly hit broadcasters harder than anyone else. Their aim is to make the commission more nearly self-supporting (the proposed fee schedule would bring in $24.5 million a year).
- The Senate Commerce Committee has proposed to give politicians a discount for radio and television. Candidates would be charged an amount equal to the lowest unit rate for the time period he chooses to go on the air. The bill would also suspend Section 315 permanently for presidential and vice presidential candidates.
- As citizens' groups became more and more involved in the license-renewal process, a coalition of civil-rights groups in Atlanta set a precedent by challenging the renewal of every station in the city. They subsequently worked out an agreement with all but a few of the stations, providing for vastly increased attention to the black community, in both programming and hiring practices (see page 66).
- Not many of those developments got any attention during the 1969 NAB convention. A year ago the paramount issue and subject of impassioned speeches and battle cries was license-renewal policy.
- It had been only three months since the FCC issued its whol-TV decision awarding Boston's channel 5 to a competing applicant, and broadcasters were on the warpath for legislation that would restore "order" to the renewal process. Subsequently, many on Capitol Hill got behind Senator Pastore in his battle on the broadcasters' behalf.

Then the first ended almost as abruptly as it had begun. The commission, with Chairman Dean Burch in charge, issued a policy statement that dumped WHDH as a renewal precedent, and specified that the Boston decision was "unique." It announced that incumbent licensees who had "substantially" met the needs of their communities would be given preference over challengers—a policy that restored the situation as it had existed prior to WHDH, although it did not go as far as the Pastore bill would have. The primary issue of a previous year quietly faded away.

To anyone who might have fallen asleep for a year after the past convention, the outcome of the renewal issue would indicate that even the worst of crises can eventually be surmounted. But a quick look at the list of landmark events that shock broadcasting in the past year would probably change his mind. Those who stayed awake during the past year—who recall the frantic ups and downs, the near-revolutionary changes, the momentary sense of stability that followed the FCC's policy decision—know that the old order is dying. Anyone who traveled the road from last year's convention to this is likely to stay awake, and alert.

Cash explores snags in spot TV payments

The problem of late payment of spot TV receivables and its effect on profitability were scheduled to be explored today (April 6) at the Television Bureau of Advertising's meeting during the National Association of Broadcasters convention in Chicago.

In a speech prepared for delivery today, Norman E. Cash, TVB president, said the TV industry would lose about $12 million on interest alone if only 10% of spot TV receivables were constantly outstanding. He arrived at this figure by pointing out that in 1969, advertisers spent about $1.245 billion on spot TV and 10% of this is about $124 million.

He acknowledged that TVB has "no easy panacea," but said the bureau, working with a subcommittee of the American Association of Advertising Agencies, has created a standardized invoice form to help speed payment of receivables. He said the invoice combines formerly separate orders and invoice forms.
<table>
<thead>
<tr>
<th>Title</th>
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</table>
| Washington: What Makes Our Congress Tick? | ![Flag](image1)
| Reading, Writing, Arithmetic | ![School](image2)
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| The Men Who Raise Our Taxes | ![Dollar Sign](image4)
| Washington: A Proud Heritage | ![Reading](image5)
| Problem: Water Pollution | ![Water](image6)
| Haiti: America's Mysterious Friend | ![Haiti](image7)
| Clemson University: 75 Years of Growth | ![Clemson](image8)
| Out of the Shadows | ![Shadows](image9)

### and of Our Freedom Foundation George Washington Honor Medal!

Long before we won a George Washington Honor Medal, we were proud of our "My America" Documentary Series... and it's nice to know that the Freedom Foundation folks at Valley Forge liked it too!

We're not embarrassed to be flag wavers and that's why we sent our camera crews to Washington to film our award-winning "Proud Heritage" documentary. Our viewers and clients liked it too and that's why we're the number one news station in South Carolina. If you like to be in good company, give us a call.

**Wfbc-tv 4!**

Greenville, South Carolina

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*Multimedia*

A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WMAZ-TV, Macon, Georgia.
Where to find it at the convention

All exhibitor booths are in the Conrad Hilton hotel in the following locations: East Hall; 200 series, West Hall; 300 series, Continental Room; 400 series, North Hall, and 500 series is in lower lobby.

Exhibitors

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BPI is there

Broadcasting Magazine and the Broadcasting Yearbook are represented at the National Association of Broadcasters' convention in Chicago by 18 representatives. The editorial and advertising representatives of Broadcasting Publications Inc. have their headquarters during the convention in Suite 706A of the Conrad Hilton hotel.

IT'S WHAT'S HAPPENING!

WTMJ-TV is more than a television station: WTMJ-TV is the sensitive eyes and ears of a community . . . a reflection of community life . . . in news, public affairs, music, young talent, programs for youth as well as entertainment.

WTMJ-TV
Milwaukee, Wisconsin

Represented by Harrington, Righter and Parsons
Busby, Finch & Woods Inc........... unassigned
CBS Radio Spot Sales............ Continental Plaza
CBS-TV National Sales............ unassigned
Hanna-Platfot Co.................. 215-36-06
Roger Coleman Inc.............. Palmer House
Robert E. Lott Inc............... Continental Plaza, Consulate Room
Greener, Hiken, Saras., Sheraton Blackstone
Herbert E. Groskin & Co........... Tower Suite
Harrington, Rigger & Parsons.... Sheraton Blackstone, 808-09-10
Bernard Howard & Co............... unassigned
H R & T Inc............. Continental Plaza Katz Agency Enterprises
Executive House, 3803
Major Market Radio Inc......... Sheraton Chicago
Jack Masla & Co........................ Executive House, 3104
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Bernstein Bros & Martin........... 2100
Blackburn & Co........... Pick Congress, 801-03
Champion Co............... Pick Congress
Chaplins Associates............. unassigned
R. C. Crisler & Co............. Executive House
Wilt Gunderson & Associates........ unassigned
Hamilmonics
Pick Congress, 1233
Hogan-Feldman Inc................. 210A-211A
Larson, Walker & Co........... Pick Congress
La Rube Media Brokers Inc... Ambassador East
Maloney, Taylor & Associates... Ascot House
New York Securities Co.......... Ambassador East
Howard E. Stark............. Ambassador East
Jack L. Stoll & Associates........ Pick Congress
William T. Stubbfield
Co............... Water Tower Inn. Penthouse Suite
Edwin Tornberg & Co.............. Pick-Congress

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Inc. .................... unassigned
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A. H. Lewis Co.................... 1000
Standard Rate & Data
Service Inc............... Conrad Hilton
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Associated Press
Sharon Brookstone Room
Community Club Awards Inc., Pick Congress
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CCA Electronics Corp............... 1131A
Central Dynamic Corp. ........... 8232A
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Wilkinson Electronics........... 633A

NAB convention offices
(All NAB convention and staff offices are located on the third floor of the Conrad Hilton hotel unless otherwise designated.)
Convention registration Room 1
Everett E. Revercomb, secretary-treasurer
Convention Program Room 5
Harold N. Nettekoven, president, planning and development
Engineering Conference Room 1
George W. Bartlett, vice president
Exhibits Exhibits, Exhibit Office, Lower Level

NAB staff offices
Radio.................................... Room 2
Charles M. Stone, vice president
Television................................ Room 2
William Carroll, vice president
Station Relations.................. Lower Lobby
Alain M. King, assistant to director, Adam Young Inc
Oliver W. Henry, J. McNeil, Lynne W. Rennie, Ernest C. Sanders, Daniel M. Valentine, regional managers
Broadcast Management............ Room 4
Ron Jonk, director
Government Affairs................ Room 2
Paul B. Comstock, vice president and general counsel
Legal...................................... Room 2
Research................................ Room 2
T. J. Summers, vice president
Code Authority......................... Room 4
Stockton Hefflick, director
Jerald Herberg, assistant director
Richard B. Burch, manager, TV code
Thom R. Winkler, manager, radio code

Where to pick up credentials for balloting
National Association of Broadcasters members authorized to vote in behalf of television stations at the NAB convention television business session and at the business session must pick up credentials at the certification desk in the Conrad Hilton hotel. Also those members authorized to vote in behalf of radio stations at the NAB business session must have credentials, according to convention rules. The certification desk is located adjacent to the NAB registration desk in the lower lobby of the hotel and is open from 9 a.m. to 5 p.m. (Sunday April 5) to Wednesday (April 8).

Big turn-out expected
National Association of Broadcasters officials are confident that this week's convention in Chicago will exceed previous years in attendance despite strikes and threats of strikes. Everett Revercomb, NAB secretary-treasurer and convention manager, said that this year he had fewer cancellations than ever before. Early delegates and NAB staffers were getting to Chicago despite delays caused by the massive slowdown in air traffic caused by the sick-out of air controllers. Mr. Revercomb also noted that early shipping of equipment to Chicago to avoid a possible teams' strike assured that regular exhibits would be ready for the convention.

For years, black radio stations avoided the problems of their own community. WLIB changed all that. Right from the start, we set out to build a relationship with our close to 2,000,000 black neighbors. One in which we would respond to them. And, just as important, a relationship in which they would be responsive to us.

We built this relationship with a new kind of programming. For the black unemployed with no hope and no skills, programs on how to find a job worth keeping and a night school worth attending. For the hundreds of black high school students who want to give up school, special shows with Elston Howard and Emerson Boozer that encourage them to be stand-outs, not drop-outs.

And for everyone's need to just take it easy, all kinds of music. Pop. Rhythm'n Blues. Fine Jazz.

We built the relationship by having the guts to suspend all commercial broadcasting for the sake of the black community's safety. The day after Martin Luther King was assassinated, while Detroit, Washington and Chicago were burning, we opened up our mikes and telephones. So our airwaves would burn instead of our streets.

We built it with a show called Community Opinions. In which listeners are invited to talk to guests like Charles Kenyatta and Congresswoman Shirley Chisholm (This show won us the Peabody Award. We're the only black station ever to be so honored.)

We built the relationship with 22 years of hard work.

And we intend to keep on building it.

We're telling you all this because we want you to know who we are.

And why you should be doing business with us.

WLIB 1190 310 Lenox Ave. (at 125th St.) Tel. 831-1000
With DMI's VIDEODISC-1000 — highband COLOR magnetic disc recorder — from the “stop action” and “instant replay” innovators.

Meet your practical programming and production needs at lower operating costs—at just about one-half the capital equipment investment.

Easy access from maintenance console to monitor critical signals which allows fast, thorough system check-out by operator without disturbing program operations. Simplified maintenance because of the single disc and two head design.

20 seconds of continuous recording with DMI's "joystick" operator console — all modes — stop/slow (variable); forward/reverse, record/playback.

DMI's CHROMALOK gives stable NTSC color to meet all FCC standards. The VIDEODISC-1000 is mobile for remote coverage or fixed for studio coverage depending on packaging options — transport or rack mounted.

Ask DMI — the Videodisc people — for more information. Write Data Memory Inc. 1400 Terra Bella, Mountain View, CA 94040. Phone (415) 961-9440 TWX 910-379-6474.
Play it back.
The kind of dribble we broadcast is music to our listeners' ears.

Providence College is to Providence what the Knicks are to New York. Only more so. An exciting basketball team that people talk about and listen to ... only on WPRO radio. There's more to WPRO than meets the ear.
Union talks prod exhibitors
The threat of a walkout by truck drivers hastened the filling of National Association of Broadcasters' Chicago convention exhibit halls last week. Trucker chiefs had told their men to keep driving as long as salary talks continue, resulting in a feverish pace at the Conrad Hilton, unloading docks to assure occupied equipment booths. With everyone working to stay ahead of possible picket lines, the NAB said 85% of the convention hardware had arrived by Wednesday afternoon (April 1).

Also in Chicago
Other firms at the NAB convention not included in last week’s listing are:

Edwin Tornberg & Co.
Pick-Congress

Gill-Perna Inc.
Astor Tower, suite unassigned

Grant Webb & Co.
Conrad Hilton, 2000
Personnel: Judi Sue Robin, Terry Doughtery, Bill O'Sullivan.

Robert E. Eastman Inc.
Continental Plaza — Consulate Rooms 1-4

RKO Radio Representatives Inc.
Continental Plaza, Crown suite
Personnel: Ross Taber, Jerry Lawrence, James O'Grady, Victor E. Forker, Martin Roslin, John Stella, Sy Gaip, James Barker, Doug Stye, Ed Lubin.

Corrections to March 30 listings:

Television Bureau of Advertising
Conrad Hilton, 1605-6, (Suite correction)

Broadcast Information Bureau
Conrad Hilton, unassigned
Personnel: Avra Fliegelman (name correction).

Time-Life Films Inc.
Conrad Hilton, 1622-23A (hotel correction)

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Time-Life Films Inc.
Conrad Hilton, 1622-23A (hotel correction)
No support for adless kid shows

Broadcasters unite in opposition to women who want no commercials aimed at children

Major broadcasting groups last week criticized as unlawful, unviable and uninformative a proposal advanced by Action for Children's Television (ACT) that would require stations to set aside 14 hours weekly for noncommercial children's programing.

The proposal, which has been accepted by the FCC as a petition for rulemaking, would also bar sponsorship of, and commercials from, children's programing and prohibit performers on such programing from using or mentioning products, services or stores by name. It has attracted support chiefly from mothers and educators.

The National Association of Broadcasters told the FCC that the elimination of commercials would diminish rather than improve the quality of children's programing, and disputed ACT's claim that television does not offer sufficient quality programing for children.

NAB warned that if the commission initiates a rulemaking on ACT's behalf, other interest groups may feel they have "a viable precedent by which they can compel programing quotas feedback to their constituents' concerns."

Most children watch a wide variety of programing which is not restricted to "children's" programing, NAB observed, suggesting that logically extended, the ACT's proposal would mean that commercials should be stricken not only from the "puppet-and-crayon shows" but evening programs that children and adults view as well.

"Children cannot be insulated from every piece of advertising that strikes a responsive chord in them," NAB noted, adding that most of what concerns ACT regarding television advertising is covered by NAB's own Television Code.

NBC said ACT's proposed rules "are not appropriate for commercial television and would in fact be self-defeating." The network said it would be unrealistic to suppose that broadcasters could continue to budget present large sums for children's programs if commercial sponsorship were prohibited.

Pointing out that children's programing of high quality is not cheap or easy to produce, NBC said adoption of ACT's proposed rule would "substitute quantity criteria for quality." To the extent that unsponsored, noncommercial children's programing may be deemed desirable, NBC added, educational advertising provides a complementary service to meet that objective.

ABC, calling for dismissal of the ACT's petition, said it was in "direct and irreconcilable conflict with the commission's proper and historic role in the programing area and in its explicit findings as to the need and value of commercial sponsorship." ABC termed the ACT's proposal "self-defeating and administratively impractical."

Won Continental Broadcasting Co. said adoption of the proposed rules would mark an unprecedented departure from previous commission policies, would constitute an unauthorized assumption of power by the commission, and would result in an unconstitutional infringement of the rights of broadcasters.

Storer Broadcasting Co. said any presumption that anything smacking of commercialism is "harmful to the psyche of this nation's youth" is "a statement of prejudice, which, as in the case of most prejudices, mirrors an emotional rather than a rational wellspring."

Storer also said the proposal would cripple UHF television because it is dependent on children's programs for a greater proportion of its economic support than is VHF television.

Westinghouse Broadcasting Co., while expressing concern over the effects of television programing and commercialization on children, said it had reservations about the ACT's proposal. WBC said evidence suggested the proposed rules would be difficult to enforce and would be counterproductive of any real improvement in the quality

How TV-network billings stand in BAR's ranking

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

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<tr>
<td>Monday-Friday</td>
<td>$----- $----</td>
<td>$145.1 $1,480.7</td>
<td>$338.5 $3,706.8</td>
<td>96</td>
<td>$483.6</td>
<td>959</td>
<td>$5,187.5</td>
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<td>Sign-on-10 a.m.</td>
<td>1,878.7</td>
<td>21,114.3</td>
<td>3,327.6</td>
<td>38,705.4</td>
<td>1,801.8</td>
<td>21,418.1</td>
<td>852</td>
<td>7,008.3</td>
<td>9,432</td>
<td>81,237.8</td>
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<tr>
<td>Saturday-Sunday</td>
<td>1,403.9</td>
<td>14,079.7</td>
<td>1,312.1</td>
<td>20,594.0</td>
<td>839.9</td>
<td>9,346.1</td>
<td>308</td>
<td>3,555.9</td>
<td>3,392</td>
<td>44,119.8</td>
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<td>Sign-on-6 p.m.</td>
<td>235.1</td>
<td>2,966.5</td>
<td>913.7</td>
<td>10,472.3</td>
<td>466.9</td>
<td>7,746.7</td>
<td>71</td>
<td>1,615.7</td>
<td>876</td>
<td>21,185.5</td>
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<tr>
<td>Monday-Saturday</td>
<td>104.8</td>
<td>1,484.1</td>
<td>194.8</td>
<td>4,123.7</td>
<td>112.0</td>
<td>3,683.4</td>
<td>18</td>
<td>411.6</td>
<td>243</td>
<td>9,291.2</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>6,177.3</td>
<td>67,465.9</td>
<td>7,949.2</td>
<td>92,936.9</td>
<td>7,940.9</td>
<td>90,227.9</td>
<td>439</td>
<td>22,067.4</td>
<td>5,021</td>
<td>250,530.7</td>
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<tr>
<td>Monday-Sunday</td>
<td>551.3</td>
<td>2,488.7</td>
<td>322.8</td>
<td>3,905.9</td>
<td>658.0</td>
<td>7,162.4</td>
<td>118</td>
<td>1,532.1</td>
<td>1,154</td>
<td>13,557.0</td>
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<td>7:30-11 p.m.</td>
<td>34,165.3</td>
<td>32,118.9</td>
<td>$12,158.0</td>
<td>$143,291.4</td>
<td>1,902</td>
<td>$26,674.6</td>
<td>21,087 $425,209.5</td>
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<td>Total</td>
<td><strong>$10,351.3</strong></td>
<td><strong>$109,599.2</strong></td>
<td><strong>$14,165.3</strong></td>
<td><strong>$172,318.9</strong></td>
<td><strong>$12,158.0</strong></td>
<td><strong>$143,291.4</strong></td>
<td><strong>1,902</strong></td>
<td><strong>$26,674.6</strong></td>
<td><strong>21,087 $425,209.5</strong></td>
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WCCO RADIO:
BIGGER THAN TV.
in Minneapolis-St. Paul

WCCO Radio's unique. In both programming and audience leadership. Just recently, WCCO Radio won the "Station of the Year" award at a National Radio Programming Conference. This kind of programming also wins listeners. So many that the WCCO Radio audience is bigger than TV.

In fact, WCCO Radio beats TV on 16 separate points of comparison... all year long. It's the media "story of the year." Based on 1969 ARB Reports for radio and television in the Minneapolis-St. Paul market.

ALL DAY/ALL WEEK: WCCO Radio delivers larger audiences than any of the four television stations in the Twin Cities market. (6 am-12 Mid, Monday-Sunday)

DAYTIME: WCCO Radio’s audience is greater than all four television stations combined! (6 am-6 pm Monday-Friday)

PRIME TIME: WCCO Radio's morning drive audience is bigger than the glamorous evening block on any TV station. (6-10 am, Monday-Friday, for WCCO Radio; 6:30-10:30 pm, Monday-Friday for TV)

TOP HOUR: WCCO Radio has one hour with bigger audiences than any hour on any TV station (6 am-12 Mid., Monday-Friday)


Top acceptance — more than meets the eye — has been a WCCO Radio tradition. Year after year. Since 1924. Use it for your sales story of the year.
of television programming for children.
In joint comments, a group of licensees including General Electric Broadcasting Corp., Communications Television Inc. and Plains Television Corp. asked the commission to dismiss the ACT's proposal as "impractical and shortsighted." The groups told the commission implementation of the proposal would be neither wise nor productive and "plainly inconsistent with the commission's proper role under the Communications Act."

Negative reaction to the proposal was also registered by Palmer Broadcasting Co., Hubbard Broadcasting Inc., The Houston Post Co., WTVY Inc., Kern County Broadcasting Co. and the National Confectioners Association.

QMI, rep for 19 FM's, is bought by Kaiser
Kaiser Broadcasting Corp. has purchased QMI, New York, a station representative firm, for an undisclosed price, it was announced last Thursday (April 2) by Richard C. Block, vice president and general manager of Kaiser.

QMI represents 19 FM stations, all with "good music" formats. On its list are Kaiser's XFOG(FM) San Francisco and WJRB(FM) Boston.
Robert Richer, who has headed QMI since its founding in 1964, will continue to manage the company, which will operate as a division of Kaiser Broadcasting. QMI maintains offices in New York and Chicago.

Rep seeks more space for a bigger staff
Tele-Rep Inc. is adding 18 people to its staff, opening a new office in Atlanta and will be moving its New York headquarters to larger quarters. The expansion move was disclosed last week along with formal announcement that Cox Broadcasting Corp. has consolidated representation of all five of its TV stations with the Chris-Craft subsidiary ("Closed Circuit," March 16).

Tele-Rep has represented Cox's KTUV-TV Oakland-San Francisco since last July 1. Three other Cox stations will be rep'd starting May 16: WSNJ-TV Atlanta and WWHO-TV Dayton, Ohio, now with Edward Petry & Co., and WSO -TV Charlotte, N.C., now with H -R Television. A fifth Cox outlet, WICJ-TV Pittsburgh, will change its rep from John Blair & Co. to Tele-Rep on July 1.

The Tele-Rep organization was formed 15 months ago to rep Chris-Craft's three owned TV's, KCOP Los Angeles, WTN-C-TV Minneapolis-St. Paul and KPTV Portland, Ore.

The addition of the Cox Group, Tele-Rep said, brings its list of stations to 11.

Why computers can aid spot paperwork
BAC meeting hears how time sharing is becoming way of life for broadcasters
The computer will be as important a tool in the business of broadcasting in the 1970's as the transmitter. Just how significant was the subject of an all-day symposium sponsored by the Broadcast Advertising Club of Chicago at the Conrad Hilton there Friday, an annual event the BAC presents on the eve of the convention of the National Association of Broadcasters.
A. O. Knowlton, director of media services, General Foods Corp., New York, noted that the technology for automation of broadcast buying and selling has been available for nearly a decade but the industry has failed to implement it. The result, especially in spot TV, has been a paperwork jungle that bogs down agencies and a chaos of confusion that upsets clients, he said. (General Foods recently announced the results of a magazine-effectiveness test that purported to show magazines are comparable to TV [Broadcasting, March 16].)

The high cost of computers has been one reason for broadcast advertising's slow entry into computers, according to Edward A. Scheifer, partner in Arthur Anderson & Sons, New York, but progress in the development of shared-time systems is fast changing this. He called for a massive, industry-wide assault on the problem rather than present piece-meal efforts. He urged all industry groups to unite in a substantial enough commitment to work out a unified computer plan that would simplify the availability, buying, confirming and billing processes.

Until now, the time-sharing computers have not been suited to a unified broadcast-advertising system, he explained, because they could not handle large-volume printing operations. But newer hybrid computers now make this possible and adaption to time buying and selling is feasible at lower costs, he said.

Thus, Mr. Scheifer suggested, an agency buyer could teletype a time-sharing service bureau and get the latest availability and schedules, including acceptable piggy-back partnerships, make adjustments desired for a buy and confirm the buy. When station invoices arrived, he said, the agency buyer could teletype them through the same terminal for validation and payment processing.

"All of these features are available in the near term," he said, "and people we know are moving rapidly in this direction. Longer term, we can foresee the storage of station inventories, the entry through the system of proof-of-performance data, perhaps even the creation of a centralized billing and processing facility—kind of clearinghouse for many stations and many advertising buyers."

James M. Rupp, vice president, marketing and research, Cox Broadcasting Corp., Atlanta, detailed the group broadcaster's extensive work in computers. He noted that by 1977 TV will be a $6-billion business and radio $2-billion. If stations are to get their share, he said, they will have to computerize to do it.

John F. Dickinson, president of Harrison, Righter & Parsons, predicted the end of "the absolute despotism of C-P-M" to assembled ad executives.
"As the station computerizes his sales and operating function," said Mr. Dickinson, and with standardization of spot-buying procedures, the rep's services will expand and manpower will be freed for "interesting and productive sales effort."

Sam B. Vitt, president, Vitt Media International Inc., predicted that during the 1970's, more and more broadcast advertising will be purchased through independent media buying organizations such as VMF, and by 1980 these services will operate as full media departments, charging a 15% commission.

American Airlines is back on radio
American Airlines announced last week that it would continue its association with good-music radio with sponsorship of a newly developed one-hour Music in the Air starting in three markets.

American sponsored Music 'Til Dawn for 16 years until four CBS-owned stations and a CBS affiliate among the 10 stations that carried that good-music program extended their all-news formats to 24 hours a day last Jan. 1. The new Monday-through-Friday is
Mobile Color, Inc. offers the most complete spectrum of remote color television services available . . . equipment permanently based in Houston, Omaha, Austin and San Juan, P.R.

We now have five complete units, with a total of 23 cameras, to handle any assignment throughout the United States, Canada, Mexico and Puerto Rico.

Units of 2, 3, 4, 5, or 6 cameras are available for lease and production work on local, regional, and national live and tape production, sports and special events, commercials, etc.

If you are a network, an agency, a local station, a production company, an ETV or CATV, contact MCI.

Facilities:

Five complete mobile vans - with 3 to 6 PC70's and PCP Norelco cameras; Ampex VTR's including HS200. Central Dynamics and Visual switching; Phillips and Sparta audio, and more.

For additional information, call collect MOBILE COLOR, INC.

(Austin-San Juan) 512-477-5611
P. O. Box 490
Austin, Texas 78767

(Omaha) 402-733-7166
P. O. Box 7171
Omaha, Nebraska 68107
committed to stations in three markets: WQXR-AM-FM New York, from 10:10 p.m. to 11:10 p.m., WRN-FM Dallas, 9-10 p.m., and KFAC(AM) Los Angeles, 7-8 p.m. A spokesman for the carrier said other markets will be sought in an effort to build coverage comparable to Music 'Til Dawn's 10-market spread.

WQXR's Bill Watson, who also programs the in-flight music and commentary on American Airlines flights, will be host on the taped hour. American Airlines will limit its commercial minutes to four an hour. The spots were described as low-key and institutional. Doyle Dane Bernbach, New York, is the agency.

Agency appointments:
- Francis I. DuPont & Co., New York, investment banking and brokerage firm, appoints Grey Advertising Inc., New York, as its agency, replacing Cunningham & Walsh, New York. Account has been billing about $1.2 million, mostly in print, but Grey is said to be considering an expansion in broadcast advertising.
- Deltona Corp., Miami, a Florida building construction firm, has named Tatham & Wechs as its advertising agency with initial billing estimated in excess of $1.5 million. Spot radio and TV will be used though the principal media will be print, outdoor and direct mail. Patricia Duffy Inc., Miami, will continue to work on special projects for Deltona.
- Midas Inc., Chicago, franchised muffler chain, metros Wells, Rich, Greene, New York, as national agency. TV campaign is planned. Midas until now has used regional agencies.

Gardner creates posts for media functions

Gardner Advertising, St. Louis, last week announced new posts of increased responsibility for four key media vice presidents designed to keep the agency abreast of competitive developments such as the growing number of specialized media services.

Don Stork becomes general manager of the media department, responsible for its over-all performance. Gordon Hendry becomes manager of media planning and Fred Webber becomes manager of media buying. Jack Shubert becomes media research manager, responsible for producing improvements in media technology.

Gardner also announced other related promotions: Alan Sandler, to associate media director and Ellen White, John Marlow and Tom McAlevey to media supervisors.

New black agency hangs out its shingle

John F. Small Inc. Advertising has opened its doors with $1 million worth of business from The Singer Co.

The new agency, founded by black advertising executives, will handle all advertising nationally for 26 home-entertainment products from Singer. Products assigned the Small agency include color and black-and-white TV sets, AM and FM radios and cassette tape recorders. Heavy use of broadcast advertising is anticipated. Though J. Walter Thompson handles all other Singer consumer lines, Singer home-entertainment products were not previously assigned to Thompson or any other agency.

According to a spokesman for the new agency, John F. Small will not specialize in ethnic advertising, and the possibility is strong that such accounts may be turned away.

Mr. Small, who comes from NBC Spot Sales in Chicago where he was an account executive, is president and has been joined by A. Philip Fenty, creative director, formerly of Ted Bates & Co.; James Bell, account executive, formerly of J. Walter Thompson; and Curt Young, copywriter, formerly of Leo Burnett. The agency plans to add a few white executives soon.

John F. Small Inc. is located temporarily in the Gotham hotel, at Fifth Avenue and 55th Street in New York.

Agency forms one-unit creative department

Fulmer & Smith & Ross Inc., New York, has combined its two-division creative department into one unit with Mitchell DeGroot Jr. as vice president, creative director, and Frank Perry as vice president, associate creative director.

The agency's previous system was set up in 1965 to handle "the varying needs" of consumer product clients and business/industrial accounts. In the past five years, however, according to FSR president Arthur E. Duram, "communication needs have drastically changed" and each can benefit from the other's techniques.

Mr. DeGroot was group creative director, and Frank Perry was executive art director of the consumer products division.

Ecology group zeroes in on WNBC

"Friends of the Earth," an anti-pollution organization, has filed a formal complaint with the FCC charging that WNBC-TV New York has failed "to fulfill its 'fairness doctrine' and 'public interest' obligations with respect to automobile and gasoline advertisements."

In its complaint, dated March 17 but made public last week, Gary Soucie, FOE's executive director, said that his group had sent WNBC-TV a letter on Feb. 6 requesting that the station "inform the public of the other side" of the auto-gas messages—especially, their by-products' effect on air pollution. The station subsequently denied the request.

FOE in its complaint contended: "The test posed by the commission [in its 1967 cigarette-fairness doctrine ruling] is whether the product's 'normal use has been found by congressional and other governmental action to pose such a serious threat to general public health that advertising promoting such use would raise a substantial controversial issue of public importance' . . ." the complaint continued: "It seems clear, the government's expressed concern about the air pollution caused by the normal use of automobiles more more than meets this test." Mr. Soucie asked FCC Chairman Dean Burch for a hearing.

WNBC-TV in a letter dated Feb. 18 and signed by Weston J. Harris, station manager, rejected FOE's request. Mr. Harris said the commission had limited its 'fairness' ruling to cigarettes because of that product's threat to the general public health. "There is little, if any, controversy that transportation by automobile should continue," Mr. Harris wrote. "The advertising of automobiles, cannot therefore, be a discussion of the anti-pollution issue." He claimed, too, that ads for gasolines are not "a discussion of a pollution problem."

Heavy Ford football buys

The Ford division of Ford Motor Co., a major sponsor of professional football coverage on CBS-TV since 1956, has purchased a large block of time for the 1970 season. The Ford buy covers three minutes in each of the regular-season and post-season games, and additional time in pre- and post-game programs. The broadcasts of the National Conference of the National Football League include 14 Sunday games, two Saturday games, holiday, playoff, all-star and championship games. J. Walter Thompson is Ford's agency.

Rep appointments:
- KTVI(TV) Sioux City, Iowa: Katz Television, New York.
KOVR STOCKTON/SACRAMENTO...

highest color TV penetration of
the nation's top 25 TV markets

Leading the way with 51% color TV penetration.

Stockton/Sacramento is a big colorful market. Over 262,900 estimated color TV households makes it the nation's 15th color TV market. And over 1.7 million total TV homes, over $5.4 billion in effective buying income, and $3.2 billion in retail sales makes it a TV market you can't afford to miss. Stockton/Sacramento — very big on color — very big on McClatchy Broadcasting's KOVR.

Data Sources: Broadcasting 2-2-70 (Carl Ally Projections) Color TV Est. Households

McCLATCHY BROADCASTING
REPRESENTED NATIONALLY BY KATZ TELEVISION

BROADCASTING, April 6, 1970
Business briefly:
Johnson Wax Co., Racine, Wis., through Foote Cone & Belding, New York, will sponsor ABC-TV special, *With These Hands—The Rebirth of the American Craftsman*, Friday, May 8 (9-10 p.m., EDT).


Woodhill Chemical Corp., through Marcus Advertising, both Cleveland, has initiated a national advertising program for Naval Jelly rust dissolver. The major part of the campaign will be conducted during April and May to coincide with the spring fix-up period and National Hardware Week, and will be climaxied by commercials on two NBC-TV programs, Johnny Carson's *Tonight Show* and Hugh Downs' *Today Show*.

Kai Kan Foods Inc., through Hoenig-Cooper & Harrington, both Los Angeles, will sponsor Bill Burrud's *Animal World* on ABC-TV starting April 30, replacing Pat Paulsen's *Half A Comedy Hour*, Thursday, 7:30-8 p.m. The summer series will feature films of animals belonging to rare and vanishing species in their natural environments around the world.

Coca-Cola Co., Atlanta, through McCann-Erickson Inc., New York, and Interstate Bakeries, Kansas City, Mo., through Dancer-Fitzgerald-Sample Inc., New York will again co-sponsor Charlie Brown's *All-Stars*, Sunday, April 12 (7:30-8 p.m., EST) on CBS-TV. Show was originally seen June 6, 1966.

General Motors, through D. P. Brother & Co., both Detroit, will advertise its Guardian Maintenance policy on ABC Radio's American Contemporary and Information networks.

Post Division of General Foods Corp., White Plains, N.Y., is placing Gaines Supreme canned dog food in Buffalo and Albany test markets, using daytime and nighttime network and local programming on TV. Ogilvy & Mather, New York, is the agency.

Dr. Pepper Co., Dallas, through Young & Rubicam Inc., New York, Seven-Up Co., St. Louis, through J. Walter Thompson Co., New York, and Kentucky Fried Chicken Corp., Louisville, Ky., through Leo Burnett Co., New York, will sponsor NBC-TV special, *Harper Valley U.S.A.*, Saturday, May 9 (7:30-8:30 p.m., NYT), pre-empting *The Andy Williams Show*.


Procter & Gamble Co., Cincinnati, through Leo Burnett Co., New York, will sponsor the *Miss USA Beauty Pageant* on CBS-TV Saturday, May 16, (10-11:30 p.m. EDT).

Pabst Brewing Co., Milwaukee, through Kenyon & Eckhardt Inc., New York, Unroyal Inc., through Doyle Dane Bernbach, both New York, Sears Roebuck & Co., Chicago, through J. Walter Thompson Co., New York, and Hilton Hotels Corp., Chicago, through McCann-Erickson, New York, will sponsor the 96th running of the *Kentucky Derby* on CBS-TV, Saturday, May 2 (5-6 p.m., EDT). Immediately preceding the derby will be a one-hour special, *The Kentucky Derby Festival and Parade*.

Glass Container Manufacturers Institute Inc., through Benton & Bowles, both New York, has purchased full sponsorship of Liza Minnelli's first television special, *Liza*, on NBC-TV June 29, 8-9 p.m. NYT.

STP Corp., Indianapolis, through Media Buyers Inc., New York, will sponsor a half-hour special, *Baseball: The Second Hundred Years*, scheduled as a pregame show before the opening of the *Game of the Week* series, April 11 (3:30-4 p.m. NYT).

Brewers find heady radio-TV contract
Just as fast as you can down a bottle of Schlitz, baseball's newest, the Milwaukee Brewers, had, as of late Thursday (April 2), a half-dozen sponsors about to sign for coverage and regional radio-TV networks ready to go into action this week. Schlitz is to take one-third sponsorship.

"We've had to do five months' work in eight days to get the broadcast package ready to go when the Brewers open here Tuesday [April 7] with the California Angels," Guy Patterson, executive vice president of Majestic Advertising, Milwaukee, said last week.

Majestic, veteran radio and TV packager of baseball and other sports with Schlitz usually taking part of the action, has purchased the first-year broadcast rights to the former Seattle Pilots team in the American League. Majestic will pay the Brewers $525,000 for game coverage rights in both radio and TV and another $75,000 for pregame and postgame feature rights.

As of Thursday Majestic had signed 31 stations in the Midwest for the Brewers radio-network coverage of all regular season games. *WEMP* (AM) Milwaukee will be the originating station. Eight TV stations in Wisconsin have agreed to air the package of 26 television games with the Milwaukee-originating TV station expected to be selected Friday.

If sold out the radio-TV coverage package would produce gross income of $1.2 million. The pre-game and post-game feature gross would be $85,000.

Earlier in the year, major-league baseball rights had been estimated at a little over $38 million with the Seattle Pilots accounting for about $725,000 (BROADCASTING, Feb. 9).

SSC&B adds 4 products
SSC&B, New York, has picked up some additional Lehn & Fink business, and while the agency will not reveal just how much it was, it was learned that it was approximately $1.5 million worth, with about 65% of the billings in broadcast. Beacon Wax, Down-the-Drain, Glis Spray Starch and Glisade Fabric Finish, all products of Lehn & Fink, Montvale, N.J., a division of Sterling Drug, are leaving Doyle Dane Bernbach, New York, after two years. Already at SSC&B are Lehn & Fink's Lysol brand products and Jato. Richard K. Manoff Inc. and Warwick & Legler are the division's other two consumer agencies.

Katz spot-TV guide now off the presses
The Katz Agency Inc., New York, last week issued its 1970 *Spot TV Cost Summary and Cost Per Rating Guide* Book incorporating for the first time costs per ADI rating points.

The ADI (Area Dominant Influence) information consists of data tabulated for 200 markets, ranked in order of TV households, as reported by American Research Bureau in its 1969 analysis. Previously, costs were shown in the Katz booklet only for metro-rating points. The Katz guide, which is designed for quick estimating of spot-TV budgets, gives spot costs for both the ADI and metro areas in the top-200 markets.

This is the 44th edition of the *Katz Spot TV Summary*, which was first published in 1949. It is the second edition of the *Katz Cost Per Rating Point Guide*, which was introduced in 1969. The *Guide* and *Cost Summary* have been combined into one booklet for easier reference.
Each year, the National Academy of Television Arts and Sciences honors outstanding local programs with regional Emmy Awards.

NBC Television Station programs won three of the nine regional Emmy honors bestowed this year, more than any other station group. Our winners are:

- "New Voices In The Wilderness," a study of religious faith in this time of change. WNBC-TV, New York.
- "Journey To A Pine Box," an illuminating chronicle of what life is like for a welfare recipient. WRC-TV, Washington, D.C.
- "The Slow Guillotine," a comprehensive report on smog and pollution, two years in research and production. KNBC, Los Angeles.

We don't set out to win prizes—just to create community programs that count. But maybe that's why, at Emmy-time, it adds up.

Community Service: Another reason viewers depend on The NBC Television Stations.
Why Dow Jones:
Dow Jones, having pioneered so much in this field, realizes the importance of a continuous flow of business and financial news. Radio is the logical medium to fill the hourly gap for those who may read The Wall Street Journal but don’t have a Dow Jones News Ticker. Dow Jones has the experience and has earned the reputation of being the most authoritative source of business and financial news. Dow Jones is the most logical source of such newscasts.

What is Dow Jones Business Newscasts?
It is a radio programming service available to stations and sponsors through the facilities of The Dow Jones News Service and The Wall Street Journal. Timely, Accurate, Authoritative. Here is news of business and industry and finance—news that prompts action on the part of the executive and the investor.

News is prepared exclusively for broadcast use by Dow Jones broadcast news specialists...teletyped to subscribing stations ready to be read by the announcers...almost anywhere in the United States.

How do radio stations receive Dow Jones Business Newscasts?
Nine times a day, in time to go on the air at 7:00 AM (E.S.T.) and every hour from 11:00 AM through 6:00 PM, stations receive fresh 3½ minute news summaries via dedicated, read-only teletypewriters. These are rented by Dow Jones and installed by local telephone companies. The rental fee and installation is modest and is charged at cost. These create ideally [up to 5 minute news programs] complete with commercials.

What about TV?
TV stations can subscribe to this service to enhance their news programming and spe-
specifically for programs requiring authoritative business and financial news. Several TV stations carrying The Stock Market Observer Program utilize Wall Street Journal and Dow Jones Business Newscasts.

What do stations pay for Dow Jones Business Newscasts?
Stations pay a weekly license fee based on their SRDS one-time 60-second spot announcement rate plus teletypewriter rental. We have been told by stations that the fee for Dow Jones Business Newscasts is modest but most important it affords increased revenue potential from sponsorships.

What type of radio station will carry Dow Jones Business Newscasts?
Most stations which use news as a vehicle to serve the listening needs and interests of a community... and those stations which want to meet and stay ahead of the competition in their markers.

How do we know there is a demand for Dow Jones Business Newscasts?
The obvious answer is the "growing appetite for business and financial news." Corporations continue to grow in size and complexity. Today there are more managers and executives in the United States than ever before--over 7,000,000. In the past fifteen years stock ownership has increased threefold and now numbers 25,000,000 and by 1975, number of shareholders is estimated to be 5,000,000, according to the New York Stock Exchange. However, to pin down the actual facts and figures on people who prefer Dow Jones-developed business news a study recently was made. An independent research organization conducted interviews in 12 major cities and confirmed the judgment that there is a receptive audience, decidedly favoring Dow Jones business and financial news. You can have a copy of the complete report, including the questionnaire on which it was based. Write or phone us for it.

Who are the most likely sponsors of these newscasts?
Thus far sponsors have included: Banks, Savings & Loan Associations, Security Brokers, Insurance Companies, Insurance Brokers, Airlines, Automotive Companies, New Car Dealerships, Manufacturers, Retailers and Product Advertisers.

Perhaps even more important to radio stations today is the opportunity to find new sponsors--some that you never thought of before as potential radio advertisers. For example, corporate, public relations programs, national associations, etc.

Does Dow Jones back the Business Newscasts with sales promotion?
Yes, indeed. Dow Jones advertisers in both national and regional media, carrying awareness of Dow Jones Business Newscasts, stimulating the need for such information. The Wall Street Journal, Barron's and The National Observer are used for station announcement ads and frequent log advertising. In addition, Dow Jones supplies a variety of ready-to-camera material for stations and sponsors to use in local media.

Why should an advertiser sponsor Dow Jones Business Newscasts?
Business and financial news appeal to the selective listeners who are highly educated, with above average incomes. These are active people who buy more and have more to protect. They influence others and therefore have opinions that count socially, economically and politically. Since they respect the integrity of Dow Jones news, they value the sponsor who brings them information they can rely on.

What has been the reaction of radio stations which have carried Dow Jones Business Newscasts?
Advertiser renewals indicate that radio stations have discovered a new profit program. Many tell us what happened after putting Dow Jones Business Newscasts on the air:
From San Francisco, KABL AM/FM, "Client very pleased with program and audience response has been excellent." From Pittsburgh, "Dow Jones brings a whole new perspective and understanding of the business world to WYDD." From Denver, "In Denver those who know business know and buy KBTR and the Dow Jones business reports." In Baltimore, "The Dow Jones Business News on WMAR-FM not only has attracted advertisers, but also much comment among the young-to-mature business and professional people (and wives) who make up most of our audience."

Summing up:
Dow Jones Business Newscasts
- Increase the size and quality of an audience
- Improve the revenue picture
- Build prestige for the station (ARB measurements show gain in audience and position in market after Dow Jones Business Newscasts go on the air.)

Have you considered Dow Jones Business Newscasts for your station?
... or for your advertising?

For further information please contact
J. William Sullivan
National Sales Manager
Dow Jones Business Newscasts
30 Broad Street, New York, N.Y. 10004
(212) 331-3115

Dow Jones Business Newscasts
The latest business news gathered by the staffs of The Wall Street Journal and The Dow Jones News Service.
Three RCA stockholders want to cut incentives

Stockholder resolutions regarding compensation to executives and distribution of corporate funds were contained in an annual meeting notice RCA Corp. has mailed its shareholders.

The notice of the meeting—set for May 5 in New York—said three stockholders have submitted a resolution requesting that the RCA incentive plan be amended to provide that the aggregate compensation, including bonus, to any executive may not exceed $300,000. A resolution offered by another stockholder asks that RCA's certificate of incorporation be amended to provide that no corporate funds be given to any charitable or educational organization, except for purposes in direct furtherance of business interests. The proxy statement shows management recommended a vote against both resolutions.

Remuneration in 1969 of top RCA executives, as listed in the proxy statement, was Robert W. Sarnoff, president, $275,000 in salary, $40,000 in incentive awards and $160,000 in deferred compensation; David Sarnoff, board chairman, $290,000 in salary; Walter D. Scott, board chairman of NBC, $140,000 in salary, $30,000 in incentive award, and $120,000 in deferred compensation; W. Walter Watts, executive vice president, $186,000 in salary, $24,000 in incentive award, and $90,000 in deferred compensation.

The Broadcasting stock index

A weekly summary of market activity in the shares of 98 companies associated with broadcasting.
vice president of RCA, $140,000 in salary, $30,000 in incentive award, and $120,000 in deferred compensation. David Sarnoff retired as director, officer and employee of the corporation, effective Dec. 31, 1969, and was elected honorary chairman on January 7.

**Stamper sale to RCA becomes official**

RCA entered the frozen-foods business with the announcement last week that it had acquired F. M. Stamper Co., St. Louis, a producer of frozen foods. The firm now will be known as Banquet Foods Corp. and will operate as a wholly owned subsidiary of RCA.

When plans for the merger first were announced last Nov. 5 (Broadcasting, Nov. 10, 1969), payment of 3.45-million RCA shares of common stock was envisioned. Value at that time, based on stock trading, was estimated at $140.6 million.

In the official merger announcement last week, however, payment was reported at 3.85-million shares. The reason for the added payment was not explained, but it was observed that—on basis of current stock trading—3.85 million of RCA common now worth $116.4 million. That's a difference of $24.2 million from the value of the 3.45 million in the original Nov. 5 terms.

Howard A. Stamper, president of the foods firm, has become chairman and chief executive officer of Banquet Foods Corp. Last Wednesday (April 1) he was elected a director of RCA.

**Leisure has major impact on Transamerica earnings**

Transamerica Corp., San Francisco, reported in its annual report to stockholders that 24% of its net income last year was derived from leisure-time activities.

The diversified company's leisure services include United Artists Corp., which finances and distributes motion pictures, and the St. Louis-based Kinney National Service Corp., which has devoted its advertising activities to multi-billion-dollar industry, particularly in the entertainment field.
pictures and owns WUAB-TV Lorain (Cleveland), and WKRE-TV Ponce, P.R. UA is also buying channel 20 WJMV-TV Allen Park (Detroit), Mich., and WQAL (FM) Philadelphia, subject to FCC approval. The leisure division also includes Liberty/UA Inc., recording company and music publisher; Trans International Airlines, and Budget Rent-A-Car Corp. Leisure companies brought Transamerica $28,893,000 in 1969, $27,427,000 in 1968 and $15,308,000 in 1967.

UA gross revenues advanced in 1969 to $269,448,000 from $249,581,000 in 1968. Net income, however, slipped to $16,200,000 in 1969 from $20,294,000 the previous year.

Transamerica reported record consolidated revenues in 1969 but a decrease in net income due to "higher interest rates, higher labor costs, and other inflationary factors. ..." For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net income</th>
<th>Average shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.47</td>
<td>$1,405,778,000</td>
<td>$87,190,000</td>
<td>61,465,000</td>
</tr>
<tr>
<td>1968</td>
<td>$0.61</td>
<td>$1,290,138,000</td>
<td>$90,174,000</td>
<td>61,185,000</td>
</tr>
</tbody>
</table>

Company reports:

MCA Inc., New York, reported a decline in net income in 1969 though gross revenues reached record levels. Lew Wasserman, MCA president, attributed the earnings drop to charges against income in the third quarter for sure properties not considered suitable for today's feature motion picture market. For 1969, in excess of realizable amounts of two features originally released on a reserved seat basis, plus higher interest charges.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.64</td>
<td>$305,728,000</td>
<td>$2,541,000</td>
</tr>
<tr>
<td>1968</td>
<td>$0.81</td>
<td>$250,980,000</td>
<td>$1,980,000</td>
</tr>
</tbody>
</table>

Multimedia Inc., Greenville, S.C., newspaper publisher and group broadcaster, reported a 4% increase in broadcasting revenues for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Broadcasting revenues</th>
<th>Total revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.32</td>
<td>$8,497,723,000</td>
<td>$9,268,765</td>
<td>$874,807</td>
</tr>
<tr>
<td>1968</td>
<td>$0.20</td>
<td>$7,982,830,000</td>
<td>$8,210,732</td>
<td>$805,674</td>
</tr>
</tbody>
</table>

Financial notes:

- Combined Communications Corp., Phoenix-based group broadcaster, announced it has reached an agreement in principle to acquire St. Louis Outdoor Advertising Inc. for CCC stock. The agreement is subject to approval by the stockholders of St. Louis Outdoor Advertising. CCC owns three outdoor advertising companies in addition to its radio and TV stations, magazines and electrical sign companies, and is buying KOCO-TV Oklahoma City for an aggregate $7.5 million, subject to FCC approval (Broadcasting, Nov. 17, 1969).

- Kansas State Network Inc., Wichita, Kan., reported operating revenue increased 2% to $2,755,177 and net income increased 4% to $363,601 for the six months ended Feb. 28. KSN owns KARD-FM-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City and KOMO-FM Othmer, all Kansas. It also has interest in six Kansas CATV systems and owns Wichita Ice and Cold Storage Co., which operates facilities in Kansas, Oklahoma, Iowa and Arkansas.

- Gross Telecasting Inc., Lansing, Mich., has declared a quarterly dividend of 22% per share on common and May 8 to stockholders of record May 8.

- Outlet Co., Providence, R.I., has declared quarterly dividends of $1.375 per share on 514% convertible preferred stock and 164% per share on common stock, both payable May 6 to stockholders of record April 17.

- Raytheon Co., Lexington, Mass., has declared a quarterly dividend of 15 cents per share on common stock, payable April 28 to stockholders of record April 15.

- MCA Technology, manufacturers of high-speed magnetic tape duplicating equipment, has acquired for an undisclosed amount of stock and other considerations, the privately owned Electrodyne Corp., North Hollywood. MCA Technology is 51% controlled by MCA Inc., Universal City, Calif. Electrodyne Corp., manufactures studio and stadium consoles and had 1969 sales of $1.6 million. MCA Technology reported 1969 sales of $3.5 million.

- Signal Co.'s, Los Angeles, owner of 49.9% of group owner Golden West Broadcasters, has filed with the Securities and Exchange Commission, seeking registration of 50,000 outstanding common shares, which may be offered for public sale at $25 per share maximum. Donald C. McHone may sell the 50,000 shares, which he acquired in connection with acquisition of Shattuck & McHone Enterprises by Signal Landmark Inc., a subsidiary of Signal. Signal has 18,854,993 shares outstanding.

- Publishers Co., Washington-based publishing firm and group broadcaster, has acquired The Tabard Press Corp., New York, for an undisclosed amount of stock and other considerations. Publishers plans to establish a New York base for its printing operations with a projected volume of 750,000, by initial expansion within Tabard Press, together with acquisition of other companies by Tabard.

Merger brings together

Alto Fonics, Sono-Mag

The merger of Alto Fonics Corp., Hollywood, producer of tape-recorded programming for radio stations, and Sono-Mag Corp., Bloomington, Ill., maker of tape-cartridge insertion units, has been announced.

Under the terms of the preliminary agreement, both firms will be merged into DDS Inc., a small, publicly owned Los Angeles company which will then be renamed Sonix Communications Systems. D. Alan Clark, president of Alto Fonics and president designate of Sonix Communications Systems, said that the effect of the merger would bring planning, developing and equipping automated stations under one operation. Sono-Mag manufactures the Carousel cartridge unit, a station automation system with electronic switching controls and tape transports and memory systems. The merger terms call for DDS to issue 800,000 shares of stock for the outstanding shares of Alto Fonics and Sono-Mag. Combined revenues of the three companies for the year ending Dec. 31, 1969 totaled $1,352,214.
"Who says you gotta go to New York for the best videotape production?"

Those who don't know about Tele-Color...

with the finest and newest color television equipment, some of the most knowledgeable and capable technicians in the country, a desire and ability to deliver the best quality product. New York quality and then some.

We offer full, fast, efficient, flexible TV production facilities including total pre and post production service. Here you will find complete color and black and white facilities for producing high and low band recording on 1 and 2 inch videotape, production in studio and with mobile units, tape to film transfers on 16 mm and Super 8 cartridge, double and single system. We also provide complete audio and video editing and mixing plus videotape dubbing facilities.

Our mobile unit is fully equipped though compact enough to go anywhere on short notice. Would you believe the North Pole? And we're just a stone's throw from Washington and Washington's National Airport, which puts us close to you wherever you are.

Give us a try... Let us show you why those guys are wrong who say "you gotta go to New York for the best TV production." Contact Charlie Riley, President of Tele-Color Productions, Inc.

Tele-Color Productions
708 N West Street / Alexandria, Virginia 22314 / (703) 684-2203

Serving networks, agencies, government and educational TV... with coverage of sporting and news events, programs and commercial production.
When will CPB find annual backing?

Corporation officials deplore hat-in-hand approach to financing, support Nixon's three-year plan

Technically, there was a new twist to last week's Senate Communications Subcommittee hearings on funding for the Corp. for Public Broadcasting. Instead of the flat one-year authorizations given to CPB in the past, the subcommittee took up President Nixon's proposal to provide three years of authorizations, with part of the money to be based upon matching of funds obtained from private sources. But if the details were new, the basic task of noncommercial broadcast representatives remains the same as ever: They have to come before Congress each year to get money, with no plan for permanent financing yet in sight.

Most of the witnesses noted this fact last week as they testified before Subcommittee Chairman John O. Pastore (D-R.I.), the only senator in attendance during the two days of hearings. But all of them supported the administration bill—at least as an "interim step" on the road to more money and a permanent source of sustenance.

For the coming year, the administration has proposed funding that could total $30 million. Of that amount, $15 million is a flat authorization; beyond that figure, the government would provide up to $7.5 million to match dollar-for-dollar all private contributions made to CPB. If the corporation is able to raise that amount, the entire package would total $30 million, with $22.5 million in federal funds.

According to CPB board chairman Frank Pace, the corporation could effectively use $40 million in the next year. CPB President John Macy broke that down into specifics, including over $16 million for noncommercial television programming. But both said the administration proposals are adequate for the time being. Among the comments last week:

- Senator Pastore: He expressed the hope that commercial broadcasters will provide a large chunk of the private contributions to CPB. Noting past statements of support for CPB by industry spokesmen, the senator urged them to prove it with money.
- Mr. Pace: "Frankly, this bill falls short of an ideal solution...[but] appears to be the best bill that could be proposed at this time...Well before the period of time covered by this bill expires, I am confident a permanent proposal will emerge to replace it." Mr. Pace said the administration had reviewed some permanent financing plans, but rejected them for the present and proposed the present bill as an interim measure. The CPB board chairman said the matching-funds provision should be a "useful incentive" for stimulating private contributions, but added that it may be difficult to raise the full $7.5 million.
- Mr. Macy: He noted that until March 5, when the President signed the Labor-HEW appropriations bill, CPB had been operating under continuing...
for the rental of the best in television production facilities and services.

NEW YORK
30 Rockefeller Plaza
(212) 247-8300 X3522

CHICAGO
2000 Merchandise Mart
(312) 644-8300 X273

BURBANK
3000 W Alameda
(213) 845-7000 X2611
resolutions at the rate of $5 million a year, which strapped it financially. (The corporation finally got its $15-million appropriation for fiscal 1970, after three years of fighting for the commodity, he said, indicate that CBP needs $40 million in 1971, $55.7 million in 1972 and $67.7 million in 1973. Although the amounts seem high in relation to what CBP has been getting and is likely to get this year, Mr. Macy pointed out that the 1973 figure is still two years behind the projection originally made by the Carnegie Commission on Public Broadcasting.

* FCC Chairman Dean Burch: "The commission supports S. 3558. . . but wishes to stress . . . the crucial importance of obtaining for the corporation at the earliest possible time a permanent financial base not dependent upon annual appropriations.

* FCC Commissioner Nicholas Johnson (in a statement attached to Mr. Burch's): "No institution has a greater potential for positive influence—both in its own right, and in its impact upon commercial television—than CBP. . . . [Yet] even if the FCC were to decree a nationwide VHF television network and a nationwide UHF network for our largest 100 urban centers (which the FCC could do); and even if $300 million a year were instantly available, it would still take until the year 2000 for us to have a public broadcasting system that would have an impact upon the people of this nation equivalent to public broadcasting in foreign countries. The alternative methods of funding have been identified and examined. . . . None is perfect. Any, alone or in combination, is better than nothing."

* Joan Ganz Cooney, executive director of Children's Television Workshop and creator of *Sesame Street*, the widely acclaimed children's program: "I would urge you, in considering what public television can become, to examine the experience of . . . *Sesame Street*. I think you would come to two conclusions that are pertinent. . . . First, that public television is about the only medium at hand that can develop and nourish programs such as *Sesame Street*, and in addition, supply the needed amount of air time; and secondly that the length of lead time that was available to the workshop for the creation of *Sesame Street* was of critical importance in our success. . . . "It is interesting to note that all three commercial networks have appointed children's program directors since the premiere of *Sesame Street* and all three have promised less violence and more education on their children's program schedules. This is as it should be—public television should and clearly can set the benchmark against which all of television is judged."

**Dayton U again tries for ABC's hand**

Station goes to court asking for affiliation, cites current bribery charges in its plea

A UHF television station in Dayton, Ohio, which failed once to persuade a federal court to issue a temporary injunction to force ABC to return to the pre-1969 affiliation situation in that city, has tried again.

**WKEF-TV** (ch. 22), owned by Springfield Television Broadcasting Co., last week filed a renewed motion that would require ABC to allow WKEF to carry the network's programs, as it did in large part prior to 1969. WKEF said that it now has evidence that its failure to win the ABC affiliation last year was due to skulduggery.

On Jan. 1, WKTR-TV Dayton (ch. 16) began carrying ABC programs as a primary affiliate. Previously, WKEF carried a substantial number of ABC programs not carried by WLWD-TV (ch. 2) Dayton, which signed as an ABC primary affiliate in 1968.

WKEF's principal suit charges unlawful conspiracy by ABC and WKTR-TV on the affiliation decision. Its first request for a preliminary injunction to return the situation to where it was before WKTR-TV was chosen to carry the ABC programs was denied last December. The court found, among other things, that WKTR-TV has not engaged in any antitrust activity.

In its new March 31 petition, WKEF charged that John A. Kemper Jr., then chairman and 30.6% owner of WKTR-TV, had engaged in a series of transactions with various people aimed at winning the ABC affiliation. These included, WKEF said, Thomas G. Sullivan, then ABC regional stations-relations manager. WKEF said that Mr. Sullivan had advised Mr. Kemper to hire for a $5000 fee a "John L. P. Daley Jr." as a consultant to win the network contract. WKEF said that Mr. Kemper acknowledged that his firm, Kittyhawk Television Inc., had paid this fee over a period of months through Mr. Sullivan. The John L. P. Daley Jr. has never been identified, WKEF said.

Mr. Sullivan, who was fired by ABC, faces a trial for commercial bribery in New York May 21. Mr. Kemper claims he paid the final $20,000 of the Daley fee to Mr. Sullivan in New York.

The WKEF charge also alleged that Mr. Kemper secured the services of a Joe McMahon, whom he met in Florida at a social event and who, the petition states, promised to introduce a friend of Theodore F. Shaker, ABC group vice president, and of Carmine Patti, director of ABC-TV station relations. Mr. Shaker resigned Feb. 27 in what he said was a dispute over "a matter of principle" (Broadcasting, March 2). Mr. Patti was fired two weeks ago (Broadcasting, March 30).

The McMahon-Kemper deal, WKEF said, included a consultant fee to Mr. McMahon of $155,000 payable over a 10-year period, an option to buy 10% of WKTR-TV stock at an "extremely favorable price," and a directorship on the board of the station. Mr. McMahon has since resigned from the WKTR-TV board of directors.

The WKEF document also charged that Mr. McMahon hired Richard Landsman, general manager of WDAY-TV Rochester, N.Y. (ch. 13) as an ABC affiliate, to be general manager of WKTR-TV contingent on WKTR-TV's receiving the ABC affiliation.

WKEF also claimed that Dayton was removed from the jurisdiction of Bert Julian, ABC regional station-relations manager, and put under the jurisdiction of Mr. Sullivan after Mr. Kemper complained to Mr. McMahon that Mr. Julian seemed to be favorable toward WKEF.

At another point, according to the WKEF petition, Mr. Sullivan was offered 1,000 shares of WKTR-TV stock at $2.40 a share. WKTR-TV shares were then selling at $1 a share, WKEF says.

On Feb. 28, ABC notified WKTR-TV that it was terminating its affiliation as of Aug. 30, the usual three-month termination notice, inviting both WKEF and WKTR-TV to make new presentations for the affiliation (Broadcasting, March 2).

The criminal charge against Mr. Sullivan was filed by Robert Kaufman, ABC vice president and general attorney.

ABC said it learned of the alleged bribery when it began preparing its defense against the antitrust charges filed by WKEF.

Both Dayton U's have been demanding the ABC affiliation since 1968 when WLWD-TV (ch. 2) there switched to NBC primary. ABC sought then to get the FCC to intervene against the WLWD affiliations change, but failed. WKTR had carried the ABC programs on a per-program basis until the network last November signed a primary affiliation contract with WKTR-TV, effective Jan. 1.

Following disclosure of the bribery charges, the FCC announced a wide-ranging investigation into the question of licensees getting network affiliations through bribery. ABC, it is understood, has filed reports on the Dayton matter with the commission. Hearings, ordered closed to the public, will be conducted by Chief Hearing Examiner Arthur A. Gladstone. So far no hearing dates have been set.
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WDON—WHEATON, MARYLAND
WKNR—DEARBORN, MICHIGAN
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Rapprochement in Atlanta renewals

Black coalition says it's satisfied with changes at 22 out of 28 stations

Citizen-group participation in license-renewal proceedings appeared to enter a new era last week. Where groups in the past focused their attention on individual stations about which they had complaints, Atlanta's blacks used the license-renewal process to deal with all 28 stations in Atlanta, and obtained statements of policy acceptable to them from 22.

The statements, filed with the FCC, pledge the stations to initiate or to continue and expand programs to hire blacks and to sharpen efforts to determine, and serve, the programming needs of Atlanta's black community—47% of the city's population.

Some of the statements, particularly those from the city's three VHF stations, called attention to what the outlets were already doing, in terms of employment and programming, to serve the blacks. But the statements call for new efforts by all.

The statements—they are not agreements, as such—are the result of negotiations the stations conducted with the Community Coalition on Broadcasting—composed of 20 black organizations—which had accused all of the stations of discriminating against blacks (Broadcasting, Jan. 12).

The talks date back in some cases to last summer, when the local branch of the National Association for the Advancement of Colored People initiated them. The coalition late in February obtained a 30-day extension of the March 1 cut-off date for filing petitions to deny renewal applications, to enable it to conclude its negotiations. The Georgia stations were due for renewal on April 1.

The coalition is still negotiating with two A.M.'s—WRNG and WYIE. The commission last week granted another two-week extension of the deadline against petitions to deny.

It has already filed petitions to deny against the renewal applications of four stations, including one T.V.—WJRJ-TV, WOUN(AM), WTHH(AM), and WAVO(AM). The coalition charged them with failing to ascertain adequately the community's needs (they did not, the coalition said, consult with what it considered were leaders of the black community) or to provide programing responsive to the needs of blacks, it also charged them with discriminating against blacks in their employment practices.

However, WJRJ-TV asked the commission for a two-week extension of the cut-off deadline, presumably indicating a desire to continue negotiations with the coalition. The commission granted the request.

The details of the statements that satisfied the coalition varied according to the size of the station involved. But all promised to maintain continuing consultation, usually on a monthly basis, with the coalition, and to announce it would meet with other interested groups.

The meetings will not only provide the coalition with an opportunity for a continuing input into the stations' programming plans but will enable it to keep abreast of the stations' efforts to live up to elements in their statements.

Most promised not only to make an affirmative effort to hire blacks but to provide on-the-job training programs, if none existed, and to slot blacks in significant managerial, technical and on-air positions.

Two stations—WAGA(AM) and WERD(AM)—promised to appoint one black each to their boards of directors. WAGA-TV will use a black reporter who has been on-camera personality as anchor man of its 6 p.m. and 11 p.m. Saturday night news; WOXY-TV said it would use a black on-camera newsmen in its Sunday night news program.

WAGA-TV and WOXY-TV each promised to sponsor a black student at a seminar program at the Columbia School of Journalism this summer; WAGA-TV said it will hire as a trainee the person it sends. WYLO-AM-FM said it is training blacks for careers in broadcasting on a $500-per-year scholarship fund.

WSB-AM-FM-TV disclosed plans to fund a number of black students. It will establish four $900 summer fellowship programs for Georgia school teachers, two of them to be minority-group members, who will spend six weeks at the stations discussing "matters of common interest and concern."

The stations will also establish two $500 scholarships at Clark College, in Atlanta, "to encourage greater knowledge of broadcasting, and more participation by minorities in the fields of radio and television."

The blacks' feeling that their special needs have not been met is reflected in the programing promises most stations made in their statements. They said they will provide substantial news and public-affairs coverage to reflect "broadly" life in the black community. They also said they will carry programs dealing with poverty and the steps—
SOME OF BOSTON'S BIGGEST PROBLEMS ARE VERY SMALL

In an angry, crowded, polluted world an orphan can get overlooked. The “perfect white baby” gets adopted. But the child with a medical, emotional, or intellectual problem — or who isn’t white — waits. Waits for parents who want him. Not out of pity. Out of love. Six months ago on WNAC-TV's "FOCUS" series the Massachusetts Adoption Resource Exchange began telling people about these "children who wait". Since then, the adoption rate of these children has doubled. A lot of dedicated people worked hard to achieve this. Boston 7 is proud to have helped.
Johnson's new formula: A political giveaway

FCC Commissioner Nicholas Johnson, who feels that "the Big Broadcasting-Big Business axis has kidnapped and run off with the democratic process," has suggested a means of its recovery: Make television time available free to all candidates for public office.

This would not only dissolve the problem of soaring campaign costs, he noted; it would free candidates from dependence on large contributors who often seek special-interest legislation in return for their campaign favors.

Another evil he sees the proposal eliminating is the exercise of control by a private group over "television communications in ways that both affect the outcome of the election and contribute to its private profit."

The commissioner's proposal, borrowed from England, has these other facets: The free time should be equally apportioned among all major party candidates, distributed to others based on votes received in previous elections; purchase of additional time should be prohibited; candidates should be prohibited from using segments of less than five minutes, and candidates who use political propaganda films and advertising techniques should immediately be required to submit to a debate, news conference or interview over which they have no control.

Commissioner Johnson, who expressed his thoughts on the relationship between politics and broadcasting in a speech at Princeton, acknowledged his plan left many questions unanswered. But he felt it was important, first, to agree on "basics"—that is, provide for "equal access to television," give all candidates "more time than they can now afford," "eliminate the influence of corporate and other major donors, minimize the influence of the political TV commercial and give the viewer a better opportunity to participate intelligently" in the process of self-government.

The commissioner suggested that a forerunner of his plan could be the "one-third time rule" that he and previous members of the commission have proposed. This would require each network-affiliated station to provide one third of its prime time for purposes "other than profit-maximizing programming." He sees this resulting, in practice, in networks feeding affiliates public affairs, cultural, and educational programming—"anything other than the lowest common denominator, commercially laden fare we're now offered."

With programming staggered by the networks, the viewer would have a choice, he said.

What's more, he added, once broadcasters became accustomed to offering something "other than profit-maximizing programming each evening," it would be easy to make some of that one-third time available for political purposes prior to elections.

"Of course," he added, "free political time could be provided by the FCC without the need for the one-third time rule."

ABC radio affiliates approved by FCC

Sixteen requests for waivers of the limitation on the number of affiliates allowed for ABC's "Four Specialized American Radio Networks" were granted by the FCC last week. The commission denied the requests of nine stations for affiliation.

Waivers were granted for AM stations KJOY Stockton, Calif.; WMEQ Tallahassee, Fla.; WDEC Americus, Ga.; WPNQ Auburn, Me.; WROA Gulfport, Miss.; KLIN Lincoln, Neb.; WESN Jamestown, N.Y.; WIRC Hickory and WISP Kinston, both North Carolina; KQWB Fargo, N.D.; WASC Spartanburg, S.C.; KISD Sioux Falls, S.D.; KSVM Ogden, Utah; WILA and WYPR Danville, Va., and WRAC Racine, Wis.

Denied were applications filed by KHAK Cedar Rapids, Iowa; KQXJ Joplin, Mo.; WYBB Massena, N.Y.; KTXI Pendleton, Ore.; KBYO and KHEM Big Spring and KKVE San Angelo, both Texas; KEYX Provo, Utah; WELK Charlotte ville, Va.

In a May 1969 order the commission requested ABC to limit its AM affiliations and disaffiliate when necessary in markets with more than one AM to no more than one affiliate in a two- or four-station market and no more than two affiliates in a five-station market. The commission said the main purpose of the limitation was to promote diversity of news.

In granting waivers in several of the present cases, the commission said doubts were resolved in favor of the licensee affiliate, but "the latitude we have shown in these instances should not be taken as indicative of our future course."

Johnson rejects Carswell

FCC Commissioner Nicholas Johnson was among more than 200 former law clerks to Supreme Court Justices who banded together last week to oppose the appointment of G. Harrold Carswell to the Supreme Court. In a letter sent to every senator, the lawyers said approval of Judge Carswell would be a "disservice to the American public." Others in the group included Federal Trade Commissioner Philip Elman and former Secretary of State Dean Acheson. Commissioner Johnson was a law clerk to Justice Hugo Black.

68 (THE MEDIA)
KOMO-TV is recognized as the Pacific Northwest's leader in color techniques, equipment and staff. The custom designed, self-contained Mobile Video Center from RCA is capable of using six RCA Plumbicon color cameras. Coupled with the latest and finest television equipment and a technical and production staff of proven excellence and broad experience, KOMO-TV provides service and versatility unparalleled in the Pacific Northwest.

... is a Television Station on wheels

KOMOBILITY

...and a Radio Station with wings!

KOMO Radio, ratings leader and respected pioneer, serves its KOMO Country audience with a familiar flair. The right music, pertinent news and popular public service features keep KOMO on top. On an even higher level, an accomplished technical staff has given KOMO's air patrol the most distortion-free sound in the area, maintaining the high quality reception listeners are accustomed to hearing 24 hours a day.

This is Leadership!
Demerits sought for combinations

License challengers want FCC to alter policy on comparative hearings

Hampton Roads Television Corp. and Community Broadcasting of Boston Inc., competing applicants for channels 3 and 7 in Norfolk, Va., and Boston, respectively, last week asked the FCC to revise its policy statement applying to comparative hearings involving regular renewal applicants.

The two groups, which are respectively seeking to supplant WTVR Radio-TV Corp. and RKO General Inc. as licensees of WTVR-TV Norfolk and WTVR-AM Boston, proposed that the commission enact a rule providing that in such comparative hearings, the commission will give preference to the renewal applicant for substantial community service, if the license of the station involved represents the only mass-communications facility owned by the licensee.

But if the licensee owns two or more such facilities (defined by the petitioner as "a broadcasting station, a CATV system, or a daily newspaper"), preferential treatment will be given "only for outstanding service to the community by the station during its past license period.

A demerit will be given for poor service to the community by the station whose license is at issue in either event," the groups proposed.

The commission's policy statement provides that preferential treatment will be given to an incumbent licensee if he has a record of having "substantially" served his area. It also says the commission should not restructure the ownership of the industry on a case-by-case basis and that a good performance may outweigh preference for a challenger on such factors as integration of ownership and of management. The statement emphasizes the need for stability in the industry (BROADCASTING, Jan. 19).

Hampton Roads and Community Broadcasting disputed the commission's position that cases involving diversification of ownership are better handled through the rulemaking rather than the hearing process. The stations called instead for a combination of the processes, which they said their proposed rule would provide.

"The commission has a right, and indeed an obligation, to demand substantial service to the community from every licensee. The commission also has an obligation under the First Amendment to assure that there are multiple and diverse voices in the marketplace of ideas," the groups told the commission.

The petition comes a week after the commission adopted a proposed rule to bar the owner of any full-time broadcast station from acquiring another in the same market, and a notice of proposed rulemaking designed to fragment existing multimedia combinations of all sizes, including those involving newspapers in the same market.

The commission also last week dismissed a petition filed by Hampton Roads for reconsideration of the commission's order designating WTVR-TV's renewal application for hearing. The order stated that the hearing would be governed by the policy statement. The commission also denied a request that it waive rules providing that reconsideration in such cases will be entertained only when they relate to an adverse ruling affecting the petitioner's participation in the proceeding.

Moss is target of conflict charges

Reported by favorable terms from savings-and-loan firm bring him under scrutiny

Representative John E. Moss (D-Calif.), leading congressional battle to force government agencies to take the lid off their activities and a prime advocate of consumer protection through legislation, found himself taxed with conflict of interest last week.

Reportedly, Mr. Moss, a member of the House Commerce Committee and who introduced legislation last June that would permit banks and savings-and-loan associations to operate mutual funds, got a $51,800 mortgage on a $60,000 house he bought last August on Capitol Hill. This is a 13.6% down payment. His interest, which he secured from the Northern Virginia Savings and Loan Association, Arlington, Va., is for 7% over a 30-year period, according to the Washington Post in its April 2 issue. Average mortgage terms in the Washington area, according to the Post, are 7.9% interest, 29% down payment and 25 years to pay.

Mr. Moss, who now says he opposes the bill, is chairman of the subcommittee that is considering it. It passed the Senate last year.

Denying any impropriety, Mr. Moss was quoted as saying: "If I were for sale, it would take a hell of a lot more than a mortgage to buy me. There was no commitment given, none implied and none felt."

Bankers seek easing of FCC's 1% rule

They want 10% ceiling on holdings in media, changes regarding filings

The American Bankers Association last week pressed its case for amendment of the FCC's multiple ownership rules as they apply to the broadcast holdings of banks.

Last November, at the request of the ABA, the commission solicited comments on what information banks should file about their holdings and how much broadcast stock they should be allowed to own (BROADCASTING, Nov. 24, 1969).

In its comments last week the ABA told the commission the public interest would be served by increasing the present cross-ownership attribution rules applicable to bank-trust departments from the present 1% to 10%. ABA also said the commission should eliminate the present requirement that the departments file copies of all trust agreements (or abstracts thereof) which in the aggregate hold 1% or more of the stock of a broadcast licensee.

ABA said a 10% limitation would be an "appropriate benchmark," contending that while 1% may be inadequate with respect to avoiding unnecessary disruption of broadcasters' capital supply from mutual funds, "it is hopelessly inadequate with respect to bank-trust accounts."

Special conditions controlling the voting of stock held in trust by banks, and the structuring of bank-trust departments indicate that a 10% limitation would be "well within the bounds of safety with respect to concerns over undue concentration of control over the broadcast media and that lower benchmarks would impose upon such holders a virtually impossible task, that, in turn, would seriously contract the sources of financing for the media," ABA maintained.

The commission's present reporting requirements for trust agreements represent an "exercise in futility," ABA contended, adding that the "sheer volume of such trust agreements required to be filed would overwhelm the commission's staff, to say nothing of its file storage facilities."

In joint comments, Time-Life Broadcast and RKO General Inc. supported ABA's position regarding the trust-filing requirements and increasing the cross-ownership limitations applicable to bank-trust departments from 1% to 10%.

The licensees agreed with ABA that trust departments acquire stock for in-

70 (THE MEDIA)
"WE MUST REACH OUR CHILDREN BEFORE THE PUSHERS REACH THEM"

The following editorial was presented by Leonard J. Patricelli, President, Broadcast-Plaza, Inc., Hartford, on WTIC Radio and Television on December 19 and 20, 1969.

The root cause of Connecticut's drug epidemic is ignorance.

Adults know next to nothing about drugs. Teenagers pick up a great deal of knowledge and an equal amount of misinformation in a rather haphazard fashion — usually from drug users or pushers.

A high school teacher reminded us of the part ignorance plays in the spread of drugs in a letter she sent about a week ago. Let me read you part of it:

"In this day and age, we cannot reach our students with methods and materials used ten years ago. These are outdated and have lost their relevance. I am finding that I do not have the answers to the questions my students ask. What is my next step? I can't believe that I am the only one inadequately prepared to teach this subject."

This teacher is definitely not the only one unprepared to teach about drugs. Drug education has not kept up with the drug epidemic.

However, in looking for an answer to her question, we found that pioneer work in drug education has begun right here in Connecticut. The Stamford Public School System has just completed a 96-page curriculum and guide that begins the drug education process in the fourth grade and continues it through high school. This procedural guide helps teachers, counselors, school nurses and other personnel who would normally come into contact with young drug users.

The Stamford Curriculum is so good, the state hopes to provide each public school in Connecticut with a copy. However, in order to reach far more students, WTIC will print thousands of additional copies of this 96-page guide and make them available at our expense to any teacher, school official or school board member who wants them. This offer is made not only to public, private and parochial schools in Connecticut, but also to all the schools in neighboring states served by WTIC Radio and Television. The guide should be printed and ready for distribution shortly after the first of the year. To get a copy, just send a request on your school letterhead to Drug Study Guide, WTIC, 3 Constitution Plaza, Hartford.*

We admit that taking on the printing and distribution of a state document is rather unusual. We admit that sending a public school curriculum to private and parochial schools and schools in other states is also unusual. But the drug epidemic is most unusual. We have to do something about ignorance, the root cause of the drug epidemic. We must reach our children before the pushers reach them.

*Thus far, WTIC has printed 18,000 copies of the 96-page Stamford Curriculum and almost all have been distributed or spoken for. Requests have come from 158 of Connecticut's 169 cities and towns, from 220 cities and towns in New York, 103 in New Jersey, 124 in Massachusetts and 41 in Pennsylvania... in fact, from 39 states, the Virgin Islands, Canada, Spain and West Germany.
vestment rather than control purposes and that "fiduciary safeguards" would preclude banks from voting stock for their personal purposes or from being "corporate voices" in broadcast management.

And the groups said they felt the commission was correct in assuming that the filing of trust agreements administered by banks could be "dispensed with entirely."

Other financial and management connections between banks and licensees are also being looked at by the commission.

WFGA-TV, WTOP and CBS win innovator honors

Gold plaques for top winners of the 1970 American Research Bureau, Beltsville, Md., Innovator Awards will go to WFGA-TV Jacksonville, Fla., WTOP-AM-FM Washington and CBS Radio Spot Sales, New York. The first-place winners, named Sunday (April 5), are Harold Baker in the television station category, Michael J. Heimberg for radio stations and Jerome Greenberg for station representatives, respectively.

The names of other plaque winners, as well as those whose entries in the competition were selected for special mention, will be posted in the ARB hospitality suite (500) at the Conrad Hilton during the National Association of Broadcasters convention in Chicago.

The ARB awards program is an annual event to give national recognition to people in the broadcast advertising industry for creative and innovative applications of audience research to station sales, programming and other phases of station operation.

Winners are:


L. A. seeking balance in minority-hiring

Justice Department's pact with motion-picture producers and three networks follows EEOC probe last year

For years, blacks and other minority-group members have complained they were discriminated against in their efforts to obtain craft jobs in the motion-picture and television industries in Los Angeles. An Equal Employment Opportunity Commission investigation last year found illegal discrimination did exist in the motion-picture industry. The unions supplying both industries with their craft labor were found to have 800 minority-group members, including 45 Negroes, out of a total membership of 12,000.

Last week, the Justice Department announced agreements with the three television networks, 73 motion-picture producers and the unions that supply their craft labor. The objective is to abolish job discrimination against Negroes and persons with Spanish surnames.

The agreements, which became effective April 1, are intended to insure that 20% to 25% of all daily craft employment is made available to minority workers. The agreement with the three networks also contains provisions to insure nondiscrimination in hiring workers for clerical and administrative jobs at ABC and CBS.

The agreements, which were negotiated over a two-month period, enable the two industries involved and the unions to avoid Justice Department suits alleging violations of the equal-employment provisions of the 1964 Civil Rights Act. After finding violations of those provisions in its investigation of the motion-picture industry, the EEOC referred the matter to Justice, which expanded the inquiry to include the television networks and their supporting unions because of the substantial interchange of work force between the two industries.

NBC, the only one of the networks to issue a statement, said it "has a strong record of encouraging minority employment. We applaud the agreements which will increase minority employment in the craft union jurisdictions. NBC will, of course, continue its own affirmative efforts to expand equal opportunity of employment throughout its operations."

The agreements require the motion-picture producers, networks and unions to take affirmative steps to comply with the equal-employment opportunity law. And Jerris Leonard, assistant attorney general in charge of the civil rights division, said: "The relief negotiated here is at least as comprehensive and as effective as that which a court would order."

The union local principally involved in the departments' agreement with the networks is Stagehands Local 33 of the International Alliance of Theatrical Stage Employees and Moving Picture Machinery Operators, of Los Angeles. Three other IATSE locals in Los Angeles—motion-picture photographers, sound technicians and film editors—as well as the parent union, signed the agreement also.

The principal ingredient in both agreements is the suspension of the traditional roster system so far as minority-group members are concerned; a separate pool was created for them, and is to be filled by affirmative action recruiting.

The agreement with the networks calls for daily referrals at a ratio to insure that 20% of all craft jobs are made available to minority group workers for each of six consecutive weeks; subsequently the rate of referral will be one minority-pool member for each three referrals from the general pool.

After two years, the two pools will be merged, and all referrals will be made "on a nondiscriminatory basis regardless of race, color, religion, sex or national origin." The terms of the nondiscriminatory referral basis will be determined by the networks and Local 33, subject to Justice's approval.

Both agreements provide for on-the-job training financed by the companies to provide trained minority-group workers to perform the more complicated craft jobs. The television program provides for 12 trainees—three each selected by ABC, CBS, NBC and Local 33—for two 12-month courses. The trainees will be guaranteed a minimum salary of $100 for a 40-hour week.

The agreements also ban preference of referral because of union membership status or because of family or personal relationship with any person employed in the television or motion-picture industry. A principal complaint of minority-group members is that union membership—and the jobs that go with it—is handed down within families.

The provisions dealing with administrative and clerical employment suggest that ABC and CBS have been lagging in hiring minority-group members for such work. The two networks are directed to make an affirmative effort to recruit white collar workers from among minority-group members. CBS in addition is to make an effort to contact all minority-group workers.
Broadcasting is the world's largest disseminator of information. The news services are the largest gatherers of information. How do you mesh them?

One way to start is for each to know more about the other. Some of the steps we’ve taken at UPI:

- We operate a radio news network ourselves. It’s a service of value to the industry. And it has taught us, firsthand, a lot about the problems of broadcasters. There have been a lot of changes in our newswires as a result.
- We have our editorial people spend a lot of time working at stations to get a better idea of what it’s like at the other end of the pipe.
- We’ve produced a new Broadcast News Stylebook which combines what we’ve learned and what you continue to teach us about broadcast news writing.
- If you want a style book let us know with the coupon. We don’t give it away because we think it’s of value. So, apparently, do others judging from the thousands of orders we’ve received.
- And if you have some ideas for us, we’d like them.

UPI
the original broadcast news service

UPI
220 East 42nd Street, New York, N.Y. 10017

(please check appropriate box or boxes)

☐ Yes, I am interested in UPI's Broadcast News Stylebook.
(Note: copies are $1; 50¢ for lots of 10 or more) please send me ___ copies. My check for ____ is enclosed.

☐ Yes, I do have some ideas on the subject of broadcast news that I’d like to talk over with you. Please get in touch.

Name
Station Call Letters
Address
City       State       Zip

ROADCASTING, April 6, 1970
who applied for work after Jan. 1, 1968, but who were not hired and to permit them to file new applications.

The agreement notes that NBC asserts it has developed and implemented an affirmative action plan designed to enhance the employment opportunities for minority-group members at all levels of employment, including administrative and clerical. The plan also includes recruiting and training workers, and skills inventories and promotional opportunities.

**FCC airs WXUR renewal issues**

Aleged one-sided programing is sticking point in oral argument

In oral argument before the FCC last week, detractors of the programing of WXUR-AM-FM Media, Pa., licensed to Brandywine-Main Line Radio Inc., contended that the station is a one-sided platform for the views of right-wing fundamentalist Dr. Carl McIntire and that the stations' licenses should not be renewed.

Attorney for Brandywine-Main Line countered that the station represented a variety of religious and political views and that those associated with the station were being wrongly maligned as "bad people."

An attorney for intervenor, the Greater Philadelphia Council of Churches, whose complaints led to the renewals being set for hearing, said Brandywine-Main Line had "misrepresented" its programing plans to the commission, having added programs not described in its transfer application and reneged on a promise to present a balance of religious programing. He charged that WXUR management added a program ostensibly aimed at providing the views of other persuasions—Interfaith Dialogue—only after the Media borough government passed a resolution condemning the stations' programing, and that WXUR made only feeble attempts to sustain the program.

The council's attorney charged the stations with reciting a one-sided "litany of issues" on issues of national importance, such as the Vietnam conflict and church union.

A Broadcast Bureau attorney's argument was essentially a corroboration of that of the council. The attorney said the stations had never wavered from a position that views opposing a policy of all-out military victory in Vietnam were Communist-inspired.

Counsel for the WXUR stations told the commission that detractors of the station had maligned those associated with them, especially Dr. McIntire, as undesirables airing unhealthy propaganda. The WXUR stations do present admittedly conservative views, the attorney said, but have provided "vehicles for other viewpoints," such as Presbyterian church services, Interfaith Dialogue, and representatives of liberal—even Socialist and Communist—groups.

As for alleged misrepresentation of programing plans, the attorney said the commission requires a description of categories rather than content, and that the WXUR stations had aired programs consistent with those categories described in their transfer and renewal applications.

Denying that station management had made only a half-hearted effort to sustain Interfaith Dialogue, WXUR counsel said requests made to clergy in the Media-Philadelphia area to appear were either ignored or turned down.

And the WXUR spokesman denied that the stations failed to meet the needs of the Media community or violated fairness-doctrine requirements. He claimed that Dr. McIntire sent tapes of his broadcasts to persons affected inviting them to express their viewpoints, and that "there is not one shred of evidence in this record to suggest that we did not meet any need" in Media.

In a rebuttal period, the church council's attorney said the council never intended to imply that WXUR programing was "offensive."

Rather, he said, the council's view was that Media, a community with only one broadcast outlet, was entitled to have more than one viewpoint expressed and fairness-doctrine requirements satisfied.

Dr. Carl McIntire, who broadcasts frequently on WXUR-AM-FM, heads Faith Theological Seminary in Philadelphia, which owns Brandywine-Main Line. The seminary acquired the stations in 1965.

In 1967 the stations' renewals were set for hearing after the commission's Broadcast Bureau agreed that the stations had violated the fairness doctrine in failing to present views contrasting with those of Dr. McIntire. In a 1968 initial decision, former Hearing Examiner H. Gifford Irion found that the stations had complied with the doctrine, and recommended renewal.

**Fund raisers for CPB**

The Corp. for Public Broadcasting has appointed Thaddeus Holt and Roland E. Fenz to help encourage private contributions to CPB at the national level and to aid stations in their fund-raising efforts. Mr. Holt is former president of Leacock Pennebaker Inc.; Mr. Fenz comes from KQED(TV) San Francisco.

**Missing U wants to be found**

Station sues ARB for 'negligence' in dropping it from November report

A small-market UHF station last week added to the woes of the American Research Bureau, whose November 1969 ratings sweep produced howls of protests from television broadcasters across the country who said the reports revealed unbelievable losses of audience.

KLNI-TV (ch. 15) Lafayette, La., filed suit to recover $625,000 in damages from the rating service. The station says it was wrongfully dropped from the ARB November 1969 report and that ARB "refused or failed" to publish correction notices.

However, the basis of KLNI-TV's complaint is different from those of broadcasters who questioned the accuracy of ARB surveys indicating sharp audience losses (BROADCASTING, Feb. 9). KLNI-TV is attacking ARB's action in changing the standards for determining which stations would be included in the reports.

ARB says the station's exclusion was the unexpected result of a change in requirements that was actually intended to make it more likely that the station would be included. It is changing its minimum reporting standards for the February-March survey.

KLNI-TV, in a suit filed last week in the U.S. District Court in Washington, said that because of its exclusion from the November report it has lost advertising income and suffered damage to its reputation.

It also said that unless the court grants its requested relief, it "may become unable to continue television service to the public..."

Besides its request for damages—$500,000 in punitive damages, $125,000 for loss of revenue and injury to its broadcast reputation—it is seeking an order directing ARB to include it in the February-March 1970 Lafayette market report and all subsequent ones.

KLNI-TV contracted for ARB's semiannual survey in November 1968, and its television audience data appeared in ARB's reports following the November 1968 and February-March 1969 surveys.

But, "without effective notice," KLNI-TV added, ARB changed the requirements which qualified a station for inclusion. This occurred after the February-March 1969 report, and the station was dropped from the one for November.

Peter Langhoff, president of ARB,
WHDH-TV, Boston, has just been named “New England Television Newsreel Film Station of the Year”

The Boston Press Photographers Association knows news when they see it. So we’re very proud that they named us “New England Television Newsreel Film Station of the Year.”

And they named our Jack Cryan “New England Television Cameraman of the Year.”

And our Larry Crowley, who held Jack’s title last year, won first place for spot news and for TV documentary, and second prize for features.

Jack Crowley (yes, he’s Larry’s brother) won first prize in sports and fire, and Sumner Shain won second prize for sports.

We’re also delighted to report that the Boston Photogs agreed with their national brethren. WHDH-TV was also named “Newsfilm Station of the Year” by the National Press Photographers Association.

All in all, Channel 5 staffers won 15 out of 23 possible awards, competing against hundreds of entries from all over New England.

And the whole staff -- Alan Anderson, John Davin, Sumner, Jack and the Crowleys -- won second prize in the Team Effort division.

We were delighted. But not surprised.

We know how good they are -- and how seriously we take news.

Other people were bound to notice.
tried to explain this development in a letter to FCC Commissioners Robert E. Lee and Kenneth A. Cox in January. The station's attorneys had brought the matter to their attention, and they expressed their concern to ARB.

Mr. Langhoff, whose letter was filed with the complaint, said that ARB's intent in changing the requirements was to relax them but that "by a curious twist of logic," the opposite occurred.

He said the new specifications were written to require 1,000 homes on the average. Previously, the requirement had been a rating of 1.0 over 30 quarter hours. Since in large markets a 1.0 rating over 7.5 hours during a week is often difficult to achieve, Mr. Langhoff said, "it appeared that we would be bringing additional stations into the report."

But ARB's designers, he conceded, overlooked something: "In small markets it is more difficult to attain an average audience of 1,000 households over the broadcast day than it is to attain a 1.0 rating."

He added that ARB was attempting to restate the rules to achieve its original objective. (It has since liberalized standards [Broadcasting, March 30].) In the meantime, he said, ARB would try to help stations "unintentionally" dropped to "bridge the information gap" until the February-March survey is published.

**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*

- **ARB** subsequently provided KLNI-TV with figures for the November period, but in a more summary fashion than those it had previously furnished. The station considered them unsatisfactory.

KLNI-TV, in its suit, said that ARB's contract represented that it would be included in each Lafayette market report, that it relied on ARB's representation and was induced to contract with ARB on that basis.

The court was also asked to declare that ARB's exclusion of KLNI-TV from the November 1969 report was "negligent, a breach of contract, and a breach of the implied warranty that ARB's work would be done in a skilled and workmanlike manner."

KLNI-TV apparently is not the only small-market station affected by ARB's change in standards. Commissioner Cox said several other stations have expressed complaints similar to KLNI-TV's. However, he said it was not clear whether the facts are the same as those claimed in the Lafayette case.

**NABET is still on job but has no contract**

Threat of a strike loomed at NBC last week when the company's contract with the National Association of Broadcast Employees and Technicians expired on Tuesday (March 31), but the union decided to continue to work on a "standby" basis while negotiations proceeded.

The union, which represents about 2,500 technical workers at NBC's radio and television networks and owned stations, has been holding talks with representatives of the company in San Diego since early March. NABET is seeking improvements in wages, pension plan, job security, working conditions and grievance and arbitration machinery. The average pay scale for technicians is $260 a week.

Irving Weiland, business manager of local 11 in New York, said that over the past three years the cost-of-living alone has risen by 16.8%. He indicated that NABET would hope to gain a contract that minimally would specify increases to match the cost of living.

NABET is reported to be seeking the assistance of other unions in the broadcast field for support in the event that a strike is called.

For many years NABET negotiated contracts with both NBC and ABC simultaneously. In the contract talks three years ago, ABC signed a four-year pact, which will expire in March 1971. CBS is not involved inasmuch as its technical employees are aligned with the International Brotherhood of Electrical Workers.

An NBC spokesman in New York said on Thursday (April 2) that its ne-
You can't do better for your lady viewers than offer them "Here Come The Brides" — one of television's most appealing comedy-adventure series. It charmed the daylights out of them when it was telecast during the early evening 7:30 p.m. time period, ranking among the top four shows on all networks with women 18-34. This, in spite of some TV's toughest competition!

And that's not all: the "Brides" regularly delivered an average of 3.7 million teenagers — largely through the fantastic appeal of young Bobby Sherman (he's the dimpled one on the left).

If it's brides you're after — and who isn't? — Robert Brown, David Soul, Bobby Sherman and company are available now. All you have to do is say the words — "we do."

"Here Come The Brides:" 52 hour-long episodes in color. SCREEN GEMS®

NOTE: Audience estimates provided by NTV and are subject to change.
Field buys the other half of WFLD-TV

Field Enterprises Inc., 50% owner of WFLD-TV (ch. 32) Chicago, last week received unconditional FCC approval to purchase for $2.5 million the other half interest from a joint venture comprising five companies.

The original two-step plan called for Field to buy 50% of WFLD-TV, then sell the station to Metromedia for $10 million. However, Metromedia pulled out of the deal because its agreement to acquire the station expired Feb. 1 and it would have had to pay $200,000 per month to keep the agreement in effect (Broadcasting, Feb. 9). Field decided to go ahead with the first part of the transaction, and was in fact obligated to do so under an option agreement it had with the joint-venture partners, who had originally been its competitors for the facility—H & E Television Inc. (Harry and Elmer Balaban), Irwill Inc. (William, Irwin and Rosalind Dubinsky), Schefco Inc. (Herbert Scheftel), Willand Corp. (Cecile E. Burger) and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland).

The Field-joint venture deal hit a snag in January when a four-man commission majority—Commissioners Kenneth A. Cox, Robert T. Bartley, Nicholas Johnson and H. Rex Lee—objected to the transfer on the ground it might involve trafficking. A commission request that the $2.5-million sales price be reduced was rejected by the joint-venture parties and Field felt bound to its contract. The vote last week, however, was 5-to-0 in favor of the transfer with Commissioner Bartley abstaining from voting and Commissioner H. Rex Lee absent.

Field, which has had management control over the station under its ownership agreement with the joint venture, contributed $1.41 million in capital to WFLD-TV during the three-year period ending Sept. 30, 1969. Field Enterprises publishes the Chicago Daily News and Sun-Times, the Arlington Heights (Ill.), Arlington Day and the Mount Prospect (Ill.) Prospect Day. It is also involved in educational publishing.

E. H. Shomo, WFLD-TV general manager, is president of Field Communications, Field's broadcasting subsidiary.

Meet the men from Blackburn at the NAB Convention...

The men from Blackburn's nationwide network of offices will be in Chicago April 5 to 9 for the NAB Convention. We hope you'll take a breather from your busy schedule to stop by and visit us at the Pick-Congress Hotel (Suite 801)...

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KOLI(AM) Coalinga, Calif.: Sold by James M. Strain to Vernon H. Uecket

Changing Hands

Announced:

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

- WTOW(AM) Towson and WTOW-FM Baltimore, both Maryland: Sold by T. E. Paisley Jr., Barrie Munro, Grace Bright, Daniel Neary and others to Robert W. Sudbrink for $825,000. Mr. Sudbrink owns WREX(AM) Coral Gables and WWPP(FM) Miami, both Florida, and KFMZ(FM) Pasadena, Tex. He has controlling interest in WRMS(AM) Beardstown, Ill., and KYND(AM) Burlington, Iowa. WTOW(AM) is a daytimer on 1570 kc with 5 kw; WTOW-FM is on 101.9 mc with 20 kw and an antenna height of 280 feet above average terrain. Broker: Chapman Associates.

- KOKR(AM) Oxnard, Calif.: Sold by Paul R. Schneider to Howard A. Kalmenson for $420,000. Seller will retain KPML(FM) Oxnard. Mr. Kalmenson owns KEWV(AM) Pasadena, Calif., and KENO(AM) Las Vegas. KOKR is full time on 910 kc with 5 kw and 1 kw night.

- WAEP(FM) Cincinnati: Sold by Alvin W. Fishman to Harrison M. Fuerst for $400,000. Mr. Fuerst is a Cleveland attorney and has interests in WSLR(AM) Akron, Ohio; WOKO(AM) Albany, N.Y.; KTLK(AM) Denver, and KBON(AM) Omaha. He is also buying WCAM(AM), Camden, N. J., subject to FCC approval (Broadcasting, March 30). WAEP is on 98.5 mc with 50 kw and an antenna height 100 feet above average terrain. Broker: R. C. Crisler & Co.

- WSSV(AM-FM) Petersburg, Va.: Sold by Roger A. Beane and others to William L. Eure for $270,000. Mr. Beane owns a CATV system in Petersburg. Mr. Eure is sales manager for WMAL-TV Washington. WSSV(AM) is full time on 1240 kc with 1 kw between day and 250 w night. WSSV(FM) is on 99.3 mc with 3 kw and an antenna height of 290 feet above average terrain. Broker: Blackburn & Co.


78 (THE MEDIA) BROADCASTING, April 6, 1970
In 1968 we wanted to round out our color programming with color film," says Fred Douglas, News Director in the Kalamazoo station. "So we looked long and hard and decided on a mini ME-4 processor for the Kodak E-4 Color Process. We chose a mini-machine for several reasons. Obviously the price was attractive, but we were more concerned about space. Those big processors are great, and turn out film real fast, but we just didn't have room for one in our active photo lab without extensive remodeling.

"We went into color film with some trepidation. Everybody said color was tricky. It isn't so. Our machine just sits here and cranks out great color film. And amazingly we've discovered that Kodak Ektachrome films give us even more latitude than black-and-white, while being very forgiving. I can't think of anything more important in the news-film business than using forgiving film because of the wide variety of shooting conditions.

"We've got 30 to 40 news stringers in Western Michigan shooting footage for our four daily news, and our major weekly farm programs. The film comes in all different lengths, exposures, etc., and the processor does it beautifully. In short, we've had real success with color film."

Are you afraid of color film? Re-read the above, then call a Kodak Regional Chief Engineer for more detailed information about color for you. Call Ray Wulf in New York, Dick Potter in Chicago, or John Waner in Hollywood. Call soon, or we're afraid you'll really be behind the times.

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ASCAP congratulates the Broadcasting Industry upon its Fiftieth Anniversary.

The members of ASCAP applaud your record of achievement during this half century, and pledge to continue to make available to your industry—America’s finest music!

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York, New York
and James E. Poese for $68,500. Mr. Uecker owns 48.5% of WAGN(AM) Menominee, Mich., and is a salesman for KVON(AM) Napa, Calif. Mr. Poese is a salesman for KOLL. KOLL is a daytimer on 1470 kc with 500 w. Broker: Hamilton-Landis & Associates.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 123).

- WFLD-TV Chicago: 50% sold by Harry and Elmer Balaban and others to Field Enterprises Inc. for $2.5 million (see page 78).
- WIFI(FM) Philadelphia: Sold by Melvin Gollub and others to General Cinema Corp. for $790,000. General Cinema owns a chain of movie theaters, a chain of bowling lanes and soft-drink bottling plants. Alexander Tanger, president of GCC Communications of Philadelphia Inc., General Cinema's subsidiary, owns WLEY(AM) Providence, R.I., and is buying WXFM Houston, subject to FCC approval. WIP is on 92.5 mc with 50 kw and an antenna height of 420 feet above average terrain. Vote was 4-to-2 with Commissioners Nicholas Johnson and Robert T. Bartley dissenting and Commissioner H. Rex Lee absent.
- WCCU(AM-FM) Hartford, Conn.: Sold by Jac Holtzman and others to Saul and Alfred Dresser for $325,000. Sellers own New York-based Elektra Records. Messrs. Dresser own WELV(AM) Ellenville, N.Y. WCCC is a daytimer on 1290 kc with 500 w; WCCU-FM is on 106.9 mc with 50 kw and an antenna height of 720 feet above average terrain.

FCC approval hinges on change in ad plans

The FCC last week approved the $650,000 sale of WHUT(AM) Anderson, Ind., by group owner J. William O'Connor to Eastern Broadcasting Corp. after the buyer amended the commercial proposal for the station.

Eastern Broadcasting, is principally owned by Roger Neuhoff, and is also the licensee of WCUS(AM) Springfield, Ill., and WHAP(AM) Hopewell, Va.

Mr. O'Connor owns 35% of WCUI-TV (ch. 26) Chicago; WBOV-AM-FM Terre Haute, Ind., and WRC(AM) Racine, Wis. Eastern's acquisition of the Terre Haute stations is pending FCC approval.

Following a hearing last May, Hearing Examiner Chester F. Naumowicz Jr. recommended approval of the sale in an initial decision (Broadcasting, June 30, 1969). The hearing issues had included a question of trafficking; whether the short-term renewal given WCUS reflected adversely on Eastern, and whether Eastern's proposed commercial practices for the Anderson station accorded with the needs of the community.

The review board granted the sale (Broadcasting, Jan. 5), but the Broadcast Bureau filed an application for commission review. Eastern subsequently revised its commercial proposal to a normal 18-minutes-per-hour standard and the bureau withdrew its objection to the sale.

Vote on the sale was 3-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting, Commissioner Kenneth A. Cox abstaining from voting and Commissioner H. Rex Lee absent.

Where the CATV homes are in U.S.

Cable television was in 3,728,880 households, or 6.4% of all U.S. TV households, excluding Alaska, as of November 1969, A. C. Nielsen reported last week.

The status report showed heaviest penetration in the smaller counties; out of 7,747,470 TV homes in size D (rural) counties, 790,860 had CATV (23.3%), and in size C (small towns), the percentage was up to 34.5%, or 1,773,900 out of 10,565,670 TV homes. Penetration in size A (the major metropolitan area) counties was 1.6%, and in size B, 4.8%.

The growth rate in CATV between spring and fall of 1969 was 6.7%, a lower growth rate than most of the measured periods since 1965. The peak increase of 17.6% came between spring and fall of 1967. Others ranged from a 6.4% between fall 1967 and spring 1968, to 11.8% from fall 1968 to spring 1969.

Virginia broadcaster may run for Senate

Virginia broadcaster Arthur W. Arundel said last week that it is his "intention" to seek the Senate seat now held by Senator Harry F. Byrd Jr. (D-Va.). Senator Byrd has bolted the Democratic party and will run as an independent.

Mr. Arundel, president of all-news WAVB-AM-FM Arlington, Va., stopped short of declaring himself a candidate.

He said he would wage a "strong and positive campaign," but added that his final decision would await "further talks across the state." That decision will be made in the next 10 days.

Mr. Arundel was Virginia campaign manager for the late Robert F. Kennedy in 1968.
Setback for land-mobile users

In surprise move FCC turns down plan to permit operations on channels 14-20 in top-25 markets

Broadcasters who may have thought the FCC had completely forsaken them were given reason to reconsider last week. The commission in a preliminary vote that surprised staffers and would, if upheld, outrage members of Congress, rejected a proposal to open portion of the UHF spectrum to land-mobile-radio operators as a means of easing their spectrum shortage.

The vote, in a special meeting last Monday (March 30), was 4-to-2, with Chairman Dean Burch and Commissioner Kenneth Cox reported members of an angry minority. Commissioner H. Rex Lee is out of the country.

At issue was a proposed rule, first issued for comment in July 1968, and a proposed further notice of rulemaking. The proposed rule would permit land-mobile-radio operators to operate on channels 14 through 20 in the top-25 markets where the frequencies are not allocated to television.

The further notice — which tends to confirm the fears of broadcasters fighting the sharing proposal—would reallocate those channels exclusively to land mobile. Short of reallocation of VHF channels, exclusive access to the seven lowest UHF channels is land-mobile radio's principal goal.

The commissioners did not vote on the second proposal issued for comment 17 months ago to aid land mobile. It would reallocate 115 Mc including channels 70-83, where translators are located, to private and common-carrier land-mobile service.

Chairman Burch reportedly adjourned the meeting, still smarting from the defeat on the sharing proposal, before the second could be considered in detail. Sources within the commission are satisfied votes are available for adopting the proposal; however, it has little appeal for land-mobile operators because equipment for use in the upper band is not available.

The commission considered the matters in the week after it had figuratively bared its teeth at broadcasters: its action limiting the spread of multiple ownerships within communities, and its tentative decision to reduce network domination of prime-time programming.

What's more, broadcasting can still lose in its battle with land-mobile radio. Chairman Burch himself said the issue "is not finished." He said the sharing proposal would be brought up again, though perhaps "in a modified" form. "We're not giving up." The commission is expected to return to the matter before the end of the month.

The chairman presumably will be looking for two votes from among Commissioners Nicholas Johnson, Robert T. Bartley and Robert Wells. It seems unlikely that Commissioners Robert E. Lee, long a defender and proponent of UHF television, or H. Rex Lee, whose interest in educational television makes him a similar defender of the upper band, would vote to open that portion of the spectrum to land-mobile radio.

Although the long pending proposal to allow land mobile to gain access to UHF portion of the spectrum is not dead, the Monday vote was the most serious setback suffered by land-mobile-radio users in their long fight for more frequencies.

One card Chairman Burch would probably play in urging his colleagues to change their minds is the reaction to "do something" for land mobile would have on Capitol Hill. Representative John Dingell (D-Mich.), chairman of a House Small Business Subcommittee and a member of the House Commerce Committee, has been hammering at the commission for years to ease the spectrum congestion in land-mobile radio. The House Appropriations Committee has pursued the same theme in the commission's appearance before it.

It's assumed that concern over the reaction of members of Congress was at least partially responsible for what some staffers said was a flash of temper on the chairman's part when the sharing proposal was defeated. Commissioner Cox's obvious disappointment grew out of the years he has devoted to the cause of land mobile, most significantly as chairman of a government-industry committee which produced a report concluding that additional spectrum space was essential to the future development of land-mobile radio.

The commission voted in midafternoon, after the staff had made extensive presentations on the sharing and reallocation proposals. The Safety and Special Radio Services Bureau endorsed them, the Broadcast Bureau opposed them. And while there had been no authoritative head count in advance, the pressure under which the commission had been considering the matters led many to expect the sharing proposal would carry. When it did not, one commissioner's aide said: "I almost fainted."

There had been no sharp debate to reveal conflicting views on the proposal. Commissioner Cox reportedly made the major arguments for adoption, but no one argued the point. Four commissioners simply voted against him.

However, some officials suggest that a principal reason for the negative vote was the fear that sharing would lead inevitably to reallocation of the seven lowest UHF channels. Commissioner Cox, after the proposal was rejected, reportedly suggested that the commission adopt it along with a commitment to bar reallocation of the channels. This, reportedly, failed to move the four opponents of sharing.

The opponents may also have been impressed by comments of commission engineers regarding the interference that would be caused by sharing. They said it

New kit can help test subjective-color TV

Telecasters who want to play around with the subjective color phenomenon in their black and white broadcasts can send for a special kit to accomplish this.

The electronic color kit is put out by the Color-Tel Corp., Sherman Oaks, Calif. It contains specially recorded black-and-white video tape which, when played on a black and white tape recorder, appears to the viewer as scenes in color on any black and white monitor.

Price for the kit, which also includes an instruction book and a compensating filter that brightens the brilliance of the perceived color, is $125.
The Portable PCP-90... direct-broadcast color from the backpack

Digitally-controlled Norelco "Minicam" sends a live color-composite signal by microwave or triax.

The Norelco PCP-90 "Minicam" is in a class by itself as the most mobile of field cameras. It is the go-anywhere, do-anything portable for broadcast quality color television. Controls can be beamed from as far away as 30 miles. Signal processing is done in the backpack. You can broadcast live, or take along a portable recorder and tape the action for playback. Operating wireless or on small, cost-reducing triax, the PCP-90 with its "Plumbicon" tubes brings total flexibility to color telecasting. Minicam is making the scene daily in an unprecedented variety of field, airborne and studio events. It's ready to make your scene now.
would be a problem, one difficult to police, even if land-mobile stations operated within the rules.

There was, reportedly, no mention of the argument that the solution to land-mobile's spectrum problem is better frequency management. This is the point the Association of Maximum Service Telecasters had used in leading the broadcasters' fight against opening the television spectrum to land-mobile radio.

The Nixon administration is trying to help the commission provide better management.

It has asked Congress to provide the commission $1 million to establish a prototype radio spectrum-management center to relieve congestion and interference in the land-mobile spectrum (Broadcasting, Feb. 2).

The sharing proposal was not the only idea that failed to win much support at the special meeting last week. Commissioner Nicholas Johnson, with Commissioner Robert E. Lee in support, offered a radical plan for aiding not only land mobile but UHF and educational television. It called, first, for turning channel 2 over to land mobile in the top-50 markets. The commission then would juggle the allocations of network-owned-and-operated stations in the top-20 markets in such a fashion as to leave each network with the same number of UHF and VHF owned-and-operated stations. Educational stations, however, would be assured of VHF frequencies.

As one official put it, the idea simply "did not fly."

Besides the rulemaking proposals, the commission still has under consideration a Broadcast Bureau proposal for an inquiry into the future needs of broadcasting in terms of spectrum space. The bureau feels such a study is needed to determine the impact on broadcasting's spectrum needs of such technological developments as domestic satellites and CATV. It pointed out that the question of television allocations has not been thoroughly examined since the present system was adopted in 1952.

Bauer Electronics bought by Sparta


Philip L. Gundy, executive vice president of CEC, announced that operations of Bauer Electronics would be consolidated with Sparta's present facilities in Sacramento.

Also announced was the transfer of Paul Gregg, product manager with Bauer Electronics, to SACramento to take over a similar position with the new division of Sparta, manufacturer of broadcast audio equipment.

New York TV's will test reference signal

Plans are under way to test a new method of checking color uniformity through the insertion of a color reference signal into the TV picture that would be undetected by a viewer.

Sometime early this summer, the three TV network stations in New York will have the equipment to produce a "vertical interval reference" in their transmission that will permit engineers to check the uniformity of color TV from camera to home viewer. The VIR concept was developed by Frank Davidoff of CBS, which hopes to have the apparatus available for the network-station test within three months. The reference signal is to be inserted into line 20 of the TV field and will be tested first at the New York stations, then along the whole network and finally at affiliates' transmitters. Eric Layton of RCA is chairman of the subcommittee of the Broadcast Transmission Standards Committee of the Electronic Industries Association.

The move is part of a two-year-long study of color variation by the Joint Committee on Inter-Society Coordination. A status report on the work of this group is scheduled for the engineering meeting at the National Association of Broadcasters convention in Chicago this week.

Meanwhile, Digital Equipment Corp., Maynard, Mass., reported last week that the Japanese Broadcasting Corp. (NHK) is using a small, general-purpose computer in an automated system that performs colorometric analysis of pictures coming from a TV color camera. The system, that helps detect distortions, uses a computer, teletype, analog-to-digital converter, channel scanner and special sample holder for the TV signal input, all housed in a single, wheel-mounted cabinet.

Technical topics:

New intercom modules - The Daven Co., Manchester, N.H., has developed a new flexicom family of solid-state intercom modules for mobile and studio use. Included in the family are carbon microphone pre-amplifiers with muting circuits, regulated dual-output power supplies and interconnecting printed circuit cards.

Five new models - Sparta Electronic Corp. has expanded its equipment line of Sparta-mation systems to include a mini-system, model SS-121; SS-103, featuring three 24-tape cartridge playbacks; SS-231, which Sparta claims can produce up to nine hours of non-repeating music; model SS-504, allowing synchronization of introductions and final message with recorded music, and SS-232, total-sound system for network affiliates. Parts from the different systems can be combined with each other to create an automated sound service to fit the individual station's needs.

Latest edition - Model I photo typositor was announced last week as the ninth edition of the photo typositor marketed by Visual Graphics Corp., North Miami, Fla., which among other things, can enlarge, reduce, backslant, or italicize on either photographic paper or film.

Cullum elected

A. Earl Cullum Jr., Dallas, TV and radio broadcast consulting engineer, has been elected to the National Academy of Engineering, Washington, for "leadership and originality as a consulting engineer concerned with radio and television broadcasting." Mr. Cullum, who is managing partner of A. Earl Cullum Jr. and Associates, was among 51 American engineers chosen for membership in the Academy, a private organization that sponsors engineering programs.
These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families.

$Spend Smart
in the Land of Milk & Money!
New twist on music pacts

NBC-TV wants to use specific number of pieces, do away with blanket ASCAP licenses

The muddled network-TV music-license controversy became even more muddled last week with the disclosure that NBC-TV was seeking from the American Society of Composers, Authors and Publishers a license to use only a fraction of the music in the ASCAP repertory.

NBC submitted a list of some 2,200 specific compositions and told ASCAP it wanted a license to use only those, plus certain specified background-music libraries. It also said the use of ASCAP music had declined more than 50 percent over the past four years and estimated that, based on its 1965 ASCAP payments and music-use levels, the 2,200 specified works and background libraries would have an "indicated" value of about $762,000 a year from now.

By comparison, the figure used by NBC as its 1965 ASCAP payment in computing average per-use costs for that year was $4.5 million. Considering the decline in NBC's use of ASCAP music, NBC contended, even a blanket license to use all ASCAP music should not now cost more than $2 million a year.

The NBC move for a license to use only specified works was regarded as a variation of a pending bid by CBS-TV for licenses—not only from ASCAP but from Broadcast Music Inc. as well —under which CBS-TV would pay only for whatever music it actually uses.

In the past all three TV networks have had blanket licenses, paying ASCAP and BMI certain percentages of their broadcast revenues and in return being free to use as much or as little of the music as they wished.

The chief difference between the NBC and CBS plans, at least on the surface, appeared to be that CBS-TV would be free to use whatever compositions it wishes, paying for them on a per-use basis, while NBC would be restricted to the 2,200 compositions and background music libraries it had specified. As for as-yet-unwritten works that NBC might want to use in the future, NBC legal authorities said they would expect to negotiate separately for rights to those.

ASCAP contends it is not required to grant either of these two kinds of license, however. But NBC argued in an informal court session last week that the consent decree governing ASCAP's operations anticipates licensing the use of "any, some or all" of its compositions. (The CBS per-use suit was not filed under the ASCAP consent decree and was not involved in last week's session.)

In the informal hearing, Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, which has jurisdiction concerning the consent decree, indicated a belief that in practice the NBC plan might conflict with the spirit of the decree. But he allowed time for ASCAP and NBC to submit written arguments on the issue.

Last week's session was largely taken up by legal maneuvering, but also produced charges and counter-charges as to the motives at work.

ASCAP contended that NBC was trying to "control" the music that its affiliates would carry and that the public might hear, and charged that CBS and NBC were trying to bring ASCAP "to its knees" and engaging in practices with "ominous antitrust implications." NBC counsel countercharged that it was ASCAP that was engaged in anticompetitive conduct and trying to force the purchase of unneeded music.

The session dealt with (1) an ASCAP application to have the court set interim fees to be paid to ASCAP by CBS-TV and NBC-TV while new contracts are being set, and (2) an NBC application asking the court to set an interim fee for NBC's use of the 2,200 specified compositions and also to require ASCAP to tell NBC what fees it considers reasonable for use of the 2,200 works.

Arthur Dean of the New York law firm of Sullivan & Cromwell, representing ASCAP, proposed that interim fees for a blanket license be set at $500,000 a month ($6 million a year) for each of the two networks. He noted that both CBS and NBC reached back-payment agreements with ASCAP that specified $5.68 million each for 1969.

He said the $6-million figure for 1970 was based on their having thus signified that $5.68 million was "appropriate" for 1969 and that a 6% increase, in ASCAP's view, was justified on grounds that their 1970 broadcast revenues would increase by at least that much.

Use of the 1969 $5.68-million figure was challenged by both NBC and CBS. Lawrence J. McKay of the New York firm of Cahill, Gordon, Sonnett, Reindel & Ohl, counsel for NBC, maintained that the $5.68 million earmarked for 1969 was part of an $8.68-million "package deal" covering additional payments for the years from 1961 through 1969, and that NBC agreed to specify $5.68 million as the 1969 sum only at ASCAP's insistence and only then upon condition that a non-prejudicial proviso be made part of the agreement.

An affidavit by Aaron Rubin, NBC financial executive vice president, filed in support of the bid for a license on 2,200 compositions, also maintained that "under no circumstances would NBC ever have agreed, standing alone, to pay ASCAP $5.68 million for 1969."

Under the old percentage-of-revenues rate that the lump-sum settlement replaced, he said, NBC would have paid ASCAP only about $4.1 million for 1969, and it considered even that amount excessive.

In fact, Mr. Rubin said, NBC ne-
What we're doing in 117 countries is your business.

Our business, at NBC International, is to provide the most comprehensive program service available to television stations around the world, with the accent on color.

In addition to supplying a large portion of the world's most popular entertainment series, we provide a wealth of highly acclaimed specials.

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At NBC International, we have made it our business to know our business. We may be able to help your business in the '70's.
gotated the lump-sum agreement with ASCAP, agreeing to pay additional sums for prior years, only after “it was faced with the fact that CBS, its principal competitor, had agreed to enter into [a similar agreement] with ASCAP.”

CBS, represented at the hearing by New York attorney Richard G. Green, already has taken an appeal from the court order entered by Judge Ryan based on the CBS/ASCAP lump-sum settlement—because CBS fears it will be construed as meaning that $5.68 million was a “reasonable” payment for 1969. Arguments related to that appeal are scheduled today (April 6) in the U.S. Appeals Court in New York (Broadcasting, March 23).

NBC also protested that, although it had paid the full amount of its lump-sum settlement with ASCAP, CBS had paid nothing on its own similar deal and ABC is refusing to sign or pay under a lump-sum agreement of its own until CBS pays. This, NBC counsel claimed, was discriminatory against NBC because, while NBC had paid in full, CBS and ABC are “saving money at 8% interest.”

NBC counsel also protested ASCAP’s asking interim fees of $6 million a year from NBC and CBS while permitting ABC to continue paying—presumably while negotiations for a flat-sum settlement proceed—on an earlier basis that, according to NBC estimates, can not exceed $3 million a year.

“There are no differences between the ABC television network and the NBC television network which could justify interim payments by NBC which are double those paid by ABC,” Mr. Rubin said in his affidavit. He cited Broadcast Advertisers Reports figures as putting ABC-TV’s 1969 operating revenues at about 75% of NBC’s and said that ABC “no longer is the poor cousin” it so long has made itself out to be.”

Moreover, the affidavit continued, “the fact that the two networks [ABC and NBC] have different operating revenues (or profits for that matter) does not justify differences in the price they pay for ASCAP music. When ABC bids against NBC for the Olympic Games, it does not expect to pay less than NBC would because of some difference between the size of the networks. It must top, and has topped, NBC’s bid.”

“By the same token, ABC does not pay its talent less because of who it is. The cost which a network pays for ASCAP music is, like the foregoing, an element of program cost...”

Mr. Rubin also cited BMI’s suit charging NBC, CBS and ASCAP with conspirers to put BMI out of business, and noted, too, that BMI had terminated NBC-TV’s license to use BMI music as of today (April 6). In its suit, he pointed out, BMI charged that ASCAP was using the lump-sum payments from NBC, and would use those of CBS, for a “war chest” to lure BMI members into the ASCAP fold.

If interim fees for ASCAP were fixed at a level “disproportionate” to the fees that BMI receives, Mr. Rubin said, “it could well be, as BMI contends in its lawsuit, that ASCAP will be able to raid BMI of its members and drive it from business.

“Consequently, it is not sufficient to say that the interim fee is always subject to revision upwards or downwards in the final decree. As a practical matter, any interim fee now fixed may be dispositive with respect to competitive conditions in the music-licensing business for years to come.”

Mr. Rubin’s affidavit also offered figures indicating that “feature” (as opposed to background or incidental) performances of ASCAP music on NBC-TV had declined almost 67% between 1965-66 and 1968-69, and that incidental or background use of ASCAP music declined almost 19% in the same period.

Based on the FCC’s composite weeks for each year, Mr. Rubin said ASCAP compositions received 183 feature performances in the 1965-66 week, 107 in the 1966-67 week, 101 in the 1967-68 week and 61 in the 1968-69 week. For the same weeks, he said, NBC’s incidental performance of ASCAP music went from 1,140 to 1,091, to 1,103 to 926. And on an ASCAP pay-out formula that counts a feature performance as worth 14 times as much as an incidental performance, he calculated that “equivalent feature usage” of ASCAP music on NBC-TV had declined from 264 in the 1965-66 week to 127 in the 1968-69 week.

Thus, he said, “by applying ASCAP’s own internal formula to the music used by the NBC television network, total usage of ASCAP music declined by nearly 52% and in the most recent composite week was less than one-half what it was in the FCC composite week four years ago.”

He said that the 2,200 compositions that NBC wants the right to use received 1,059 “equivalent feature uses” on NBC-TV in the six-months ended Feb. 28, or an average of 176.5 a month.

Based on $4.5 million as NBC’s payment to ASCAP in 1965—before the decline in use of ASCAP music—he said that NBC payments for “equivalent-feature uses” in that year would average $327.80 each. Applying that average to the monthly average of 176.5 equivalent-feature uses found in the recent six-month study, he estimated that the “indicated payment to ASCAP”
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Once, the people who created music could barter it for things they needed, but couldn't produce. But gone are the days when they had to sing for their supper. Music is here in the marketplace like the rest of us. And, like the rest of us, it has to survive.

Most music people care about music first and money second. Not so long ago, any of them were either exploited or ignored. Then BMI came along to do the business thinking for people who'd rather use their heads for their art. BMI is a non-profit service. Pure and simple. For the people who make music, and the people who use it.

BMI wants to see that no music writers or publishers are denied what is rightfully theirs and to make sure they get paid a fair price for their work. Free from any kind of discord.

That's free music.
would be $58,000 a month or $696,000 a year. To this he added $66,000 for the background-music licenses specified by NBC, to get an annual “total fee" of $762,000 for the entire designated music.

Judge Ryan gave ASCAP counsel until April 15 to prepare and submit its arguments supporting its contention that it is not required to offer licenses on only a part of its repertory. He said NBC would then have an equivalent length of time to reply.

On ASCAP’s bid for $6 million a year as interim fee for blanket licenses for CBS and NBC, NBC noted that it had withdrawn its request for a blanket license and CBS contended that ASCAP had failed to produce data from which an interim fee might be determined.

ASCAP was given until April 8 to submit affidavits on the issue and CBS until April 16 to reply. In addition to its law-suit seeking a per-use license, CBS has requested and received from ASCAP two consecutive 60-day blanket licenses, the second of which expires May 1. An interim blanket license thus would be for the period from Jan. 1, when the old licenses of all three networks expired, to May 1.

FCC defends use of bleeping

Commission responds to query by Ottinger on ‘Cavett Show’ incident

A guest on a television talk show cannot look to the First Amendment for protection against his remarks being edited out by the station. The FCC staff said it first, in a letter to singer Judy Collins, who had complained that ABC censored her remarks on The Dick Cavett Show, on Feb. 4. The commission made it official, in a letter Chairman Dean Burch wrote to Representative Richard Ottinger (D-N.Y.) two weeks ago. The congressman released the letter last week.

A licensee cannot exclude from the airwaves views with which he disagrees, Chairman Burch said. But he must make thousands of programing decisions annually. And he is not a common carrier—"a person or group cannot demand that as a matter of rights its message be presented over the station’s facilities."

He also said that a licensee may adopt a policy as to whether to carry comment dealing with pending litigation—as Miss Collins’ remarks did—"and then make good faith applications of that policy." He noted that the question of the impact of broadcast material on the rights of parties to a fair trial is a subject of continuing debate.

Four of Chairman Burch’s colleagues—Robert T. Bartley, Robert E. Lee, H. Rex Lee and Robert Wells—subscribed to the chairman’s views. Commissioners Kenneth A. Cox and Nicholas Johnson disagreed, and filed dissenting statements.

Representative Ottinger, a member of the House Commerce Committee, had requested the views of each of the commissioners on the bleeping incident. He also wrote Leonard H. Goldenson, president of ABC, stating he was “gravely concerned” and requesting his view of ABC’s “responsibility to permit the free and open expression of divergent points of view.”

In reply, Elton Rule, the president of the ABC-TV network, and now president of the broadcast division, said that ABC encourages “free and open discussion of issues of public importance.” But, he said, ABC deleted some of Miss Collins’s remarks “which in our judgment were not within the bounds of fair comment.”

Representative Ottinger’s letters were written on Feb. 16, nine days before the commission staff notified Miss Collins that there was no indication of any violation of statute or commission rule and, thus, "no basis for commission action regarding your complaint against ABC.”

Miss Collins, in her appearance on the Cavett program, talked of her experiences as witness at the Chicago 7 conspiracy trial. ABC bleeped out both the audio and video portions of the program containing some of her remarks.

She protested to the commission that ABC had violated her right of free speech and its own responsibility as a licensee. She said that the staff of the show had decided in advance of her appearance that she not only should sing but participate in discussion with Mr. Cavett and speak about the trial.

In his dissent, Commissioner Johnson described the commission’s resolution of the case as a missed opportunity to begin developing standards for dealing with “corporate censorship by networks.” Such censorship “is a problem in this country,” he said, but “the most appropriate response from the Congress, the courts and the commission is not clear.”

Commissioner Cox agreed with Chairman Burch that a licensee must edit much of the raw material available for use. But, he added, “there is a difference between editing and suppression.” And what appeared to be involved in the Judy Collins case, he said, is a licensee’s “arbitrary action” resulting in less, not more discussion, with no clearly established basis in valid policy. He said a further inquiry was in order.

ABC-TV affiliates preview sports plans

Among the topics scheduled for presentation to ABC-TV affiliates in Chicago over the weekend were a review of the “successful” 1969 sports programming—all shows showing audience increases—and the schedule of college football for the fall.

American Sportsman is up 18% in homes so far this year according to national Nielsen ratings, the network was to report, and the Pro Bowlers Tour increased 13%. National Basketball Association coverage jumped 10% in average homes, and Wide World of Sports was up 6% over the previous year.

The National Collegiate Athletic Association football telecasts will begin Saturday night, Sept. 12, ABC was to announce. That game, Stanford at Arkansas, will be one of four nationally televised night games. The schedule also includes six national daytime games, regional telecasts on five days, and one night regional slate-plus a "wild card game" that may be designated later. Slate is to wind up Dec. 5 with the Arkansas-Texas game and two night regional contests.

CBS-TV holds firm on its right to edit

CBS-TV last week again answered criticisms of its handling of a March 27 appearance of Abbie Hoffman by reminding that the network has a policy of responsibility from which it will not "abide.

Mr. Hoffman, one of the Chicago 7, showed up for the March 27 program wearing what was reportedly a shirt made of an American flag. Result: CBS, citing legal reasons, decided to "blue-out" Mr. Hoffman and his shirt. (All viewers saw was a blue screen—hence the term “blue-out.”)

CBS-TV network President Robert D. Wood, on the night of the incident, had explained to the audience that several states forbade “disrespect and desecration of the flag.” CBS apparently first planned to blank out only Mr. Hoffman’s shirt, but found that electronically impossible, hence, the total disappearance from the screen of Mr. Hoffman. All of his comments, however, were broadcast.

CBS also explained that it made the change "to avoid affronting many of our viewers." Calls to the switchboards of CBS-TV in New York and some of its affiliates, according to Mr. Griffin and others, however, were reportedly heavily critical of CBS’s move.

Mr. Wood last week reaffirmed CBS-TV’s broadcasting policy. "We will never abdicate responsibility for what we broadcast," he explained, "whether
As a taxpayer, you'd certainly welcome all the help you could get in bearing (and sharing equally) the costs of our federal government.

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It's a fact that more than $4,411,000,000 in federal tax revenues were lost from 1953 to 1968 through this situation.

It is also a fact that government electric power projects are very large businesses.

Their sales total hundreds of millions annually, and the electric power they sell goes to millions of residential, commercial and industrial consumers. These consumers do not pay, through their electric bills, the same taxes toward the cost of government that other Americans pay. Everyone else has to help make up the difference.

What is suggested is that government electric power businesses assume federal tax-paying responsibility, as do the investor-owned electric power companies.

This would not only help achieve the American goal of tax fairness to all, but would at the same time open an added source of revenue to help pay the cost of government.

We believe this is a matter that ought to be given some thoughtful attention by every taxpayer.

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it's the Griffin Show or Captain Kangaroo." Asked if CBS ever would subscribe to a prior agreement with an artist as to what can or can't be deleted from a show, Mr. Wood said: "No. We can't close down any options."

The March 27 incident was the third on the Griffin show in the past several weeks. It also was the second incident on a TV network talk show related to the recently completed Chicago 7 conspiracy trial. On Feb. 4 ABC-TV bleeped comments by folk singer Judy Collins concerning the then-ongoing Chicago trial.

Last Dec. 29, CBS-TV deleted an appeal for funds by Elke Sommer on the Griffin Show on behalf of "People for Peace." A similar appeal a week earlier on the same show by TV performer Carol Burnett also was bleeped (BROADCASTING, Jan. 5). CBS explained those actions by noting that it was unfamiliar with the "peace" organization and thus couldn't take a chance in promoting it.

Mr. Hoffman himself referred to a previous arrest for wearing a shirt similar to the one he wore March 27.

QM and ABC-TV end rift over old contract

Settlement of the dispute between QM Productions, Los Angeles, and its president, Quinn Martin, and ABC-TV was jointly announced by both parties Tuesday (March 31).

Under the new agreement, QM Productions enters into a long-term, nonexclusive contractual relationship with ABC-TV and guarantees to develop several television series and several television motion pictures, plus providing for "certain other financial considerations." No mention is made of specific terms or the number of series or movies QM Productions will provide. The dispute stemmed from the termination by ABC of a contract it had signed in October 1967 with QM Productions to run for five years (BROADCASTING, Aug. 5, 1968). Mr. Martin filed suit against ABC asking damages of $102,725,000 incurred as a result of that cancellation (BROADCASTING, Aug. 26, 1968).

Under the terms of the new agreement, QM Productions' first series for the network will be Dan August, already announced for the 1970-71 season. The program, starring Burt Reynolds, was a spin-off of "The House on Greenapple Road," one of three films produced or under consideration by QM Productions at the time the original contract was terminated. The movie was aired recently on ABC-TV.

For the last 10 years, QM Productions a leading independent producer of dramatic hour series for ABC-TV. Shows produced under Mr. Martin's supervision included The Fugitive, Twelve O'Clock High, The Invaders and The FBI, entering its sixth season on ABC this fall.

'Sesame Street' scheduled for reruns

Funds from the Corp. for Public Broadcasting will keep the Children's Television Workshop's Sesame Street on the air with 15 weeks of reruns during the summer.

CPB will provide $175,000 for daily interconnection through the Public Broadcasting Service. The fee to most of the 185 noncommercial stations will be in the late afternoon, and stations are free to use the programming at other times. The reruns, starting Monday, June 1 and ending Friday, Sept. 11, will include the first 80 one-hour shows.

Program notes:

Spring special • Three specials will replace regular Friday-night programming on CBS-TV April 3 from 7:30-11 p.m. Cinderella, an annual presentation since 1965, will fill the 90 minutes until 9 p.m., followed by The Don Knotts Nice, Clean, Decent, Wholesome Hour until 10. A repeat of Like Hee!, starring Dinah Shore, will conclude the evening of specials.

Information please • A midwest chapter of Information Film Producers of America was formed in Chicago last week by local firms that include producers and distributors of TV product as well as business films. New chapter chairman is Al Levine, president of Sportline Films. Secretary-treasurer is Courtland Chilton of Audio Graphic Films, also Chicago.

Survival film • In Time of Emergency, a new 25½-minute color film, has been released by the Office of Civil Defense. The public service film presents the basic lifesaving information needed to prepare for nuclear attack. Because the film would be particularly needed locally as an emergency public information tool in a period of national crisis, special allocations of prints have been made available to all state civil defense offices. Prints are available at the Office of Civil Defense, Audio-Visual Planning Division, Washington 20310.

Health series • A new series of 33 half-hour Consultation programs is being offered to TV stations without charge by the University of Illinois Medical Center Campus, the series producer. Programs, all in color, deal with specific health problems and what viewers can do to avoid or overcome them. Contact: Jack W. Righeimer, coordinator of public service radio and TV programming at the center, Box 6998, Chicago 60680.

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Ext. PY-4129

- Music, music, music - Screen Gems-Columbia Music Inc., music publishing division of Columbia Pictures Industries Inc., has contracted with four European publishing firms for U.S. and Canadian publishing rights to their songs. The organizations are Page Full of Hits Ltd., Limbridge Music Ltd. and Mews Music Ltd., all English firms; and World Music Co., a Belgian firm.

- Old Mark Twain new bold one - A new segment for The Bold Ones, seen on NBC-TV, has been announced by Sidney J. Sheinberg, vice president, MCA Inc. "Man of Destiny," starring Hal Holbrook, joins "The Lawyers" and "The New Doctors" for the 1970-71 season. Holbrook, who gained earlier fame for his portrayal of Mark Twain on Broadway and television, returns as a political candidate more interested in ideals than in elections. The pilot for the new show aired recently on NBC-TV as a world premiere and focused on the problem of air pollution as a possible cause of death in larger cities. The movie was given a private screening for members of the California State Assembly Commission on Environmental Problems and the State Environmental Council by Tom Carrell, San Fernando, Calif., state senator.

- Ecology campaign - Milton Maltz, president of Malrite Stations, Detroit, last week announced a six-week news and editorial campaign on his group's radio stations starting April 6 on the problems of the environment. The stations will air 30 reports with commentaries by leading experts and personalities such as Barry Commoner, biologist at Washington University in St. Louis; Lamont Cole, ecologist at Cornell University in Ithaca, N.Y.; and Arthur Godfrey. Malrite stations broadcasting the group's reports and editorials on the environment will be WBBR-AM-FM Mt. Clemens, Mich.; WTTF-AM-FM Tiffin, Ohio; WNYR-AM-FM Rochester, N.Y.; WMIN(AM) St. Paul; and WIML-AM-FM Milwaukee.

- Kitchen cut-ups - Celebrity Kitchen, a half-hour daily program designed for use by national sponsors in selected markets, is being taped at Tele-Tape Productions, New York. Actress Nina Foch has been signed as hostess. She will be joined by a different personality each day in preparing recipes and discussing various topics.

- Census consensus - KVU(TV) Oakland-San Francisco aired a special program in late March entirely in Cantonese to explain the federal government's new census form to the Bay Area's 100,000-member Chinese community. The broadcast is the result of an article written by L. Long-Chi Wang that appeared in the Chinese-American weekly, East, West. The article noted that many thousands of Chinese living in the San Francisco area do not read or speak English. As a result, it is possible that census forms may be discarded when they arrive—not willfully, but because the residents would not know what it is, or if they did, how to fill them out.

- Childsplay - The Tomfoolery Show, an animated series based on works of authors of children's literature, completes the revision of the Saturday morning schedule for September, 1970, NBC-TV announced last week. Tomfoolery will be aired from 9 to 9:30 a.m. Previously announced new series on NBC are The Bugaloos, Hot Dog, The Further Adventures of Dr. Dolittle and The Woody Woodpecker Show.

- CATV programming library - The National Cable Television Association will announce at a programing conference in Chicago, April 30-May 1, the formation of the National CATV Program Library Inc. The library will supply a full variety of entertainment programing for cable systems, all of which will be made available on a library basis at the rate of approximately ½ cent per subscriber. The entire library will be made available on a choice of formats: Ampex 1", TVC 1" and the new CBS-EVR. Home offices of the library are 1004 Stemmons Tower South, Dallas.

- Further release - An NBC News special, Cry Help! An NBC White Paper on Mentally Disturbed Youth, scheduled for broadcast on NBC-TV Saturday, April 25 (7:30-9 p.m.), will be added to the NBC National Educational Film Library after its telecast to be used by schools and other groups.

- Star selections - Transmedia International Corp., independent producer, Charles Andrews will co-produce a one-hour special, The Choice of Stars Beauty Pageant, which is aimed for a network presentation. The program, which will be telecast from Las Vegas, will feature beauty contestants who have been picked by entertainment industry celebrities.

- Friends join the Banana Splits - Bill Hanna and Joe Barbera, Hanna-Barbera Productions, Hollywood, and Jack Rhodes, president of Rhodes Productions, New York, have announced the release and syndication of The Banana Splits and Friends Show, a color series, in time for the fall season. The basic elements of the series are derived from four programs which have already appeared on the three major TV networks.
during the past three years and are being released for the first time in syndication. They are: *The Banana Splits Adventure Hour, The Adventures of Gulliver, Atom Ant and Secret Squirrel and The New Adventures of Huck Finn.*

**Seekers** see buyers • Four Star Entertainment Corp., New York, has obtained U.S. distribution rights to *The World of the Seekers,* a one-hour special reviewing the vocal group's career. General Television Corp., Melbourne, Australia, produced the show.

**Team spirit** • In an expansion of its program development effort, Warner Bros. Television announced last week it has signed the producer-writer teams of Saul Turteltaub and Bernie Orenstein and of Bill Idelson and Harvey Miller to create series for 1971-72. Mr. Idelson and Mr. Miller recently were named producers for *Love American Style* on ABC-TV and have worked together on other series including *Gomer Pyle* and *Bewitched.* Mr. Turteltaub and Mr. Orenstein are serving currently as producers-writers on *That Girl* on ABC-TV.

**Government going noncommercial** • *The Government Story* produced by Westinghouse Broadcasting Co. for its five TV stations, will be distributed to 186 noncommercial stations this spring through the educational television stations program service of the National Association of Educational Broadcasters. The 40 half-hour programs relate the history and operation of the federal government. The series also has been scheduled on 32 other commercial stations.

**Rolling bowling** • Advison Productions Inc., Atlanta, is placing into syndication 52 one-hour episodes of *Rolloff,* a color taped bowling program. The show features a king-of-the-mountain format with prizes for contestants ranging from bowling shirts to 1970 automobiles (awarded for perfect games). As an added feature bowlers will be rated by an animated cartoon character super-imposed over the action. Producer/host, Mike Allen, and co-host, Tom Even, will provide running commentary of the action. Address: Carnegie Building, Atlanta 30303.

**Fans to have their say on best baseball team**

The great debates over which baseball teams are better than others, past and present, will be subjected to computer analysis, and NBC-TV will present the results in its pre-game shows on the Saturday Game of the Week.

When NBC coverage begins April 11, the viewers will be asked to vote for the team they feel was the "all-time" best. The eight teams receiving...
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Changing Formats

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

- KGMC(AM) Englewood, Colo.—Mac-Lee Radio Inc., effective April 1, began programming full-time “all-talk and conversation forum-type radio.” Program director Robert B. McWilliams said the station “got its feet wet in a talk format in September 1969 from noon to 4 p.m.” and then increased the audience-participation idea in November to include the hours from 9:30 a.m. to sunset. Mr. McWilliams said his audience “has doubled, we think, in the past four months because of the intense public interest the show has caused.” Mr. McWilliams said KGMC “is the only daytimer in the Denver area to offer this type of community exchange.” KTLK(AM) Denver, formerly KTLN(AM), had been programming a talk format, but dropped it last year and now programs contemporary rock with some audience call-in during morning hours. “There was a public outcry,” Mr. McWilliams said, when KTLN dropped talk-type radio, “much to the effect that local people now had no outlet for an exchange of ideas and communication on public issues.”

- WEIF(AM) Milford, Conn.—Colonial Broadcasting Co., effective March 30, began programming country-and-western music. Previously an up-tempo middle-of-the-road station, the change was based upon music requests received and the results of a contest for the most popular singer.

- WIBF-FM Jenkintown, Pa.—The Benson-East, effective April 6 replaced Broadway show tunes and middle-of-the-road format from 11 a.m. to 12:30 p.m. with Spanish-language program Monday through Friday. Douglas Henson, operations manager, said the change occurred because of “a need to serve minority groups in our coverage area.” Effective Feb. 1, the station switched from a mainly instrumental MOR format to a Greek-language program from 1 to 2:30 p.m. on Sunday. March 8, the station added a Spanish language program from 10:15 a.m. to 1 p.m., replacing the Sunday concert series of classical music.
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"CITY IN CRISIS"—It was a hard-hitting news series dealing with a difficult problem. New Orleanians watched night after night as WDSU-TV brought their City’s financial and administrative woes right smack into their living rooms. Polled them on the streets. Brought them into forums. And finally turned the booklet based on this series into the most widely read publication in New Orleans during the summer of 1969. This was WDSU-TV’s “City in Crisis.”

THE CITATION:

“For distinguished service by WDSU-TV, New Orleans, for ‘City in Crisis,’ an apparently successful attempt to focus public attention on a single issue of crucial importance to a major American city.”

WDSU-TV CHANNEL 6
NBC IN NEW ORLEANS

BROADCASTING, April 6, 1970
New camera angles set for Apollo mission

Most elaborate TV coverage of all moon shots will include planned close-ups of recovery at sea

TV viewers who will be watching the Apollo 13 moon mission next week for the first time are going to have a ringside seat for the pickup of the astronauts when they splash down April 21. A color-TV camera will be aboard the photographic helicopter that will be hovering over the capsule when it comes down at 3:16 p.m., EST, April 21 in the Pacific Ocean south of Christmas Island.

The TV camera in the helicopter, a first in the Apollo missions, will transmit its pictures back to the Western Union transportable earth station aboard the pickup carrier, U.S.S. Iwo Jima, which will then beam the pictures to an Intelsat III satellite for relay to Houston where mission control will turn them over to the networks.

Previously, recovery activities have been centered at the carrier and television watchers could hear about but not see them until the ship itself steamed close to the capsule.

A second “first” for TV also will occur at the launch of the third moon mission. A heat-proof color camera with super-wide-angle lens, will be atop the launch gantry, a scant 40 feet from the 360-foot rocket. This camera, leased to the network pool by Westinghouse Electric Corp., will permit viewers to see the arrival of the astronauts, their entry into their capsule, the buttoning up of the capsule and the launch itself. Previously, these sequences were recorded by a movie camera and became available later when the film was processed.

The Westinghouse camera uses a new, specially-designed secondary electron conduction (SEC) tube that has a fine metal screen imbedded in its target area. This same tube is being used in the Apollo command module and one in the lunar-landing vehicle. The landing spacecraft will also carry a black-and-white TV camera as a spare, in case anything goes wrong with the color camera on the surface of the moon. These cameras too are Westinghouse instruments using the SEC tubes, but are not the redesigned models. To guard against a second sun burn, the color camera to be used on the moon will have a soft-rubber lens cap attached to the lens itself for use when necessary. Color is provided through the use of the CBS fieldsquential system that uses a rapidly spinning wheel inset with filters of the three primary colors (blue, green and red). Inside the command module will be a tiny, three-inch monitor.

During the 10-day Apollo 13 trip, 10 telecasts have been scheduled. The mission will be launched at Cape Kennedy at 1:13 p.m., EST, April 11. Thirty-five minutes later the astronauts will show TV viewers pictures of the Florida coast, to be followed at 3:28 p.m., EST, the same day with shots of docking maneuvers.

Other scheduled telecasts (all EST): April 12, interior shots of the command capsule, 6:28 p.m.; April 13, more interior shots, including the LEM, 10:13 p.m.; April 14, views of the moon as the space ship is 50,000 feet above the lunar surface, 12:03 p.m.

April 16, following the landing on the moon two telecasts of the astronauts at work, 12:23 a.m., for almost four hours, and again at 8:03 p.m., for almost seven hours (although the astronauts are expected to be out of range of the TV camera for about two hours during this time); April 17, return of the LEM to the command ship, 8:36 a.m.; April 18, views of the moon’s surface as the astronauts begin their return to earth, 12:13 p.m.; April 20, interior shots of the command module, including questions and answers between newmen on earth and the astronauts.

The network pool is under the direction of Jack Kelly of CBS. ABC is covering the launch; CBS will be at Houston and NBC aboard the carrier.

Music series offered, aimed at young adults

Robert V. Whitney Productions, Philadelphia, reports it will distribute to TV stations The Now Explosion programming of young adult-oriented music following debut of the series March 14-15 over WATL-TV Atlanta for 28 hours.

Mr. Whitney said “the successful debut” of the program in Atlanta led to a decision to market it throughout the U.S. with his own company handling distribution. The programming consists of a musical library on film of top contemporary acts, produced with modern techniques. He said more than 600 calls were received at WATL-TV, “with 95% of the callers registering complete approval” of the series. Whitney is producing the series in association with U.S. Communications Corp., Philadelphia.

The programming can be scheduled in a one-hour, two-hour or lengthier format.

ABC film package now in release

ABC Films has placed its first major feature-film package into domestic release. All films except “Come Spy With Me” were shown on ABC-TV’s Movie of the Week.

White House reporters move out of the dog house

The White House news corps moved into fancy new quarters on Thursday, in a section of the executive mansion that once housed a swimming pool, a sauna bath and a floral shop. NBC's Herb Kaplow (1) unpacks in one of the network booths that, by comparison with facilities in the old press section, are spacious. Jerry Warren, White House deputy news secretary, and his secretary, Mary Alice Passman, confer in the center of the new combination lounge and news-briefing room. The room is equipped for live and film television cameras. The quarters, on two levels, include booths for eight nonnetwork broadcast newsmen as well as for ABC, CBS, NBC and Mutual Broadcasting System, and two press rooms. The newsmen will also be able to relax in two small lounges, watch television (there is a three-set array), and listen to piped-in music as they eat sandwiches from a vending machine and drink coffee from a coffee maker. The reporters' old quarters, which President Nixon called a "disgrace," are being converted into office space for his foreign affairs adviser, Dr. Henry A. Kissinger.

‘Health in America’ on CBS

CBS News is preparing a three-part investigative series on health for showing on CBS-TV on consecutive nights, starting Monday, April 20 at 10-11 p.m. NYT. The program series is called CBS Reports: Health in America. It will probe the state of the nation's health and its health services. The quality and cost of health care and the environmental crisis will be explored in that order on the three programs.

HUD study to probe communications, urban life

How city life can be improved through communications and electronics—TV and radio broadcasting as well as cable TV—is being studied by the telecommunications committee of the National Academy of Engineering.

The study is being sponsored by the Department of Housing and Urban Development in behalf of a consortium of federal departments and agencies, including the Department of Justice, Transportation, Commerce and the FCC, as well as the Office of Telecommunications Management of the Executive Office of the President.

Dr. William L. Everitt, dean emeritus, college of engineering, University of Illinois, is chairman of the telecommunications committee. Peter C. Goldmark, president and research director of CBS Laboratories, is chairman of the committee's panel on urban communications.

WBC gets action on its law editorials

Westinghouse Broadcasting Co. believes that a series of editorials broadcast on its radio and TV stations may prove strong enough in impact to bring about the teaching of law in many public schools.

The WBC editorials advocating this were first advanced by WBC's all-news station, KPWA(AM) Los Angeles. The station broadcast a group of 10 editorials, starting last June, under the title, "Ignorance and the Law." The editorials' thrust was that knowledge in fundamental law was needed in the young grades to prepare children for responsible, adult life.

Westinghouse reports that in Los Angeles the proposal has been endorsed by various local citizens groups and the KPWA editorials have been rebroadcast by other stations in the area. The idea of teaching law in the public schools is now being studied by the California state board of education. The University of Southern California is scheduling classes next fall in law instruction for elementary school teachers, and a California school district has incorporated law courses in three elementary grades.

Eye awards

The American Optometric Association has set July 1 as the deadline for entries for its 1970 Public Service Awards for Distinguished Service in Journalism to the Visual Welfare of the American People. Entries may be submitted in four categories: Radio; television; press (newspapers, feature syndicates, wire services) and press (magazine). All entries must have been broadcast or published from June 1, 1969 to May 31, 1970, and must be on the subject of vision and its related aspects.
Networks ponder new FCC plans

Stanton believes loss of CBS-owned outlets could seriously hurt radio-network news

The guessing game was on in earnest last week as TV network officials tried to figure out what their choices might be if the FCC does, in fact, do all that it has indicated it may do to the TV networks and to co-located crossownerships of stations and newspapers, (.Broadcasting, March 30).

One who did not appear to be guessing, however, was Frank Stanton, president of CBS Inc. He said flatly that the proposal to require broadcasters to choose between their AM-FM and TV stations within the same market raised "such serious implications"—both to the viability of the CBS Radio Network and the size and quality of CBS's radio news-gathering organization—that "CBS will call upon every administrative and legal recourse to prevent its adoption."

Most of the guessing centered on another point: which half-hour the networks would elect to give up if the commission rules, as it is considering doing, that affiliates may take only three hours of network entertainment programming in prime time.

First general reaction was that they would probably elect to program 8-11 p.m., eastern time, which would mean turning 7:30-8 back to stations.

But on second thought some suggested they might prefer to move early-evening news to 7:30-8 from its present 7-7:30 period (in some markets, 6:30-7 owing to multiple feeds that give affiliates a choice in scheduling). And then there were those who thought it would be better to give up 10:30-11.

That last, it was noted, is the only choice that has been made in real-life programming. ABC-TV has occasionally turned a half-hour back to stations on a regular basis one or two nights a week; always, at least in recent years, the period has been 10:30-11.

Each network would have to make its own decision, but as a practical matter it seemed likely they would all wind up relinquishing the same half-hour if they have to relinquish any. A network that programed news at 7:30 while its competitors started entertainment at that time, for example, would seem to be in danger of losing the ratings for the entire night—five nights a week.

But that was all speculation, and some officials refused to play the game until they see the rules, if any, that FCC comes up with. For instance, they said, if the rules should permit averaging across an entire week instead of requiring each night to be treated separately, an entirely new set of possibilities would open up.

Dr. Stanton did not deal with the half-hour question but in a memo to key CBS corporate and divisional officers he made clear that the proposed divestiture rule, if adopted, would require CBS to give up its radio licenses in the five markets where it also owns TV stations—New York, Chicago, Los Angeles, Philadelphia and St. Louis—and obtain radio licenses in five other markets.

"But," he added, "there would be two other consequences far more serious," one affecting radio news and the other the CBS Radio network.

He pointed to New York, Chicago and Los Angeles as major news sources for area residents and to an increasing degree for the nation and the world as well. Without station facilities in those areas, he stated, "it does not appear possible that we could continue to maintain a radio news-gathering organization of the size and quality comparable to our current force on which our stations now rely."

Dr. Stanton noted that the FCC itself has acknowledged that a network's viability depends upon its ownership of stations in the top metropolitan markets and added:

"Without such outlets, it is not likely to be able to provide adequate service, regardless of the number of affiliates. Since the CBS Radio network, as a significant medium for news and public affairs, is an unusually important national resource, its future viability is critical indeed."

FCC staff raps NBC on aviation reports

Stories on private pilots and air safety are said to violate fairness rules

The FCC's staff last week found NBC guilty of violating fairness-doctrine requirements in three Chet Huntley-David Brinkley newscasts dealing with aviation problems.

Complaints and Compliance Division Chief William B. Ray informed the network that the programs, aired last Nov. 5, 6 and 7, did not comply with the doctrine because "the ability of private pilots was put in an unfavorable light ... without the contrasting [pro-private pilots'] view being presented."

Almost 300 complaints were received by the commission following the Nov. 5 broadcast, most alleging that the segment contained intentional distortion and false reporting of the problems of crowded air space, favored air carriers over general aviation, and implied that general aviation pilots do not follow rules, and are a major safety hazard.

NBC pointed out that the segment dealt with the backgrounds and viewpoints of a commercial and a private pilot and included an interview with Max Karant, vice president of the Aircraft Owners and Pilots Association. The network also maintained that the network correspondents' comments were "factual and analytical," that the views of general aviation were included, and that a wide variety of viewpoints on the issues of air safety and traffic congestion

Eight Armstrongs awarded at NAFMB

Eight FM stations, both commercial and noncommercial, shared $4,000 in prize money in the sixth annual Major Armstrong Awards for excellence and originality in FM programming. The awards, named after the late Major Edwin Armstrong, who developed the FM broadcast system, are a $500 prize and bronze plaque to each recipient.

Award winners, announced last Friday (April 4) at the annual convention of the National Association of FM Broadcasters in Chicago, were commercial stations:

WDAS Philadelphia, for a news program, Public Issues—The Black Manifesto; KHEF Albuquerque, N.M., education, Trippy—Father, Son and Holy Spirit; WOR New York, community service, Autism in Perspective, and WMFT Chicago, music, Fine Arts Quartet.

First-place winners in FM noncommercial stations were: WTBX Cambridge, Mass., news, The November Actions; WCBF Boston, Boston University, education, The Black Panthers: A Power Enigma; WMUK Kalamazoo, Mich., Western Michigan University, community service, Where Are We (school integration), and WFCR Amherst, Mass., University of Massachusetts, Carlos蒙托亚.

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BROADCASTING, April 6, 1970
had been presented in its over-all program. A Nov. 27, 1967, Today program was cited by the network as a case in point.

However, Mr. Ray observed that the Hunley-Brinkley interview was one private pilot who was described as having only 100 hours of flying time and who related his experiences in flying over Kennedy Airport without a radio and flying over Shea Stadium during the World Series. The one commercial pilot presented, Mr. Ray noted, was described as a family man with 25 years experience and 14,000 hours of flying time to his credit. "The view was presented that private pilots are not as safe as commercial pilots," Mr. Ray concluded.

Mr. Ray further observed that statements made by private pilots in the subsequent two segments did not constitute a presentation of the contrasting view raised in the Nov. 5 segment, as the 1967 Today program also did not.

Regarding the Today program, Mr. Ray noted:

"The period of time in which significant contrasting views have been or will be presented must be of reasonably close proximity in light of all the facts surrounding the controversy," adding: "A two-year lapse between presentations of contrasting views clearly cannot be considered reasonable under the circumstances."

NBC was asked to take "appropriate steps" to achieve fairness in the area of air safety as related to general aviation and private pilots in the "reasonably near future" and to submit to the commission a report on its efforts.

NBC said last week it was considering asking the commission to review its decision on the grounds that it represents an "unfair application of the fairness doctrine."

Kirk Douglas enters TV via special on Thoreau

The debut of actor Kirk Douglas as star of a television special is on the agenda of Winters/Rosen Productions, Hollywood, for the fall season. Burt Rosen said in New York last week that negotiations are underway with the networks and prospective sponsors.

Mr. Douglas will be host on Thoreau is Alive at UCLA, an hour program filmed on the campus of the University of California at Los Angeles, which will illustrate how the works of poet-essayist Henry David Thoreau, written in the mid-1800's, apply today. Notably stressed will be his famous essay on "The Duty of Civil Disobedience."

Also scheduled for a fall TV special premiere is Shirley At The Fair, featuring actress Shirley MacLaine as hostess for a variety show from Expo '70 in Osaka, Japan. No network or sponsor has been announced.

Vikki Carr and Anthony Newley also have been signed, according to Mr. Rosen, partner with David Winters in the production firm, for specials next season. It is hoped both specials later will be projected into TV series.

Mr. Rosen last week also confirmed agreement with Canada's CTV, by which taping sessions of the second season of The Barbara McNair show, syndicated by Winters/Rosen Distribution Corp., will be in Toronto. The singing star is under option with W/R for five years (Broadcasting, Jan. 12).

Innovations provide NBC with a 'new look'

NBC-TV said last week it has plans for a "new look" that is being instituted for two vintage series—Red Skelton, which moves in the fall to NBC from CBS-TV, and NBC's veteran 90-minute show, The Virginian (Wednesday, 7:30 p.m. EST).

Stewart Granger has been cast for a lead role in the western. He is to be joined by Lee Majors as a series regular. They will rotate leads with James Drury in self-contained segments produced in the manner of Name of the Game, also a Universal TV production. The setting will be "updated to the mid-1890's."

Innovations considered for Red Skelton include a "small family" of series regulars with youthful appeal, and exchange cameo appearances with such NBC show personalities as Dean Martin, Bob Hope, Andy Williams and Lorne Greene.

ABC firms $3-million pact to buy facilities

ABC Inc. is negotiating to buy Reeves Telecom Corp.'s production facility at 101 West 67th Street in New York for approximately $3 million in cash. Reeves had leased the facilities and equipment to program and commercial producers.

The sale, which will include a substantial part of the equipment now in use there, is expected to be closed during this month, subject to the approval of ABC's board of directors. ABC will utilize the studios for the production of its own programing.

Reeves will continue in all post-production phases of tape production, as well as in other areas of sound recording and mixing services at its East 44th Street studios. Reeves acquired the facility, which was operated by Videotape Productions of New York, from its co-owners 3M Co. and Metro-Goldwyn-Mayer Inc. for an undisclosed price late in 1968 (Broadcasting, Nov. 18, 1968).
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TV network showsheets: 2d-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sus., sustaining; part., participating; efj., effective; R. repeat. All times Eastern. Showsheets are published in Broadcasting at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 Dudley Do Right, part. ABC-12 noon To Tell A Tale, part. NBC-TV 9-10:30 Sunrise Semester part. 9:30-10 Tom and Jerry, part.

10 a.m.-noon

ABC-TV 10-10:30 Fantastic Voyage, part. 10:30 Tom and Jerry, part. NBC-TV 10-11:30 Lamp unto My Feet, part. 10:30-11 Look Up and Live, part. 11-11:30 Cinema Three, part. 11:30-12 Pass the Nation, part.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service. NBC-TV No network service. 

1-2 p.m.

ABC-TV 1:15-1:30 Directions, part. 1:30-2 Leisure and Answers, part.

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**Monday evening**

7:30-9 p.m.

ABC-TV 7:30-8:30 It Takes a Thief, part.: Friday evening

ABC-TV 8:30-9:00 The Mod Squad, part.: Friday evening

ABC-TV 9:00-10:00 Kojak, part.: Friday evening

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**Tuesday evening**

7:30-9 p.m.

ABC-TV 7:30-8:30 The Mod Squad, part.: Saturday evening

ABC-TV 8:30-9:00 The Athena, part.: Saturday evening

ABC-TV 9:00-10:00 The Odd Couple, part.: Saturday evening

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**Wednesday evening**

7:30-9 p.m.

ABC-TV 7:30-8:30 The Mod Squad, part.: Sunday evening

ABC-TV 8:30-9:00 The Athena, part.: Sunday evening

ABC-TV 9:00-10:00 The Odd Couple, part.: Sunday evening

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**Thursday evening**

7:30-9 p.m.

ABC-TV 7:30-8:30 The Pat Paulson Show, part.: Sunday evening

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**Friday evening**

7:30-9 p.m.

ABC-TV 7:30-8:30 The Flying Nun, part.: Friday evening

ABC-TV 8:30-9:00 The Brady Bunch, part.: Friday evening

ABC-TV 9:00-10:00 The Partridge Family, part.: Friday evening

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**Saturday**

8:00-10 a.m.

ABC-TV 8:00-9:00 The Smokey Bear Show, part.: Saturday morning

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**Sunday**

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7:30-9 a.m.

ABC-TV 7:30-9:00 The Flying Nun, part.: Saturday morning

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**Monday**

7:30-9 a.m.

ABC-TV 7:30-9:00 The Flying Nun, part.: Monday morning

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**Tuesday**

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**Wednesday**

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**Thursday**

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**Friday**

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**Saturday**

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**Sunday**

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The forest where freedom thrives

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BROADCASTING, April 5, 1970
Specials in the 2d quarter of 1970

NBC-TV

April 1, 9-10 p.m. Bill Cosby. April 2, 9-10 p.m. It Couldn't Be Done. April 3, 7-8 p.m. The Unexplained. April 4, 7-8 p.m. The Environment Conflict. April 5, 7-8 p.m. Bob Hope. April 6, 9-10 p.m. Bing Crosby. April 7-10 p.m. Tony Awards. April 8, 8-9 p.m. CBS-TV. April 9, 7-8 p.m. The Whale Hunters of Papal. April 10, 7-8-9 p.m. Expo '70. April 11, 10-11 p.m. It's A Man's World. April 12, 10-11:30 p.m. The Inside World of Outer Space. April 13, 7-8 p.m. Cry Help. April 14, 9-10 p.m. Arthur Rubinstein. April 15, 8-9:30 p.m. Metropolitan Museum of Art. April 16, 8-9 p.m. Hey, Hey, Hey — It's The Monkees. April 17, 7-8 p.m. Hallmark Hall of Fame. May 1, 7-8:30 p.m. G-S Monogram Series — Once Before I Die. May 2, 7-8 p.m. First Tuesday. May 3, 7-8:30 p.m. Best on Record — The Grammy Awards. May 4, 8 p.m. America's Jr. Miss Pageant. May 18, 8-9 p.m. American Rainbow — Wilderness Road. May 27, 10:11 p.m. Project 80 — The Shining Mountains. June 2, 9-11 p.m. First Tuesday. June 9, 8-9 p.m. G-S Monogram Series — The Wolf Men.

April 6, 7:30-8:30 p.m. This Land Is Mine. April 7, 9-10 p.m. The Bob Goulet Show Starring Robert Goulet. April 10, 7:30-8:30 p.m. Tales From Muppetland. Tonight's Episode: "Hey, Cinderella." April 12, 5-6:30 p.m. Auto Racing: Alabama 500. April 12, 7-8 p.m. Jacques Costeau Special, Night of the Starfish (R). April 15, 1-2 p.m. Directions, The Final Ingredient. April 23, 7:30-8:30 p.m. Jacques Costeau Special, Return of the Sea Elephants (R). April 24, 10-11 p.m. Mission Possible: (Part II) They Care for Their Land. April 25, 4-5:30 p.m. Tournament of Champions. April 26, 4-5:30 p.m. Tournament of Champions. May 3, 8-9 p.m. The Unseen World. May 4, 6-7 p.m. Golf: Byron Nelson Classic. May 8, 8-9 p.m. With These Hands. May 9, 4-5 p.m. Golf: Houston Champions International. May 10, 8-9 p.m. Auto Racing: Grand Prix of Mexico. May 10, 5-7 p.m. Golf: Houston Champions International. May 16, 7-8:30 p.m. Jacques Costeau Special, Those Incredible Flying Machines (R). May 17, 4-6 p.m. Golf: Colonial Invitational. May 20, 10-11 p.m. Mission Possible — They Care for Their Nation. May 24, 3-4:30 p.m. Auto Racing: Charlotte World 600. June 7-11, 8-9 p.m. Emmy Awards. June 10, 7-8:30 p.m. Jacques Costeau Special, The Water Planet (R). June 14, 3-4:30 p.m. Auto Racing: Mosport Classic. June 15, 3:30-5 p.m. Auto Racing: Watkins Glen International. June 18, 7-8 p.m. Auto Racing: Missouri. June 20, 10:30-12:30 p.m. Auto Racing: International Airport. June 24, 2:30-4:30 p.m. Auto Racing: Kansas City. June 26, 4-5:30 p.m. Auto Racing: Michigan. June 27, 2-3 p.m. auto Racing: Michigan. July 21, 6-7 p.m. Miss U.S.A. July 22, 7-8 p.m. Miss U.S.A. July 22, 8-9 p.m. Miss Universe Makes People Happy.

ABC-TV

April 6, 7:30-8:30 p.m. This Land is Mine. April 8, 8:30-9:30 p.m. The Mad, Mad, Mad Condemned. April 9, 7:30 p.m. The Bob Goulet Show Starring Robert Goulet. April 11, 10 p.m. Midnight Academy Awards. April 10, 7:30-8:30 p.m. Tales From Muppetland. Tonight's Episode: "Hey, Cinderella." April 12, 5-6:30 p.m. Auto Racing: Alabama 500. April 12, 7-8 p.m. Jacques Costeau Special, Night of the Starfish (R). April 15, 1-2 p.m. Directions, The Final Ingredient. April 23, 7:30-8:30 p.m. Jacques Costeau Special, Return of the Sea Elephants (R). April 24, 10-11 p.m. Mission Possible: (Part II) They Care for Their Land. April 25, 4-5:30 p.m. Tournament of Champions. April 26, 4-5:30 p.m. Tournament of Champions. May 3, 8-9 p.m. The Unseen World. May 4, 6-7 p.m. Golf: Byron Nelson Classic. May 8, 8-9 p.m. With These Hands. May 9, 4-5 p.m. Golf: Houston Champions International. May 10, 8-9 p.m. Auto Racing: Grand Prix of Mexico. May 10, 5-7 p.m. Golf: Houston Champions International. May 16, 7-8:30 p.m. Jacques Costeau Special, Those Incredible Flying Machines (R). May 17, 4-6 p.m. Golf: Colonial Invitational. May 20, 10-11 p.m. Mission Possible — They Care for Their Nation. May 24, 3-4:30 p.m. Auto Racing: Charlotte World 600. June 7-11, 8-9 p.m. Emmy Awards. June 10, 7-8:30 p.m. Jacques Costeau Special, The Water Planet (R). June 14, 3-4:30 p.m. Auto Racing: Mosport Classic. June 15, 3:30-5 p.m. Auto Racing: Watkins Glen International. June 18, 7-8 p.m. Auto Racing: Missouri. June 20, 10:30-12:30 p.m. Auto Racing: International Airport. June 24, 2:30-4:30 p.m. Auto Racing: Kansas City. June 26, 4-5:30 p.m. Auto Racing: Michigan. June 27, 2-3 p.m. Auto Racing: Michigan. July 21, 6-7 p.m. Miss U.S.A. July 22, 7-8 p.m. Miss U.S.A. July 22, 8-9 p.m. Miss Universe Makes People Happy.

New distributor offers two television series

Century Broadcast Communications Inc., New York, has announced that it is placing two new series into syndication—the daily one-hour The Real Tom Kennedy Show and the weekly half-hour International Airport.

Richard Moore, president of the newly formed distribution company, reported that the series will be offered primarily under the company's Century advertiser syndication concept. Century will line up advertisers for the series and arrange for station line-ups, with outlets receiving the programing free in return for a specified number of spot announcements for the sponsors.

Mr. Moore described the one-hour Kennedy series as "action variety" programs, in which a regular cast and guests will perform. The series will be taped in Hollywood with Roger E. Alles Productions handling the production assignment.

Initial episodes of International Airport are being shot at Chicago, San Francisco and Los Angeles airports and future programs are planned for New York, Honolulu, Hong Kong and London.

Mr. Moore also announced that Century Broadcast has obtained the syndication rights from Scripps-Howard Broadcasting Co., and producer Herman Spero to two of their weekly series, Upbeat (contemporary music) and Polka Varieties.

CATV makes a bid for local college football

Manhattan Cable Television has asked the National Collegiate Athletic Association to allow cablecasting of local home football games at colleges in the New York area.

The proposal will be reviewed by the television committee of the NCAA, which is expected to make a decision sometime within the next two months, a cable-TV spokesman estimated.

Manhattan Cable requested that area colleges be given permission to "negotiate and enter into short-term experimental contracts" for live coverage of the games. The NCAA's previous policy allowed telecasts on a tape-delay basis.

The other franchised cable operator in Manhattan, Teleprompter, carried Columbia University football games on a delayed basis last fall, and Manhattan Cable carried Columbia basketball games and professional sporting events from Madison Square Garden through-out 1970. Cable was excluded from the professional football contracts with the television networks for the coming year, however.
Come and see what the SERVICE FOR THE SEVENTIES has to offer your station.
Come and join us for continental breakfast.
Come and pick up your personalized coffee mug.
Come to SUITE 500.

SUITE HOURS:
Sunday, April 5 — 12:00 Noon to 6:00 P.M.
Monday, April 6 — 8:30 A.M. to 6:00 P.M.
Tuesday, April 7 — 8:30 A.M. to 6:00 P.M.
Wednesday, April 8 — 8:30 A.M. to 12:00 Noon
How ARB and Nielsen markets match up

Based on latest figures from both research services, a new analysis identifies fundamental differences

The American Research Bureau and A. C. Nielsen Co. may have their disagreements on recent trends in TV viewing, but they evidently have few differences in the way they defined their local markets, as shown below.

Both ARB and Nielsen divide the U.S. into some 200 nonoverlapping TV markets based upon county-viewing patterns. In general, similar ground rules are used to assign counties to markets.

The following analysis prepared by the Carl Ally media department compares the two services’ markets. The table lists the television market; the ARB Area of Dominant Influence (ADI) and the Nielsen Station Index Dominant Market Area (NSI/DMA) household counts, and the number of counties assigned to the market and the “different” counties assigned by both services.

The comparison shows that the TV markets created by both ARB and Nielsen are quite similar. All household counts are the latest data from either service. The ARB data is dated January 1970. The NSI household base is dated September 1969, which results in a lower total U.S.-TV-households figure and a slightly lower TV-market-household estimate for Nielsen.

<table>
<thead>
<tr>
<th>TV Market</th>
<th>Households</th>
<th>Counties</th>
<th>ARB</th>
<th>NSI</th>
<th>ARB only</th>
<th>NSI only</th>
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</thead>
<tbody>
<tr>
<td>Abilene-Sweetwater, Tex.</td>
<td>111,300</td>
<td>73,310</td>
<td>18</td>
<td>14</td>
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<tr>
<td>Ardmore-Ada, Okla.</td>
<td>42,500</td>
<td>43,340</td>
<td>10</td>
<td>9</td>
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<tr>
<td>Albany, Ga.</td>
<td>71,100</td>
<td>70,920</td>
<td>15</td>
<td>15</td>
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<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>396,400</td>
<td>388,960</td>
<td>15</td>
<td>15</td>
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<tr>
<td>Albuquerque, N.M.</td>
<td>181,500</td>
<td>183,570</td>
<td>26</td>
<td>28</td>
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<tr>
<td>Alexandria, La.</td>
<td>51,100</td>
<td>62,270</td>
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<tr>
<td>Alexandria, Minn.</td>
<td>70,300</td>
<td>71,870</td>
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<td>Amarillo, Tex.</td>
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<td>146,240</td>
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<tr>
<td>Atlanta</td>
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<td>623,560</td>
<td>53</td>
<td>49</td>
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<tr>
<td>Augusta, Ga.</td>
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<td>142,570</td>
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<td>Austin, Tex.</td>
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<td>103,330</td>
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<td>Bakersfield, Calif.</td>
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<td>87,170</td>
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<td>Baltimore</td>
<td>654,600</td>
<td>638,330</td>
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<td>Bangor, Me.</td>
<td>76,900</td>
<td>75,960</td>
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<td>Baton Rouge, La.</td>
<td>142,800</td>
<td>140,530</td>
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<td>Beaumont-Port Arthur, Tex.</td>
<td>128,400</td>
<td>128,080</td>
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<td>Bluefield-Beckley, W. Va.</td>
<td>51,800</td>
<td>73,810</td>
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<td>Billings, Mont.</td>
<td>58,900</td>
<td>61,140</td>
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<td>Binghamton, N.Y.</td>
<td>135,500</td>
<td>143,870</td>
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<td>Birmingham, Ala.</td>
<td>428,400</td>
<td>422,060</td>
<td>23</td>
<td>23</td>
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<td>Boise, Idaho</td>
<td>87,800</td>
<td>83,990</td>
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<td>14</td>
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<tr>
<td>Boston-Manchester, N.H.</td>
<td>1,451,600</td>
<td>1,497,200</td>
<td>15</td>
<td>18</td>
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<tr>
<td>Buffalo, N.Y.</td>
<td>560,300</td>
<td>551,700</td>
<td>11</td>
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<tr>
<td>Burlington, Vt.-Plattsburgh, N.Y.</td>
<td>129,000</td>
<td>111,460</td>
<td>13</td>
<td>13</td>
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<tr>
<td>Butte, Mont.</td>
<td>37,500</td>
<td>35,400</td>
<td>9</td>
<td>9</td>
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<tr>
<td>Casper-Riverton, Wyo.</td>
<td>43,300</td>
<td>31,320</td>
<td>9</td>
<td>9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

† County in same state as TV market unless otherwise indicated.
<table>
<thead>
<tr>
<th>TV Market</th>
<th>Households</th>
<th>Counties</th>
<th>Countys</th>
<th>Countys</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ARB/ADI</td>
<td>NSI/DMA</td>
<td>ARB</td>
<td>NSI</td>
</tr>
<tr>
<td>Cedar Rapids-Waterloo, Iowa</td>
<td>236,200</td>
<td>229,050</td>
<td>22</td>
<td>21</td>
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<tr>
<td>Champaign-Springfield-Decatur, Ill.</td>
<td>240,400</td>
<td>254,380</td>
<td>14</td>
<td>17</td>
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<tr>
<td>Charleston, S.C.</td>
<td>125,000</td>
<td>119,360</td>
<td>8</td>
<td>7</td>
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<tr>
<td>Charleston-Huntington-Parkersburg-Oak Hill, W. Va.</td>
<td>439,500</td>
<td>403,590</td>
<td>44</td>
<td>46</td>
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<tr>
<td>Charlotte, N.C.</td>
<td>393,500</td>
<td>381,340</td>
<td>21</td>
<td>21</td>
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<tr>
<td>Chattanooga, Tenn.</td>
<td>203,700</td>
<td>199,870</td>
<td>20</td>
<td>22</td>
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<tr>
<td>Cheyenne, Wyo.-Scottsbluff, Neb., Sterling, Colo.</td>
<td>62,400</td>
<td>54,340</td>
<td>17</td>
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<tr>
<td>Chicago</td>
<td>2,494,000</td>
<td>2,499,460</td>
<td>19</td>
<td>20</td>
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<tr>
<td>Chico-Redding, Calif.</td>
<td>91,100</td>
<td>88,690</td>
<td>7</td>
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<tr>
<td>Cincinnati</td>
<td>572,300</td>
<td>563,540</td>
<td>29</td>
<td>29</td>
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<tr>
<td>Clarksburg-Weston, W. Va.</td>
<td>68,500</td>
<td>63,400</td>
<td>9</td>
<td>9</td>
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<tr>
<td>Cleveland-Akron</td>
<td>1,181,100</td>
<td>1,264,860</td>
<td>17</td>
<td>18</td>
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<tr>
<td>Colorado Springs-Pueblo, Colo.</td>
<td>130,400</td>
<td>128,960</td>
<td>15</td>
<td>16</td>
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<td>Columbus, S.C.</td>
<td>132,800</td>
<td>133,380</td>
<td>8</td>
<td>9</td>
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<tr>
<td>Columbia-Jefferson City, Mo.</td>
<td>110,600</td>
<td>111,240</td>
<td>17</td>
<td>17</td>
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<tr>
<td>Columbus, Ga.</td>
<td>135,100</td>
<td>136,900</td>
<td>22</td>
<td>24</td>
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<tr>
<td>Columbus, Miss.</td>
<td>47,700</td>
<td>45,990</td>
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<tr>
<td>Columbus, Ohio</td>
<td>446,200</td>
<td>444,520</td>
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<td>17</td>
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<tr>
<td>Corpus Christi, Tex.</td>
<td>116,800</td>
<td>109,580</td>
<td>11</td>
<td>11</td>
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</tbody>
</table>

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At the N.A.B. (Apr. 5-8) visit SESAC's "Gallery 50" in Suite 900, Conrad Hilton Hotel, Chicago.

The sesac world of music

One of the world's foremost music licensing organizations.

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REGIONAL OFFICES: The SESAC Building, 1513 Hawkins Street, Nashville, Tenn. 37203 • (615) 244-1992

BROADCASTING, April 6, 1970
<table>
<thead>
<tr>
<th>TV Market</th>
<th>Households</th>
<th>Counties</th>
<th>County Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ARB/ADI</td>
<td>NSI/DMA</td>
<td>ARB</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>820,800</td>
<td>866,600</td>
<td>34</td>
</tr>
<tr>
<td>Davenport, Iowa-Rock Island, Ill., Moline, Ill.</td>
<td>257,700</td>
<td>260,790</td>
<td>20</td>
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<tr>
<td>Dayton, Ohio</td>
<td>374,000</td>
<td>385,240</td>
<td>12</td>
</tr>
<tr>
<td>Denver</td>
<td>445,700</td>
<td>426,340</td>
<td>24</td>
</tr>
<tr>
<td>Des Moines-Ames-Fort Dodge, Iowa</td>
<td>256,500</td>
<td>251,930</td>
<td>28</td>
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<tr>
<td>Detroit</td>
<td>1,388,300</td>
<td>1,383,000</td>
<td>10</td>
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<tr>
<td>Dothan, Ala.</td>
<td>60,400</td>
<td>58,800</td>
<td>11</td>
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<tr>
<td>Duluth, Minn.-Superior, Wis.</td>
<td>159,400</td>
<td>139,610</td>
<td>16</td>
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<td>La Crosse-Eau Claire, Wis.</td>
<td>105,300</td>
<td>73,410</td>
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<td>El Paso, Tex.</td>
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<td>132,220</td>
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<tr>
<td>Erie, Pa.</td>
<td>98,900</td>
<td>98,870</td>
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<tr>
<td>Eugene, Ore.</td>
<td>100,700</td>
<td>98,120</td>
<td>4</td>
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<tr>
<td>Eureka, Calif.</td>
<td>42,100</td>
<td>38,380</td>
<td>3</td>
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<tr>
<td>Evansville, Ind.</td>
<td>152,700</td>
<td>153,430</td>
<td>17</td>
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<tr>
<td>Fargo-Valley City-Pembina, N.D.</td>
<td>156,200</td>
<td>150,650</td>
<td>35</td>
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<tr>
<td>Flint-Saginaw-Bay City, Mich.</td>
<td>214,200</td>
<td>217,450</td>
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<tr>
<td>Huntsville-Decatur-Florence, Ala.</td>
<td>129,600</td>
<td>128,730</td>
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<tr>
<td>Florence, S.C.</td>
<td>71,100</td>
<td>70,310</td>
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<td>Fort Myers, Fl.</td>
<td>29,300</td>
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<tr>
<td>Fort Smith, Ark.</td>
<td>52,000</td>
<td>58,750</td>
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<td>Fort Wayne, Ind.</td>
<td>153,700</td>
<td>157,780</td>
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<tr>
<td>Fresno-Visalia, Calif.</td>
<td>244,700</td>
<td>243,050</td>
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<tr>
<td>Glendive, Mont.</td>
<td>4,100</td>
<td>4,130</td>
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<td>Grand Junction-Montrose, Colo.</td>
<td>31,500</td>
<td>32,050</td>
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<tr>
<td>Grand Rapids-Kalamazoo, Mich.</td>
<td>400,600</td>
<td>395,760</td>
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<td>Great Falls-Helenia, Mont.</td>
<td>59,500</td>
<td>55,600</td>
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<td>Green Bay, Wis.</td>
<td>233,800</td>
<td>238,600</td>
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<tr>
<td>Greensboro-Winston Salem-High Point, N.C.</td>
<td>328,300</td>
<td>303,520</td>
<td>18</td>
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<tr>
<td>Ashville, N.C.-Greenville-Spartanburg, S.C.</td>
<td>382,200</td>
<td>356,610</td>
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<tr>
<td>McAllen-Brownsville-Harlingen-Weslaco, Tex.</td>
<td>89,700</td>
<td>82,830</td>
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<tr>
<td>Harrisburg-Lancaster-Lebanon-York, Pa.</td>
<td>338,300</td>
<td>341,320</td>
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<tr>
<td>Harrisonburg, Va.</td>
<td>20,900</td>
<td>31,440</td>
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<tr>
<td>Hartford-New Haven, Conn.</td>
<td>565,000</td>
<td>562,770</td>
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<tr>
<td>Laurel-Hattiesburg, Miss.</td>
<td>40,400</td>
<td>40,770</td>
<td>4</td>
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<tr>
<td>Honolulu</td>
<td>174,300</td>
<td>181,490</td>
<td>14</td>
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<tr>
<td>Houston</td>
<td>658,600</td>
<td>656,630</td>
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<td>Idaho Falls-Pocatello, Idaho</td>
<td>57,800</td>
<td>50,320</td>
<td>15</td>
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<tr>
<td>Indianapolis-Lafayette-Muncie</td>
<td>642,700</td>
<td>649,890</td>
<td>33</td>
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</table>

† County in same state as TV market unless otherwise indicated.
<table>
<thead>
<tr>
<th>TV Market</th>
<th>Households</th>
<th>Counties</th>
<th>ARB</th>
<th>ARB only</th>
<th>NSI only</th>
<th>County Differences</th>
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<td>Jackson-Greenwood, Miss.</td>
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<td>Jacksonville, Fla.</td>
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<td>273,390</td>
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<td>Dixie, Levy, Suwannee</td>
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<td>Johnstown-Altoona, Pa.</td>
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<td>Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.</td>
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<td>Orange North, Orange South, Riverside West, San Bernardino West, Orange, Riverside, San Bernardino</td>
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<td>Louisville</td>
<td>393,900</td>
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<td>Lubbock, Tex.</td>
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<td>Russell, De Baca (N.M.), Gaines</td>
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<td>Macon, Ga.</td>
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<td>96,670</td>
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<td>Dooly, Johnson, Wheeler</td>
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<td>Mankato, Minn.</td>
<td>52,500</td>
<td>56,100</td>
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<td>Brown, Palo Alto (Iowa)</td>
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<td>Marquette, Mich.</td>
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<td>51,040</td>
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<td>Franklin (Iowa)</td>
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<td>41,330</td>
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<td>Memphis-Jackson, Miss.-Jonesboro, Ark.</td>
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<td>513,050</td>
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<td>Grenada (Miss.), Jackson (Ark.), Clay (Ark.), Henderson (Tenn.), Carroll (Miss.)</td>
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<td>Meridian, Miss.</td>
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<td>Milwaukee</td>
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<td>Minneapolis-St. Paul</td>
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<td>693,500</td>
<td>36</td>
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<td>Missoula, Mont.</td>
<td>32,300</td>
<td>23,950</td>
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<td>Flathead</td>
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<td>Mobile, Ala.-Pensacola, Fla.</td>
<td>259,400</td>
<td>245,660</td>
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<td>Conecuh (Ala.)</td>
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<td>133,050</td>
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<td>Salinas-Monterey, Calif.</td>
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<td>Bullock, Coffee, Conecuh, Tallapoosa</td>
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<td>Nashville, Tenn.-Bowling Green, Ky.</td>
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<td>Suffolk East, Suffolk West, Suffolk</td>
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<td>Norfolk-Portsmouth-Newport, Va.</td>
<td>351,200</td>
<td>330,610</td>
<td>23</td>
<td>Chesapeake, Norfolk</td>
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<td>Odessa-Midland, Tex.</td>
<td>99,900</td>
<td>89,350</td>
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<td>Lee South (N.M.)</td>
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<td>Oklahoma City</td>
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<td>357,990</td>
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<td>Harmon, Murray, Okmulgee</td>
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<td>Omaha</td>
<td>261,500</td>
<td>255,190</td>
<td>30</td>
<td>Butler, Johnson, Pawnee, Richardson, Stanton</td>
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</tbody>
</table>

† County in same state as TV market unless otherwise indicated.

BROADCASTING, April 6, 1970
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<th>TV Market</th>
<th>Households</th>
<th>Counties</th>
<th>%County Differences</th>
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<td>ARB/ADI</td>
<td>NSI/DMA</td>
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<td>39,800</td>
<td>34,740</td>
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<td>Peoria, Ill.</td>
<td>216,500</td>
<td>214,350</td>
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<td>Panama City, Fla.</td>
<td>27,600</td>
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<td>Peoria, Ill.</td>
<td>165,600</td>
<td>171,650</td>
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<td>2,095,900</td>
<td>2,103,020</td>
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<tr>
<td>Phoenix</td>
<td>355,600</td>
<td>319,880</td>
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<td>Pittsburgh</td>
<td>949,800</td>
<td>969,210</td>
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<td>495,120</td>
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<td>241,500</td>
<td>244,840</td>
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<td>Reno, Nev.</td>
<td>64,600</td>
<td>67,610</td>
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<td>Richmond-Petersburg, Va.</td>
<td>289,600</td>
<td>286,130</td>
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<td>Roanoke-Lynchburg, Va.</td>
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<td>245,730</td>
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<td>264,200</td>
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<td>Rockford, Ill.</td>
<td>146,800</td>
<td>147,640</td>
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<td>43,950</td>
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<td>Sacramento-Stockton, Calif.</td>
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<td>519,620</td>
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<td>St. Joseph, Mo.*</td>
<td>41,700</td>
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<td>—</td>
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<tr>
<td>St. Louis</td>
<td>854,000</td>
<td>856,500</td>
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<td>28,800</td>
<td>27,820</td>
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<td>Salt Lake City</td>
<td>318,800</td>
<td>306,530</td>
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<td>San Angelo, Tex.</td>
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<td>San Antonio, Tex.</td>
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<td>394,600</td>
<td>378,080</td>
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<tr>
<td>San Francisco-Oakland</td>
<td>1,440,000</td>
<td>1,398,010</td>
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<td>81,500</td>
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<td>Savannah, Ga.</td>
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<td>89,740</td>
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<td>Seattle-Tacoma-Bellingham</td>
<td>665,000</td>
<td>680,960</td>
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<td>Shreveport, La.</td>
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<td>285,510</td>
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<td>Sioux City, Iowa</td>
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<td>136,970</td>
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<td>South Bend-Elkhart, Ind.</td>
<td>158,900</td>
<td>157,530</td>
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* NSI combines Kansas City and St. Joseph.
† County in same state as TV market unless otherwise indicated.
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<th>TV Market</th>
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<th>Counties</th>
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<td>Spokane, Wash.</td>
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<td>226,680</td>
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<td>Springfield, Mo.</td>
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<td>Springfield-Holyoke, Mass.</td>
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<td>180,430</td>
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<td>Syracuse, N.Y.</td>
<td>369,300</td>
<td>317,810</td>
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<td>Tallahassee, Fla.</td>
<td>97,100</td>
<td>82,440</td>
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<td>Tampa-St. Petersburg, Fla.</td>
<td>509,300</td>
<td>512,390</td>
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<td>Terre Haute, Ind.</td>
<td>135,700</td>
<td>126,440</td>
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<td>Toledo, Ohio</td>
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<td>283,260</td>
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<td>Topeka, Kan.</td>
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<td>105,780</td>
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<tr>
<td>Traverse City-Cadillac, Mich.</td>
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<td>101,060</td>
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<tr>
<td>Bristol-Kingsport-Johnson City, Tenn.</td>
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<td>183,570</td>
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<td>Tucson-Nogales, Ariz.</td>
<td>129,600</td>
<td>122,250</td>
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<td>Tupelo, Miss.</td>
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<td>Tyler, Tex.</td>
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<td>67,130</td>
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<td>Utica-Rome, N.Y.</td>
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<td>Waco-Temple, Tex.</td>
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<tr>
<td>Washington</td>
<td>1,019,800</td>
<td>1,022,160</td>
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</tbody>
</table>

**Counties**

† County in same state as TV market unless otherwise indicated.
### Broadcast advertising


Thomas Schwartz, management supervisor, Compton Advertising, New York, named senior VP.

John N. Boden, VP, Midwest sales in Chicago radio sales office of Blair Radio, appointed office manager there. He succeeds Stuart Cochran, who resigns.

Allan Kaufman, president, East Tree Corp., New York agency, joins Dodge & Delano there as VP.

George E. Miller and Arthur E. Wilen, account supervisors, Grey Advertising, New York, named VP's.

Robert C. Mendez, VP, White Advertising Agency, Tulsa, Okla., also appointed general operations manager.

Thomas Danbury, manager of Foote, Cone & Belding's computer unit, National Information Systems, New York, elected VP of agency. Mr. Danbury's unit is working on computerized marketing planning systems and creation of marketing data banks and information retrieval systems.

Josh Mayberry, director of ABC Radio research department, New York, appointed director of sales development. He is succeeded by Al Pariser, former senior media research analyst with Doyle Dane Bernbach there.

Clark Groome, assistant director of information services, N. W. Ayer & Son, New York, joins Montgomery & Associates, Bala Cynwyd, Pa., advertising and PR agency, as media director.

Robert S. Wallen, manager of sales service—daytime and sports, ABC-TV, New York, appointed director of sales service—daytime and sports.

Marvin J. Rothenberg, assistant to VP, planning and research, Allied Stores Marketing Corp., New York-based department-store company, appointed to newly created position of director of media studies.

Donald A. Adamee, with Klemtner Casey, New York agency, joins Doremus & Co. there as associate creative director.

Bill Clark, national sales manager, KARL-AM-FM Oakland, Calif., appointed general sales manager.


Thomas J. Kirgin, with KMOX(AM) St. Louis, appointed sales manager, KMOX-FM.

Ed Sherinian, Midwestern sales manager, Grant Webb & Co., Chicago, joins PRO Time Sales in same capacity at firm's

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### Households and Counties

<table>
<thead>
<tr>
<th>TV Market</th>
<th>ARB/ADI</th>
<th>NIS/DMA</th>
<th>ARB</th>
<th>NIS</th>
<th>ARB only</th>
<th>NIS only</th>
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<td>West Palm Beach, Fla.</td>
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<td>Minot-Bismarck-Dickinson, N.D.</td>
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<td>106,160</td>
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<td>Wheeling, W. Va-Stuehbenville, Ohio</td>
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<td>140,870</td>
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<td>13</td>
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<td>Wichita Falls, Tex-Lawton, Okla.</td>
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<td>Youngstown, Ohio</td>
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<tr>
<td>Yuma-El Centro, Calif.</td>
<td>35,800</td>
<td>33,820</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zanesville, Ohio</td>
<td>22,800</td>
<td>24,550</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>59,388,600</td>
<td>58,493,980</td>
<td>3106</td>
<td>3076</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

† County in same state as TV market unless otherwise indicated.
new address in Chicago: 203 North Wabash Avenue.

P. D. Jones, Columbus, Ohio, division sales manager, Union 76 division of Union Oil Co. of California, appointed Eastern regional manager, advertising and sales promotion.

Bob Dalchau, with New York-based H-R Representatives, joins Dallas office of Petry Radio as manager.

Pierre H. Grelet, producer, Leo Burnett Co., Chicago, joins EUE/Screen Gems, West Coast, Burbank, Calif., as production manager.


J. Douglas Madeley, with Procter & Gamble, Cincinnati, and Richard T. Murphy, former VP and account supervisor, McCann-Erickson, New York, both appointed account supervisors. Norman, Craig & Kummel, New York.

Robert Shelton, with Erwin Wasey Inc., New York, joins John Paul Itta Inc., agency there, as copy supervisor.

Catharine Collet, security analyst with Minneapolis office of Dain, Kalman & Quail, brokerage firm, and Beverly Frantz, in PR and advertising for Hess's department store, Allentown, Pa., join Advertising-Research Assistants, Minneapolis, as research project leaders. Company conducts consumer research of new products, product concepts and advertising campaigns for area manufacturers and marketers.

Media

Mary Rines Thompson, first VP and member of board, Maine Broadcasting System, Portland, Me., group owner, elected president of company. She succeeds her late brother, William H. Rines, who died in March (Broadcasting, March 16). Group includes WRDO(AM) Augusta, WLBZ-AM-TV Bangor, and WCWH-AM-TV Portland.

Frederick H. Allen, director of training services, RTV International, New York, production firm, joins National Association of FM Broadcasters there as director of development. His responsibilities include expansion of public and press relations, membership growth, and circulation and expansion of services to members.

Elmer F. Jaspan, with CKLW-TV Windsor, Ont.-Detroit, joins WRKO-TV Louis-
The new name in Television

Mr. Farlie

William N. Farlie Jr., associate manager, industrial relations, Westinghouse Broadcasting Co., New York, joins RKO General there as administrative VP for broadcasting. He will be concerned with areas of public affairs, labor relations, organization planning and broadcast policy.

William R. Bosse, general manager, KOY(AM) Phoenix, named VP.

John S. Mosche, formerly captain in U.S. Air Force, joins Rollins Inc., Atlanta, as assistant to group VP-media. He will assist in administration of media division which includes company's radio and TV stations and outdoor-advertising firm.

Leroy T. Miller, research manager, Corp. for Public Broadcasting, New York, appointed director of research.

Knowles L. Hall, with KABL-AM-FM Oakland, Calif., appointed general manager.

Hal King, program director, WHOP-AM-FM Hopkinsville, Ky., joins WABD-AM-FM Fort Campbell, Ky., as general manager.

Abram Eisenman, sales manager, WSOK(AM) Savannah, Ga., appointed manager of station.

Ed Brown, with WNJR(AM) Newark, N.J., appointed station manager.

John M. Grubbs, operations manager, WDEE-FM (formerly WJKB) Detroit, joins WSPD-TV Toledo, Ohio, in same capacity.

Robert N. Green, partner with Washington law firm of Welch & Morgan, joins legal staff of Western Union Telegraph Co. there.

Programing

John Hamlin, VP and manager of Hollywood office of Benton & Bowles, joins NBC-TV there as director, live nighttime and special programs, West Coast. Stanley Robertson, manager, film program operations, NBC- TV, Burbank, Calif., named to newly created position of director, motion pictures for television. He will supervise selection, production and scheduling of World Premiere motion pictures made for NBC-TV.

William Wylly, director of production for Ice Capades Inc., Hollywood, joins NBC, West Coast, as director, Domestic Enterprises. His responsibilities include supervising syndicated and educational film production, acquisition of program and merchandising rights for distribution and development of various diversification projects.

Benny Greenberg, VP for international TV sales and administration, Warner Bros. Television, New York, also named to head company's international distribution.

Charles Keys, sales manager, Four Star Entertainment Corp., Dallas, named VP-sales for Southern division.

Hal Graham, VP-program development, Filmways, Hollywood, named VP and general manager, Qualis Productions there.

Russell C. Stoneham, director of program development, MGM Television, Culver City, Calif., joins CBS-TV, Hollywood, as executive producer, network program department.

Clifford M. Hunter, former VP and general manager of radio programing division of Atwood Richards Inc., New York, joins WLW(AM) Cincinnati as program director.

Paul Mitchell, formerly program director with WDBR(FM) and WPBS(FM), both Philadelphia, joins KXYZ-AM-FM Houston in same capacity.


Nan Noonan, formerly with WDEF-TV Chattanooga, joins WDKA-AM-FM Nashville as creative director.

Manuel Garcia, head of photography for special-projects unit of news department of KOOL-TV Phoenix, appointed director of photography for station. He is responsible for both still and motion-picture photography.

Dr. Robert F. Larson, assistant manager for program department, non-commercial WITF-TV Hershey, Pa., appointed general manager as of May 6.

George J. Megown, with WJTV Detroit, appointed film-services manager.

Richard D. Citron, with WWJ-TV, appointed producer-director.

Gail Tallar, former production coordinator and producer, Ted Bates & Co., New York, joins Duo Productions, film production company there, as producer.

Paoli, Pa., producer of films and videotape programs, in same capacity.

JoAnn Nauman, music director, WWDE-AM-FM Washington, appointed producer of Empathy, station's nighttime discussion program. She is succeeded as music director by Rick Pippin, Baltimore and Washington record-promotion representative for Liberty and United Artists record companies.

Thomas Karwaki, instructor at Towson State College, Towson, Md., and University College of University of Maryland. College Park, Md., joins educational systems division of Logos Production Center, Arlington, Va., production firm, as staff member.

News

Phil Jones, reporter with CBS News Southern bureau, Atlanta, appointed CBS News correspondent.

Laurence R. Meredith, foreign correspondent with UPI, appointed UPI's manager in Portugal, with headquarters in Lisbon. Robert Slater, formerly with Courier Times, Bristol-Levittown, Pa., joins UPI's Trenton, N.J., bureau as reporter.

Bruce MacDonnell, news director, KFZB(AM) Los Angeles, appointed to same capacity with KKDA-TV Pittsburgh. Both are Westinghouse Broadcasting Co. stations.

Dave Riggs, acting news director, WSIV-TV Atlanta, appointed news director. He succeeds Hal Suit, who resigned to run for governor of Georgia.

Bert Haney, broadcast newsman from California, joins KTVH(TV) Hutchinson-Wichita, Kan., as news director.


Dan Stuart, with KOTV(TV) St. Joseph, Mo., appointed news director on noon news program, succeeding Vern Popp, who joins KFQD(AM) there as news director.

Gary M. Sukow, editorial director, WMAL-AM-FM-TV Washington, appointed news director of Peace Corps there.

Clayton Vaughn, news director, KOTV-(TV) Tulsa, Okla., appointed reporter and newscaster for KABC-TV Los Angeles.

Don Riggs, host-producer, noncommercial WQED(TV) Pittsburgh, joins WJAC-TV there as community-affairs coordinator and newscaster.

Don Tuttle, former supervisor of farm broadcasting at WGY(AM) Schenectady, N.Y., joins WTIC-AM-FM-TV Hartford, Conn., as farm-program director. He succeeds Frank Atwood, with WTIC stations since 1946, who retires. Mr. Atwood will continue with his weekly Garden Time program.

Anthony Catella, representative for Press Association's Washington City Wire, assumes responsibility for AP broadcast relations in District of Columbia area. He will also continue to contact Washington City Wire subscribers for Press Association, subsidiary of AP. Joe Bradis, AP regional membership executive for Pennsylvania, with headquarters in Philadelphia, assumes broadcast-relations responsibility for Delaware and Maryland. Bob Haring, chief of Newark, N.J., bureau, assumes Mr. Bradis' broadcasting relations duties for New Jersey. Changes follow retirement of Frank Stearns, long-time AP regional membership executive (Broadcasting, March 30).

Davey Martin-Jones, from Washington Theater Club, Washington, joins WTOP-AM-FM-TV there as motion-picture and theater critic.

Promotion

David Hepburn, former director of community relations for Metromedia. New York, joins PR division of Howard Sanders Advertising and PR there as VP in charge of PR.

Joe Davis, Andy Grauer and Paul Cowley, with Community Club Awards, Westport, Conn. based radio and TV promotion firm. appointed regional sales managers for CCA with responsibilities in deep South and Southwest. Central Midwest, and West Coast, respectively. Mr. Davis will have his headquarters in Austin, Tex., Mr. Grauer in Lincoln, Neb., and Mr. Cowley in CCA's West Coast headquarters in San Jose, Calif.

Robert Taylor, with WJIC-TV Pittsburgh, joins WTAE-TV there as assistant promotion and publicity director.

Lance Webster, press representative, WRAL-TV Raleigh, appointed assistant director of advertising and promotion. He is succeeded by Robert Balkauskas, PR assistant and regional editor, The Bendix Corp., Towson, Md.

Equipment & engineering

Jack Daniels, VP-manufacturing, Telecommunication Inc. Salt Lake City equipment manufacturers, named VP-administration. His will direct and coordinate activities of engineering, research and development, marketing, controlling and industrial-relations departments.


Lewis D. Wetzel, assistant engineering director, Triangle Stations, Philadelphia.

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Location, Studio, Finishing and servicing. A coordinated concept of equipment, talents, energy and attitude that forecasts excellence wherever and wherever your video tape requirements.
based group owner, re-elected president of Society of Broadcast Engineers, Binghamton, N.Y. Robert W. Flanders, engineering director, WFBB-AM-FM-TV Indianapolis, elected VP in mail ballot conducted last month.

Andrew L. Hammerschmidt, named VP and general manager, Broadcast Systems Division, Camden, N.J., new group within RCA's Commercial Electronic Systems. Mr. Hammerschmidt, who had been VP, broadcast engineering and product management, will handle development and worldwide marketing of TV-radio broadcast equipment. Reporting to Mr. Hammerschmidt will be E. C. Tracy, broadcast sales and Joseph P. Ulasewicz, international marketing. William C. Hittinger, president, General Instrument Corp., Newark, N.J., named VP and general manager of newly created Solid-State Division of RCA, effective April 15. New division was formed through consolidation of RCA's Integrated Circuit Technology Center of Research and Engineering and the solid-state operations of company's electronic components activity.

Ray Weiss, with NBC audio-recording department, New York, appointed manager, technical operations, WNBC-AM-FM there.

Thomas F. Bost, manager of major accounts, appointed manager of radio-frequency products, Robert W. Cochran, product manager of closed-circuit TV business, appointed manager of program-production products. O. A. Lively, manager of sales support, appointed manager of station-operation products and Paul D. Hauer, former manager of sales for closed-circuit TV, appointed manager of closed-circuit TV products, all with visual-communications products department of General Electric, Syracuse, N.Y. Others appointed: Robert L. Rosenberg, supervisor of headquarters sales, to manager of contract administration, and Robert E. Lauterbach, manager of field sales, to newly created position of manager of sales. Mr. Lauterbach now is responsible for department's sales of closed-circuit TV products and export sales as well as field sales. Moves constitute realignment of GE's marketing organization for TV broadcast and closed-circuit TV products.

Harry M. Skinner, Aaron B. Clark and Wesley G. Weese, all with Data Disc Inc., Palo Alto, Calif., appointed regional sales managers. Mr. Skinner, new Southwest region sales manager, will have headquarters in Van Nuys, Calif.; Mr. Clark, Midwest region sales manager, in Minnetonka, Minn., and Mr. Weese, North Central region sales manager, Cleveland. Data Disc is in development and production of disc memories, graphic displays, and video-disc-recording systems.

International
Jose A. Valdes-Chao, general manager, San Juan, P.R., office of Ross Roy of New York Inc., named VP.

Kurt Schneider, with Data Disc, equipment manufacturer with headquarters in Palo Alto, Calif., appointed manager of company's sales in European market with headquarters in Berkshire, England.

Deaths
Sam Kaplan, 62, president-general manager, Zenith Radio Corp., Chicago, died April 1 at home from heart attack. He began career at Zenith in mail department in 1923, becoming president in 1968. He is survived by wife, June, and two sons.

John Henry Neebe, 62, who retired in 1956 as VP in service management for Campbell-Ewald, New York, died on March 24 in New Canaan, Conn. He had served C-E for 30 years.

Donald J. Dolen, 43, VP and creative director of Detroit office of Grey Advertising, died March 23 at St. Vincent's hospital, Santa Fe, N.M., following a long illness. During his career he also served as creative head of Detroit offices of BBDO and Young & Rubicam and was creator of widely publicized "Plymouth is Out to Win You Over" campaign. He was also an author and poet. He is survived by his wife, Diana, and one daughter.

Kenneth Schmitt, 67, former station manager and program director with WIRA-AM-FM Madison, Wis., died March 23 in nursing home there after long illness. Mr. Schmitt, who began with WIRA in 1935, retired in 1965. He is survived by his wife, Carol, and two sons.

George Lewis Moskovics, 77, retired CBS sales executive, died March 26 in Los Angeles. He joined KFAC (AM) Los Angeles in early 1930's and from 1934 to 1951 he held various sales positions with CBS in New York and Los Angeles. He was one of first men to devote full-time efforts to TV selling as commercial manager, WCBS-TV New York. He retired to Los Angeles as manager of TV development KNXT-TV and retired in 1957 to become consultant, PR and promotion for CBS-TV.

D. Joseph Bell, 64, retired member of staff of FCC's licensing division, Washington, died April 1 at Washington Sanitarium, Takoma Park, Md., of cancer. Mr. Bell, who retired in March 1968 after 40 years with FCC, also served as government consultant in wartime communications field during World War II with private firm. He is survived by daughter, mother and three brothers.

John W. Steele Jr., 56, former newsman with several Baltimore-area stations including WJZ (AM) Towson, Md., and WCBS (AM) and WAYE (AM) both Baltimore, died of stroke March 26 in Baltimore.

Jack Orbison, 51, professor of theater arts at University of California at Los Angeles, died March 25. He had been director of Bob Crosby Show, Climax, Playhouse 90 and Bewitched. He is survived by his mother.

Alex J. Dornan, 61, engineer with WXYZ-AM-FM-TV Detroit, died March 23 in Oakland hospital, Dearborn, Mich. He is survived by his wife, Delphine, and seven children.
As compiled by Broadcasting, March 24 through March 31 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, asc.—ascess, CATV—community antenna television, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, *kw—kilowatt, LS—local service, P.—permit, Serv.—servicemen, mod.—modification, N.—night, P&A—preservice assurance service, SSA—subsidiary communications authorization, SH—scheduled hours, SSA—special service area, TV—television transmitter, VHF—ultra high frequency, VHF—very high frequency, Vis.—visual, wats.—watts, etc.—education.

New TV stations
Start authorized
* WSNS(TV) (Chicago)—Authorized program operation in market ERP: 735.0 kw Vis. Ant. height above average terrain 1,430 ft. Action March 23.

Application
* WJHT(TV) (Demopolis, Ala.)—Authorized broadcast Bureau granted mod. of CP to change trans. Action March 21.
* WKPC-TV (Louisville, Ky.)—Authorized broadcast Bureau granted license covering permit authorizing new commercial TV. Action March 21.
* WJHY(TV) (Huntington, W. Va.)—Authorized broadcast Bureau granted license covering permit authorizing new commercial TV. Action March 24.

Actions
* WJHT(TV) (Demopolis, Ala.)—FCC gave notice that initial decision, released Jan. 30, proposing grant of application of St. Anthony Television Corp. for extension of time of to construct KJHM-TV with 115 kw vis. and ant. height of 450 ft. at a site approximately 6600 Fox Ridge Drive, Mission, Kan. Action March 24.
* KJHM-TV (Kansas City, Mo.)—Authorized broadcast Bureau granted mod. of CP to change studio location to approximately 6600 Fox Ridge Drive, Mission, Kan. Action March 24.
* KGVO-TV (Missoula, Mont.)—Broadcast Bureau granted license covering permit authorizing changes in existing station. Action March 23.
* WAPA-TV (San Juan, P.R.)—Broadcast Bureau granted CP to install auxiliary ant. Action March 23.
* Charleston, S.C.—FCC granted request by Russell E. Eakun, on behalf of four Charleston applicants, for authority to proceed with hearing on March 31 on community survey issue in Doc. 18560-72. Charleston applicants—South Carolina Educational Television, Teleco, Inc. (WCSC-TV), Reel Time Corp. (WUSN-TV), First Charleston Corp. (WCVT(TV)) and WSCS Inc. (WSCS-TV)—see CP to move trans. sites of stations from separate locations to 2,000-foot tower at site about 20 miles northeast of Charleston. Action March 30.
* KHSD-TV (Laredo, S.D.)—Broadcast Bureau granted mod. of CP to change ERP: 269 kw vis.: 269 kw ant. and make changes in ant. system. Action March 26.
* KBSO-TV (Sparks Falls, S.D.)—Broadcast Bureau granted license covering permit authorizing changes in existing station. Action March 27.
* KLRNTV (San Antonio, Tex.)—Broadcast Bureau granted mod. of CP to change ERP: 259 kw vis.: 259 kw ant. and make changes in ant. system. Action March 27.
* KAUS(TV) (Victoria, Tex.)—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 25. Action March 26.
* WAPA-TV (San Juan, P.R.)—Broadcast Bureau granted license covering permit authorizing changes in existing station. Action March 27.
* KTLE(TV) (Houma, La.)—Hearing Examiner Herbert Sharfman in FCC scheduled hearing in ex-ante capacity as presiding officer, scheduled prehearing conference for May 6-7 and prehearing conference for June 3 (Docs. 18817-81). Action March 24.
* WAPA-TV (San Juan, P.R.)—Hearing Examiner, Herbert Sharfman in FCC scheduled hearing as presiding officer, scheduled prehearing conference for May 6-7 and prehearing conference for June 3 (Docs. 18817-81). Action March 24.
* WAPA-TV (San Juan, P.R.)—Hearing Examiner, Herbert Sharfman in FCC scheduled hearing as presiding officer, in re-examination of airmen's order to extent that it had changed "1969 to 1971" on p. 269, lines 11 and 12 of transcript of hearings (Docs. 17589, 17588, 17584-1 and 17544). Action March 25.

Other actions
* FCC scheduled oral argument for April 30 in Washington on proposed amendment of rules that would make available to other stations in market TV network program signals not taken by regular network affiliates. Action March 25.
* FCC in Tijuana, Mexico. TV proceeding, Doc. 18806, denied request for extension of March 31 presentation date for Radio Television, S. A. and Bay City Television Inc. Action March 30.

Call letter action
* Garryowen Butte TV Inc., Missoula, Mont.Granted KFAX-TX.

Existing TV stations
Final actions
* WJHT(TV) (Demopolis, Ala.)—Broadcast Bureau granted mod. of CP to change trans. Action March 21.

Network affiliations
ABC
* Formula: In arriving at clearance payments ABC multiplexes network's station rate by the dimension percent of TV stations' time (according to time of day) then by the fraction of hour subject to occupancy by program for which compensation is paid, then by the number of commercial announcements or commercial availabilities during program occupied by network commercials. ABC deducts 20% of station's network week rate to cover expenses, including payments to ASCAP, BMI and other record companies.

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123
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Phone: 216-278-2033

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**RTV International, Inc.**
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Sheldon Singer
Vice President
405 Park Avenue
New York, N.Y. 10022
(212) 421-0680

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**SERVICE DIRECTORY**

BROADCASTING, April 6, 1970

125
<table>
<thead>
<tr>
<th><strong>Summary of broadcasting</strong></th>
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<th>Licensed parts</th>
<th><strong>STA</strong></th>
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<td>Commercial AM</td>
<td>4,259</td>
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<tr>
<td>Commercial FM</td>
<td>2,039</td>
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<tr>
<td>Commercial TV-VHF</td>
<td>493</td>
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<tr>
<td>Commercial TV-UHF</td>
<td>131</td>
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<td>Total commercial TV</td>
<td>624</td>
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<tr>
<td>Educational FM</td>
<td>793</td>
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<tr>
<td>Educational TV-VHF</td>
<td>74</td>
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<tr>
<td>Total educational TV</td>
<td>168</td>
<td>0</td>
<td>18</td>
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</table>

* Special Temporary Authorization

| Includes 2, 247, VHF's allotted to AM's on nonreserved channel
| Includes two licensed UHF's that are not on the air.

March 26.

* AM: WAMY, Amory, Miss.—Broadcast Bureau granted license covering change. Action March 27.
* WSGG Greensboro, N.C.—Broadcast Bureau granted CP to install new trans., for existing building, Eleventh st., height above ground 1 kw night and day. Action March 20.
* WKLM New Hanover, N.C.—Broadcast Bureau granted CP to install new trans., for auxiliary use of 1 kw day. Action March 20.
* KAHC Tulsa, Okla.—Broadcast Bureau granted CP to install new trans., for auxiliary use of AM station. Action March 27.
* KFNM Eugene, Ore.—Broadcast Bureau granted license, valid for 10½ yrs., to operate auxiliary AM. Action March 27.
* WCWO Chattanooga—Broadcast Bureau granted modified license covering change in name to Turner Communications Corp. Action March 27.
* KTAP Austin, Tex.—Broadcast Bureau granted modified license covering change in status to non-public station. Action March 27.
* KKSY Dallas—Broadcast Bureau granted license covering use of existing auxiliary trans., at reduced power. Action March 24.
* KXYZ Houston—Broadcast Bureau granted license covering change in name to KXYZ Inc. Action March 18.
* KXXO Sweetwater, Tex.—Broadcast Bureau granted CP to change antenna, and station location to 1800 Block of Hoyt St. Action March 20.

**Actions on motions**


**New FM stations**

<table>
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<tr>
<th><strong>Starts authorized</strong></th>
</tr>
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<tr>
<td>WKTV (FM) Vicksburg, Miss.—Authorized program operation on 107.5 mc. ERP 36 kw. Ant. height above average terrain 250 feet. Action March 25.</td>
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<tr>
<td>WHYF-FM North East, Pa.—Authorized program operation on 102.5 mc. ERP 3 kw. Ant. height above average terrain 79½ feet. Action March 25.</td>
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</tbody>
</table>

**Applications**

* WXYZ—Seattle, Wash.—Bandwidth change from 882 to 884 kHz. Action March 27.
* WELF—Broken Arrow, Okla.—Requests amendment of LICENSE to add ch. 268 to Vail. Action March 27.
* KOUR—Independence, Iowa.—Requests amendment to LICENSE to add ch. 27A to Independence. Action March 27.
* KIPF-AM & KFAW-AM all Iowa.—Requests amendment of LICENSE to add ch. 269A to Kipfel Center, Iowa. Action March 27.
* WAFT Middlesboro, Ky.—Requests amendment of LICENSE to add ch. 292A to Middlesboro, Ky. Action March 27.
* WEEL Southern Pines, N. C.—Requests amendment of LICENSE to add ch. 296A to Southern Pines, N. C. Action March 27.

**Call letter applications**


**Existing FM stations**

**Final actions**


**Call letter actions**

The document contains a list of various broadcast licenses granted by the Bureau, including radio and television stations in different locations. The text is fragmented and contains dates, locations, frequencies, and other details related to broadcast licenses.

**Modification of licenses, all stations**

- **BROADCAST Bureau granted license mod. of CP's to ever:**
  - KUXA T.V., San Jose, Cal.; to May 15: 50 kw: June 1, 1967.
  - WDBQ Broad.-Kentucky.
  - WAMU Broad.-Washington, D.C.
  - WCMC Broad.-Cincinnati.
  - WFMG Broad.-Cincinnati.
  - WKEC Broad.-Cincinnati.
  - WQKB Broad.-Cincinnati.
  - WCEV Broad.-Cincinnati.
  - WJRT Broad.-Jacksonville.
  - WJRM Broad.-Jacksonville.
  - WJSV Broad.-Jacksonville.
  - WALS Broad.-Lafayette.
  - WABC Broad.-New York.
  - WBBM Broad.-Chicago.
  - WBBJ Broad.-Chicago.
  - WBBQ Broad.-Charlotte.
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CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situated Westward $25 per word—$200 minimum.
Applicants: If tapes or films are submitted, please send for Auditioning Schedule. If tape is returned, all expenses are the responsibility of the applicant. No refunds at any time. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone confirming wire or letter prior to deadline.

RADIO

Help Wanted Management

Want young aggressive station manager to work in two-bit small town radio station. Owner tells the truth. If you want to talk to anyoneThumbnail into the guts to govern this ad, Box C-333, BROADCASTING.

Manager with sales ability for small market. New York city, immediate opening. Box C-339, BROADCASTING.

One of America's largest radio groups is looking for the right man to step into a corporate management position. We are seeking an idealistic manager who would have some programming and some small market management experience in his background, and should be ready to move into an increased role immediately. You are invited to apply today with your full information with first letter. An in-person interview will be arranged either at our Company Headquarters in Michigan or at the NAB regional convention, if convenient, of course. Box C-413, BROADCASTING.

Mid-Atlantic, capable sales manager for healthy $5K small town market. College degree, local community, attractive facilities, excellent opportunity, man with proven record. Resume to Box D-6, BROADCASTING. Replies confidential.

Manager-Sales manager for small, active daytimer in major metropolitan market. Must be real radio man. Box E-4, BROADCASTING.

Small daytimer in large, major market needs manager. 1st phone man. Must be a pro. Box D-29, BROADCASTING.

Small market station manager. Growing northern California recreation area. Must be outstanding salesman. $12,000 plus percentage. Must invest, excellent opportunity. Resume. Box D-34, BROADCASTING.

General Manager, for two (2) radio stations. WBBS-AM, 1000 watt Daytimer and WWSF-FM, 100,000 watts, 100,000 Hertz. must be on the air by June 15th of this year. Profitable operation. Box 349, Broadcasting Corporation, St. Petersburg, Florida 33701.

Live in the hub of northern Michigan and enjoy life in a bustling resort town. Ideal for manager with talent in sales, marketing and fishing. Stock available for working-managing ownership. Call $27,400, or send resume to Box 1267, Lancing, Michigan.

Sales

Unusual, air-pollution, heavy traffic, school problems, cold weather, rat-race, the eternal middle-class-agency. Not in this sunny south Florida small metro market where the living is great and the folks are friendly. Dominate AM-FM facility. $3000 per week against 20% draw to the experienced hard driving sales pro with minimum of 5 years sales experience. Management opportunity AM-FM, send resume to Box C-307, BROADCASTING. All replies strictly confidential.

St. Louis salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box C-403, BROADCASTING.

Needed: Salesman for 5000 watt, fulltime, Eastern Pennsylvania station. Modern sound, genuine opportunity with security. All replies strictly confidential. Box D-13, BROADCASTING.

New Math. Sharp salesman with hustle and feel for salespeople, great plus training, eager, top paid sales manager. Box D-20, BROADCASTING.

We'll look till we find the right man for our expanding Sales Department. Dale Low, KLSS/KSSM, Mason City, Iowa.

Madison, Wisc.—$1 FM music/news—$1 FM MOR stations have career opportunities for young salesman on way up, strong personality. Six station Midwest group seeks man with management potential to develop business. Drop phone number, salary expectation, etc., addressed to box numbers are sent at owner's risk. BROADCASTING.

We'll consider your application for one position. All transcriptions, letters of inquiry, resumes, etc., addressed to box numbers are sent at owner's risk. All replies strictly confidential. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone confirming wire or letter prior to deadline. Address replies: c/o BROADCASTING, 1175 DeSales St., N.W., Washington, D.C. 20036.

Sales continued

Young growing radio station organization with plans for several California stations needs experienced radio sales manager. Immediate opening. Box 194, BROADCASTING.

"Ideas" salesman wanted in small market. Experienced, aggressive, draft exempt, able to handle mike and typewriter. Salary plus commission. Resume, send picture, Box 426, Carthage, Missouri, 64836.

Announcers

Wanted: Bright, happy morning personality for top rated midday drive position. A picture must a Pro. Box B-221, BROADCASTING.

Announcer—fast pace, Modern country. Professional sound. With advancement. Write Box C-395, BROADCASTING.

One of the country's foremost major market rockers is searching for mature professional for ideal deejay position. For the dedicated individual. Must be experienced and good, send current tape, resume and pic to Box C-140, BROADCASTING.

Experienced MOR person for major southern market. No beginners please. An equal opportunity employer. Box C-652, BROADCASTING.

Morning man for outstanding Wyoming radio station. Promotion, or sales also helpful. Box D-1, BROADCASTING.

Big station in big market needs experienced man with big voice for top morning drive and shift and air shift. Extra pay for first phone; no maintenance. Possibility of moving to FM. Must be experienced. Box D-2, BROADCASTING.

First phone: If you are a morning man, interested in becoming part of a growing progressive organization, interested in living near the city without being involved in urban congestion; interested in working with a station which considers announcers as more than necessary evils; interested in doing your job without the pressure of national network stations over your shoulder; interested in paid vacations, sick leave, plus group medical insurance plan, and willing to start at $4000, plus 36-108 or send tape and resume to Box D-5, BROADCASTING.

Need experience for up-tempo, very contemporary, MOR. Send resume with references, tape, excellent picture, experience and resume. Box D-44, BROADCASTING.

Top Montana station needs program director-first phone. Aggressive Skw. Extra benefits. Salary open, must have the pace, production, and ability to entertain, send tape and resume to Box D-55, BROADCASTING.

One of the nation's historic and beautiful southwest college towns is looking for a pro to handle the early morning shift on its top-rated CBS outlet. If you're the man, we'll start you at $10,000. First phone wanted, but not essential. Tape, resume and picture. Box E-40, BROADCASTING.

Attention Alumni of KHCM and KWIC, WOBX, Get in touch with us soon. We're making plans for our 20th Anniversary, and need your address. Box E-61,Modifiers, Mo. 63270.

Attention announcing school graduate. An unusual opportunity exists at KSVS AM/KSVF FM stereo for you to consider. Your announcing school course and desire to pursue announcing as a career, write: Program Director, Radio Station KSVF, 317 West Quay, Artesia, New Mexico 88210. No phone calls please.

Announcer-operator. Killowati Gaytimer adding FM Prefer family man who can do local sports and top 100. Bill Bigley, KVCM. Magnolia, Arkansas.

Bright morning man—who can hold ratings in 3 station market—making your ideas, with you! KVCW, Box 2050, Casper, Wyoming.

Experienced morning man—sales pro for MOR station—start right in the middle. Immediate opening. Minimum salary-commission $140, then sky's the limit for go-getter! Resume tape, resume to John Alden, WAVJ Radio, Athens, Ohio 45701.

Announcers continued

Immediate opening for experienced announcer. Contemporary music format. Contact Jordan Buell, WKUL, Cullman, Alabama.


First phone. . . . . . combo with production and technical, competent and good newscast voice needed for 5 kw directional. Write Manager, WOJO, Canton, Ohio 44708 with tape, photo, resume.

Central Wisconsin's number 1 station wants you if you're a modern contemporary singer. Send tape and photo to Howie Stijlen, WRAG AM/FM, 529 Third Street, Wausau, Wis. 54401.

Summer replacement. Come spend the summer at WRSJ/WMY's finest FM stereo station. First ticket—heavy voice essential. Tapes to R. Hunter, WJR, P.O. Box 937, Fall River, Mass. 02722. No calls.

Mature, sensible, sober, educated, energetic, experienced announcer/salesman for 9:00 PM - midnight position. Salary plus commission, resume and references to Mr. Vester, WSSB, Durham, North Carolina.

Wanting by progressive MOR station in North Central Pennsylvania. Experienced announcer who can work an evening talk and music show. We need a man who's looking for a pleasant community to settle down in. Call Program Director at 1-717-323-7119.

Technical

Los Angeles FM seeks capable chief engineer. Give full details, requirements. Box C-365, BROADCASTING.

Available immediately, engineering supervisor, large university FM station. Opportunity to work and live in university town. Contact Bruce Linton, KANU, Lawrence, Kansas 66044.

Immediate opening for chief engineer. Limited air work, WSYB, Rutland, Vermont.

Mature adult chief engineer needed for AM located at WLYX. Strongest gross market, full complete qualifications, background, references $40 weekly. Write: KNGC, 1500 N.W., Washington, D.C. 20049.

Mature chief engineer/annc/for Texas-Mexican border AM operation. Must be able to repair and maintain preamplifiers, etc., must have license that you gave me, the higher the pay. Write Box 1731, Laredo, Texas.

NEWS

Major Central Pennsylvania station needs really great local newsman. Must be able to gather, write and report local news from a large, 3-state area. Numerous company benefits, ideal working conditions. If you have at least 2 years professional experience and are ready to move into a major market, call Bob Shipley, Soquel broadcasting Co., Inc. give your letter, resume, and tape to 140 E Market St., York, Pennsylvania 17401.

Programming, Production, Others

Somewhere there's first class engineer-salesman-announcer familiar with automation (preferably IGM) who believes in FM sufficiently to be able to sell and program such a station operated completely separate from its AM sister in a Carolina town of over 20,000. Good salary plus liberal commission. If you're good enough to be Chief Engineer for both operations, its worth the money. Send complete resume. Box D-31, BROADCASTING.

Radio-TV production instructor sought by San Joaquin Delta College in California for the fall of 1970. Experience in TV, Radio, or both. Applicant must be able to head to head of department. Salary $10,000 to $13,000. Contact Charles M. Guss, Dean of Instruction, 3301 Kensington Way, Stockton, Calif. 95204.

BROADCASTING, April 6, 1970

128
Situations Wanted Management

General manager to consider solid operation. Minimum salary $5,000. References. Box D-36, BROADCASTING.

Fifteen years management experience. Seeks market with position. Box D-41, BROADCASTING.


Manager, experienced, sales oriented. Family man. Able to meet difficult challenges. Understands need for profit. Present job solid but looking to improve—prefer Western States. Box D-46, BROADCASTING.

General manager, excellent record, all phases, prefer Midwest—Virginia. however all areas considered. Box D-50, BROADCASTING.

General manager, interested in location in Ohio. Michigan or Indiana. Experienced in all areas of radio. Box D-51, BROADCASTING.


Sales

Looking for sales or management job at small market station. Box D-74, BROADCASTING.

Experienced salesperson,any area. Will consider all offers considered. Box D-11, BROADCASTING.

Announcers

College DJ graduating in June. Some experience, third endorsed. Box C-328, BROADCASTING.

Experienced newscaster, DJ. Commercial. 3d, full time. Will purchase stock in company. Box C-416, BROADCASTING.

Progressive rock succeeds in medium market? Program director wishes to relocate to promising situation. Box C-117, BROADCASTING.

WNEX-FM is not the best. Yours' will be under my gentle hand. Box C-418, BROADCASTING.

First phone pro—true 'n cool medium market. Thirteen years making adults happy. Thirties, married. All offers considered. No hoister. Box C-441, BROADCASTING.

First phone. Single. Ready to go where the jobs are. Butler School Graduate. Chuck Hughes, phone (212) 785-3423, or Box C-449, BROADCASTING.

Announcer. 20 year man, MOR with professional touch. Offers everything BROADCASTING.


Seek Jack. 1st phone. Willing worker seeks break. Will relocate. Box D-12, BROADCASTING.

First phone, teacher, good voice, reliable, knows music, wants summer job. Box D-14, BROADCASTING.

Rock personality, light "screamer." Also soul MOR. Experienced. Immediately. Box D-16, BROADCASTING.

Draft exempt young DJ. 3 1/2 years experience. Good voice, but will work third, Prefer hard rock or top-40. Box D-18, BROADCASTING.

Versatile D.J. FCC Third class operators license endorsed. Box D-22, BROADCASTING.

25. College, 1st (engineering references, tool 5 years. Now top 15 market. Would like combo, prefer full time, Medium market or up. Box D-23, BROADCASTING.

Professionally trained announcer, 3 years college electronics. Will relocate. Box D-30, BROADCASTING.

These years experience, third phone endorsed, some college. Box D-37, BROADCASTING.

Portable, versatile first, disturbingly creative, experienced, all forms including news, copy, spots, sunshine. (312) 477-6601 or Box D-38, BROADCASTING.

Announcers continued

Announcer desires small market station. Prefer Pacific/Mountain area, MA or radio-TV film. Adv-sales TV and radio production experienceBox D-41. BROADCASTING.


10 year pro with comedy bag offers versatility and creativity for major market challenge. Box D-52, BROADCASTING.

Negro, first phone, 5 years experience in announcingsome sales experience. 504-343-9097

Detroit area part-time or weekend work. 3rd, endorsed, some experience, broadcasting school graduate. For more information John Murray, Jr., 1517 Chatham, Detroit, Mich. 48223.

First phone, broadcast school graduate, good voice MOR, military complete. Single. Contact Mike Stewart, 3257 Illiwood Way, San Diego, California 92177, 11/14 271-3711.

Broadway MOR jockey, vast knowledge of show music. 3rd ticket, 312-381-5964 or 312-816-3673.

Beginner, first phone looking for first job. Prefer rock station in main market. Fully professional trained. Resume and tape on request. Call John South (213)-764-1545 (daytime) or 213-461-9454 (evenings) or write 1324 No Ave. Van Ness Ave., Hollywood, Calif. 90028.

Out of sight soul singer, resourceful with most musical form. Will relocate. P.O. Box 227, Brooklyn, N.Y., 11238.

12 years radio. Mature, but imaginative and adapt- able. Want opportunity to do own varied music and informal ad jobs. 1st phone. Smith (717)-725-3132.

Eager to start. Married, no children, age 29, military completed, broadcast school grad. 3rd class, 2151 N. 13th Ave., St. Petersburg, FL 33701. Cal. 9501-527-3844.

Black DJ/R&B announcer. 1st phone. I swin with a South Sound experience is just a by-word. Mr. Be, P.O. Box 243, Detroit, Mich. 48207.

All around radio man, twelve years experience. Strong on all sports, play-by-play, news, management and sales. P.O. Box 423, Chipley, Florida. 32428. Tel. (904) 547-5481.

Technical

First phone. AM & TV. Eastern transmitter duty preferred. Box C-415, BROADCASTING.

Overseas engineer returning July. Ten years experience. Prefer maintenance, overseas or domestic. Box C-3, BROADCASTING.

1st phone engineer/maintenance. Six years in broadcast. Looking for position as eng. or chief engi neer. Prefer northern midwest. Box D-33, BROADCASTING.

Experienced first class engineer willing to work for the right money seeks opportunity with radio station. Experienced first class engineer AM-FM. Married. Family man with excellent references. Prefer south but all offers considered. Box D-82, BROADCASTING.

Director of engineering, chief engineer wants position with station or group, 27 years all phases of engineering, engineering, FCC licensing, construction, operation and maintenance. Liaison design engineer with many interviews. Immediate available. NAB, P.O. Box 186, Richmond, Ind. 47374.

First phone, mature beginner. Two years electronic school, seeking entry level or maintenance. Box D-41, BROADCASTING.

Gat engine for engineer experienced as chief, coming in $150 weekly salary.


Situated Wanted News

I'll make your news program the most distinctive, attractive, and professional-looking package in town. Experienced producer-editor, writer and reporter. Only interested in the station which is seriously concerned with news. Box D-3, BROADCASTING.

R-TV Grad, University of Illinois. Through knowledge—edge all sports and sports history. Want play-by-play experience. Also top newcomer, investigative reporter. Draft fulfilled. Numerous references. Photo, resume available. I'll come cheap. Box D-10, BROADCASTING.

Major market radio newsman for ten years seeks immediate change. Heavy experience includes "all network" 50 kw contract work, air-work. Former network staff announcer in Washington. Top references Available now. Box D-54, BROADCASTING.


Programming, Production, Others

Here's a seasoned pro of eleven years. Still young enough at 29 to have ideas and ideals, stable enough as a married man with three kids to stick with it until the end of the line. Four years of unqualified success as program director in small market makes me think I'm capable of giving my five figures and better and I'll break my back to make you happy. Available August 1. Box C-127, BROADCASTING.

P.D. first phone, a record that speaks for itself. Anywhere, if the price is right. Box D-27, BROADCASTING.

New PD at z1 station in top 50 market. Ex SJSU. 5 years experience. Desires PD spot at larger top 40 or MOR. Box D-39, BROADCASTING.

Community relations or any other position that requires organizational ability. Want to relocate in the Dallas or Houston area. Box D-48, BROADCASTING.

One of the nation's finest contemporary music directors available for PD position immediately. 614-663-5854.

Television

Help Wanted Management

Management opportunity for TV sales manager ready to move up. Top Midwest market. $35,000 salary and bonus on profit. We are not a group, but an independent station. P.O. Box 282, BROADCASTING for confidential consideration.

TV general manager. Young, intelligent, aggressive man with sales and program background. Must be able to assume full responsibility for management of small market VHF station. For more information please contact D. C. Combe, LaSalle Hotel, Chicago, April 5-6. Or write Box D-53, BROADCASTING.

Announcers

Illinois CBS affiliate needs strong, mature, on-camera commercial announcer. Must have better than average knowledge and interest in sports for daily show sports. Right radio man might also have a chance for this slot. Relevant with photo, salary requirements to Box C-437, BROADCASTING.

Immediate opening for announcer. On-camera work including weather and interview shows. Major market independent, five day week, plus benefits. Send videotape audition and resume to Box D-19, BROADCASTING.

Technical

Immediate: Radio-television chief engineer. Should have administrative ability as well as technical competency with live, film and balanced VTR color equipment. UHF translators; full power VHF transmitters; all AM and FM broadcast equipment. First rate facilities, working conditions, and location in the Southwest. Send resume to General Manager, Box C-431, BROADCASTING.

Maintenance engineer-video tape. Experience required Ampex 1000. Expanding UHF. Contact chief engineer, KCTV, P.O. Box 1441, San Antonio, Texas 78210, or phone 512-695-2383.
**Television Help Wanted**

**Technical continued**


Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Noreco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WMHC, 135 College Street, New Haven, Connecticut 06510.

Permanent position for maintenance technician for full color Chicago station. Contact chief engineer, WTTW, 500 N. St. Louis Ave., Chicago, Illinois 60625. Telephone 312-645-4000.

Summer/weekend positions for technicians available now for full color Chicago ETV station. Contact chief engineer, WTTW, 500 N. St. Louis Ave., Chicago, Illinois 60625. Telephone 312-645-4000.

Tired of the rat-race? Interested in University life? The University of Michigan seeks high band VTR and production technician. Adept in design, install, and supervise the technical operations of a new first class color system in the Developement of electronic equipment. Liberal fringe benefits and opportunities to further education. Resumes to: Traveling Executive Producer. Executive Producer in Television Communications. University of Michigan, Box 603, Ann Arbor, Michigan 48104. An equal opportunity employer.


Video and microwave maintenance engineers for medium and large broadcast stations. Must build and operate point-to-point microwave, closed circuit television and video recording facilities. Positions are available at various experience levels. Send full particulars to: T. Brits, University Communications engineer, 3475 Howe Street, New Haven, Connecticut 06511.

Atlanta southeast area broadcast equipment salesman. Sales experience desirable but not necessary. A background in television broadcasting is essential. Call or write the Grass Valley Group. Grass Valley Corp. Corporate Office: Plaza East, Great Neck, N.Y., phone 516-487-1311 or see us at the NAB. All replies confidential.

**NEWS**

Experienced documentary writer-writer for WICB-TV. Must have background in writing programs for non-broadcast, educational and special market. Must have ability to write a quality script for high-quality non-commercial production. For details write: Box C-1, BROADCASTING.

Hawaii calls for newcomer with professional air and TV news experience. Must send VTR with resume to news director 6301 Hawaii Kai Drive #41, Honolulu, Hawaii 96813.

**Programming, Production, Others**

TV producer director. Good salary. Excellent opportunity for the right man with right experience. Able to direct major news casts. Rush resume to Box C-457, BROADCASTING.

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Radio System R-1108, $1000. 1up 277, $125. 2up, $250. 3up 625. 2up 625. 3up 825. 4up 1625. 2up 1625. 3up 2250. 4up 4500. Used for Command. Contact Frank Steed, Command Productions, P.O. Box 26348, Tallahassee, Florida. Phone 904-571-476.

Television tower, 45 min from Hollywood, 904-571-476. 2up 1200. 3up 2250. 1up 2250. 1up 625. 2up 1625. 3up 1625. 4up 1625. Used for Command. Contact Frank Steed, Command Productions, P.O. Box 26348, Tallahassee, Florida. Phone 904-571-476.

MISCELLANEOUS


Gaines, gimmicks, inks, breaks, one liniers, brain storming all in one package! Month. $7 sample. News-Features Associates, 1312 Beverly, St. Louis, Mo.


Voice Deep-in, Comedy "Wild Tracks" from movies, programs. Tape of 100 only $7.50. Running in major markets. Command, Box 26346. San Francisco 94126.

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Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. $5.00. Write for "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. Bt) 1315 East 26 Street, Brooklyn, N.Y. 11229.

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INSTRUCTIONS

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BROADCASTING, April 6, 1970

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For Sale—Northeast AM
Daytime with 6:00 A.M. sign-on top 100 market. Priced at under six times cash flow for all cash at $250,000. Can also be bought for $400,000 on terms. Transmitter, land, and building included.
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3 IN TOP 15 MARKETS
1. Operating station (2½ yrs.). Steady sales growth. Unduplicated coverage of major West Coast market.
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Two FM stations in or near two of the top tea markets, need $5,000 monthly to operate until March, 1972. Present owner seeks option agreement with proviso that if loan is not repaid by a certain date, then loaner will be able to exercise option-to-buy. For experienced broadcaster with sufficient cash to fund these operations, this is a noble and interesting gamble which may pay off richly and well.

Interested owner is a public-spirited broadcaster who has a theory about good radio's relation to financial well-being (but who may be totally out-to-lunch). If he is correct, then he should—by 1972—be able to repay this considerable loan and go on to greater heights of aesthetic broadcasting. If he is wrong, then he should be ready—by that time—to say to hell with it and resign himself from broadcasting finally and thoroughly.

As We Say—It is an Interesting and Compelling Gamble. If you are experienced in broadcasting and know the value of extremely well-placed FM stations, and are financially competent, then you should contact us at:
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**RADIO AND TV STATION OWNERS**
We will be in the Executive House during the convention. We are in a position to provide an "instant appraisal" of your property. We have interesting statistical surveys which could show how your market ranks in terms of dollar revenues compared to other markets as well as up-to-date growth factors. See Ted Hepburn, Edwin Richter or Frank Kolli at:
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Immediate financing to build CATV systems; $500,000 and up. To suit principals. Reply in confidence.
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We are setting up four additional branch schools in selected locations immediately! Citize under consideration, include: DETROIT, CHICAGO, CLEVELAND, NJ, PA, KS, IN, TX, LA, FL, CA. For information, write: VIS RADIO LICENSE SCHOOL, Small investment pays large profits! For more information, write: Americans Institute of Radio, Inc., 20522 Old Lakeview Road, Nashville, Tennessee 37214

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**Cato.** Makes changes in ant. systems of VHF transmitters and license name to Lake Country. Granted assignment of VHF channel transfers, location to approximately one mile south of KZSIM. License name change to KZSIM, and change name to Lake Country Broadcasting Inc. Action March 26.

- **KOSY** Orono, Idaho.—Broadcast Bureau granted license covering operation of VHF transmitter. Action March 26.

- **W1A1 Franklin, N. C.—Broadcast Bureau granted assignment of CP to change transmitters, location to Lake Springfield, approximately 11 miles west of transmitter, makes changes in ant. system of VHF transmitter. Action March 26.

- **KTHA7 Cottage Grove, Ore.—Broadcast Bureau granted CP to change transmitters, location to Lake Springfield, approximately 11 miles west of transmitter, makes changes in ant. System of VHF transmitter. Action March 26.

- **W2ZAO Maricopa, San German and Sabana Granada, P. R.—Broadcast Bureau granted license covering new VHF transmitters, specific type transmitters. Action March 24.


- **K5AP and K5SCD Trout Lake, Wash.—Broadcast Bureau granted license covering operation of VHF transmitters to service Trout Lake. Action March 26.

**CATV**

**Initial decision**

- **Mt. Carmel, Pa.—Hearing Examiner David P. Cochran, in initial decision ordered directors two Mt. Carmel CATV systems, Katozam, Inc., and Fipko Community System, to cease and desist from engaging in programs exclusive provisions and to afford non-duplicating services. CATV Scram and WBRE-TV Wilkes-Barre, both Pennsylvania. (Docs. 18650, 18775). Action March 24.

**Action on motion**

- **Hearing Examiner Herbert Sharman in Burlington, N. J. (General CATV Inc.), CATV Bureau, has set a further hearing conference to April 15 (Docs. 18756). Action March 25.

**Ownership changes**

Applications

- **KOLIAM** Coalinga, Calif.—Seeks assignment of license from Clear Channel, Inc. to WTVR, P.O. Box 2229, Chino, Calif. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

- **KOKR** (AM) Napa, Calif.—Seeks assignment of license from Oakland Broadcasting Corp. to Lotus General Corp. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

- **KSQL (FM)** Napa, Calif.—Seeks assignment of license from Oakland Broadcasting Corp. to Lotus General Corp. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

- **KVIL** (FM) Napa, Calif.—Seeks assignment of license from Oakland Broadcasting Corp. to Lotus General Corp. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

- **KQCD (FM)** San Diego, Calif.—Seeks assignment of license from Oak Park Broadcasting Corp. to Lotus General Corp. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

- **KQDL (FM)** Napa, Calif.—Seeks assignment of license from Oak Park Broadcasting Corp. to Lotus General Corp. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

- **KQDL (FM)** Napa, Calif.—Seeks assignment of license from Oak Park Broadcasting Corp. to Lotus General Corp. for $20,000. Applicants: Paul P. Schneider, president, et al. (Docs. 18712, 18756). Action March 25.

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Early tomorrow (Tuesday) afternoon, in the institutional grandeur of the Conrad Hilton's International Ballroom in Chicago, delegates to the National Association of Broadcasters' convention will rise in welcome to the speaker at a management luncheon. There will be warmth in their applause, for the speaker is one of the delegates' own, in a sense—a media man, whom many of them have known and genuinely liked for years. But there may be a note of restraint in the applause of some, particularly the news-oriented. For the speaker is from what some newsmen regard as the enemy camp—the Nixon administration.

Goodness knows there is nothing fearsome or threatening about curly-haired, sleepy-eyed, soft-spoken Herbert G. Klein, President Nixon's director of communications. He runs his operation in a relaxed and easy manner, determined to provide print and broadcast journalists with a steady flow of information and to make available cabinet officers and lesser lights for almost anybody's interviews. Despite his many years of association with Richard Nixon—and his continuing access to the center of national power—he seems never to have mounted the high horse that well-placed government functionaries so quickly leap astride on their arrival in Washington.

But as fate and the friendship of Richard Nixon would have it, Mr. Klein is the media man for a national administration whose relations with the news media are about as bad as any in most reporters' memories—particularly because of the slashing attacks Vice President Spiro T. Agnew is making on print and broadcast journalism, whose product he considers biased and possibly even unpatriotic. And some hard-nosed, Washington-based newsmen who still feel the sting of the Vice President's lash are unwilling to let Mr. Klein, for all his lack of rough edges, slip out from under all responsibility for what some regard as the administration's continuing attack on the First Amendment. One network news executive, who counts Mr. Klein a friend, assumes that "half of Herb's job is to interpret to them [the administration]," and that job, he feels, is not being done—not if the administration believes newsmen are "venal" or "evil" men.

Mr. Klein is aware of newsmen's pained reactions to the Agnew attacks (as well as to the Justice Department's issuance of subpoenas for newsmen's notes and outtakes; he says the department made "some mistakes"). He has made his awareness clear in television interviews as well as in private exchanges with friends in the media. He brings to such encounters the experience he does, that Mr. Agnew's criticism could provide media with the basis for constructive self-evaluation, or that he has heard newsmen say harsher things about their profession than the Vice President, he said, some reporters feel he is revealing a disturbing lack of sensitivity to the First Amendment.

But the present strain in relations between media and administration should probably be regarded not so much as a setback for Mr. Klein as an indicator of the kind of challenge for which he has been in training all his life. For he is, according to some who have known him for many years, "a great ameliorator, a great compromiser of viewpoints."

He seems also to be the prototype of the Nixon man—competent, even shrewd and deceptively tough, if somewhat bland; basically conservative in outlook, but with no ideological hang-ups. Representative Lionel Van Deerlin (D-Calif.), who is from Mr. Klein's home town of San Diego and who in the late 1930's was editor of University of Southern California's Daily Trojan when Mr. Klein, an undergraduate, was breaking into the staff, recalls that the future presidential aide was "always the most temperate man" on the paper. "He wouldn't be one of the boys found drinking in Carl's at 2 o'clock in the morning," says Mr. Van Deerlin.

After Mr. Klein joined the Copley organization—one of the more conservative news organizations in the state—and began moving up the ladder, "even those who worked with him didn't know where he stood," Mr. Van Deerlin said. But, says the congressman, Mr. Klein had the respect of the staff and was able to maintain lines of communication even with "the unhappy ones."

Mr. Van Deerlin also has respect for Mr. Klein's political acumen. Mr. Klein, who became active in Republican politics as campaign aide to Richard Nixon in the latter's first campaign for Congress, in 1946, and who has been an important figure in every Nixon campaign since 1952, was usually superior to the news secretaries the Democrats could afford. Representative Van Deerlin himself a lifelong Nixon supporter, recalls that reporters on the Nixon campaign never had to worry about having their laundry done or finding a bed to sleep in—"very important things."

The Democratic congressman, whose relations with Mr. Klein naturally enough have been strained, at times, offered this singular tribute: "I wish he were on our side." No doubt some members of the press, including those who toured with Mr. Klein in the Nixon campaigns, wish they could have confident Herb was on their side too.

He speaks softly while colleagues swing big sticks

of 25 years in the news business, as a reporter and editor for Copley newspapers.

But he also brings to bear the loyalty and dedication of an administration representative. And when he says, as

WeeksProfile

Herbert George Klein—director of communications for executive branch of government; b. April 1, 1918, Los Angeles; BA degree, 1940 University of Southern California, Los Angeles; Copley Newspapers, from copy boy, Alhambra (Calif.) Post Advocate, 1940, to editor, The San Diego Union, 1959; aide in Richard Nixon's congressional campaign, 1946; information director, California for Eisenhower-Nixon campaign, 1952; assistant news secretary to Vice President Nixon in re-election campaign, 1956 and congressional campaign, 1958; news secretary to Vice President Nixon, 1959-1960, and to Mr. Nixon at California gubernatorial candidate, 1962; manager of communications for Nixon-Agnew campaign, 1968; former director of American Society of Newspaper Editors: m. Marjorie Galbraith, of Long Beach, Calif., Nov. 1, 1941; children—Mrs. Robert Mayne, of Long Beach, and Mrs. H. Thomas Howell, of San Diego; hobbies—skin diving, golf.
Chicago: Help!

Broadcasters have more worries at this year's convention of the National Association of Broadcasters than ever before. They know that nothing is apt to be resolved in Chicago and they will probably leave as they arrived, in disorder and wondering where disaster will strike next.

NAB conventions no longer provide the forum for the making of broadcast policy. They have become a mixture of how-to seminars, speeches and trade shows. Their evolution from relatively small gatherings of colleagues and friends, who could meet in discussion groups of manageable size, has been a natural part of the evolution of radio and television into major forces in the U.S. media structure.

If the NAB convention has grown too big and too diffuse to deal with the major problems of the broadcasters, it is still used by the government as a timing mechanism for the introduction of new problems. This week the broadcasters are meeting in Chicago. Two weeks ago in Washington the FCC issued its one-to-a-customer rule and its one-to-a-market rulemaking.

It wasn't as though new actions were needed from the FCC to confirm that broadcasters were in trouble. As a story elsewhere in this issue recounts, the year between the 1969 and 1970 conventions has been probably the bleakest in the history of broadcast regulation.

So the NAB's directors have begun to take action, and rightly so. They have formed a "Committee to Evaluate Industry Public Relations." The committee's choice of name, all by itself, suggests a need for outside advice.

The broadcasters on this NAB committee are men of unquestioned ability. All are successful businessmen. All are sincere in their devotion to broadcasting. But it should be apparent that self-analysis by the same people with the same staff assistance is unlikely to produce any measurable departure from existing practices.

It is not only the regulatory atmosphere of the moment—however oppressive that may be—that must be studied by any NAB committee on evaluation. There is a future to be faced by this multibillion-dollar business. It is a future that is certain to contain new technologies of reaching into homes with multipath capacities.

A new world is ahead. Are broadcasters ready? Is a federation of all trade entities the answer so that the $10 million-plus now being spent can be channeled through an efficient regulatory-legislative team? How is broadcasting's honest story of risk investment and service to be told?

The need exists for a detached appraisal of existing structures and future opportunities. We hope the committee will consider the wisdom of engaging outside expertise.

Who's laughing now?

In March 1968 the FCC proposed to prohibit any station acquisition that would result in ownership of more than one full-time radio or television station in any community. Broadcasters thought it was for laughs.

In August 1968 the Department of Justice told the FCC the one-to-a-customer proposal ought to be expanded into a one-to-a-market forfeiture procedure. The department wanted the FCC to put co-located multimedia licenses up for grabs at license-renewal time—and to throw in newspapers as units of media holdings. That at least started broadcasters talking instead of laughing, though the talk didn't last very long.

Two weeks ago the FCC adopted the one-to-a-customer rule that was gigged at two years ago, and it put into formal rulemaking a modified version of the Justice Department's proposal, providing for divestiture instead of forfeiture. A real thigh-slapper.

But seriously, folks, there may be a way to cut the comedy. To begin with, it makes little sense for the FCC to put its one-to-a-customer rule into effect for broadcasting while still undecided about one-to-a-market divestiture for broadcasting and publishing. If conditions are proved not to justify breaking up existing crossownerships within individual markets, they can hardly be proved to justify a ban against multimedia acquisitions. There is a fundamental inequity in the prohibition of new multimedia growth while existing multimedia owners go on operating.

The FCC ought to withdraw its one-to-a-customer rule, as can be done on a motion of reconsideration, and proceed with its one-to-a-market rulemaking, meanwhile taking transfer cases as they come on their individual merits.

The broadcasters' course is clear: first the serious attempt to get reconsideration and then a major study to find out what the evidence really shows about the economic and social consequences of crossownerships in the same place.

Newspapers please copy.

Real boss of broadcast news

Little by little the FCC's fairness doctrine is being stretched, as was inevitable, to put the agency squarely in the middle of content judgments about broadcast news.

Last week William B. Ray, the FCC's chief of complaints and compliance, told NBC News it would have to put on a report favorable to private aviation. He first judged the Huntley-Brinkley program to have unfairly favored commercial aviation in a report on air congestion.

A week earlier the same Mr. Ray asked KWX(AM) Moberly, Mo., to justify its announced policy of suppressing news about "radicals and kooks."

No broadcast interest is too big or too small to escape the relentless editing of Mr. Ray and his associates. At some point the meddling has to get so bold as to justify another court test of the FCC's authority.
BEHIND THE "BOTTOM"

The "Bottom" is a slum area in Houston's northeast section. Two years ago, it was a blighted community consisting mainly of shanties placed back to back on dirt streets...and sometimes on no streets at all.

Then things began to look up. Through an effective urban renewal program spearheaded by Houston's Mayor Louie Welch, a concentrated clean-up effort materialized and work on the "Bottom" project was under way.

To make Houstonians aware of this, KPRC-TV News photographed the "Bottom" in all its ugly detail...carefully tracing the progress of the clean-up campaign. The end result was a revealing news special titled "Tell It Like It Is"...which won a citation from the Academy of Television Arts and Sciences...and the approval of thousands of enlightened Houstonians who responded with tremendous support for the program.

Much remains to be done in the "Bottom". But now at least it's a better place to live...and getting better all the time...thanks to the enthusiastic response of concerned citizens and...

GOOD NEIGHBOR KPRC-TV

NBC in Houston on Channel 2 Edward Perry & Co. National Representatives
Over 1200 Broadcasters Took A Giant Step Into The Future

In the late 1960's, many station operators knew that quality news and sports coverage was necessary to gain or maintain the leading position in their market. Those broadcasters made the pioneering move to the most innovative development in broadcasting—the four radio networks of ABC.

These broadcasters were not willing to settle for an undistinguished radio news service. They had the vision to recognize that their affiliation with one of the ABC Radio Network divisions would bring needed authority and prestige to their news and sports reporting.

Now they have a network feed, without cluttered inventory, exclusively designed for their local programming. They are aware that the credentials of ABC Radio News, the world's largest network radio news operation, has reaped many benefits for them, including valuable local participations, national advertiser tie-ins and national advertising exposure.

We salute these pioneering station operators. Their desire for network programming that was commensurate with their own broadcasting quality has put them more than one giant step ahead of their competition in the 1970's.

Come meet these pioneers at the ABC Radio Network Suite 2316-19, Conrad Hilton Hotel.