FCC to move against TV commercial practices? p23
Senate passes bill requiring lower rates for politica s. p30
House opens its doors to CBS-Haiti invasion probe. p46
SPECIAL REPORT: A new generation of hardware at NAB. p52

The boss wanted us to do a hard-sell ad on "The Flying Nun," but it really doesn't need it. All we want to tell you is that it's a show the whole family will love.
And it's already sold to WNEW-TV New York, KTTV Los Angeles, KTVU Oakland-San Francisco, WTAF-TV Philadelphia, WIIIC-TV Pittsburgh, KOMO-TV Seattle, KGMB-TV Honolulu, WTEV Providence, WSOC-TV Charlotte, WHNB-TV Hartford-New Britain, KATU Portland, WSBK-TV Boston and WUAB-TV Cleveland.
MGM'S STUDIO BOSS MAYER AND HIS TOP TALENT. Left to right, first row: Captain James Stewart (on leave), Margaret Sullavan, Lucille Ball, Hedy Lamarr, Katharine Hepburn, Louis B. Mayer, Greer Garson, Irene Dunne, Susan Peters, Ginny Simms, Lionel Barrymore. Second Row: Harry James, Brian Donlevy, Red Skelton, Mickey Rooney, William Powell, Wallace Beery, Spencer Tracy, Walter Pidgeon (With beard for Madame Curie role), Robert Taylor (With G.I. haircut for real-life Navy role), Pierre Aumont, Lewis Stone, Gene Kelly, Jackie Jenkins. Third row: Tommy Dorsey, George Murphy, Jean Rogers, James Craig, Donna Reed, Van Johnson, Fay Bainter, Martha Hunt, Ruth Hussey, Marjorie Main, Robert Benchley. Fourth row: Dame May Whitty, Reginald Owen, Keenan Wynn, Diana Lewis (William Powell's wife), Marilyn Maxwell, Esther Williams,
One of the great MGM pictures

Just one of 710 (the rest move and talk) pictures in the greatest of all film libraries...now once again available in all variety of profit-making forms on a station-by-station basis.

New York, Chicago, Culver City, Atlanta, Dallas, Toronto

MGM TELEVISION

KRLD-TV DELIVERS MORE!

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

KRLD-TV
DALLAS - FT. WORTH

Represented Nationally by

The Dallas Times Herald Station

CLYDE W. REMBERT, President

BROADCASTING, April 20, 1970
Balloon brought down

That big promotion campaign Life is running, claiming research showing ads in Life "come close to delivering twice the recall of Television commercials," has rankled TV people. But NBC research has done more than rankle; it has analyzed research on which campaign is based, and has concluded Life claims "abound in exaggeration and misstatement" and that research they cite is full of holes. For starters, as matter of simple arithmetic, NBC researchers note that Life's own figures, claiming 18% average recall for test brands advertised in Life to 11% for same brands on TV, are not "close to" 2-to-1 advantage as Life claims, but more like 3-to-2—and even that advantage is "of distinctly dubious validity."

As for research itself, NBC analysis finds serious flaws in methodology, contends in effect it was loaded against TV. For instance, ads tested were all full pages and used techniques that tend to generate high recall scores, whereas TV commercials seem to have been selected on "catch-as-catch-can basis," sometimes were black-and-white in competition with four-color pages, sometimes were only 30 seconds instead of 60's. One commercial, aimed at men and designed to run during football games, was tested among women in movie after football season was over. Another, showing several varieties of soup, had to compete for memorability against soup ad featuring pop-art poster containing 50-cent coupon offer. Even so, NBC analysis found, in terms of recall related only to sales points mentioned in ads and commercials, TV on average scored 38% higher than Life.

Land-mobile settlement?

Draft of plan designed to eliminate differences among FCC commissioners on use of UHF television frequencies by land-mobile radio is in polishing stage. Reportedly, it provides for land mobile to share two or three of seven lowest UHF channels in top markets (perhaps 10 of them) where they are unused—but for only five years. Plan is based on assumption that within five years equipment manufacturers can develop land-mobile gear capable of operating in 900-mc range where commission proposes to turn over 115 mc of space to land mobile.

Plan is being drafted by chiefs of Broadcast and Safety and Special Services Bureaus and by chief engineer, largely under instructions from Chairman Dean Burch. But there is no certainty chairman will fare better with new proposal than with one providing for permanent sharing of all seven lowest UHF channels and looking to reallocation of these frequencies to land mobile. That proposal was left for dead by majority of commissioners four weeks ago (Broadcasting, April 6). Some commissioners fear land mobile could never be removed once it began operating on UHF frequencies, five-year limit or no.

Joining up

It's newspaper week in New York with American Newspaper Publishers Association and its satellites, along with news associations, holding their annual convention. Electronic journalism won't be overlooked. ANPA president, William F. Schmick, Jr., president of Baltimore Sunpapers (WMAR-FM-TV), who sounded call for resistance to government interference with broadcast news operations and station ownership one year ago, (Broadcasting, April 28, 1969), is expected to hit hard again in his keynote speech tomorrow (Tuesday).

Since Mr. Schmick's challenge last year, ANPA has kept watchful eye on all aspects of media ownership: FCC's one-to-customer rule, its rulemaking on newspaper-broadcast crossoverships, technological advances that affect future publication (facsimile, CATV) and mobile communications for both re- portage and circulation. ANPA already is party in FCC proceedings on newspaper ownership and is pledged to carry fight, alongside broadcasters, not only to FCC but also to courts and Congress, if need be, according to publisher-broadcasters.

New team

Look for major overhaul of entire top-level Federal Trade Commission staff. New Republican chairman, Caspar W. Weinberger, is reportedly ready to bring in recruits to revitalize FTC and to implement his plans for upgraded consumer protection. As one facet of this reshuffling process, chairman will be filling astonishing number of key staff vacancies; at present, trade commission is operating without services of three bureau chiefs, executive director, chief of food-and-drug advertising division, and program-review officer (key policy planner). However, anticipated overhaul will also involve replacement of several other key positions, including other bureau chiefs and general counsel. All are holdovers from days when oft-criticized Democrat, Paul Rand Dixon, was chairman.

Despite much speculation about prospect of similar changes at FCC, there is no sign of action yet. However, that agency is also considered ripe for turnover, with Republican chairman in control and several key Democrats on staff.

Riding a trend

In effort to exploit growing sports market in broadcasting, two NFL Films executives, Harry Weltman and Phil Harmon, vice president and marketing director and sales director, respectively, have resigned to form Javelin Sports Corp. Inc. Javelin will serve as TV-radio production company, sales representative for other producers and consultant to advertisers and agencies interested in sports sponsorship. Its first project will be one-hour computerized NFL Game of Week football show for radio, designed for airing several days before actual game is played.

Work wanted

Group of young FCC attorneys who feel their skills and training are being inadequately used have taken unusual step to remedy situation. They have drafted petition reciting grievances and suggesting remedies, and submitted it to commissioners, with 18 signatures. They say most young attorneys do work that is "only marginally legal," that they are being trained as clerks, and that such "gross misuse" of their talent is principal reason so many quit soon for private practice.

Petition suggests commission make complete reassessment of its manpower-allocating policies and, in meantime, direct supervisors to provide their attorneys with more legal work. First reaction among commissioners and aides was sympathetic. Chairman's office is understood to have been concerned about problem, in view of turnover of attorneys, and to have asked executive director's office to develop plan to make better use of staff.

Political season

Liberal House Democratic Study Group is setting up its own task force on communications, with Representative Robert O. Tiernan (D-R. I.) as chairman. New unit will look into both print and broadcast communications, with special emphasis on subjects that standing committees—such as Commerce and Judiciary—are unable to cover because of congressional workload. It will probably hold some public hearings.

Broadcasting, April 20, 1970; Vol. 78, No. 16
Postmaster: Send Form 3379 to Broadcasting, 1735 DeSales Street, N.W., Washington, D. C. 20036.
Guest Walter Cronkite talked about the current criticism of the news media and the television coverage of the Chicago Democratic Convention. Commentator James J. Kilpatrick thought the "Chicago 7" should have been arrested for littering the sidewalks. Elder statesman Averell Harriman—the only living major American participant—reminisced about the historic Yalta talks of 25 years ago... and evaluated their aftermath. Noted nuclear physicist Ralph Lapp illuminated the ABM controversy with some scientific light. These are typical of this unique weekly gathering of the men who make the news—and the men who report it.

MARTIN AGRONSKY & CO.
Every Saturday evening at 7:00
FCC Commissioner Robert E. Lee, speaking to members of Association of National Advertisers, says government intervention may be necessary to deal with complaints of commercial 'clutter,' prices and scheduling. See...

**FCC to move against TV commercials? ... 23**

Prospect of guaranteed cost-per-thousand in television held out as strong possibility to some 60 of country's leading TV advertisers last week at TV-management seminar held by Association of National Advertisers. See...

**TV finds itself on hot ANA griddle ... 24**

Modified bill to establish favorable rates and spending limitations for political broadcasting passes Senate over Republican opposition and heads for House. Observers say House may take hard look at measure. See...

**Senate moves to equalize exposure ... 30**

Television Bureau of Advertising estimates that in 1969 national and regional advertisers allocated over $1 billion to spot television in 75 markets as measured by Broadcast Advertisers Reports. See...

**Spot TV topped billion in '69 ... 32**

House Investigations Subcommittee finally holds hearing on its probe of CBS's role in abortive attempt to invade Haiti. Network officials deny lending of encouragement or financial support to scheme. See...

**Haiti invasion query goes public ... 46**

FCC, rejecting NBC's request for series of administrative conferences on commission's proposal to limit network domination of prime time, opts for act-now, talk-later approach—but immediate action is uncertain. See...

**FCC targeted on prime-time rule ... 47**

CBS News President Richard S. Salant tells Representative Richard L. Ottinger (D-N.Y.) and Senator Thomas J. McIntyre (D-N.H.) network supports their bills to protect newsmen from seizures of confidential information. See...

**CBS supports subpoena protection ... 50**

Broadcasters attending that NAB convention in Chicago were treated to an array of TV cameras, video-tape recorders, studio gear, sophisticated automation devices and other equipment for radio, TV and CATV. See...

**A new generation of hardware ... 52**

Apollo 13 emergency forces networks to put news organization reflexes to test. ABC-TV, normally third in news ratings, wins plaudits for quick recognition of gravity of crisis; CBS-TV and NBC-TV chided for coverage. See...

**Networks caught off-guard with Apollo ... 84**

At CBS's stockholders meeting—peppered by protests of Women's Liberation Front—Board Chairman William S. Paley predicts 20% gain in first-quarter sales but 2% gain in net income due to cost-price squeeze. See...

**CBS strides into the 70's ... 87**

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**Broadcasting**

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In 1965 we courageously introduced a daring innovation in radio broadcasting, with our hearts in our mouths.

We’re celebrating the 5th anniversary of WINS all-news in New York. And things couldn’t be better.

But we’ll never forget that jittery first day.

An all-news station was a radically new (some said radically crazy) idea. And no one could be absolutely sure how New Yorkers would react to it.

We took the leap because we felt there was a tremendous need for people to get the news the minute they wanted it.

Although there was a decline in our audience at first, it wasn’t long before New Yorkers were actually depending on WINS. They liked the idea of never having to hunt for the news. Or the meaning behind it.

And as our audience grew, we added new dimensions. We’ve set up suburban bureaus to cover everything from community problems to community weather. We’ve increased individual service like traffic and transit reports throughout rush hours. We’ve added daily reports on stock market and supermarket prices. And expanded our coverage of sports.

WINS has grown to be more than a radio station. We’re now a news source for over two million New Yorkers every week. In fact, WINS proved so successful that Group W introduced two other all-news stations, KYW in Philadelphia and KFWB in Los Angeles. Which are also doing extremely well.

And to think only 5 years ago it was all just a wild idea.

*ARB January, 1970. The audience figures shown are estimates subject to the limitations of the techniques and procedures used by the service noted.*
WFIL-AM-FM sold

Agreements in principle for sale of WFIL-AM-FM Philadelphia to separate buyers were announced Friday (April 17) by Capital Cities Broadcasting Corp. subject to customary condition of FCC approval.

WFIL (AM) is being acquired by new corporation to be formed by group of Philadelphia-area residents and Philadelphia Life Insurance Co. for $12.5 million. WFIL-FM is being sold to Richer Communications Inc., new corporation headed by current general manager John L. Richer and including other WFIL-FM employees as well as prominent local residents, for $1 million. Both sales are said to be on installment basis of 29% down and remainder payable over eight years with interest at prevailing prime rate.

Both outlets are among stations to be acquired by Capcities from Triangle Publications in $110-million transaction, also subject to FCC approval (BROADCASTING, Feb. 13, et seq.). In Philadelphia, Capcities plans to retain WFIL-TV.

WFIL (AM) is on 560 kc with 5 kw; WFIL-FM on 102.1 mc with 27 kw horizontal and 25.5 kw vertical. They are programed separately.

Announcement did not identify local residents in WFIL (AM) purchase, but said they would be “well-known local citizens active in community affairs in the Philadelphia area.” Representative of Philadelphia Life Insurance, which will be principal stockholder, said preliminary discussions were being held with number of interested potential participants including Bruce Baldwin, identified with Horn & Hardart Restaurant chain, and Philip Corson of Corson Lime Mills. Mr. Richer, heading group buying WFIL-FM, is newly elected president of National Association of FM Broadcasters (BROADCASTING, April 13).

In earlier contemplated spin-offs resulting from Capcities/Triangle deal, WHIC (AM) New Haven, Conn. was sold to Westerly Broadcasting (WEBI-AM-FM Westerly, R.I.) for $850,000, and WHIC-FM went to Robert Herpe, station manager, for $125,000 (BROADCASTING, April 6), and WSAZ-TV Huntington, W. Va., went to group-owner Lee Enterprises for $18 million (BROADCASTING, April 13), all also subject to FCC approval.

**Cox switches reps**

CBS Radio Spot Sales will represent four AM and CBS/FM Sales will rep four FM stations, all owned by Cox Broadcasting Corp., effective May 16. Stations are WSB-AM-FM Atlanta; WHIO-AM-FM Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM Charlotte, N.C. WSOC outlets are now reped by H-R, other stations by Edward Petry & Co. Petry and H-R also had reped Cox TV’s, which, similarly on May 16, switch to Tele-Rep Inc., New York (“Closed Circuit,” March 16).

**MacLaine series set**

Shirley MacLaine will star in her first TV series in fall of 1971 at ABC-TV with Producer Sheldon Leonard developing “half-hour contemporary entertainment series.”

TV package is part of newly formed association of Miss MacLaine and Associated Television Corp. Ltd. (ATV), London, in which ATV and star will produce and distribute their own motion pictures. TV series was announced Friday (April 17) at news conference in New York by ABC officials, ATV’s Sir Lew Grade, deputy chairman and chief executive, and Miss MacLaine. ATV will produce TV series in England and on continent.

This marks further expansion of ATV as TV-network program supplier in U.S. It has This is Tom Jones and Engelbert Humperdinck on ABC-TV this season, and in 1971-72 season will have The Persuaders (Tony Curtis and Roger Moore) on that network. Also underway is special starring Petula Clark for ABC-TV next season.

**Coded ID’s**

FCC announced Friday (April 17) it is authorizing inclusion of coded patterns in TV video signals for purpose of identifying programs and spots electronically.

Permission to use coded signals follows rulemaking proceeding requested by International Digisonics Corp. IDC sought approval of largely automatic monitoring system, which it claimed could quickly and accurately compile information for national advertisers, agencies, licensees, copyright owners and other entities (BROADCASTING, May 26, 1969 et seq.).

IDC’s petition was opposed by several broadcasting groups.

Commission, noting objections, specified that single transmission of coded patterns is not to exceed one second in duration; pattern transmission must not result in “significant degradation” of broadcast transmission, and licensees must have consented to transmission.

Commission noted that IDC might have competitive advantage in being first to offer service, but said edge should be temporary as rules “will not present legal or technical impediment number of personnel deployed for Apollo 13 same as for Apollo 12—from 150 to 300 for each network.

Communications Satellite Corp. reported that it received orders for more than 10 full hours of satellite time to handle live teletcasts of Pacific splashdown of Apollo 13.

Oversea’s delivery of Apollo 13 recovery shows went to Comsat station at Etam, W. Va., then via Atlantic Intelsat III satellite to Europe, Latin America and Puerto Rico; for Far Eastern points, signals followed return path back through Jamesburg, Calif., earth station to same Pacific Intelsat III satellite to receiving stations in Australia, Japan and others.
to others engaging in monitoring activities competitive to IDC."

In separate notice, commission pointed out that certain signals now sent by networks over program lines for use of affiliates—such as cue mark or aural tones—which are visible or audible to audience are not authorized by commission. Commission said methods all result in some degree of degradation of signal and cannot be employed without specific authorization.

More ABC shares planned

Proxy statement released last Friday (April 17) by ABC Inc. said proposal to increase number of authorized shares of corporation’s common stock from 10 million to 20 million will be submitted for approval at annual stockholders meeting in New York on May 19.

Company stated it would be advisable to have additional authorized and unissued shares available for general business and corporate purposes, but said it has no present commitments for issuing any common shares.

Remuneration of top officers of ABC Inc. for 1969 was listed as follows: Leonard H. Goldenson, president, $125,000 in salary and $104,000 in added compensation (deferred); Simon B. Siegel, executive vice president, $130,214 in salary, $37,000 in added compensation and $50,000 in deferred compensation; Samuel H. Clark, group vice president, $100,000 in salary and $32,000 in added compensation, and Everette H. Ertick, group vice president and general counsel, $77,500 in salary and $26,000 in added compensation.

Study sought on CPB funds

Representative Robert O. Tiernan (D.-R.I.) offered resolution late last week that would express as “sense of Congress” that FCC, Corp. for Public Broadcasting, and Department of Health, Education and Welfare should undertake study of long-term financing for CPB. Under terms of resolution, those agencies would be directed to report to Congress on their findings by Oct. 1, 1970. Resolution reflects displeasure of House Communications Subcommittee over Nixon administration’s failure to propose permanent financing for CPB (see page 36).

Technicolor doldrums


Loss was experienced in both domestic and foreign operations, according to Patrick J. Frawley Jr., Technicolor

No ‘open season’ on FCC

“Killing, assaulting or intimidating of any officer or employee of the Federal Communications Commission performing investigative, inspection or law-enforcement functions” would be made federal criminal offense under bill introduced late last week by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Bill was offered at request of FCC in response to increasing “violence and threats of violence” encountered by commission field personnel in course of their investigations.

U.S. Code presently makes it federal crime to kill, assault or intimidate specific federal employees engaged in inspection or enforcement work—such as representatives of Departments of Treasury and Justice, federal judges, and U.S. attorneys and marshals. FCC is asking that its investigators be protected by this provision of code.

board chairman. Firm announced plans to enter corporate entertainment field using super 8mm sound-cassette film player, which will play for 30 minutes per cassette, four per feature film. Television print sales increased, but profits dipped due to start up costs in Chicago and New York. Same trend held true for amateur film processing division as well.

For 13 weeks ended March 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.08</td>
<td>$24,700</td>
<td>$3,122</td>
<td>0</td>
</tr>
<tr>
<td>1969</td>
<td>$0.20</td>
<td>$26,088</td>
<td>$1,119</td>
<td>4,036</td>
</tr>
</tbody>
</table>

Note: Earnings per share in 1969 reflects retroactive adjustment for shares Issued in connection with 3% since dividend declared in 1969.

Comsat 1st-quarter up

Communications Satellite Corp., Washington, reported increase in revenues and net income for three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.33</td>
<td>$15,435</td>
<td>$3,945</td>
</tr>
<tr>
<td>1969</td>
<td>$0.15</td>
<td>$10,222</td>
<td>1,525</td>
</tr>
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</table>

Flak over Newark

NBC News President Reuben Frank said last Friday (April 17) filmed report on Newark, N.J., which was scrubbed from Huntley-Brinkley Report on April 13, is being prepared for later viewing. Text of report, which corresponded John Chancellor was highly critical of city, had been sent to newspapers. As result, Newark officials and citizens groups protested.

Noting that there “is a great deal of misunderstanding” on issue, Mr. Frank acknowledged that text “was released prematurely before the program segment had undergone final edit and review for broadcast. When the report is completed and is, in NBC News’s judgment, ready for inclusion in the Huntley-Brinkley Report, it will be scheduled.” he said.

David C. Adams, NBC executive vice president, earlier was quoted as blaming cancellation plans by WNBC-TV New York for half-hour program April 25 devoted to Newark. As of late Friday, that show still was scheduled for viewing.

NAB groups get moving

National Association of Broadcasters ad hoc committee to evaluate NAB and industry public relations will hold first meeting since group was formed (Broadcasting, March 9). Three of four subcommittees will meet day before April 28 Washington session to prepare agenda.

Subcommittee planning hearing procedures has met by telephone and roughed out program to present to full committee. Richard Dudley, Forward Communications, is chairman. Subcommittee will suggest asking members of Congress, FCC, network representatives, and individual broadcasters, to present views to full committee. Hearings may be held in Washington, possibly New York and other cities. Subcommittee on structure expects to probe organization of industry and NAB public relations. It does not at present plan to study over-all NAB organization, although full committee could decide to do so. Grover C. Cobb, Gannett Co., is chairman of this subcommittee. John F. Dill, Jr. Communicana Group, is chairman of research subcommittee and Mark Evans. Metromedia, heads group studying use of media, Willard E. Walbridge, chairman of NAB board, is acting chairman of ad hoc committee.

Another CATV for Cox

Cox Cable Communications Inc. has bought Lubbock, Tex., CATV system for $3 million in cash and assumption of obligations. System, bought from Bryant Radio & TV Inc. (kcrd-am-tv Lubbock and ksww-tv Roswell, N.M.), began operating in 1967 and now serves 5,000 customers; it has potential of 38,000.

With acquisition of Lubbock CATV, CCC now wholly or partially owns 31 systems serving 177,000 subscribers in 50 communities in 15 states. It is publicly owned firm, whose principal stockholder is Cox Broadcasting Corp.

Brady moves up

John Brady, VP for sales, Metro Radio Sales, New York, was named Friday (April 17) to newly created post of executive VP and national sales manager. He is second major MRS appointment announced following resignation of H. D. (Bud) Neuwirth as president. Bob Williamson was appointed successor (Broadcasting, April 13).
Are these trips necessary?

Dramatizing the perils of drug addiction, impressing on both parents and children the tragic ends of hallucinogenic “trips”, arousing an apathetic or disbelieving citizenry — Storer stations are aggressive and imaginative allies to enforcement agencies in their fight against the rising tide of drug abuse. Milwaukee’s WITI-TV consulted experts, passed along to parents the danger signs of drug addiction among their children — followed with a three-day symposium featuring personal appearances of former addicts. Reporting in depth on teen-age addiction, Atlanta’s WAGA-TV overcame initial charges of “sensationalism” — subsequently saw its persistence rewarded when drug abuse developed into a major civic issue. Acting on information supplied by WJW-TV, Cleveland police set up a lab analysis system through which parents can determine if suspicious capsules or pills are actually narcotics without involving their children. Cooperating with the National Institute of Mental Health, WHN, New York, ran a 30-day blitz of drug control announcements — regularly scheduled five-minute commentaries featuring nationally known authorities on narcotics.

Good citizenship takes a lot of doing. But in this, as in every phase of their broadcast operations, Storer stations do, as a matter of routine, things that community leaders often consider rather special. That’s why Storer stations stand out — and the reason why it’s good business to do business with Storer.
Our business involves for 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.

M&H
McHugh and Hoffman, Inc.
Television & Advertising Consultants
430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313 814-6800

International banquet on April 25.
April 23-30—Tenth annual Golden Rose of Montreux—Weekend contest organized under patronage of European Broadcasting Union by Swiss Broadcasting Corp. and city of Montreux, Switzerland. M4, Switzerland.
April 24-26—Region 8 conference and distinguished service awards banquet of Sigma Delta Chi, Oklahoma City.
April 25—Meeting of UPI Broadcasters of Indiana Association. Otter Creek golf club, Columbus.
April 25—Meeting of UPI Broadcasters of Minnesota Metropolitan stadium, Bloomington.
April 25-26—Photography seminar sponsored by section 1 of National Press Photographers Association. Speakers include winners of NPPA Pictures of the Year competition. TV portion will be headed by Robert Caufield, news director of W5DH-TV Boston, NPPA's news studio station of the year. Seminar will be preceded on Saturday by regional business meeting and manufacturer's display/cocktail party. Seminar: Sherman Union of Boston University.
April 26-May 1—Technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. For TV, following subjects have been announced: standardization for video-tape monitoring, improved servo system for quadruplex videotape recorders, automatic color-phase control system, solid-state machine control assignment system. Also scheduled is a symposium on production, control and use of color TV film, with Daan Zwick, Eastman Kodak, serving as chairman. Drake hotel, Chicago.
April 28—Annual stockholders meeting. Sfter Broadcastiing Co. Bay Harbor theater, Miami Beach.
April 29—Elmer Davis Memorial Lecture sponsored by graduate school of journalism, Columbia University, New York. Lecture will be delivered by Eric Severud, chief national correspondent for CBS News. Lecture is preceded by reception and dinner. Low memorial library, Columbia University, New York.
April 29—Annual stockholders meeting. Poole, Cone & Belding Communications Inc.
What does it take to catch an audience?

It Takes A Thief.

Robert Wagner as Alexander Mundy, international thief turned counterspy. Guest stars like Fred Astaire, Bette Davis, Peter Sellers, Tina Louise, Dick Smothers, Susan St. James, Ricardo Montalban and lots more.

Exciting "on location" shooting. Dramas designed to catch the 18 to 49 year old audience, plus all the young at heart.

Hire the "Thief" this fall. He's got a record for stealing audiences.

65 ALL COLOR HOURS from mca tv
YOU MAY NEVER MEET THE WORLD'S HEARTIEST EATER*

BUT... in Greater Western Michigan you can gobble up the lion's share of drug sales on WKZO.

In Greater Western Michigan WKZO has the competition bottled up when it comes to reaching drug product outlets. There are over 600 drug stores in WKZO's primary area, more than twice those in Station B's and 3 times those in Station C's.

Your Avery-Knedel man has the prescription for bigger sales in Greater Western Michigan... WKZO.

*Ed "Bozo" Miller consumes up to 25,000 calories a day, once ate 324 ravioli at a sitting.

Please send

Broadcasting
THE BUSIEST WEEKLY OF TELEVISION AND RADIO

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February Publication

Name
Position
Company
Home Address
Business Address

City, State Zip

Payment enclosed
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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

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.

Ambassador West hotel, Chicago.

*April 29—Deadline for comments on FCC petition by Action for Children's Television (ACT) proposing guidelines for children's television.
April 30-May 2—Meeting of third district of American Advertising Federation. Jack Tar Poinsett hotel, Greenville, S. C.
*April 30-May 1—Conference for CATV and program suppliers sponsored by National Cable TV Association. Palmer House, Chicago.
*April 30-May 2—Meeting of Pennsylvania AP Broadcaster's Association. Allenberry (Boiling Springs), Pa.

May

*May 1—Deadline for filing reply comments on FCC's proposed rulemaking relating to bank holdings of broadcast stocks.
May 1-2—Spring meeting, New York State Cable Television Association. Michael Mornan, Auburn, N.Y., chairman. Treadway Inn, Binghamton, N.Y.
May 4—Hearing on renewal and competing applications for WFWN-TV and WOOK, both Washington, FCC, Washington.
May 4—Announcement of Emmy nominees.
May 4—Evidentiary hearing in competitive proceeding for WPIX-TV (New York, channel-11). FCC, location to be announced.
May 5—RCA stockholders meeting at Felt Forum of Madison Square Garden Center, Eighth Avenue and 31st Street, New York, 10:30 a.m.
May 5—Television techniques Institute sponsored by University of Wisconsin. Wisconsin Center, Madison.
May 6—Broadcast day sponsored by Missouri Broadcasters Association. Luncheon speaker will be Marvin Kalb, CBS correspondent. Also, MBA's first awards program winners will be announced. University of Missouri, Columbia.
May 7—Annual stockholders meeting, Springfield-Howard Broadcasting Co. WCPO-TV, Cincinnati.
May 7—Hermes Awards banquet, Chicago Advertising Club, grand ballroom, Conrad Hilton, Chicago.
May 7-9—Convention of Kautz Association of Radio Broadcasters. Ramada Inn, Topeka. Speakers will include FCC Commissioner Robert Wells.
May 8-9—Meeting of Virginia AP Broadcasters Association, Executive motor hotel, Richmond.
May 9—Annual radio-TV awards banquet of Alpha Epsilon Rho (Alpha Tau Chapter). radio-TV fraternity. Guest speaker is FCC Commissioner Kenneth A. Cox, Washington D.C.
FM's Day is Here!

The Oct.-Nov. ARB Report demonstrated that WRFM was one of New York's leading stations in young-adult listeners, 18-49; and was the #1 Better Standard-Music station for this group, 6 AM to Midnight, Monday-Sunday. (Note that WOR-FM, with a different format, was the fourth rated station in the 18-49 category).

TOTAL NEW YORK 36-COUNTY SURVEY AREA (18-49 AGE BRACKET) 6 a.m.—Midnight, Monday-Sunday, Average Quarter Hour Listeners, Ages 18-49

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The WRFM advertisement in Broadcasting, Feb. 23, 1970, inadvertently omitted WOR-FM from the masked graphs. We regret this omission since we are pleased to salute WOR-FM as the number one FM station in this market, with a different listening appeal from WRFM. WOR-FM is labeled among the stations charted, with apologies for the previous omission.

FLASH!... The new Jan.-Feb. 1970 ARB now shows WRFM as the #1 Better Standard-Music station and up to #5 among all stations, 6 AM-Midnight, Monday-Sunday, adults 18-49. WOR-FM maintained 4th place with its contemporary format in this age group.

*Young adults (18-49) in thousands 702,600 weekly cume, all persons, 6 a.m.—midnight, Mon.-Sun.

*ARB Oct./Nov. 1969. Subject to survey limitations, details furnished on request.

A BONNEVILLE STATION Represented by Alan Torbet Associates, Inc.

BROADCASTING, April 20, 1970
There are 8,000 alcoholics right here in river city... so who cares?

"You know you'll drink when you get off work and go into shakes if you don't drink, so how can you keep from drinking? One person with a problem. For help, he telephoned WHBF's Sunday evening program, At Issue. At issue that night was alcoholism, and in the TV studio, a concerned group of doctors and the head of the local "halfway house" were ready with meaningful answers. The caller got help and the viewing public learned more about alcoholism. An in depth look at a problem by professionals with at-home participation as near as the phone.

At Issue finds and explores the pertinent, and perhaps, unpopular, problems of the Quad-Cities. Problems such as the ghetto and black capitalism, gun control, pornography, public aid to private schools, drug abuse, medical costs, environmental pollution and sex education. Problems that affect one person, or 8,000, or entire cities.

So who cares? The people at WHBF.

WHBF-TV4
CBS for the Quad Cities
(Davenport, Rock Island, Moline & East Moline)
This year’s Emmy for outstanding community programming has been given to KNBC, Los Angeles, for “The Slow Guillotine.”

A study of air pollution, two years in development, this special program was written and produced by Don Widener and narrated by Jack Lemmon.

We’re grateful to the National Academy of Television Arts and Sciences for this 1969-70 Station Award (Emmy’s formal name).

But we are also aware that “The Slow Guillotine” was but one among hundreds of entries. And when so many worthwhile programs are prepared by television stations around the country seeking to inform viewers about their communities, somebody may take home an Emmy... but everybody gains.
Applause for report
Editor: Congratulations on your excellent special report, entitled "Local Production's Double Whammy," which appeared in the March 23 issue. We would like permission to reprint the article for distribution in Boston, in order to spread the word about this important service to advertisers.—Steve Fayer, special assistant to the general manager, WGBK-TV Cambridge-Boston.
(Permission has been granted.)

And from another corner...
Editor: Having just recently finished reading your Feb. 23 article, "FM, at long last, is making its move," permit me to add my congratulations on a very well done piece of journalism. As a representative of one of Seattle's FM stations, I was especially pleased to read your comments. Again, my congratulations on an excellently done article.—Jay Branton, account executive, KISW-FM Seattle.

(Barking back at postal rates)
Editor: I think radio and television broadcasters should be ashamed if they sit quietly by and let the Nixon administration push through a 66-3/4% first-class postal rate increase while raising the rates of the heavily subsidized direct-mail advertising businesses a measly 5%. Representative Arnold Olsen (D-Mont.), chairman of the House sub-committee on postal rates, has the right idea in his proposal to restructure the rate system so each mailer carries his fair share of the load. You can bet the direct-mail lobbyists will fight "restructuring," so we're going directly to our listeners with a special editorial inviting them to write their congressman or our station. It might not be a bad idea for other broadcasters to do the same.—Lewis A. Edge Jr., station manager, WEAV-AM-FM Plattsburgh, N.Y.
Texas and Louisiana first

You other states, please be patient.

IBC Radio News Network will have specialized state and area newscasts for your stations soon.

Interstate Broadcasting Company is the new news network.

Monday, June 1, we'll be going down the line to radio stations in Texas and Louisiana with a highly-saleable audio news package.

110 five-minute newscasts each week.

Each IBC newscast will contain your state's important news. Topped off by area and national news as our seasoned radio newsmen gather it and report it. Stories that are significant to your station's listeners.

In return, we'll ask for a few commercial clearances daily— but not during network programming.

The clincher is this:

Every one of IBC's 110 newscasts will be the station's to sell.

Affiliates carry only as much of IBC's network programming as they choose. They aren't obligated to carry every newscast.

IBC's closed-circuit transmission guarantees instant communication with affiliates for important news bulletins, continuous coverage of major events and programming information.

You other 46 continental states, get ready for IBC. Very soon we'll be reporting your news where it matters.

IBC AUDIO SERVICE
This separate IBC network package is designed primarily for stations with fully-staffed news departments. The service consists of four daily transmissions of state oriented actualities and voice reports, daily sports shows and special programming of interest to your local listeners.

INTERSTATE BROADCASTING COMPANY
Reporting news where it matters.

10755 Preston Road. Dallas, Texas 75230 PHONE: (214) 369-9271 / James T. Johns, President Jim Bevers, Vice-President/General Manager
How radio gets people up in the air

Reducing the gap of time and space, radio and flying are the now things. Being analogous they are a natural working team. Both are commanding every minute of our lives. Before telling how radio is so much a part of Clinton Aviation, let me tell you what sort of a business we operate.

Our company is an F.B.O. This is known in general aviation as a fixed base operation and our activities comprise selling and servicing aircraft; namely Cessnas, Champion Citabrias and Aerostars. We also repair and store all light aircraft and are also an air terminal for all manner of craft except those of the airlines and the military.

Our flight school has sent graduates to the four corners of the world as airline pilots, corporation pilots, and charter pilots as well as thousands of pilots who travel by air because it gives them a feeling of wonderfulness which is the nearest people can ever get to a sense of freedom. We've also trained over 6,000 GI's.

To understand our experience with radio, you must understand a man who is a good pilot, who gets carried away with flying and is no less than a genius in radio promotion.

H. J. (Hal) Davis, senior vice president of Doubleday Broadcasting Co. and general manager of KHOW(AM) Denver, affiliate of the former, had his most booming radio triumph for our company when we moved in May 1968 from Stapleton International Airport in Denver, to brand-new nearby Arapahoe County Space-Age Airport. Mr. Davis carried pre-opening broadcasts and staged a remote on the celebration day with dynamics that drew a crew estimated by the Colorado Highway Patrol at 50,000, not counting the hundreds of cars that couldn't make it because of the traffic jam. This was conceded to be the record turnout for any event ever held in the area. Lowry Air Force band, a United Air Lines fly-by, and an aerobatic show with ribbon cutting ceremony by Champion Citabria were on the program that was broadcast by KHOW.

KHOW brought huge crowds to our Cessna shows at Cinderella City, largest shopping center from Denver to the West Coast, and other major shopping centers. In November 1969 we held a factory fly-in sale of Cessnas which was another winner. The campaign used Mr. Davis's broadcast name, Elmer Fox (Mr. Davis is also an on-air personality). A personal message from Elmer Fox was used on KHOW and on a recording telephone which got prospects' names 24 hours a day. Elmer's publicity photo, a fox wearing the old radio headphones, was used in publication advertising.

KHOW uses traffic-control broadcasts flying Cessnas during morning and evening rush hours. The pilots are flight instructors of our flight school. We've had many successful campaigns on KHOW, and one of the most successful was a give-away of 150 flight lessons. We used the facilities of the radio station by having prospective flyers call the station and say they would like a free flight lesson. The station then passed along the names to our flight department. Immediately we called the prospect and set an appointment for him. Because the campaign ran during "Discover Flying Week", we insisted the student take his flight lesson during that week. This kept the prospect from putting it off. We also made this a full hour in the air; and, with most students in that time, you can actually get them operating the airplane to the point where they can nearly land it. This inspires them more than a "casual around-the-pattern flight" with the instructor doing all the flying. But the result of this carefully thought out campaign was amazing. We signed 29% of those who took their first lesson for private pilot courses. In our business that is an extremely high percent considering that the average cost of such a course is around $800. We feel that by involving a radio station in this promotion where the station was the focal point of the original contact helped get us a quality of people who could take up flying with enthusiasm.

In analysing our particular success by using just one radio station (KHOW) for these years we must emphasize two things. First of all, we maintained consistency. We have been on KHOW every day for six years. Secondly, we maintained one theme—learn to fly. We realized earlier that selling aircraft was difficult but encouraging people to learn to fly involved more of the audience of KHOW. However, as mentioned previously, we even now have had excellent results selling aircraft under a special sale situation.

We might also explain that when Mr. Davis first approached us in 1963 we were quite hesitant to get into radio. As we recall, it took him six months before we agreed to try the medium. At that time our flight school was quite limited. We had just a few training aircraft and being a Cessna distributor for this area at that time our main concentration was service and sales.

I might also add that Mr. Davis's enthusiasm for the future of flying, his own participation in all kinds of flying activities in the state, his giving away of flying scholarships to young people, all these personalized things added greatly to the flavor of our advertising and promotion.

It is this kind of promotion and activity that we feel lends itself to radio because it allows the business to be highly personalized.

J. Grant Robertson is vice president of Clinton Aviation Co., located at Arapahoe County Airport just south of Denver. Mr. Robertson and Lou Clinton formed the company in 1945 at Stapleton Airfield in Denver. Mr. Robertson learned to fly in 1939 and first soloed in a J3-Piper Cub. During the war from 1942 to 1945 he was a civilian flight instructor at the now defunct Hayden Field in Denver. He has logged 8,000 hours in all types of aircraft. He is a member of the National Pilots Association.
"I guarantee you’ll be fascinated"

Houston Chronicle

Dimethyl Sulfoxide. They call it DMSO.
Cothyrobal.
Lithium Carbonate.
Daroil.
There are respected doctors who claim these drugs effectively treat many painful, disabling and deadly diseases—from allergies to diabetic blindness, from bursitis to certain forms of cancer.

Do they?

And why aren’t they on the market?

KHOU-TV newsman Ron Stone, news director Ed Godfrey, and a special documentary task force dug deep into the stories behind these drugs. For more than six months they carefully investigated the claims, the evidence, the objections.

And they put together a two-part, three-hour report that became one of the most absorbing broadcasts ever seen in Houston—"A Right To Life."

The Houston Post said, "...a hard-hitting piece of video journalism...big-time, professional look..." The Houston Chronicle said, "...made by and for Houstonians, but its appeal should be national...an eminently absorbing view...I guarantee you’ll be fascinated."

Audience response was extraordinary. As high as a 52 percent share of the evening time audience. Hundreds upon hundreds of phone calls, letters and telegrams.

Senator Ralph Yarborough appeared on KHOU-TV after he saw "A Right To Life." He praised the producers. And he promised that his Senate Subcommittee on Health would hold hearings to probe drug licensing procedures.

"A Right To Life." Important, thought-provoking, result-getting: the hallmarks of responsible leadership at the Corinthian Television Stations.

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING
Who cares if one of the finest examples of Victorian architecture is on a hill in Iowa?

Iowans call it "Terrace Hill" and take much pride in this 20-room, $250,000 Victorian beauty of the 1860's. Sixteen mule teams toled its fine rosewood and mahogany cross-prairie from New York to Des Moines. Also six white and two pink Italian marble fireplaces, a glitter of chandeliers, and stained glass. Novelist Edna Ferber praised the grand staircase as "a continuous mahogany ribbon". Also known as the "Hubbell Mansion", the edifice reflects the finest in early-day Iowa sophistication. Who cares about Iowa's past, present and future? WHO Radio, that's who! Another reason why 3,000,000 Iowans care about, and believe in, WHO Radio.
FCC to move against TV commercials?

At closed meeting of disgruntled advertisers

Lee says government has power to cut clutter

For years advertisers and their agencies have complained of television commercial policies—of "clutter," increasing prices, and commercial scheduling. Last week, some 60 members of the Association of National Advertisers, meeting in Absecon, N. J., heard more of the same—but with a difference that may make the television broadcasters take notice. One of the speakers was a member of the FCC—Robert E. Lee—and he proposed government intervention to deal with advertisers' complaints.

The commissioner appeared to feel that broadcasters' effort at self-regulation in the area of television commercials is not working. "Increased TV commercialization," he said at one point, "has reached the saturation stage," and the cost to air spots "amidst increased clutter" increases every year.

Accordingly, he felt the time had come for "a broad commission inquiry to determine if regulation is required." As an alternative, he suggested the formation of a government-industry advisory committee that would provide a forum in which "those of varying interests on this important subject" could "pool their efforts in advising the FCC of any action they would think advisable."

Commissioner Lee stressed that he would prefer to see broadcasting deal with the matter rather than the government. But if the industry does not, he said, "the commission has ample authority" to act.

And he noted that one of the realities facing both industry and government is the rise of consumerism. "Even those members of the public who have been against all forms of government control will now, because of their frustrations, accept some level of government control," he said.

The commissioner spoke during a four-day TV management seminar that heard other speakers complain about "commercial clutter," charge that tele-

Cone asks advertising to lead consumerism

Fairfax Cone, director and co-founder, Foote, Cone & Belding, Chicago, urged advertisers, agencies and the media last week to get the jump on consumerism opportunists because they are in the best position to do so—they are already serving the public so well and being taken for granted.

Speaking Thursday to the Chicago Advertising Club at a luncheon honoring him, Mr. Cone noted "we are caught up in a movement of sweeping social reform that is much more fashionable than reasonable, and much more to be feared because of this."

Mr. Cone cautioned it is not enough that the advertising business may be right, "it is necessary also, if we are to operate freely, to seem right."

The advertising veteran challenged Nicholas Johnson of the FCC on a point. Mr. Johnson, he said, "a man with whose criticism, particularly of programming, I usually agree, is quoted in the press as saying in support of his views that millions of people are turning away from television because it presents too much advertising.

"This may be true. But if it is, it is only half the truth. For if millions are turning away from the tube, other millions are turning to it. Nielsen's audience totals are up, not down, and the hours of viewing are at their highest point since television came to be."

Mr. Cone noted another example "in the tumult and anguish reported in the press when the networks recently increased the commercial time in the prime evening hours by an extra two minutes each week." He pointed out that this "turns out to be a mere 1.8% and 1.9% for NBC and CBS respectively."

Mr. Cone concluded: "It is we who should be in the forefront of proposing and upholding the best rules that can be devised for consumer protection and, even more particularly, consumer education. If we are, and to the extent that we are both serious and sincere, we can rout most of the unpleasant misunderstandings with which otherwise we will continue to be plagued."
vision was losing its punch as an advertising medium, criticize television programming and express concern about TV costs in general.

The seminar, which was closed, also covered a wide range of other television areas. There were discussions of independent media buying and commercial production and testing, an upbeat report on program production for syndication, and a forecast that guaranteed cost-per-thousand was within reach (see story below).

The advertisers were, in a sense, warmed up for Commissioner Lee's remarks, on Monday, by the Sunday-night (April 12) keynote address of Edward H. Meyer, president of Grey Advertising. He not only warned that television audiences had stopped growing, had become increasingly critical of television and were less attentive to it (Broadcasting, April 13), but used a piece of film to illustrate what he said was the "clutter" and "debasement of commercial television today."

It was a seven-minute strip that spanned the end of NBC's Daniel Boone and the start of Ironside, and, Mr. Meyer said, contained 37 different messages. "Is it any wonder that consumers are complaining and advertisers are becoming restless?" he asked.

And he said there was "no malice aforethought" in singling out NBC. "Either of the others would have done as well." Those seven minutes, he added, are duplicated "four and five times an evening in the life of the average television viewer."

There was one difference between the film Mr. Meyer showed and what NBC viewers actually saw. Commercials prepared by Grey were substituted for those that ran on the network—"for," Mr. Meyer explained, "obvious reasons)."

The ANA seminar also heard from two broadcasters—Donald H. McGannon, president of Westinghouse Broadcasting Co., and James E. Duffy, president of ABC-TV. Mr. McGannon, who has become a leading critic of commercialization practices in television, went to the FCC in his fight against the CBS-TV and NBC-TV plans to authorize affiliates to carry additional commercial messages (Broadcasting, March 16, et seq.).

And in his remarks last week, he touched on a number of the points he made in his presentation to the commission concerning the number and frequency of commercials.

But he also revived other complaints about advertising not calculated to appeal to his audience of advertisers—complaints about commercial content and the acceptability by television of some advertising, like that for feminine-hygiene products. It was the acceptance of such product advertising by the National Association of Broadcasters' television code that led him to withdraw WBC's stations from code membership.

Mr. McGannon also suggested that advertisers have a role to play in preventing the growth of the clutter about which they complain. He was quoted as urging advertisers to put long-term considerations ahead of short-term advantages and not try to slice piggy-back commercials into components of less than 30 seconds.

But it was Mr. Duffy who shouldered the main burden of defending television against the charges of its critics, including those leveled by Craig Noodle Jr., of Armstrong Cork Inc., announcing Armstrong's departure from television (Broadcasting, April 13).

Contrary to Mr. Moodie's assertions, Mr. Duffy said, prime-time viewing is up measurably among "affluent, better-educated groups." Nor is there any evidence of any loss in over-all viewing.

As for the Armstrong executive's charge that television offers only "Pabulum" programing, Mr. Duffy said the three networks increased their special programing—news documentaries, special reports on vital issues, coverage of world events and high-budget entertainment specials—by 33% in 1969.

Commissioner Lee was back in an old role in expressing concern about commercialization in broadcasting. It was his suggestion seven years ago that led the commission to propose the adoption of the NAB commercial code as an agency rule. The commission abandoned the proposal only after the House of Representatives, responding to broadcasters' pleas, approved legislation prohibiting the commission from adopting the proposed rule. (The Senate never acted on the House bill.)

The commissioner, who concedes his interest in the subject was rekindled by Mr. McGannon's complaints about CBS-TV and NBC-TV, told Broadcasting he is "not sure" commercializa-

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**TV finds itself on hot ANA griddle**

**Bates's Pinkham sees tight economy yielding guaranteed cost-per-thousand homes, 'buyer's market'**

The prospect of a guaranteed cost-per-thousand in television was held out as a distinct possibility to some 60 of the country's leading TV advertisers last week.

It was offered by Richard A. R. Pinkham, Ted Bates & Co. senior vice president for media services, as one of the trends in television he foresaw in a speech at the TV management seminar held by the Association of National Advertisers at Absecon, N.J. (see page 23).

"I can't predict that the economy is going to stay soft," he said, "but the disappearance of $200 million in tobacco money, I believe, will have much the same effect as a depression. And I suggest that this will lead the networks to continue their tip-toe approach to an inevitable sales-promotional device; guaranteed cost-per-thousand."

He was skeptical about networks' "brave talk about finding lots of new advertising revenue" to replace the cigarette billings. Most of the new money, he speculated, would be local retail money helpful to stations but not networks.

"If by any chance Mr. Nixon has turned the temperature control down too low on the national economy," Mr. Pinkham continued, "we may well find that by the time it heats up again, guaranteed cost-per-thousand homes and maybe guaranteed cost-per-thousand demographic groups may have become an integral part of our business. It exists for magazines and for newspapers. Why not for television too?"

He referred to "the strength of the network market" as "the arrogance of the networks" and said he had always felt it was directly related to the strength of the national economy. "When times are bad, the two-and-a-half-network economy comes into play and a buyer's market appears. Oh, happy day. Have you noticed how much nicer network presidents are this year? You might almost think we were customers."

Other trends foreseen by Mr. Pinkham:

- "TV shows from space will be the high points of the decade ahead. . . . We will explore the moon. We will see Mars. We will witness strange astronomical phenomena. We will probably see tragedy too [and] with increasingly
tion represents a major problem, although he sees it as a principal source of the complaints the commission receives from the public.

But he is concerned about what he feels is mounting pressure for increased commercialization. As he asked in his speech last week, will broadcasters or the NAB code raise the level of permissible commercial time if costs of commercials continue to mount, or if "a sold-out condition exists under present code limitation?"

The commissioner recalled for the ANA members his previous bout with broadcasters on the issue of commercials. And in the process he said that the House debate made it clear the House members were not satisfied with commercial practices; rather, that they preferred to see broadcasters themselves eliminate "abuses" they felt existed.

Commissioner Lee made it clear he is not satisfied with that they have. He cited these figures: Between 1964, and 1968, a 50% increase in the number of network commercials during an average month (1,990 in 1964; 3,022 in 1968). In terms of total commercials—local and network—a 41% increase.

In part, at least, the increases are a product of shorter commercials. Commissioner Lee noted that in 1964, 62% of the commercials were longer than 30 seconds. In 1968, the figure was 20%.

With that as background, he pointed a critical finger at the 1968 NAB code amendments dealing with program interruptions. They permit four interruptions in a 60-minute prime-time program (five in variety shows), two in 30-minute and one in five-minute programs. Multiple-product announcements were permitted within a single announcement so long as they appear to be a single unit.

At the same time, the code increased from three to four the number of back-to-back commercials allowed during programs. The number permitted during station breaks was increased from two to three.

"As you might suspect," the commissioner said, "these changes were not universally accepted." He quoted the comment of Senator William B. Saxbe (R-Ohio) in the Senate last year: "The increase in the number of commercials compounded by the annoying manner in which they are presented apparently demonstrates that the networks and stations have failed to meet the challenge of self-regulation."

What would Commissioner Lee hope to learn through the inquiry he has proposed?

- Whether—and if so why—there has been an increase in the amount of time stations and networks devote to commercials as well as in the number of commercials they carry; and the extent to which shorter commercials (less than 60 seconds) are a factor in any increase in spots.

- Whether there has been an increase in the number of program interruptions over the same period in network and station programing, and the extent to which the 1968 code amendments affected the situation.

- What is the public's reaction to a greater number of shorter commercials as against a smaller number of longer ones? What studies have been made by networks, advertisers or stations to determine viewer reaction? To what extent are network policies on commercials affected by viewer or affiliate comments?

Commissioner Lee's proposal for an inquiry was received cautiously at the commission. Chairman Dean Burch said the question of commercialization is one of "considerable interest" to the FCC. And he indicated he felt the proposed inquiry would be a popular one "from the point of view of the public."

But, he added, the purpose of an inquiry is to provide a basis for action. "And I don't know what action would be legal, permissible or wise."

The participants in the meeting at Absecon were cautious in their reaction also. Observers said they could not detect whether the advertisers favored the proposal or opposed it. But although ANA has long been critical of television "clutter" and its commercial practices generally, the noncommittal attitude was not considered surprising.

The advertisers have maintained a consistent opposition to government intervention into other phases of their business, and, in the view of some who were at Absecon, they were apparently not yet ready to welcome the FCC as an ally in their fight with the broadcasters. ANA does not even like broadcasters, through the NAB code, telling them how to use whatever commercial time is available.

mobile and miniaturized technical equipment, television will further explore the remote and esoteric corners of the earth as well.

- A curtailment of network programing, not only by FCC edict but also from economic causes: "There's not much profit in [networking] now, the costs are still going up and some advertisers are either choosing or are being forced not to use television any more. This deadly combination could well force the networks to reduce still further the amount of station compensation they pay. When that happens, some stations will be emboldened to open up more prime-time periods to local or syndicated programing."

- Programs appealing principally to viewers over 50 years of age "are destined to be canceled regardless of how many homes they reach."

- With the departure of cigarette advertising, aimed primarily at men, "I suspect that there will be a strong shift away from action-adventure into mysteries, westerns and dramatic anthologies. Sports programs will be affected too; those skyrocket prices have got to come down. . . . The most powerful advertising instrument ever devised will now be edited increasingly to appeal to the lady of the house, and the younger the better."

- "We will be seeing even more recognition given to black actors and performers. Not just because they are black but because they are talented and likeable and fresh."

- More and more programs will be dealing "with highly relevant problems of our contemporary society." But "if the objective is to win that teen-age audience back to television, I don't think it is going to succeed. . . . Most of America watches television to turn off—not to turn on. It seeks escape from the pressures and anxieties of our complicated society. We get enough of society's problems in the nightly news. I don't think this audience is going to respond to additional relevance with enthusiasm."

Mr. Pinkham maintained that no one should feel uncomfortable, guilty or embarrassed because television provides escape," he said TV "performs an extraordinary service in an anxious age in providing that vital release from the pressures of our daily lives."

"To criticize it for its lack of sophistication is, in the words of Fairfax Cone [of Foote, Cone & Belding], 'like condemning canned tuna for not tasting like caviar.' Despite the prejudice of most critics against the public taste, it precisely this taste to which public entertainment must be adjusted."

The ANA meeting was limited to about 60 advertisers and was closed to outsiders except for the speakers. Copies of most of the speeches were obtained from the speakers, although a few could not be. Among other presentations were the following:

E. P. Genock, director of broadcast advertising, Eastman Kodak Co., Rochester, N. Y., provided some suggestions on how a client representative may establish a better relationship with the agency creative group in the TV commercials area. He recommended that the client understand the visual message of the commercial; learn to pre-visual-
ize the scenes described in the script; analyze the TV commercial in terms of the medium's particular and unique advantages, and be appreciative of good ideas and express them to the creative group.

Mr. Genock conceded that TV commercial-production costs are rising, but he emphasized that companies that spend more than 50% of their advertising budgets in TV spend proportionately the same percentage on print production as on TV production. He said 12-15% of the media cost is a "good budget figure" for TV production and that for print the production cost is in the 15%-20% range of the media cost.

Fred A. Goldstein, director of market research, Liggett & Myers, discussed the testing of TV commercials and advocated that the emphasis be placed on testing individual commercial executions to maximize investment in the medium. He added that it also may be necessary at times to measure the effect of a total TV campaign, covering several commercials.

Dan Goodman, vice president and director of syndicated program development for Screen Gems, described the continuing growth of advertiser involvement in syndicated series during the past year. He cited the experiences of such advertisers as Hunt Foods, John Breck, American Can, Colgate-Palmolive, American Home Products, Quaker Oats and others that have arranged to place syndicated programs or specials in selected markets. Under this arrangement, the stations are given the programs free in return for a specified number of spot announcements, with the station selling the remainder.

"The built-in advantages of producing and controlling your own programming are numerous," Mr. Goodman said. "Simply stated, the local promotion, as well as the program identification, has got to pay off. By custom-building your own program you can zero in on your target audience, whether it's an all-male audience, teens, older women, or what have you."

He indicated that some agencies and advertisers may have reservations because if they elect to go into the top-50 markets, they will have 50 bills to pay instead of one at a network. Mr. Goodman said that Screen Gems or some other large distributor could simplify this situation by clearing the required number of markets and submitting one bill.

"Television is an exciting and effective advertising medium that can be used in many different ways on many different products to help achieve marketing success," Robert R. Riemenschneider, media director, Quaker Oats Co., told the ANA seminar. "However, television is not the answer to all problems."

Dr. Seymour Banks, vice president, media and program research manager, Leo Burnett Co., explained that the use of computers and media models does not relieve agencies and advertisers of man-hours in proper media planning. The computer merely does the arithmetic, he explained, and both agency and client still must spend extensive time in setting goals, defining ground rules and putting quantitative weight values to the qualitative factors being fed into the system.

**Full-service agency debates media buyer**

Some at ANA seminar agree they may coexist but cleavage is there now

The merits of full-service advertising agencies and of independent buying organizations were examined in a panel session during the Association of National Advertisers' TV management seminar last week (stories, pages 24, 36). Although there were divergent points of view, some speakers agreed that in the years ahead the full-service agency could coexist with the outside buying service.

Warren A. Bahr, executive vice president and director of media relations for Young & Rubicam, New York, insisted that in the decade of the 1970's the full-service advertising agency would continue to be "holding the key in developing the optimum promotional and advertising program for the sale of products and services." He noted there is a school of thought that holds that the advertising part of the marketing function can be accomplished through independent units, such as art and copy houses and media-buying services, but he asserted:

"This type of an approach flies in the face of everything we know about marketing and advertising, and, as it directly relates to media, relegates that function to one of total disregard for product well-being in a time when product competition is intensifying and prospect definition more necessary."

Mr. Bahr stressed that the difference between those who uphold the full-service agency philosophy and those who accept the outside-service approach boils down to the basic question: are media marketing or money? The Young & Rubicam view, he said, is that media are a marketing function that admit the money function.

"Buying services symbolize the money function of media to the ultimate degree," Mr. Bahr claimed. "Purchase of broadcast time is not related to the needs of the brands, because in order to obtain the lowest unit price, timing, quality, scheduling and brand goals must be sacrificed. It is very important to remember that one is buying advertising, not discounts. If the quality isn't there, if the atmosphere around the spot is not right, how much does the discount efficiency mean? The savings realized are shared by the buying service and the advertiser, but as too often is the case, these savings are not related to the sales and well-being of the brand."

Mr. Bahr was adamant in saying that "neither the infirm declarations of specialized negotiating nor mystiques of hidden treasures of spot availabilities in private closets" will change Y&R's belief that "the combination of our efforts is our product."

"We have every intention of keeping this union intact," he declared. "There will be no separating or separator. The buying function cannot be disassociated from the planning, creative and concept areas of advertising. It is imperative, and from experience we know it to be true, that we must concern ourselves with overall product analysis — which ultimately must include daily purchase patterns in today's environment, for stewardship is 90% of responsibility."

Norman King, board chairman of

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BROADCASTING, April 20, 1970
Reflecting community spirit while preserving community pride

There's a unique educational program taking place in three elementary schools in Pittsburgh's black communities. It's called Project Self-Esteem and involves 210 fifth graders whose curriculum consists of art, music, dance, social studies, drama, and photography, as well as after-school activities.

As part of its continuing series of TVII Reports, WIIC-TV recently telecast a half hour color film appraisal of Project Self-Esteem. The program, titled "I Am Someone," and produced by the WIIC-TV Public Affairs Department, was more than a mere look at an isolated experiment. It showed dramatically what human beings instilled with a motivating force can accomplish. In this case, it was the desire to restore the sense of being "someone" to black children who have been separated from their heritage and identity. But the proof of the Project's success brought to the fore meanings far deeper.

WIIC-TV, in examining a community project, came up with a projection that may well be the forerunner of all the communities of the future.

A reflection of Pittsburgh
WIIC Television
U.S. Media — International, defended the existence and the role that the competent media-buying service provides by asserting that these organizations must perform at a level that ranges from "excellent to fantastic" in order to survive.

"We suggest that agencies, for the benefit of their clients, and for their own profit-and-loss statements, review without bias what a competent media service can do for them," Mr. King stated. "U.S. Media has been a proven entity for four years and while we never recommend that anything should be done without a test, I think it's time that both clients and agencies must recognize that in the past, millions and millions of dollars have been spent without any regard to how the money is spent. We welcome the test and we insist that the agency remain as the policeman."

Mr. King indicated that the strength of the qualified media organization lies in the expertise of its personnel. He expressed his appreciation to agencies for having trained and promoted their personnel to media director, associate media director and media supervisor posts.

"We have taken these highly qualified people, have paid them more than the current scale and have given them an incentive pay," Mr. King reported. "But, above all, we have made them buyers once again.

He insisted that agencies which utilize outside media companies are still full-service agencies. He pointed out that an agency maintains its marketing, planning, research and creative functions and, though it farms out its media buying, it still retains full control over the buys.

Sam B. Vitt, president of Vitt Media International, New York, told the group that the role of the media-buying service in television simply is one of improving the procedure through specialization. He noted that other enterprises, such as the automotive, legal and medical fields and even the space program have benefited by the professionalism of experts.

Mr. Vitt showed the audience his company's film presentation and pointed out that there is a trend in TV buying today is one of economics and the solution is to "remove the expensive and onerous details of execution from the agency's back, while leaving the critically important media-planning, strategy and quality control in its hands."

He added that in this period of rising costs, an agency cannot staff its TV buying function with the type of personnel VMI provides unless the account is made to suffer in copy or in the account group or in some other area within the agency.

"We are thus a more realistic and viable economic solution to the problem," Mr. Vitt contended. "Giving you effectiveness while giving you efficiency."

At another session, Victor G. Bloede, president of Benton & Bowles, touched on the issue of outside media-buying services and forecast that in the years ahead the small agencies and creative service operations will "make heavy use" of media-planning and buying organizations. But the larger agencies, which can afford their own media planning and buying operations, will continue to function in these areas, Mr. Bloede stated.

Bernard D. Kahn and Donald Bright Buckley, partners in Kahn/Buckley Associates Inc., New York, independent creative firm, made a joint presentation stressing that there are certain times when an outside creative organization and a media service "make more sense than an agency." They pointed out that a creative service can be particularly useful on new products programs; on stalled new brand introduction campaigns; on experimental TV commercials efforts, and on "special problem" brands.

WBC devises NUMATH for rapid radio research

Westinghouse Broadcasting Co. is offering its new computerized radio-planning tool, NUMATH 70, to advertisers and agencies after publicly demonstrating the program last Monday (April 13) at a meeting of the Radio and Television Research Council in New York.

James Yergin, WBC vice president-research, told the group that NUMATH 70 can evaluate existing radio campaigns quickly in terms of reach and frequency and show how to improve them. It also will enable the advertiser to specify his radio advertising goals in terms of reach/frequency or in terms of budget, and produce the buying plan and stations to accomplish these goals in any market.

To use the program, the agency must supply for each station the average quarter-hour audience, the cumulative audience and the average cost per spot. The only other data needed is the criteria for evaluating the market—the budget (if the campaign is to be planned on the basis of a fixed-dollar amount); the reach (if the campaign is to be planned on advertising goals) or the number of spots per station (if a current campaign is to be evaluated).

Mr. Yergin stated that the NUMATH 70 program provides the reach, frequency and gross impressions for any of 10 combinations of stations in a market. With this information, he pointed out, the advertiser then can choose the combination that best fits his objectives.

The NUMATH 70 is available to advertisers through individual WBC radio stations or through Radio Advertising Representatives, the WBC-owned representation company. Each of these locations is accessible to the computer by teletype. After the data is fed into the program, results are teletyped back almost instantly at the rate of 100 words per minute, according to Mr. Yergin.

Annual report details Woolworth use of TV

F. W. Woolworth Co., New York, has reaffirmed its growing interest in broadcast advertising in the company's annual report for 1969. Predicting that Woolworth would use spot TV on a 52-week basis in the future, the report noted that the giant retail chain had advertised in 40 major markets last year. The report also took note of Woolworth's first network special, NBC-TV's Andy Williams Show on May 4, 1969.

"During the 1960's Woolworth grew from a small budget, single-item promoter, into a major national advertiser," the report explained. "Over the past three years Woolworth has increased its advertising budget by 66% and broadened its media coverage to include intensive use of TV and radio."

Coordination of advertising and promotion efforts at the headquarters has upgraded the quality of the chain's advertising and created a "sharper national image," the report continued. A new logo was designed last year and has been incorporated into Woolworth's advertising and promotion.

Sales for the year were $2,272,569,621, up from $2,009,416,835 in 1968. Net income was $70,658,435, as compared with $70,466,739 in 1968.
Who do you talk to if you're a junkie?

When an addict calls the Narcotics Hot Line, he knows he can talk. The line isn't tapped and nobody asks him his name. It's just a man with a problem on one end, and a man who's kicked his on the other. It's simple, and it works. It's because of projects like this that there's more to WPRO than meets the ear.
Senate moves to equalize exposure

By party-line vote, it passes bill for low rates and common ceilings on candidates’ air advertising

A bill to establish favorable rates and spending limitations for political broadcasting is alive and well in Congress. It went through the Senate last week over Republican opposition, but with Democratic support, and the bill’s backers are looking ahead with new confidence to the House.

The bill has undergone a few changes since it emerged from the Senate Commerce Committee last month (BROADCASTING, March 23). Here’s the version that was approved last week:

- It would repeal the equal-time requirements of Section 315 for presidential and vice-presidential candidates. This provision would give the broadcasters and major-party candidates freedom to arrange campaign appearances entirely on their own, without according parity to fringe candidates.
- It would permit “any legally qualified candidate for any public office” to buy time at the lowest unit rate charged by a station for the same amount of time in the same time period. The FCC would be directed to keep confidential records of those rates.
- It would establish limitations on the amount a candidate for national office—Presidency, Vice Presidency or Congress—could spend for broadcast time. These candidates and their supporters could spend no more than an amount equivalent to seven cents for every popular vote cast in the preceding election for that office—or $20,000, whichever is larger. (This would mean that a 1972 presidential candidate could spend just over $5 million, in contrast to the $12 million spent on or by Richard Nixon in 1968. A Senate candidate in Alaska, on the other hand, would fall within the $20,000 limit.) The formula would apply to general elections but not to primaries.
- If there has been no Senate election in a particular state in the immediate preceding two years, the spending limitation would be five cents multiplied by the highest vote cast for any statewide office during that time, or $20,000, whichever is greater.
- Broadcast licensees will be expected to make available to candidates a “reasonable” amount of prime time. The definition of “reasonable” would ultimately be left to the FCC.
- The bill itself makes no provision for enforcement, but during floor debate, supporters suggested that the broadcasters would have to keep in touch with a campaign coordinator—an authorized representative of the candidate—to insure that they were not selling time to candidates who had exceeded the spending limit. If a candidate or his spokesmen misrepresented the amount of money spent on his broadcast advertising, the candidate could be denied his congressional seat, it was argued. If, on the other hand, the broadcaster had failed to make a reasonable effort to determine how much the candidate had spent, he could be penalized by the FCC.

The bill was fashioned primarily by Senator O. Pastore (D-R.I.), who drew up its basic provisions in committee and successfully proposed the amendment that would limit spending. However, the measure could not have passed so easily without much compromise. The final accommodation came when Senators Philip A. Hart (D-Mich.) and James B. Pearson (R-Kan.) abandoned an amendment they planned to propose to limit the amount of time a candidate could buy and to establish a certain number of mandatory availabilities.

Senators Hart and Pearson originally opposed the Pastore amendment, primarily because they found it unworkable and too restrictive in its limitations. They accepted it “now that it has some teeth in it,” one source said last week. Specifically, two changes won them over: Senator Pastore raised the spending limitation from five cents to seven cents a vote, which gives more exposure to unknowns, and he stipulated that stations must notify the FCC of their lowest unit rates, which was felt to make the bill enforceable.

The bill was approved by a vote of 58-to-27, after the Pastore amendment had been passed 50-to-35. Only three Democrats opposed the Pastore amendment—Southerners Sam Ervin (D-N.C.), John McClellan (D-Ark.), and John Stennis (D-Miss.). On the final vote, Senator McClellan was the lone Democrat to oppose the bill.

Republicans who voted for the Pastore amendment were Clifford Case (R-N.J.); Charles Goodell (R-N.Y.); Jacob Javits (R-N.Y.); Charles Mathias (R-Md.); Robert Packwood (R-Ore.); John J. Williams (R-Del.) and Senator Pearson. Senator Williams defeated and voted against final passage; the others were joined in support of the bill by Republicans Margaret Chase Smith (R-Me.); Richard Schweiker (R-Pa.); William Saxbe (R-Ohio); Ted Stevens (R-Alaska); Winston Prouty (R-Vt.) and George Aiken (R-Vt.). Senator George Murphy (R-Calif.) voted against the bill and “present” on the Pastore amendment.

The partisan breakdown of votes reflected the condition of the Democrats as a party in debt and the Republicans as wealthy and out to pick up seats in the fall election. Senator John G. Tower (R-Tex.), chairman of the Republican Senatorial Campaign Committee, sent a letter to Republican senators urging them to oppose the spending limitation as “against the best interests of our party.” And the White House launched what was apparently a last-minute campaign against the entire bill.

Given this inter-party disagreement, the natural speculation would be that the bill will pass the Democrat-controlled House and face a possible White House veto—but most observers acknowledge that the road ahead is somewhat more complicated than that. They anticipate that the House will take a hard and not entirely partisan look at the measure; few are inclined to make facile predictions of quick passage.

Moreover, there is some feeling among backers of the bill that President Nixon will find it impossible to veto the bill because of its 315 provision. “He knows he’d look completely ridiculous if he did,” one observer said.

During the relatively short Senate debate last week, Republican questions and protests covered nearly all aspects of the bill. For example:

- Senate Republican Whip Robert Griffin (R-Mich.) wanted to know

Disparate endorsements

In early reaction to the political-broadcasting bill approved last week by the Senate:

Russell Hemenway, national director of the National Committee for an Effective Congress, called it “landmark reform legislation, a strong, far-reaching bill to relieve the political process from economic strangulation.” NCEC drafted a more radical political-broadcasting bill that led to hearings on the subject last fall, which in turn led to the Senate bill of last week.

NBC President Julian Goodman addressed himself only to the provision that would repeal Section 315 for presidential and vice-presidential candidates. He said it would be “of great benefit to the American public.”

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whether the penalties for excessive spending would fall most heavily on the candidate or the broadcaster. Senator Pastore replied: "If a station deliberately sold more time than the candidate is eligible to buy, it would be responsible as well. But the primary responsibility would tend to be on the candidate. . . . I do not think we ought to begin policing the broadcasting industry; we ought to begin policing ourselves."

Senator Carl Curtis (R-Ne.) asked whether the limitation would apply to someone who goes on the air to broadcast against, rather than for, a particular candidate. No, said Senator Pastore, that would come under the fairness doctrine.

Senator Peter Dominick (R-Colo.) announced that he would oppose the bill because it would regulate general elections while leaving primaries "wide open," and because "it has the earmarks of a congressional price-control bill."

And early in the debate, Senator Pastore had a few words on the 315 provision: "I will say . . . that if ABC, CBS or NBC in 1972 insist upon a format without consultation with the candidates, and if they do not give this time to the candidates at the choosing of the candidates . . . I will introduce a bill to repeal this provision.

"There has been a tremendous amount of discussion as to whether a candidate for President of the United States should be placed in the position of being forced into a debate, without embarrassment, or with embarrassment if he did not accede to it. The business of: 'Here is the empty chair. Where is my opponent?' If we are going to get into that sort of undignified format in presidential campaigns, the senator from Rhode Island will be the first one to get up and say: 'Boys, you have had it. This is the end. You have had it.'"

Lanigan forms own rep firm

John B. Lanigan, who was formerly president of Videotape Productions of New York for 10 years, has formed John B. Lanigan & Associates Inc., New York, to represent a selected number of TV stations throughout the country in the use of their studio and mobile-production facilities to agencies and production companies.

Mr. Lanigan said last week he intends to represent no more than six carefully picked stations in the U.S. and several in Europe and in the Caribbean or the Bahamas.

Lanigan Associates will open a headquarters office in New York soon. A temporary office is located at Scooto Communications Systems, 32 West 39th Street, New York 10018.

Business briefly:

Coco-Cola Co., Atlanta, through McCan-Erickson Inc., New York, and Motorola Inc., Franklin Park, Ill., through Clinton E. Frank Inc., New York, will sponsor a CBS-TV special, Raquel, starring Raquel Welch, Sunday, April 26 (9-10 p.m. EDT).

General Motors Corp., Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., has signed for commercials on ABC Radio's American Information and Entertainment Network.

Bristol Myers Co., Clair division, through Foote, Cone & Belding, both New York, will advertise Summer Blonde hair colorings on ABC Radio's American Contemporary Network.

Agency appointments:

- Campbell-Mithun Inc. will add the Old Style Beer of G. Heileman Brewing Co., both Minneapolis, to its list of accounts on May 1. Campbell-Mithun, previously named the agency for two other Heileman brands, Blatz and Wiedemann's, will combine the services of its Minneapolis and Chicago offices to handle the Heileman brands.

- Shelco Co., Wellesley Hills, Mass. wholly owned subsidiary of the Clorox Co., Oakland, Calif., has appointed Ketchum, MacLeod & Grove, Pittsburgh, to handle JIFOMA cleaner account effective April 20. Don Hodes Advertising Inc., Worcester, Mass. former JIFOMA agency, will continue as a Shelco projects agency for special assignments.

- Barnangens Vademecum Inc., Minneapolis, division of Sweden's Barnangens Inc., has appointed Knox Reeves Advertising, Minneapolis, for Vademecum toothpaste.

Rep appointments:


Lee Loewinger, Washington attorney and former FCC member, will take a look at "Mass Communications in an Uneasy Society" in a Friday-morning session on "Society in Transition." Other participants: Graham B. Blaine Jr., Harvard University Health Services, on "What Our Young are Thinking"; Arthur M. Schlesinger Jr., author and educator, on "The Role of Intellectuals in a Democracy Undergoing Radical Change," and Max Ways of Fortune magazine, on "The Future Quality of Society Itself—A Challenge to American Business."

The four participants will also take part in a panel session, with David Susskind as moderator, on "The Social and Economic Role of Advertising in the seventies."

The meeting's traditional creative-advertising session is scheduled Saturday morning, featuring Arthur H. Hawkins III of Ketchum, MacLeod & Grove, and Helen Van Slyke of Helena Rubenstein Inc. The final feature will be an address by Barton A. Cummings of Compton Advertising, retiring chairman of the AAAA.

From 700 to 800 members and guests are expected to attend the meeting.

AAAA will discuss nagging problems

Annual meeting program to include Schlesinger, Susskind and Loewinger

Outside media-buying services, creative trends and television production costs are "three present problems" up for examination by the American Association of Advertising Agencies at its annual meeting this week.

The issues will be explored at a closed meeting Thursday afternoon (April 23), the first day of the three-day meeting at the Greenbrier, White Sulphur Springs, W. Va.

Albert Petcavage of Doyle, Dane Bernbach, New York, and Paul C. Harper Jr. of Needham, Harper & Steers, also New York, will examine the buying services, or middlemen; William Palmer of BBDO and F. William Free of the agency bearing his name, both also of New York, will seek to answer the question "Where Is Creative Going?" and Robert Tunison of Leo Burnett Co., Chicago, and Peter A. Griffith of Motion Associates East, New York, will take the readings on TV production costs. Norman B. Norman of Norman, Craig & Kummel, New York, will preside.

Washington "Problems, Prospects and Perspectives" will occupy the Thursday morning business meeting, also closed to all but AAAA members, with Clay
Spot TV topped billion in '69

TVB estimates $1,115,455,000 was spent in 75 markets; source material from BAR

Spot-television investments totaled over $1 billion in 1969, according to the Television Bureau of Advertising.

In a report to be released today (April 20), TVB said national and regional advertisers allocated $1,115,455,000 to spot TV in 75 markets as measured by Broadcast Advertisers Reports. The estimates covered 943 advertisers that spent over $20,000 each in spot.

The data-gathering by TVB includes a period in which the source material for spot figures underwent a change from Leading National Advertisers to BAR. The LNA estimates were based on information supplied by 350 to 400 stations, according to a one-time or gross rate. BAR monitors 262 stations in 75 leading markets one week each month, these figures are projected for the month and the monthly computations added to produce annual totals. The BAR estimates reflect discounts and apply to net rate. Consequently the BAR figures tend to show smaller dollar investments.

Although direct comparisons with 1968 are not available because of the different systems used in producing estimates for the two years, TVB, based on data from various sources, had estimated 1969 spot billings were up 13% from 1968 (BROADCASTING, March 9).

The spot-TV climb had already been evident in the fast finish in the fourth quarter of last year. An estimated $292,837,500 volume was recorded for those three months. Network TV enjoyed a record year in 1969. Advertisers spent over $1.6 billion in network that year, a 9.6% rise over 1968.

In assembling the advertiser investment according to commercial length, TVB found the 30-second length, including piggybacks, accounting for more than half (over $583 million, or 52.3%) of all spot-TV activity. The one-minute length was second most popular with over $362.7 million, or 32.5%.

The TVB-BAR estimates placed Procter & Gamble number one in spending for spot television. Its total was $55.7 million in 1969. Runners-up were: General Foods with over $38.5 million, Colgate-Palmolive over $28.9 million, Lever more than $23.6 million and Coca-Cola over $21.4 million.

In addition to releasing the top 100 spot-TV national and regional advertisers, TVB issued estimated expenditures by product classification.

Network TV up in 1st quarter

TVB figures show 8% rise; March billings gain 9.2%

Network-TV billings totaled $469.8 million, an 8% gain, for the first quarter of 1970, according to figures released last week by the Television Bureau of Advertising.

According to the estimates, compiled by Broadcast Advertisers Reports, network advertisers spent $160.3 million in the month of March, representing a 9.2% increase over spending during the same month of 1969. Of that amount, nighttime TV recorded the largest gain 10.3%, weekday daytime the next best increase of 9.1%.

Network television time and program billing estimates by day parts and by network (add 000)

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<td>Daytime</td>
<td>43,897.9</td>
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<td>$55,794.1</td>
<td>$164,185.1</td>
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<td>*February</td>
<td>39,679.4</td>
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<td>58,589.4</td>
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<tr>
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<td>63,463.8</td>
<td>165,358.5</td>
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<td>Year to date</td>
<td>$122,196.4</td>
<td>$185,842.5</td>
<td>$157,847.3</td>
<td>$469,886.2</td>
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* Revised

Source: Broadcast Advertisers Reports (BAR)
### How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended April 5, 1970

(Net time and talent charges in thousands of dollars)

#### Day parts

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$ __________ $ __________</td>
<td>$ __________ $ __________</td>
<td>$ __________ $ __________</td>
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<td>$ __________ $ __________</td>
<td>$ __________ $ __________</td>
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<td>Sign-on 11 a.m.</td>
<td>$ 1,709.1</td>
<td>24,732.5</td>
<td>$ 3,270.4</td>
<td>45,216.8</td>
<td>$ 1,926.2</td>
<td>25,081.3</td>
<td>880</td>
<td>$ 6,905.7</td>
<td>95,030.6</td>
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<td>Saturday-Sunday</td>
<td>$ 1,308.1</td>
<td>16,650.1</td>
<td>$ 1,929.4</td>
<td>22,866.6</td>
<td>$ 380.8</td>
<td>10,062.4</td>
<td>528</td>
<td>2,719.3</td>
<td>3,946</td>
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<td>Monday-Saturday</td>
<td>$ 189.4</td>
<td>3,421.6</td>
<td>$ 913.5</td>
<td>12,299.4</td>
<td>$ 521.1</td>
<td>8,834.9</td>
<td>73</td>
<td>1,724.0</td>
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<td>Sunday</td>
<td>$ 83.3</td>
<td>1,898.4</td>
<td>$ 232.0</td>
<td>4,630.3</td>
<td>$ 181.9</td>
<td>4,083.3</td>
<td>22</td>
<td>467.2</td>
<td>285</td>
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<td>Monday-Sunday</td>
<td>$ 5,806.9</td>
<td>79,393.2</td>
<td>$ 7,352.6</td>
<td>107,824.3</td>
<td>$ 7,962.9</td>
<td>105,430.9</td>
<td>445</td>
<td>21,122.4</td>
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<td>Monday-Sunday</td>
<td>$ 137.2</td>
<td>2,981.1</td>
<td>$ 365.3</td>
<td>4,619.0</td>
<td>$ 629.1</td>
<td>8,460.4</td>
<td>107</td>
<td>1,131.6</td>
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<td>Total</td>
<td>$ 9,225.0</td>
<td>128,087.9</td>
<td>$ 13,290.0</td>
<td>159,215.1</td>
<td>$ 12,040.6</td>
<td>186,337.4</td>
<td>1,901</td>
<td>$ 34,585.6</td>
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#### Estimated expenditures by product classification

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<tr>
<th>Category</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$ 4,020,300</td>
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<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>16,995,600</td>
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<td>Automotive</td>
<td>6,860,600</td>
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<tr>
<td>Footwear</td>
<td>3,755,600</td>
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<tr>
<td>Ready-to-wear</td>
<td>3,188,800</td>
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<tr>
<td>Underwear foundations &amp; bras</td>
<td>2,096,900</td>
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<tr>
<td>Misc. apparel, accessories, notions</td>
<td>116,800</td>
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<tr>
<td>Building materials, equipment, fixtures &amp; fixtures</td>
<td>6,808,700</td>
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<td>Building materials</td>
<td>2,104,700</td>
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<td>Equipment, fixtures &amp; systems</td>
<td>3,597,000</td>
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<tr>
<td>Protective coating &amp; finishes</td>
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<td>Confectionery &amp; soft drinks</td>
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<td>Confectionery</td>
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<tr>
<td>Soft drinks</td>
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<td>Consumer services</td>
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<td>Communications &amp; public utilities</td>
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#### Estimated expenditures by product classification

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditures</th>
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<tbody>
<tr>
<td>Engineering &amp; professional services</td>
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<td>Financial</td>
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<td>Schools &amp; colleges</td>
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<tr>
<td>Drugs &amp; remedies</td>
<td>73,130,800</td>
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<tr>
<td>Medical equipment &amp; supplies</td>
<td>4,944,300</td>
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<td>Medicines &amp; proprietary remedies</td>
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<td>Misc. chemicals &amp; drugs</td>
<td>65,690,000</td>
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<td>Entertainment &amp; amusement</td>
<td>22,123,200</td>
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<tr>
<td>Amusements &amp; events</td>
<td>1,225,700</td>
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<tr>
<td>Restaurants &amp; drive-ins</td>
<td>20,920,500</td>
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<td>Food &amp; feed products</td>
<td>245,810,000</td>
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<tr>
<td>Bakery goods &amp; snack foods</td>
<td>30,740,700</td>
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<td>Canned goods</td>
<td>20,388,400</td>
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<td>Cereals</td>
<td>30,376,100</td>
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<td>Coffee, tea &amp; cocoa</td>
<td>44,450,700</td>
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<td>Dairy products</td>
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<td>Flour &amp; prepared baking mixes</td>
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<td>Frozen foods</td>
<td>19,344,600</td>
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<td>Fruit &amp; vegetable juices</td>
<td>5,076,100</td>
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<td>Fruits &amp; vegetables-fresh</td>
<td>2,289,600</td>
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<td>Health, dietary &amp; infants’ foods</td>
<td>14,375,100</td>
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<tr>
<td>Meats, poultry &amp; fish-fresh</td>
<td>6,356,000</td>
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<td>Packaged foods</td>
<td>13,538,500</td>
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<td>Seasoning &amp; condiments</td>
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<td>Shortening &amp; oils</td>
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<td>Sugars, syrups &amp; jellies</td>
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<td>Misc. ingredients</td>
<td>1,906,500</td>
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<td>General promotion &amp; combination copy</td>
<td>188,600</td>
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<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>45,387,300</td>
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<td>Horticulture</td>
<td>3,117,800</td>
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<td>Household equipment &amp; supplies</td>
<td>51,232,300</td>
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<td>Household paper products</td>
<td>28,184,600</td>
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<tr>
<td>Insecticides, disinfectants &amp; deodorizers</td>
<td>7,740,700</td>
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<tr>
<td>Major appliances</td>
<td>7,722,700</td>
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<tr>
<td>Small appliances &amp; equipment</td>
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<tr>
<td>Misc. accessories &amp; supplies</td>
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<tr>
<td>Household furnishings</td>
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<tr>
<td>Floor covering</td>
<td>2,133,100</td>
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<tr>
<td>Furniture</td>
<td>2,133,100</td>
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<tr>
<td>Household fabrics &amp; finishes</td>
<td>3,136,000</td>
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<tr>
<td>Misc. household furnishings</td>
<td>63,300</td>
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<td>Insulation</td>
<td>6,858,700</td>
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<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>4,542,600</td>
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<tr>
<td>Cameras &amp; photographic supplies</td>
<td>3,841,100</td>
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<tr>
<td>Jewelry, watches &amp; optical goods</td>
<td>701,500</td>
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<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>4,149,700</td>
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<tr>
<td>Pets &amp; pet supplies</td>
<td>23,556,600</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>23,880,700</td>
</tr>
<tr>
<td>Radios, television sets &amp; musical instruments</td>
<td>594,800</td>
</tr>
</tbody>
</table>

### Where spot-TV money is placed

- **Daytime**
  - 1969 $ 227,115,000
  - 1970 $ 235,078,000
- **Early evening**
  - 1969 $ 4,547,000
  - 1970 $ 5,168,000
- **Nighttime**
  - 1969 $ 334,931,200
  - 1970 $ 387,219,300
- **Total**
  - 1969 $ 1,115,645,000
  - 1970 $ 1,115,645,000

### Who are spot-TV’s biggest ‘69 spenders

- **1969 Investment**
  - 1. Procter & Gamble $ 55,792,300
  - 2. General Foods $ 38,537,000
  - 3. Colgate-Palmolive $ 26,989,600
Cleveland is site of fairness test

Newest pressure movement: warnings of pollution to follow detergent spots

A citizens group in Cleveland concerned about clear water may provide the FCC with its next knotty fairness-doctrine question: In view of the mounting concern over the man-made danger to the environment, do stations that carry detergent commercials have an obligation to advise the public of the detergents' water-polluting characteristics?

Two chemical-engineering professors at Case Western Reserve University in Cleveland think they do, and they have enlisted the help of a local conservation group, Citizens for Clean Air and Water, in an effort to see that the stations discharge that responsibility.

At the base of the effort begun by Professors John C. Angus and Coleman Broslow is the commission's application of the fairness doctrine to cigarette commercials.

Professor Angus has discussed with commission staff members the possibility of extending that application to detergent commercials.

He received no indication of how the commission would react to a complaint about a station failing to provide time for a reply to a detergent commercial. But, as he said, "We were exploring ways to use the legal machinery available" to fight pollution. "We don't think they have been tried."

The cigarette-commercial precedent has been cited by another environmental group, Friends of the Earth, in a fairness-doctrine complaint filed against WNBC-TV New York. FOE claims the station has failed to discharge its fairness-doctrine obligations in connection with the pollutant byproducts of the automobiles and gasoline it advertises (Broadcasting, April 6).

The Cleveland effort at present is modest. The Citizens for Clean Air and Water, which agreed to take on the organizing effort from the two Case professors and lend the campaign its name, is seeking $3,000 to produce a television spot that Cleveland stations would be asked to carry.

However, as Professor Angus said, if the project is successful in Cleveland, local groups across the country could copy it.

Now it's Knodel foot for Shoeleather award

J. W. (Bill) Knodel gets a lot of satisfaction each year when Avery-Knodel confers its Shoeleather Award on a member of the station representation firm who distinguished himself for service to clients. Generally the award has gone to one of the sales personnel.

But this year the Shoeleather Award wound up on the other foot. It went to a surprised Mr. Knodel.

Since this is Avery-Knodel's silver anniversary year, the other officers and directors had quietly planned to recognize Mr. Knodel's leadership, a secret that was well kept until a large gathering of broadcasters and A-K executives made the presentation to the unsuspecting boss during the National Association of Broadcasters' convention in Chicago two weeks ago.

Schick takes 14 spots on night TV football

With professional football moving to nighttime television exposure, the Schick Safety Razor Co., Culver City, Calif., was quick to snap up 14 one-minute spots in the broadcasts at a reported cost of more than $1 million. The buy is part of the biggest advertising budget in the company's history, approaching some $10 million in billings.

According to Earle Dugan, vice president, advertising for Schick, most of the money will be spent in television, both in spot and network buys. In addition to the commercials set for ABC-TV's Monday night football broadcasts, the firm has announced a major TV promotion for Father's Day, with network buys on both CBS and NBC and spot purchases in 35 top sales markets. Other details of the TV schedule have not been finalized. They await the outcome of a proposed merger with Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., expected in May. Agencies for Schick are Compton Advertising and Foote, Cone & Belding, both Los Angeles, and Needham, Harper & Steers, Chicago.

FCC buries an ad ban

In the wake of President Nixon's signing into law a bill outlawing broadcast cigarette commercials as of Jan. 2, 1971, the FCC last week terminated the rule-making proceeding it initiated proposing a ban on such advertising. On Feb. 6, 1969, the commission announced it planned to prohibit broadcasters from accepting cigarette commercials, but added that at time "Congress must be the final arbiter of this matter and must signal what action is to be taken."

Also in advertising:

Black is business • Tilton Productions Co., Highland Park, III., specializing in black life-style commercials and films, has been formed by Jim Tilton, Negro pilot for American Airlines and host on Our People series on WTTW(TV) Chicago. Address: 1314 St. Johns Avenue.

Moving south • Robert Swanson Productions Inc., formerly at 501 Madison Avenue, New York, producer of commercial music and product jingles, has moved its operation to 229 Southeast First Avenue, Fort Lauderdale, Fla.

Calculating calendar • Blair Radio and Blair Television have issued their 1970-71 spot buying calendar, used by agencies, advertisers and stations to calculate speedily the end dates of spot broadcast campaigns. The calendars, circular in format, are available without charge from any of the Blair offices.
NATIONAL GENERAL TV PRODUCTIONS'  

THE FOUNTAIN OF GROOVY

"The Fountain of Groovy" with host Ralph Story meets with people "going bananas" in their search for the Fountain of Youth.

- THE MINI FACE LIFT!
- THE HAIR CHEST PIECE!
- THE YOUTH PILL!
- THE EATING MAN'S DIET!
- THE WEEKEND SWINGERS WARDROBE!
- CLIMAXED BY THE WORLD'S "GROOVIEST" PARTY!

ALL SIX SPECIALS in THE SPECIAL OF THE MONTH SERIES have already been sold in the following markets:

Los Angeles — KTTV  Dayton — WHIO  Atlanta — WSB
New York — WNEW  Pittsburgh — WIIC  Denver — KBT
Kansas City, Mo. — KMBC  Chattanooga — WDEF  Minneapolis — WCCO
San Francisco — KTVU  Philadelphia — WTAF  Buffalo, N.Y. — WGR


For further information, contact
Ken Israel, Vice President and General Manager
National General Television Distribution, Inc.
600 Madison Avenue, New York, New York 10022
Phone: (212) PLaza 2-0300

NATIONAL GENERAL TELEVISION, A NATIONAL GENERAL COMPANY
AT&T's new rate squeeze

Higher TV transmission tariffs than those now proposed are in offing

Broadcasters fighting to roll back increased AT&T interconnection charges have been reminded that the giant utility intends to file still higher rates, at least for television transmission.

An official of AT&T's long-lines department-in prepared testimony filed with the FCC its hearing on the AT&T tariffs, which became effective Oct. 2-said that the company's "continued review of the cost and market studies thus far indicates that a further increase in rate level is required for the television service to make a sufficient contribution to its earnings."

Richard B. Nichols, assistant vice president in charge of marketing, did not indicate what the extent of the new increase would be. However, he said that discussions with the company's television account managers indicate that the rate levels can be "significantly increased to improve the cost-revenue relationships for television without critical disruption of the market."

He said the company intends to file "whatever higher level of rates" its studies indicate are necessary before the current rate hearing is concluded.

Mr. Nichols' testimony did not come as a surprise. At the time the company filed its new tariffs in August, it warned that they were subject to later revision, since they were based on a rate level contained in proposed tariffs filed early in 1968 (BROADCASTING, Sept. 8, 1969). (Those tariffs were superseded after new marketing studies were made.)

Circumstances have changed sufficiently to require an additional review of that level, the company said.

The higher rate level is bound to sharpen the incentive ABC, CBS and NBC already have to find alternative methods of interconnections. The networks are sponsoring a study by Page Communications Engineers, of Washington, to determine the most feasible method of interconnecting radio and television networks-a study that specifically includes domestic satellites.

The study is scheduled for completion July 1.

The new television rates, which are now in effect but which were made the subject of a hearing after broadcasters protested them, are expected to produce revenues of slightly more than $90 million in 1971-$70 million from television and $21 million from radio. If previous rates had been continued, AT&T estimated, it would earn $72 million from program-transmission service-$54.5 million from television, $17.5 million from radio.

In the new tariffs video and audio are combined in the television offering for the first time. A new development called TIDI sound (Time Division) permits carriage of the audio portion of a television transmission over the same interexchange facilities as the video portion.

The new audio tariff was scheduled to go into effect Feb. 1, but the effective date was postponed to July 1 at the request of the commission, which was responding to expressions of concern by a number of small broadcasters. AT&T is now meeting informally with the commission staff and broadcasting representatives in an effort to produce a tariff more acceptable to broadcasters.

Avant-garde of FM will gather in June

The Alternative Media Project, Plainfield, N.J., newly formed concern to facilitate direct communication among innovative broadcast and record-industry people, will hold its first gathering June 17-20 at Goddard College, Plainfield.

Funded by the college and using faculty, students and the school's northern Vermont woods location as an energy pool, the project seeks to bring media people together (especially FM broadcasters) who share the desire to make the media "an effective catalyst for awareness, rather than its traditional role as anesthetic." Project coordinator Larry Yurdin describes the meeting as a conference-festival with demonstrations, presentations, workshops, music and a chance to exchange ideas and visions.


The project's address is Plainfield, Vt. 05667. Phone: (802) 454-8311.

CPB funding plan gets cool reception

House subcommittee wants administration to move on permanent financing

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) and several of his colleagues are making no secret of their displeasure over the Nixon administration's failure even to hint at a plan for permanent financing of the Corp. for Public Broadcasting. Their irritation lent an unusually sharp tone to last week's hearings on CPB funding, normally an occasion for one of the more placid congressional gatherings.

No one was ready to predict that the subcommittee's attitude would have a marked effect on the pending administration bill to provide three-year authorization for CPB. However, one thing was clear, and Chairman Macdonald summed it up in one sentence for a representative of the Department of Health, Education and Welfare: "If, for one, will not go to the floor and tell the other members of Congress that this bill is the solution to the problem of permanent financing."

That comment came after Albert Alford, HEW's assistant commissioner for legislation in the Office of Education, had conceded that the administration bill-which merely extends CPB's life for three years and introduces the idea of matching funds while requiring that CPB spokesmen come before Congress every year to get appropriations-is the only "permanent financing" on the drawing board right now.

The subcommittee was not ready to accept that idea. (Those who have testified in support of the bill regard it as only interim step on the road to long-term backing.)

Representative Macdonald also criticized the executive branch-both in the Nixon and Johnson eras-for giving insufficient support to CPB in the battle for specific sums of money. "I can guarantee you," he told one witness, "that the last two times we took this thing to the floor, we had no-and I mean no-help from the administration, even though you read in the paper how the administration is all for this concept of broadcasting."

The specific recommendations that have been considered within administration circles as solutions to CPB's
Help stamp out the Sun in South Florida.

A call to arms. We used to think we were #1 in South Florida. With a 76% daily penetration of the Florida Gold Coast, we thought we were entitled. But then it happened. All over Madison Avenue people were saying “Only the Sunshine covers South Florida better than WTVJ.”

The Sun! Now no one remembers we reach 677,000 South Florida households every week. We've been insulted and we intend to do something about it. And you can help.

Wear sunglasses everyday. Pray for rain. Don't eat sunflower seeds. Sing “Moon over Miami” upon rising. Sleep late on Sundays.

We'll show that Sun a thing or two. Let's get out of the light of ignorance and back into the shadow of reason.

WTVJ Miami

Only the Sunshine covers South Florida better than WTVJ. But not for long.
funding dilemma are familiar ones—taxes on television receivers or commercial broadcasters. FCC Chairman Dean Burch and CPB President John Macy—both of whom favorably impressed the subcommittee—last week gave general support to some combination of appropriations, matching funds, and an excise tax on receivers at the time of purchase. Mr. Macy said the tax itself would bring CPB about $60 million a year, but added that the tax is "not in keeping with the fiscal program of the administration at this time."

Chairman Burch said that although he also foresees this kind of tax, "I think it would be unbecoming for the FCC as an institution to be proposing legislation in a field which is really not our bailiwick, although we obviously have an interest in CPB." He pictured the commission as a "catalyst" in getting the administration to formulate a plan.

Mr. Alford of HEW did not deal specifically with these plans, and he acknowledged that HEW has made no hard decision about the course of administration deliberations on the subject. This admission did nothing to raise HEW's stature in the hearing room. "You know," Mr. Macdonald said, "thats many in and out of noncommercial broadcasting think HEW has provided no initiative whatsoever in this area."

The general tone of dissatisfaction even extended to discussion of Sesame Street—not to the program itself, which won its usual round of praise, but to the fact that the program is cited over and over as an example of what ETV can do. "One program does not a network make," Representative Macdonald cautioned CPB representatives. "Let's hear about something other than just Sesame Street."

When Mr. Alford invoked the program's name during his testimony, the chairman snapped: "Oh, I'm tired of hearing about Sesame Street."

Much of the testimony was actually quite similar to that offered at Senate hearings earlier this month on the same bill (BROADCASTING, April 6). The only difference was the reception some of it received last week.

Under the 1971 budget, CPB would get up to $10 million—$15 million in direct appropriation and up to $7.5 million to match funds from private sources.

### Students call FCC industry's captive

### Georgetown law group hits proposed primer, charges lack of public interest

The FCC and the broadcasting industry it regulates are sharply criticized in a report by a group of Georgetown University law students organized as a Mass Media Law Study Group.

"To those investigating for the first time the relationship of the Federal Communications Commission to the broadcasting industry, it is striking to observe the great degree to which responsibility to the public interest has been forgotten," the report said.

It described the commission as participating "in a decline in attention to the public interest" and said that an analysis of the commission's proposed primer on ascertainment of community

### Change of focus seen for revamped NCCB

Less emphasis on local problems and more attention to national broadcast issues appears to be the aim of the newly reorganized National Citizens Committee for Broadcasting. NCCB's altered course became apparent last Tuesday (April 14) following a New York meeting at which personnel changes were made final (BROADCASTING, Feb. 23, 16).

One director following the meeting indicated there would be "greater concentration on the networks and such issues as CATV, media concentration and satellites, and less concentration on local stations, to avoid duplicating what other groups have done."

"We'll be very critical, particularly of network prime-time programming," he said.

The reorganization, reflecting some dissatisfaction with administration of the committee, leaves Thomas F. Hoving as titular chairman. The board elected committee counsel Earle K. Moore as secretary and George Probst, director of the National Commission for Cooperative Education, as treasurer.

Some sentiment was expressed at the meeting for asking Robert Montgomery, former board member who resigned protesting the committee's stand on Vice President Agnew's criticisms of broadcasting (BROADCASTING, Nov. 24, 1969), to return as vice chairman and acting head of the organization. Mr. Montgomery is in the hospital and has not been formally invited, but he has expressed interest in returning.

Executive Director Ben Kubesak has already tendered his resignation, but is expected to remain with the committee for three months.

Fund raising is expected to continue under Harold Oram. Money has been coming in at a satisfactory rate, according to one director.

In addition to the officers, the committee board is composed of Charles Benton, son of William Benton, who kept the committee financially solvent with a $200,000 grant last year (BROADCASTING, March 10, 1969); William Branch; Richard Eells; Ralph Ellison; Phillip Gainesley; Walker Sandbach; the Rev. Robert F. Drinan; John D. Entenza; Marshall Holleb; Mrs. David E. Skinner; Harry Belafonte and John Kenneth Galbraith. All had been trustees before the reorganization.

Recent resignations from the board include Marya Mannes, Brendan Gill, June Wayne, and Shana Alexander. Milton R. Bass, entertainment editor of the Berkshire (Mass.) Eagle, resigned at the meeting. Miss Wayne, director of the Tamarind Lithography Workshop in Los Angeles, was one of the founding members of the committee.
More pressures for minority hiring

Broadcasters in two cities are told they must do more in black programing as well

Cincinnati and Cleveland branches of the National Association for the Advancement of Colored People are expanding in those cities efforts undertaken two weeks ago by the Columbus, Ohio, branch to persuade all stations in that market to file with the FCC "statements of intent" to hire more blacks and to include programing responsive to black interests in their formats. Roger Stewart, president of the Cincinnati NAACP branch, held a news conference last Monday (April 13) to announce that he was submitting to all stations in that city a policy statement essentially identical to that distributed to stations in Atlanta last month and in Columbus two weeks ago.

But Ray, executive secretary of the Cleveland branch, said similar action would be taken in that city "within the next week." Mr. Mooney said that NAACP representatives from additional Ohio cities had met in Columbus-NAACP, Ohio state headquarters-to discuss strategy and that further developments could be expected in other markets. He stressed, however, that each branch would "do its own thing" and tailor its campaign to the situation obtaining in each city.

Mr. Stewart said the NAACP was asking Cincinnati stations to file in conjunction with their renewal applications (due the end of June) a statement pledging the following: positive programs for recruiting and training blacks for jobs on and off the air; hiring blacks in management and policy-making positions not limited to programing; placing blacks on boards of directors; news coverage of black community life; regular programing informing the public about problems relating to the police, poverty, unemployment, housing and education; local programs in prime time concerning blacks; placing some station accounts with black banks and public relations firms; and monthly meetings with the NAACP to discuss black involvement in local broadcasting.

Mr. Stewart said it was too early to gauge reaction from the Cincinnati stations. Representatives of several stations offered no comment other than that the NAACP request was being taken under advisement.

As was the case in Atlanta and Columbus (Broadcasting, April 13), Cincinnati stations are threatened with petitions to deny renewal if they fail to file the NAACP policy statement.

Otho Ray Ball, president of the Columbus branch, last week said that as yet he had not received a commitment from any Columbus station. He said he had asked the stations to make known their intentions by May 24.

In Atlanta last week, WYZE(AM) and WRNG(AM) joined 22 of that city's 26 stations in filing statements with the FCC pledging expanded programs to hire blacks and to determine and serve the needs of Atlanta's black community. A coalition of black organizations there-including the Atlanta NAACP branch-has filed petitions to deny renewals for WJRJ-TV, WGUN(AM), WTHH(AM), and WVAO(AM) (Broadcasting, April 6).

Second Mobile station is object of protest

A letter protesting alleged discriminatory practices by WALA-TV Mobile, Ala., has been filed with the FCC by Mobile-area civil-rights leaders, who asked that the station's license renewal be reviewed by the commission.

The letter is essentially identical to one filed late last month protesting the renewal of WKAQ-TV Mobile, and was filed on behalf of the same persons by the Washington-based Citizen's Communications Center (Broadcasting, March 30).

The leaders are James H. Finley, vice president of Neighborhood Organized Workers; Vincent Washington, president of the United Student Action Movement, and David Jacobs and Bill Rosser, both with the Mobile Education Project of the American Friends Service Committee.

They told the commission WALA-TV either fails to cover news relating to racial conflict or events of interest to the Mobile black community, or else distorts the black position on such issues as school busing.

The leaders also charged that the station had a discriminatory hiring policy and failed to adequately ascertain the programing needs of Mobile-area blacks-the same criticisms they leveled at WKRG-TV.

"The attitude of this station serves only to foster distrust, hatred, and even violence in the black community," the leaders contended. "In light of the substantial and material question of fact as to whether a renewal would serve the public interest, the commission must fully investigate these charges and/or hold a hearing on them . . . ."

H. Ray McGuire, general manager of WALA-TV, said the station would make no comment on the complaints at the present time.
Challenged at home, WPIX ducks expansion

WPIX Inc. has canceled its plans to build and operate a UHF television station in Buffalo, N.Y., because of "the uncertainty of the times," according to President Fred M. Thrower.

WPIX had contracted to buy a channel-49 permit in Buffalo from Beta Television Corp. in September 1968. Under the terms of the agreement either party could withdraw at the end of one year. After the agreement lapsed in September 1969, both parties engaged in sporadic negotiations until last week, when WPIX informed the FCC it was withdrawing its application for the transfer.

A spokesman for Beta last week said a deal was now working for a "nationally known licensee" to acquire the permit. He declined to elaborate.

A WPIX spokesman said the company decided to withdraw its application for the permit because of the general decline in spot-TV business, the softening in the economy as a whole and the difficulties that new UHF operations have experienced in the past year. He said WPIX will continue to examine the UHF field and, if conditions improve, may buy a station.

The license-renewal application of WPIX(TV) New York is the subject of a comparative proceeding before the FCC. Forum Communications Inc. has challenged the station's renewal application. An evidentiary hearing is scheduled to begin in New York July 20.

In addition to the television station, WPIX Inc. owns WPIX-FM New York and has a wholly-owned subsidiary, Connecticut Broadcasting Co., which operates WDIZ(AM) Bridgeport, Conn.

More comments urge FCC primer changes

Final comments received by the FCC last week on its proposed community-survey primer found the question-and-answer document helpful but in need of alterations.

The 38-question primer was drafted late last year with the aid of a Federal Communications Bar Association committee. It is aimed at clarifying requirements of broadcast applicants in ascertaining community needs.

ABC said the primer "in concept" was a helpful and useful document whose adoption should be pursued with dispatch. However, ABC urged the commission to make a distinction between renewal applicants and those applicants seeking new stations, assignments, transfers or major changes in license facilities.

While a renewal applicant should be required to outline the steps it takes to keep abreast of community needs and interests, ABC said, it should not have to follow "role" ascertainment procedures which it said are largely futile and may be used by "marginal" licensees "as a means of avoiding responsible performances during the entire license period."

FCC Commissioner Kenneth A. Cox has suggested that instead of requiring renewal applicants to file the community surveys, such applicants should submit to the commission a list of the most important issues facing their communities and the programming they have developed to deal with them.

In reply comments, CBS also questioned whether renewal applicants, especially those in large metropolitan areas, should have to "conduct such a burdensome and sterile exercise every three years."

Cosmos Broadcasting Corp. and Turner Broadcasting Corp. told the commission that in light of past confusion over ascertainment requirements, clarification should be "liberally granted.

The licensees urged the commission to differentiate between different types of applicants, and Turner asked that the commission apply "a rule of reason in which technical compliance with survey requirements is judged in the light of the facts of each case . . . prospectively as well as retroactively."

The Georgetown University Law Center Task Force on the Mass Media said earlier comments on the primer (BROADCASTING, February 2, 9) "reveal to us what appears to be an alarming unawareness of, willful intention to, or even deliberate subversion of the underlying purposes of the ascertainment procedures" (see page 38).

Calling on the commission to further emphasize the importance of the ascertainment procedure, the group urged that the surveys submitted by incumbent licensees and challengers in comparative proceedings be considered as crucial in determining who should be awarded the contested license.

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BROADCASTING, April 20, 1970
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Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 94):

- WUGO(AM) Rio Piedras, P. R.: Sold by W. M. and Hope Carpenter and William and Ramon Antonio de la Cruz to Mooney Broadcasting Corp. for $1,642,000. Sellers retain WSTX(AM) Christenedt, St. Croix, Virgin Islands. George P. Mooney is president and 28% owner of publicly held Mooney Broadcasting, which owns WMAK(AM) Nashville, WKGJ(AM) Knoxville, both Tennesse; WBSK(AM) Pensacola, Fla., and is buying WPDO(AM) Jacksonville, Fla., subject to FCC approval. WUGO is full time on 1320 kc with 5 kw day and 1 kw night. Vote was 3-to-1 with Commissioner Robert T. Bartley dissenting. Commissioner Kenneth A. Cox abstaining and Commissioners H. Rex Lee and Nicholas Johnson absent.

- WMBA(AM) Ambridge, Pa.: Sold by Joseph L. and Kenneth F. McGuire to John W. Bride and others for $200,000. Messrs. McGuire own WLSH(AM) Lansford and WPAM(AM) Pottsville, both Pennsylvania. Mr. Bride, a former FCC attorney, is account executive for WPDO(AM) McKeesport, Pa., and has interest in WJAB(AM) Westmont, N.J. WMBA is a daytime on 1460 kc with 500 w.

Cable television:

- Canton township, Ohio: Stark CATV Inc., sold by Brush-Moore Newspapers to Lamb Communications Inc. for more than $750,000. System, which serves North Canton, Plain, Perry, Jackson, has 4,000 subscribers. Lamb Communications operates CATV systems in Flint, Hillsdale, and Jonesville, all Michigan. With the acquisition of the Canton township cable system, Lamb Communications now serves 10,000 subscribers. Lamb Communications also owns WICU-TV (ch. 12), Erie, Pa.

- Commerce, Tex.: TV Cable Co. sold by Charles Reynolds and associates to H&B American Corp., multiple CATV owner. TV Cable Co. owns three cable systems, Commerce, Honey Grove and Cooper, all Texas, and serves about 2,000 subscribers. Mr. Reynolds is remaining as resident manager. H&B now operates 75 cable systems, serving approximately 274,000 subscribers in 23 states and two Canadian provinces. Merger of H&B and Teleprompter Corp., also multiple CATV owner, has been approved by the boards of both firms and will be voted on by H&B and Teleprompter stockholders at annual meetings in mid-May.

Multimedia owner backed on new FM

Examiner finds acquisition in Montana would not cause overconcentration

Lee Enterprises Inc. has been able to persuade an FCC hearing examiner of what it could not persuade the commission—that its acquisition of an FM channel in Billings, Mont., would not give Lee an undue concentration of media control.

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

Last week, Hearing Examiner James F. Tierney, in his initial decision, recommended the grant. He said it would not result in an undue concentration of control; in fact, he said it might be considered "that an additional voice of public import would be entering the community on favorable grant of the . . . application."

A critical factor in the examiner's decision was the presence of nine radio and television stations in Billings. Even a joint operation of the Lee newspaper and proposed FM, the examiner said, would not affect the competitive positions of the other media or diminish the media sources available to the public.

Furthermore, he said, the evidence demonstrates that Lee has "realistically endeavored" to maintain the autonomy and independence of its broadcast stations and newspapers. "Of particular note," he added, "Lee Enterprises has adduced persuasive evidence that the proposed FM facility will operate and act independently of the local Lee newspaper."

He also said that although Lee holds broadcast interests in several states, its over-all maximum audience is small. The stations are WTAI-AM-FM Quincy and WMDR(FM) Moline, both Illinois; KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; KCHA-TV Hannibal, Mo.-Quincy, Ill.; KFAQ-AM-FM Omaha; and WKBH-AM and WKBK-TW LaCrosse, Wis.

He also found that Lee's newspaper interests provided no cause for concern in terms of the concentration issue. He noted the newspapers' national audience

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BROADCASTING, April 20, 1970 41
is 433,000.

And in Montana, where Lee has no broadcast facilities, its newspapers compete with 10 television stations, nine FM's and 41 AM's, as well as six daily newspapers and 27 monthly or weekly periodicals operating or circulating in the state.

Thus, even though Lee's newspapers account for approximately 60% of the total daily newspaper circulation in the state, the examiner said, "that fact in itself does not compel a determination of unreasonable concentration of control of the public media."

**FCTA won't let NCTA go 'fishing'**

**Commission says proposed fees are based on cost of regulating CATV's**

The FCC last week turned down a second attempt by National Cable Television Association to inspect documents that allegedly are the basis for the commission's proposed schedule of fees for applicants and licensees. Deadline for comments in the rulemaking proceeding is April 20.

The commission refused to review its earlier denial stating that "the petition does not present any considerations which would in our opinion justify the requested review." The commission added that NCTA's petition is not a request for disclosure of a type considered by the Public Information Act of 1966 or by the commission's public-information rules.

The commission said NCTA's petition is in the nature of "a fishing expedition" since the notice proposing a new fee schedule reflects no reliance on, and makes no reference to, any particular document or data.

On March 2, NCTA requested to see the annual and inventory reports of all user charges of the commission and the commission's budgetary requests for CATV, 1969, 1970 and 1971.

The commission denied NCTA's request on March 25 and told NCTA if it should request such information from the Bureau of the Budget.

NCTA also asked the commission for permission to inspect the documents used in determining "the direct and indirect cost to the government" and the "value to the recipient of the privileges granted as set forth in the proposed schedule of fees." The commission said the cost to the government was issued a supplemental notice March 4, and added that it could not reasonably provide information as to the "value to the recipient." The commission said it could not afford the manpower needed to identify and assemble the vast numbers of confidential financial statements, staff memoranda and various trade publications upon which it relied in basing its decision of value to the recipient.

The commission said it had explained in the supplemental notice that a proposed schedule of fees had been derived for CATV systems which, on the whole, "would return a sum equal to the aggregate operating costs of the commission in regulating the systems."

The commission said the costs of CATV regulation would be equally distributed among the systems by assessing each system with over 200 subscribers an annual fee of 30 cents per subscriber. The commission added the derivation of the proposed CATV fee schedule "follows an uncomplicated logic."

**Data on CATV permits is due**

The FCC, lacking information regarding the location and ownership of outstanding CATV franchises for systems not yet in operation, has ordered all such franchised CATV systems to file a copy of their permits by July 15.

The commission said this lack of information may impede it in formulating future policies for cable use. The order specifies that both non-operational exclusive and nonexclusive franchises, ordinances, permits or licenses granted by municipal or state authorities for construction and operation of CATV systems 'or use of public streets and ways in connection therewith' must be filed in the Federal Register.

**Congress is requested to block FCC fee hikes**

Grass-roots moves have been begun to back the National Association of Broadcasters in its efforts to persuade Congress to restrain the FCC from adopting its proposed new fee schedule for broadcasters (Broadcasting, Feb. 23).

The Georgia Association of Broad-

**Local franchises are challenged**

**Municipal cable revenue is in jeopardy as result of appellate court action**

A 20-year-old cable-TV practice of sharing revenues with local communities has been held to be unconstitutional and CATV operators don't know whether to laugh or cry. CATV industry spokesmen noted that on the one hand the decision, if upheld by the U. S. Supreme Court, would result in substantial increases in income for cable systems. On the other hand, it was pointed out, the thrust of the decision places the FCC in a dominant position in CATV regulation.

The decision that payment of percentages of gross income to local franchising authorities is illegal came late last month from the U. S. Court of Appeals for the Sixth Circuit. It not only held that the ordinances enacted by Sandusky and Fremont, both Ohio, are illegal, but also that they are vague.

Both Ohio cities had appealed from a 1968 ruling by U. S. District Judge Don J. Young that the Sandusky ordinance, which required a 3% on gross revenues payment, and the Fremont ordinance, which invited bids on payments, were discriminatory. Judge Young held that they imposed payment on the user of existing facilities. He also mentioned that there might be a question of constitutionality (Broadcasting, Jan. 13, 1969).

The lawsuit was originated by Greater Sandusky Inc. and Greater Fremont Inc., both subsidiaries of Wonderland Ventures Inc., which arranged with Ohio Bell Telephone Co. to furnish CATV circuits for both cities. Wonderland Ventures Inc. is owned by Lamb Communications Inc., a multiple CATV owner, and owner of wicu-tv (ch. 12)
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castsers has received answers this month from half of its congressional delegation indicating interest in broadcasters' complaints that the proposed fees are exorbitant. The congressmen have said they will pay close attention to the proposal. The GAB's annual congressional luncheon with the delegation is set April 29.

A delegation of the Pennsylvania Association of Broadcasters met with its congressional representatives last Wednesday and pursued the issue with them. Earlier this year (Broadcasting, March 16), South Carolina broadcasters met with their delegation and received assurances the issue would be watched closely.

FCC Chairman Dean Burch told the House Appropriations Subcommittee at FCC appropriations hearings that he would pay attention to broadcasters' complaints that they would be assessed a disproportionate share of the proposed fees (Broadcasting, April 13).

Last June the appropriations subcommittee issued a report in which it said that the commission should revise its fee schedule “with the objective of assuring that the commission's activities are more nearly self-sustaining” (Broadcasting, Feb. 23).

Vincent T. Wasilewski, NAB president, sharply criticized the proposed increases as being “of intimidating proportions,” (Broadcasting, March 2) and at the Chicago convention of the NAB a resolution urging Congress to provide the FCC with guidance “as to fair and equitable treatment of broadcasters” was approved (Broadcasting, April 16).

Broadcast Preceptors awards go to 13

San Francisco State College named seven broadcasters and six writers as Broadcast Preceptors at the 20th annual Broadcast Industry Conference in San Francisco last Friday (April 17). Those honored are as follows:

Charles F. Ginsberg and Charles E. Anderson, Ampex Corp., Redwood City, Calif., for work in the development of the first practical Videotape recorder; Bill Leonard, producer-writer, WRC-TV Washington, honored for documentary television; Ben Hoberman, general manager of KABC-AM-FM Los Angeles, for “innovative leadership in radio and a high commitment to community involvement”; Herbert Mitgang of the New York Times editorial board for his discussion of broadcasting problems; Edwin Newman, WNBC-TV New York, cited for his work as a critic-at-large; Aline Saarinen, WNBC-TV New York, honored for the “high quality and new dimensions” in her program, For Women Only; Joseph Varholy, station manager of WKYC-TV Cleveland, cited for public-service programming related to the “new generation” and minority groups.

In the literature of the media category, five works were cited: Language of Communication by George Gorden; Technique of Film and Television Making by Vincent J. Kehe; Encyclopedia of Film and Television Technique edited by Raymond Spottiswood; Development of Educational Broadcasting in Japan by Mitoji Nishimoto, and Television News: Anatomy and Process by Maury Green.

AP building bridge for generation gap

Creation of a department, "The New Establishment," is to be announced today (Monday) by the board of directors of the Associated Press at the annual AP meeting in New York.

The department consists of five young women, all in their 20's, and a young man, 30, who, AP officials report, "will tell contemporary America about itself and will provide a bridge between the two sides of the generation gap."

The addition of 97 stations in 1969, for a total of 3,221 radio and TV stations receiving the AP broadcast wire, was announced. The wire, it was noted, was speeded up during 1969, providing 10% more copy than before.

Scheduled speaker for the AP's annual luncheon today is Secretary of Defense Melvin R. Laird. Expected to join Mr. Laird as guests are Vincent T. Wasilewski, president, National Association of Broadcasters, and Tom Powell, WDUA-TV Scranton, Pa., who is president of the AP Radio-TV Association.

Media notes:

Educating nations • The Educational Foundation of American Women in Radio and Television Inc., Washington, last week received an Institute of International Education Reader's Digest Foundation award for distinguished service in international education. Also honored at the award dinner at IIE's New York headquarters were William Benton—former president of Benton & Bowles, "businessman, educator and statesman"—and 3M Co., St. Paul. Citations were accepted by Mr. Benton, Mimi Hoffmeier, chairman of the board of trustees for the women's radio-TV foundation, and Bert S. Cross, board chairman and chief executive officer for 3M.

CATV placement services added • Broadcast Personnel Agency, New York, which has been functioning for almost nine years as an employment service for stations and networks, reported last week it is expanding into the CATV field. Sherlee Barish, director of BPA, said she has been receiving inquiries from CATV systems in recent months seeking qualified broadcasting personnel for management posts.
We put junk on TV. And won an award for it

Our pictorialized editorial on Salt Lake City's junk car and garbage problem, "Junk Alley," just won us a Sigma Delta Chi award for Distinguished Service in Journalism. This October 18th segment of our weekly prime-time half-hour news special Camero Four was written and produced by Ed Yeates.

It's not the first time Camero Four has been honored since it began a regular schedule last August 23rd. Last year, it was awarded the American Legion Auxiliary Golden Mike award given in Atlanta as "America's Best Television Program Series in the Interest of Youth."

Executive producer Sandy Gilmour, Director of Photography Gene Hallord and KCPX Television News Director Roy Gibson are happy about all the awards they've been getting. But they're much happier about a cleaner Salt Lake City.
Haiti invasion query goes public
The basic facts in the case are not argued; House group sees footage that was never aired

The doors finally opened last week on the House Investigations Subcommittee’s probe of CBS’s role in an abortive attempt to invade Haiti. The public forum gave CBS officials an opportunity to deny under oath that the network “encouraged” or “financed” an invasion scheme—and it gave the subcommittee members an opportunity to demonstrate their outrage at what they regard as new evidence of irresponsibility on the part of a broadcast news operation.

The hearing, which came after nearly a year of closed-door inquiry, left several questions unresolved—notably the question of the government’s real attitude toward the plot. The basic facts, however, are not now in dispute. They are as follows:

As early as 1964, CBS News began inquiries into reports that guns were being smuggled out of the United States. It was not until 1966 that this interest jelled into definite plans to do a broadcast. CBS producer Jay McMullen was approached by freelance writer, Andrew St. George, who had enough hard information to warrant going ahead with the project.

It turned out that the weapons were being smuggled into Haiti and the Dominican Republic, in preparation for a possible invasion of Haiti—launched by the underground in that country and supported by exiles living in the United States. Before long, Mr. McMullen found himself in Florida filming the training of men for an armed landing in Haiti.

Meanwhile, CBS was developing reservations about the project. There were fears that the exiles were able to keep up their plans for an invasion primarily because CBS was behind them. Nevertheless, the filming continued through November. During this time, the CBS business department was instructed to accept without question all bills relating to the Haitian plot, in order to keep specific knowledge of the project limited to a small group. Ultimately, the CBS bill for the project was in the neighborhood of $170,000.

The network dropped the story in December. In a memorandum, CBS News Vice President Bill Leonard said: “I do not want to broadcast the Haiti film.” He described the plot as “the non-adventures of a ragtag crew, next to which Duvalier looks good, a gang flouting U.S. law to no purpose.”

The leaders of the invasion plot were arrested in Florida on Jan. 2, 1967, and subsequently convicted. The conviction became final earlier this month when the Supreme Court declined to review the case.

This is the skeletal version of the case. But when CBS’s Bill Leonard and executive producer Perry Wolff testified before the subcommittee last week, it was apparent that much remains in dispute. For example:

What was the government’s position? Representative John E. Moss (D-Calif.) strongly rejected the idea that the government could sanction so “amateurish” a group as the Haitians. Subcommittee counsel Daniel Manelli said the government obviously could not have approved, since it prosecuted the leaders for violation of the Neutrality Act and the Municitions Control Act. And, of course, official relations between the U.S. and Haiti are cordial. Yet Jay McMullen, who was present last week but did not testify, told reporters after the hearing that none of the several government agencies that were aware of the exiles’ activities explicitly disapproved of the CBS role. He also claimed that customs authorities asked CBS to remain on the case in September 1966, when the network was thinking of getting out, because news coverage could help reveal whether the entire plot was a hoax. Also, Mr. McMullen said, Central Intelligence Agency officials in Miami confirmed that one of the principals in the plot was under contract to them.

Did CBS encourage a violation of law that might otherwise not have taken place? Representative Moss insisted that

Messrs. Leonard (l.) and Wolff

Representative Staggers
"this apparently wasn't something that was going to take place without an infusion of money." And, it was acknowledged, CBS allowed money to go directly into the hands of several exiles. The extent to which this might have constituted actual support of an otherwise doomed plot has not been resolved.

Was this, in effect, a "staged" event? Subcommittee members said that several sequences of the unbroadcast film were staged. Bill Leonard amended that: He said the sequences were staged "for our benefit and without our knowledge," citing Mr. McMullen as the authority for that comment. (After the hearing, Mr. McMullen elaborated: He said Andrew St. George had ordered some staged sequences, and was promptly fired when Mr. McMullen found out.) Looking at the question of staging on a broader level, subcommittee counsel Manelli said CBS could not call its film genuine and spontaneous when it paid individuals for permission to film them in the process of violating a law.

But, as Mr. Leonard and Mr. Wolff pointed out again and again, the film was never broadcast. The material CBS did collect was shown in the hearing room last week. It followed exile leaders from the Northeast U.S. to Florida, where they were shown recruiting, training, and moving guns. More than once, the filmed interviews brought forth the statement that the exiles hoped to kill Haitian leader Duvalier, and that the U.S. government would not disapprove — "especially if we have success."

The subcommittee's reaction was best summarized by Representative Torbert Macdonald (D-Mass.), who commented that he has "been outraged about this thing for a number of months"—and, he said, the clincher came when the CBS reporter asked an exile whether, to his knowledge, it was true that the U.S. government did not disapprove of the invasion. "If that isn't the height of irresponsibility," Mr. Macdonald said. "I don't know what is. . . . So, after $150,000, this didn't go on the air. That's the one good thing that came out of this fiasco."

Another side of the story was contained in CBS memoranda written during the project. One, from Mr. Leonard to CBS News President Richard Salant, said that despite the cost of the plan, there might be a change of government in Haiti, and "if we are the exclusive means by which the American public learns of this change," the cost would be well worth it. Another memo, from Mr. Wolff, called the plot "the first nonfiction TV spy story I have ever run across, and I urge you to view it in that light."

Whether the subcommittee will hold further hearings was uncertain as of late last week. Whether it will produce a recommendation that networks be licensed and regulated—as Representative Paul Rogers (D-Fla.) suggested during the hearing—can only be guessed at. There are still too many loose ends.

FCC targeted on prime-time rule

Commission denies NBC conference request; approval of limits indicated; details cloudy

The FCC has decided on an act-now, talk-later approach to its proposed rule to limit network domination of prime-time programming.

The commission last week decided against granting NBC's request for one or a series of administrative conferences involving interested parties and the commission, in advance of commission action in the 11-year-old proceeding (Broadcasting, April 13).

However, officials indicated that a conference at some point following commission action on the proposal—which is expected to be adopted—is possible. The commission will discuss the request in its order closing the proceeding.

The commission is scheduled to consider the matter this week, but there is some question as to whether it will act, even though there is considerable sentiment for concluding the 11-year-old proceeding. Two commissioners will be absent—H. Rex Lee, who favors it, and Robert Wells, who opposes it.

In addition, the staff's draft of the order was only completed last week, and there remained differences among the commissioners and some staff members on important details. One official said it was risky attempting to predict when the FCC would act, or what the final shape of the rule would be.

But basically, the proposal, designed to open up as much as one hour of prime time to independent producers and local programming in major markets, would prohibit stations in the top-50 markets served by three or more stations from carrying more than three hours of network programming between 7 and 11 p.m.

It would also ban networks from domestic syndication, permit them to syndicate abroad only those programs they produce themselves, and prohibit them from acquiring any subsidiary rights in independently produced programs.

The proposal seems sure of adoption by a vote of 5-to-2, with Chairman Dean Burch joining Commissioner Wells in dissent.

NBC, in a letter from its executive vice president, David C. Adams, requested the administrative conferences as a means of enabling the networks, affiliated stations, and program producers to explain the proposed rule's likely impact on them, and provide updated information.

Some of the commissioners—Chairman Burch and Kenneth A. Cox, among them—were sympathetic to the proposal. However, others felt they had accumulated enough information in the long proceeding.

There was also a question as to the legality of granting NBC's request without opening the conference to anyone interested in participating—in effect, conducting a rerun of the oral argument the commission held in the proceeding last July. If the commission holds a post-order conference, it presumably will be opened to all interested parties.

The NBC request was opposed by John Lane, counsel for Westinghouse Broadcasting Co., whose proposal forms the basis of the rule the commission is considering. In a letter to Chairman Burch last week, he said enough time has been devoted to the hearing, that material in the file has been updated—and that the time for comment has passed.

The questions remaining to be resolved about the proposed rule could affect its impact. There is some sentiment for excluding regularly scheduled newscasts from the three-hour limit; and some affiliates carry half-hour network-news feeds at 7 p.m. EST. However, indications last week were that newscasts would not be exempt.

Officials indicated that there may be four votes for excluding documentaries. But another point of dispute is whether to exclude political broadcasts that are subject to the equal-time law.

Exemptions included in early drafts of the rule and likely to be incorporated into the final rule apply to special news
programs and on the spot coverage of news events, as well as live coverage of sports events beginning at least a half hour before prime time.

(ABC's plans to carry National Football League games on Monday nights apparently will not be adversely affected by the limitation on the kind of live sports to be exempted. ABC will carry the games beginning at 9 p.m., which would afford the network another hour of prime time in which to transmit programing. On the West Coast, where the games are to be carried live, from 6 p.m. to about 9 p.m., it plans to feed programing at 9 p.m. that was seen in the East before the football game.)

As one FCC source put it, "There are five different views on these and other matters. It's still wide open."

As the commission approaches the wire in the long-pending proceeding its members are being subjected to considerable pressure from small-market affiliates. Beginning at the National Association of Broadcasters convention in Chicago, where they buttonholed commissioners individually, and continuing by mail to the commissioners' offices in Washington, they have been expressing concern over the impact on them if networks, in response to the rule, reduce programing.

Dale G. Moore, KGVO-TV Missoula, Mont., chairman of the NAB's secondary-market television committee, has expressed the concern formally, in a letter to Chairman Burch asking the commission to defer action on the rule until it holds an "eclate hearing" in which the stations could state their views. He cited the loss of network compensation as well as programing the small-market affiliates would suffer.

Some commission officials suggest that it might not be in the networks' own best interest to cite the problems of the small-market station in opposing the proposed rule. For if the commission is convinced the rule would hurt such a station, they say, it might adopt further rules designed to discourage networks from reducing their programing.

One noted that the commission had been considering such a proposal. It would have limited to two and a half hours the amount of prime-time programing a major-market affiliate could take from a network that had reduced its programing to three hours. However, there is, reportedly, some question within the commission as to the legality of such a provision.

Besides the possible problem facing small-market stations, commissioners are keenly aware of the networks' contention that the syndicators would not be able to provide enough quality enter-
tainment programing to fill the gap.

Some commissioners, however, feel that the commission would have time to "turn around" if it appeared that the necessary programing would not be produced. They note that the proposed rule is not to become effective until Sept. 1, 1971.

However, network officials say they need 18 months lead time to prepare for a new season. One pointed out that writers are now at work on some programs scheduled to start in September 1971.

**CATV's plan Chicago programing powwow**

**NCTA conference will hear Whitehead on satellites and panel on advertising**

Cable TV operators, preparing to originate programs under FCC order, are hoping to get some ideas at a programing conference sponsored by the National Cable Television Association in Chicago April 30-May 1.

Highlight of the conference is expected to be the banquet speech by Dr. Clay T. Whitehead, a White House adviser who was chairman of the White House committee that considered national policy on a domestic-satellite system. Although his topic is not specifically programing, he is expected to relate satellite communications to program diversity, including the economics of transmission. Last month the FCC invited applications for domestic-satellite systems and one is expected to be filed by Teleprompter Corp., a multiple CATV owner (Broadcasting, March 30).

The FCC ordered CATV systems with 3,500 or more subscribers to begin originating programs by Jan. 1 of next year. The commission also approved the sale of advertising to underwrite this activity, in its announcement last year (Broadcasting, Oct. 27, 1969).

Another highlight of the two-day conference will be a panel on CATV advertising. Panelists will be X. W. Mitchell, Ottawa, Ill.; James Trent, Peru, Ill., and Robert Shannon, Glendale, Calif. Moderator will be Greg Liptak, LVO Cable.

The conference opens with a talk on film programing by Barry Stigers, Athena Communications.

More than 20 program firms have signed to participate in the conference; each will make presentations, as well as exhibit wares.

Thomas E. Wilson, NCTA public-relations department, is in charge of the conference.
"I can tell you without reservation — you've got a winner in 'Imagination Radio'!" — Bob VanDerheyden, WHN, New York, N.Y.

"Your info features are an ideal combination of exciting creativity and down-to-earth cost." — John Hurlbut, WVMC, Mount Carmel, Ill.

"Great ingenuity and resourcefulness!" — Phil Kassebaum, President, KFH, Wichita, Kansas

"Your info features are a totally new approach to radio and long overdue!" — Ike Cohen, WCAP, Lowell, Mass.

"'Imagination Radio' concept has unlimited potential!" — Mahlon Aldridge, KFRU, Columbia, Mo.

"Catchy programming concept for the listener and an ideal vehicle for a station to increase its sales!" — Jack Stower, WHFB, Benton Harbor, Mich.

"A truly unique concept ... and highly imaginative features!" — Chuck Gilmore, WWQS-FM, Orlando, Florida

"Innovative and interesting! Your info features are in line with trends broadcasters are thinking about." — Ken Nybo, KBMY, Billings, Montana

"It's about time radio grew up, and this should help it!" — Gene Lottier II, General Manager, KRSI, Minneapolis, Minn.

"Great! This gives us many more tools to work with." — W. T. Smoot, WIVC, Peoria, Ill.

"This is the way radio must go in the future!" — Robert Blow, WJAK, Jackson, Tenn.

"An exciting new creation to help make radio more saleable!" — Ernest Metcalf, N.Y. Sales Manager, Avery-Knodel, New York, N.Y.

"Greatly impressed, adds new dimension to programming!" — Joseph Whalen, WAVI, Dayton, Ohio

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CHICAGO, April 8—One of the highlights of the NAB Convention was the world premiere of "Imagination Radio," conceived and developed by Info-Radio Corp. of New York. The revolutionary new programming-marketing concept consists of 51 original features, fully produced and
CBS supports subpoena protection

Salant backs favorable legislation; TV newsmen complain of intimidation

CBS News President Richard S. Salant has written to Representative Richard L. Ottinger (D-N.Y.) and Senator Thomas J. McIntyre (D-N.H.) expressing support of their pending bills to protect newsmen from government seizures of confidential information or names of sources.

Mr. Salant said the government's recent use of subpoena power, which led to the introduction of the two bills, "poses profound and troubling questions not for the news media alone, but in terms of the public interest which the First Amendment is intended to serve."

Mr. Salant's remarks accord with those filed earlier by five CBS newsmen in an April 3 hearing on whether a New York Times reporter should be required to reveal confidential news sources (Broadcasting, April 6). The CBS newsmen contended that the government's subpoena power would—and the threat of it already has—seriously compromized or intimidated those sources who request confidentiality.

The Ottinger-McIntyre bills seek to prevent this breach of trust between news source and newsmen. The pending legislation would prohibit governmental bodies from requiring newsmen to disclose confidential information or sources, except in certain cases where foreign aggression, grand jury proceedings or prevention of libel may be involved. Representative Ottinger was the original architect of the bill (Broadcasting, March 2, 9).

Mr. Salant said in his letter that he would "welcome the opportunity to testify" in support of the bills. No hearings have yet been scheduled.

The CBS News president acknowledged that newsmen should not "be above the law." He added: "We are responsible citizens and we do want to assist in the administration of justice. But we believe it to be of fundamental importance to our society that freedom of the press be maintained against abridgement. . . ."

The importance of protecting news sources was underscored by the five CBS newsmen. The affidavits were submitted by Walter Cronkite, Eric Sevareid, Mike Wallace, Dan Rather and Marvin Kalb. They were attached to a CBS amicus curiae memorandum filed in the Times case.

Following are excerpts from the affidavits:

Mr. Cronkite wrote: "In doing my work, I . . . depend constantly on information, ideas, leads and opinions received in confidence. Such material is essential in digging out newsworthy facts and, equally important, in assessing the importance and analyzing the significance of public events. Without such materials, I would be able to do little more than broadcast press releases and public statements. . . ."

"The material that I obtain in privacy and on a confidential basis is given to me on that basis because my news sources have learned to trust me and can confide in me without fear of exposure. In nearly every case, their position, perhaps their very job or career, would be in jeopardy if this were not the case."

Mr. Sevareid, who called himself "national correspondent for CBS News, engaged chiefly in broadcast commentary," commented in his affidavit: "In the course of this work . . . I regularly talk with government officials, former officials, military people and a wide spectrum of others who possess special information or expertise on public issues.

"A great deal of this talk is of the 'off the record' or 'not for attribution' kind. It is for my own information. Many people feel free to discuss sensitive matters with me in the knowledge that I can use it with no necessity of attributing it to anyone . . . Should a widespread impression develop that my information or notes on these conversations is subject to claim by government investigators, this traditional relationship, essential to my kind of work, would be most seriously jeopardized. I would be less well-informed, myself, and of less use to the general public as an interpreter or analyst of public affairs."

Mr. Wallace noted that he is a "staff correspondent for CBS News." "In my experience in investigative news gathering," Mr. Wallace stated, "the ability to establish and maintain the confidence of people who may be willing to suggest leads and divulge facts and background information to me has been essential. If such people believed that I might, voluntarily or involuntarily, betray their trust by disclosing my sources or their private communications to me, my usefulness as a reporter would be seriously diminished."

Mr. Wallace cited several stories he reported and the role such confidential sources played. Among them was a 60 Minutes exposure on the Pentagon cost overrun on the Mark-48 Torpedo. Mr. Wallace noted: "Some of the most important and revealing information that we obtained came in confidence from subcontractors, suppliers and men employed by government agencies."

He also observed that "the State Department and other departments and agencies of the government frequently conduct background conferences at which information and opinions are presented, but not on record. Frequently, such views are in conflict with present public positions or policies of the government. Access to such information . . . provides the reporter with the ability to interpret information from other sources, anticipate changes of policy and analyze developments. . . ."

Mr. Wallace also recalled his "non-public conversations" with candidate
Richard M. Nixon and advisers in 1968, noting, "although it was seldom explicitly stated, it was understood that some of what was said on those occasions was not for publication. If I were now forced to reveal such confidential information," Mr. Wallace continued, "I would never again count on the cooperation of those people or anyone else. In my opinion the public would be the loser in the long run."

Mr. Rather, White House correspondent for CBS News, noted that "in order to understand the facts, reporters must constantly appraise the accuracy and meaning of words and the significance of deeds. In that effort, reporters require a background of confidential judgments and observations obtainable only in privacy and in trust. In recent weeks, a long-time friend and news source, who has dealt with such evidence with me for more than a dozen years, has declined to do so. He has, on many occasions in the past, been responsible for truths, otherwise unobtainable, appearing in my reporting on civil rights, government and politics. This deceit, honest citizen, who cares deeply about his country, has now told me that he fears that pressure from the government, enforced by the courts, may lead to violations of confidence, and he is therefore unwilling to continue to communicate with me on the basis of trust which formerly existed between us. . . ."

"This incident is representative of the loss that reporters and those who depend upon them for truth will suffer if reporters can be forced to disclose confidential communications and private sources. The very possibility of such forced disclosure is, in my experience, sufficient to foreclose important channels of communication."

Mr. Kalb, diplomatic correspondent for CBS News, said that "in the course of reporting on diplomatic affairs, I depend extensively on information which comes to me in confidence from sources whose anonymity must be maintained. Diplomacy is conducted as a private business. In my experience, diplomats detest publicity."

Citing the case of a foreign ambassador slipping out of the State Department to avoid commenting on his meeting with Secretary of State William P. Rogers, Mr. Kalb commented: "The information about that meeting, and many others, has to come from private talks with American and foreign officials, not one of whom would allow himself to be quoted in any way identified with the news report. "Privacy and discretion are the very essence of my work as a reporter. If my sources were to learn that their private talks with me could become public, they would stop talking to me, and the job of diplomatic reporting could not be done."
A new generation of hardware

At NAB exhibits this year evolution is the theme; array of cameras with improved efficiency is typical

Broadcasters attending the equipment exhibits at the National Association of Broadcasters convention two weeks ago in Chicago had a major job of comparison shopping for TV color cameras—and the exhibitors provided the comparisons.

All of the major camera manufacturers ran complete production shows to highlight their lines and to emphasize major points.

Virtually all cameras featured simplified operating characteristics, lighter weights, greater stability and lower noise levels.

Philips's new PC-100 TV color camera uses digital-control techniques that permit the use of triaxial cable, one-tenth the weight and cost of regular cable. New anti-comet-tail Plumbicon imaging tubes are used in the three-tube camera, overcoming blooming effects in highlighted objects. The camera is said to show completely noise-free pictures at 20 foot-candles, and nearly noiseless pictures below 10 foot-candles. All camera controls are at a seven-inch rack housing. Price of the complete system is $89,850 with deliveries due to begin the last quarter of this year.

Ampex's new Model BC-230 color camera is designed for studio and field use, and is capable of delivering up to 1,000 hours of stable performance under studio conditions. Using modular design and construction for easy maintenance, the camera weighs 77 pounds, uses half-inch cable, and reportedly produces studio-quality pictures with illumination down to 25 foot-candles. Deliveries are expected to begin this summer. The Ampex camera sells for $57,500 with pedestal and supporting electronics.

General Electric's PE-400 solid-state color-TV camera features its "Auto-Trast" control circuit said to reproduce over three times the 40:1 range of a picture, as well as a built-in image enhancer and a new "crispening" circuit. The camera reportedly performs with full-level output at illumination as low as 12.5 foot-candles. It can also be used with standard or new .64-inch cable. Deliveries began this month. The complete camera carries an $80,500 price tag.

Shown by RCA was its TK-44A color-TV camera which, according to the company, has passed the 200 mark since shipments began early last year. The camera includes a built-in contour-enhancing circuit that permits high-frequency details to be amplified without a corresponding increase in noise. It also contains Chromacomp, for adjusting hue and saturation. The camera's sensitivity was shown by exhibiting it with only 15 foot-candles of lighting. It is priced at $78,000.

Featured by Visual Electronics was the firm's VP-3 color-TV studio camera, including new printed circuit yokes mounted in parallel to provide consistent registration. The camera, which weighs less than 90 pounds, is said to perform under a wide range of light levels. It is priced at $60,000.

Commercial Electronics displayed its Model 270 color-TV camera that features extremely low-light-level rendition as well as long-period stable registration once the camera is set up. The CEI camera uses the Westinghouse secondary electron conduction (SEC) tube that was developed for low-light-level use by military and space agencies. The Model 270 has provided good color rendition with an 1/4 stop at illumination as low as five foot-candles. Price is $30,000.

Using three Plumbicon tubes, International Video Corp.'s 300-A camera...
James B. Perkins (r), chief engineer for WJW-TV Cleveland, examines the 1400-7 video production switcher from the Grass Valley Group Inc., while Bob Lynch (l), eastern manager for the company’s sales organization, and Jerry Sakai, senior engineer with Grass Valley, outline its features.

Joseph B. Epperson (l), engineering vice president of Scripps-Howard Broadcasting, looks over RCA’s TCR-100 cartridge video-tape machine with A. L. Hammerschmidt, vice president and general manager of RCA’s Broadcast Systems Division.

Alma Engineering’s 6531-8 video production switcher is described by Robert L. Laughlin (l), president of the firm, to Lowell A. Connor, media specialist, Stephens College, Columbia, Mo.

Robert Bullock (l), consulting engineer, Los Angeles, hears about the features of Gates’s BT-55 U, 55-kw UHF television transmitter, from Howard McClure, Gates TV project engineer.

Telemation Inc.’s TSG-3000 sync generator is described by Robert C. Bacon (l), vice president, branch operations, to Bruce F. Miller, manager, New York systems service engineering, CBS-TV.

David Chase (l), program director, WTVH-TV Pittsburgh, discusses Cohu’s 9302 video production switcher with David Wheeler, sales representative of the company.

Eugene Burger (l), chief engineer, WHO-TV Dayton, Ohio, listens while Larry Hansen, Salt Lake City manager, Eimac-Varian, describes the 3 CV, 50-kw amplifier tube.

Sal Marino (l), general manager of the Rust Corp., shows the company’s AutoLog automatic transmitter logger to Irwin Knopp, chief engineer, WAKR-TV Akron, Ohio.
also contain a new dichroic-mirror optical technique. The 300-A camera weighs only 72 pounds and is said to have high sensitivity and contains a nine-inch viewfinder with built-in extendable hood for outdoor operation. It is priced at $39,600.

An improved Polychrome 3 color-TV camera was shown by Sarkes Tarzian. Features of the three-Plumbicon tube instrument are improved signal-to-noise ratios and extended dynamic light range, down to 15 footcandles. The complete camera chain sells for $67,500.

Philips's PC-70S-2 is the latest in the PC-70 series that was introduced four years ago. The camera performs at low light levels attributed principally to new pre-amplifiers and with noise-free pictures, extended red sensitivity Plumbicon tubes, and an optional, non-linear variable matrixing module for colors and hues. It also uses a "mini-cable" that ranges up to 1,000 feet, or up to 3,000 feet with standard cable. The PC-70S-2 sells for $68,010.

Fernseh GmbH of Darmstadt, Germany, showed its KC-U-40 color camera that has three Plumbicon tubes and is said to be so lightweight (camera head without zoom lens weighs 70% pounds) that it can be used for either studio or remote programming.

The transistorized camera includes a tiltable viewer and uses quarter-inch coaxial cable for distances up to 490 feet and half-inch cable for up to 2,500 feet. The camera also is said to have high light sensitivity. Optimum signal-to-noise ratios are maintained through newly-developed preamplifiers, and the camera is said to have long stability periods.

Fernseh is a subsidiary of the Bosch Group, whose U.S. representative is the Robert Bosch Corp. in Broadview, Ill. The camera is $56,650 FOB Chicago.

Tele-Cine's principal feature was the Schneider-Kreuznach 18mm to 200mm at f/2.1 zoom lens TV-10 with both manual and servo operation, that focuses as close as 28 inches.

Rank Precision Industries highlighted its Varotol XX series of lenses which feature reduced weight, bulk and price ($4,700). Mechanical compensation maintains constant image planes position, and tracking errors are prevented by the use of precision cams. Wear and backlash are minimized by the use of rolling, rather than sliding action.

Canon featured its P17X3082 zoom lens for TV cameras specially designed for Plumbicon tubes and for use in outside broadcasts. It is priced at under $20,000.

The full three-function servo broadcast 10X zoom lens by Angenieux Corp. of America has a focal length of 18mm to 180mm. Servo controls are
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New video cassette recorder features exclusive Ampex 6-minute refillable cassette. Adds unmatched versatility to your broadcasting operation. New high speed duplicator copies 30-minute program in only three minutes! Provides economical, mass duplication of spots and programs for national syndication and fast distribution.

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No-hands operation for tape machines

Ampex, RCA exhibit complete automation in recorders-players

TV's advance in automation was never more evident than in the two cartridge-type machines shown at the NAB meeting by Ampex and RCA.

But in addition, other automated TV systems were highlighted in General Electric's broadcast automated center and Visual Electronics's computer-type array. Both utilized existing equipment to operate on a "hands-off" basis.

The Ampex cassette Videotape...
corder/player, the ACR-25, is capable of automatically playing up to 25 units, each ranging from 10 seconds to six minutes. It consists of two tape transports, one loading and cueing a cassette while the other is playing another cassette. Rewind and cue-up can be accomplished in less than 10 seconds. The system operates at seven and a half or 15 ips. The cassettes are sucked up into the transport device through a vacuum system.

The ACR-25 can be programmed to deliver any of the 25 cassettes in predetermined sequence. The tapes are standard two-inch for quadraplex systems; they can be used for recording from live camera or from another recorder.

The ACR-25 is priced at $165,000, with deliveries promised by mid-1971.

RCA's TCR-100 video-tape cartridge machine, which will be ready for delivery on a production basis late this year, carries 22 cartridges, each of which can be programmed for up to three minutes. The machine was shown for the first time in prototype form last year at the NAB convention; it sells for $89,500. Up to eight cartridges can be programmed in sequence and a cue tone on the last cartridge automatically starts up a reel-to-reel video-tape recorder, a film projector or cues a live program. The device also will record programming on the tape cartridges and will automatically locate cue marks for playback.

Taping: 1970-style

Video-tape recorders were shown by most of the major TV equipment manufacturers, but few were new or incorporated developments that could be considered break-throughs.

Ampex's third-generation Videotape recorder is the high-band AVR-1, said to provide consistently higher picture quality in color and black-and-white, improved reliability and simplified maintenance. One of its features is its adaptability to station automation through the use of computer-compatible digital circuitry. It also contains improved operating and editing functions, and is said to have instantaneous roll-and-take. Other highlights are its use of integrated circuits, a system of color-coded warning lights to indicate malfunctioning circuits and simplified tape threading. The basic model costs $100,000.

RCA's high-band TR-70C video-tape recorder uses integrated circuitry and a new servo system that affords faster modules to allow maximum inter-
response plus improved reliability. The new servo system substantially reduces pre-roll. The new tape recorder also utilizes a newly designed headwheel panel, made of a special alloy. The TR-70C is priced at $93,500 and will be available in August.

The International Video Corp. 900 video tape recorder, uses one-inch helical scan tape, permits continuous playing time of 31/4 hours on one 121/2-inch reel. The machine is said to permit stable picture lock in four seconds or less for color from a standby position. Price is $12,000 to $18,000 depending on optional attachments.

Memorex featured its new Chroma 86 broadcast video two-inch tape that is designed for quadruplex recorders. The new 1.4 mil tape not only has a new formulation but features a back coating on the reverse side that is said to virtually eliminate “cinching,” improve capstan stability and reduce scratching.

Data Memory’s Video Disc 1000 is a slow-motion color disc recorder that is full-band for stop-action and slow-motion replay as well as special effects. The equipment contains a cue mark indicator, “joystick” speed control, and easy set-up, testing and maintenance. The unit sells for $52,500 basic.

The Magnetics Products Division of the 3M Co. introduced a new two-inch video tape designed to reduce color and high frequency dropout.

An air filtration device was featured by Enviraco. The unit provides a laminar flow of air that is used to keep the headwheel section of video tape recorders clean. The Envirazone II module sells for $750.

A new video-tape editing system was shown by Datatron Inc. The Vidicue 5000 permits edit point entry from three sources, keyboard, tape or computer; it has a universal interface for use with all quadruplex or helical tape recorders, and portrays simultaneously all edit points on a graphics display.

Recortec showed its video-tape condition unit that removes loose oxide and debris from the tape surface, uniformly packs the tape and measures tape length. The unit sells for $5,450.

Nortronics Co. introduced its tape head rebuilding program for Ampex equipment. Ampex nests are rebuilt and equipped with Quik-Kit mounting hardware and new Nortronics heads. When heads become worn thereafter, they can be replaced by loosening a screw and replacing heads rather than sending the entire nest back to the factory.

Some day TV stations may be re-
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The only true parallel system design makes RCA's transmitter safe enough for remote or computer control.

RCA's Maxim-Air VHF transmitter is guaranteed to hold its specifications for thirty days without adjustment.

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If one goes out, the other takes over and no one notices but you.

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RCA's TT-30FL 30 kW VHF transmitter. The best color picture today. The best use of people tomorrow.

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RCA
New sophistication in studio gear

A dazzling display of switchers, mixers is shown delegates

For television broadcasters, switchers are key elements in operating smoothly and professionally. Allied with these equipment, are special-effects and other generators to give stations the ability to introduce creative techniques.

Switchers that use parallel video-processing with logic circuitry that can mix six TV pictures simultaneously were the highlight of General Electric's solid state TS-400, which comes in three models, all with 20 inputs, and with four, six or eight outputs. The TS-400 also incorporates a new special-effects unit with 32 standard patterns. Price is from $20,600 to $75,000.

Visual Electronics's series 24-10 custom vertical interval video-switching system uses dual transistors at crosspoints, integrated circuits for logic and accepts composite or non-composite signals on any input, automatically adding sync to the non-comp signals.

CBS Laboratories' model 5500 color corrector enables broadcasters to transmit consistent color values from a variety of encoded signal sources, such as cameras, tapes and film. Use of the on-line instrument overcomes colorimetry shifts from one segment to the next. It is priced at $2,995.

Sarkes Tarzian's Rotech is a special-
effects generator that is said to have a virtually unlimited number of special effects, like an electronic kaleidoscope, it was explained. The device sells for $3,300 as an optional piece of equipment to the regular generator.

Cohu featured its model 9302 video-production switcher that accommodates 14 inputs and seven outputs. It sells for $24,000.

Vital Industries featured its new Vimax 20 master-control programer designed for automation. The equipment contains a new mix/effects system that permits splitting of the fader controls as well as a new chroma keyer. The terminal features a 22-event memory and display.

Shown by Richmond Hill Laboratories was its new Vision production mixer/switcher with 29 special effects. The unit uses vertical-interval switching, is fully color-timed and has an auto-fade feature. It sells for $23,000.

Ward Electronics Industries demonstrated its TS-206C double re-entry vertical-interval production switcher ($30,000) with 18 inputs, eight outputs, six buses, and special effects system. It allows dissolving to an insert or wipe, wiping to a super or dissolving to a super.

The PTS-110 preset master-control switcher ($37,000) from Central Dynamics Ltd. is designed to relieve the switcher of multiple simultaneous operations. It features include 18 video inputs, including color black; 22 audio inputs; preset video/audio switching; mixing, keying and matte keying, and audio over/under.

Computer Image's Mark III assembly, a television audio programer and vertical-interval switcher, has eight input channels and two output channels. The video element is priced at $4,950; the audio section, $1,790.

Grass Valley Group Inc. demonstrated the 1400-7 switcher ($34,250) a flexible system designed for large TV stations and production centers. It features 20 input sources, four secondary input, six buses, four PGM outputs and four PST outputs.

Introduced by Dynair Electronics Inc. was the VS-152A vertical-interval three-buss mix/effects production switcher ($1,795) with eight video inputs and two video outputs. It has illuminating pushbuttons and automatic preview.

Shown by Power Optics was the Evershed remote studio control TV 200 system that sells for $40,000 to $50,000 without the camera.

Alma featured its Model 6531-8 production switcher with special-effects generator. All solid-state, it contains six preset composite or non-composite plus three composite inputs, as well as eight special-effects patterns.

Trompter showed a cross-point mat-
A. Wulliman, chief executive officer of Century Strand's sales, Quick-Set Inc., listens to David Stott, Data Memory marketing operations manager.

The FSM-1 field strength meter from Johnson Electronics Inc. is shown by the company's California representative, Wayne Wainwright (l), to Robert Meehan, KTAL-TV Shreveport, La.

Larry Kellermann (l), sales manager, Century Strand Inc., tells the features of Century Strand's 2,000-w high-intensity pattern projector to Robert Wehrman, WTVF-TV Pittsburgh.

A. J. Weber (r), assistant representative of sales, Quick-Set Inc., shows the Hercules cam-link pan head to James Wulliman, chief engineer for broadcasting, WTAE-TV Pittsburgh.

Eugene S. Clark (r), chief engineer of KNTV (TV) Oklahoma City, gets information on the TS-206C video-production switcher from Bernie Munzelle, sales manager, Ward Electronic Industries.

Russell Trevillian (l), field engineer for Telemet, a division of Geotel Inc., explains the function of the model 4500 demodulator to Robert Cook, Mountain Bell Telephone Co., Denver.

Semikron's high voltage HSK type tube is described by K. Seidensticker (l), sales manager of the firm, to William Kohler, chief engineer, KDHX-TV Dickinson, N.D.

Robert Sidwell (l), sales manager, CCA Electronics, explains the features of CCA's new 25-kw FM transmitter to E. J. Meehan, vice president and general manager, WPBS(FM) Philadelphia.

WLS-TV Video disc, Neiman-Marcus Chicago, looks over Data Memory's Video Disc 1000 slow-motion color disc, and listens to David Stott, Data Memory marketing operations manager.

Telemet's TSG 3000 color sync generator features all-digital circuitry with two modes of digital-stability-genlock—instantaneous lockup or uniform rate lockup. Test points are provided on the front panel. The equipment is priced at from $2,050 to $3,000.

The Fazer variable delay line device for switchers from Andersen Laboratories Inc. eliminates the need for bulky cable lengths in bringing the subcarrier down to the last degree of phase. By turning a control screw, Fazer changes delay path from zero to 100 feet. Price: $275 per module.

Telemet showed its model 4500 demodulator with low noise, low-chrominance/luminance delay difference, full-chrominance signal level, low-differential phase and gain and dynamic range of input level. It sells for $1,285.

Rohde & Schwarz Sales Co. showed the AMF TV demodulator ($6,300) for monitoring and measuring the demodulation of picture and sound signals from TV transmitters. The electrical and mechanical design is said to insure stability of electrical values over long periods of operation.

Cleveland Electronics Inc. showed its line of display and deflection components. Over 900 basic deflection components, a majority with two or more mechanical variations, can be developed to meet specific requirements. Components of vidicon, image orthicon and other pick-up tubes are also available. The complete line of visual image components is available on cards or modules.

Unveiled by Visual Electronics was its new Data-Vision V-1000 display system for titling. The instrument was developed by CBS Laboratories, and is said to provide high-resolution, graphic quality alphanumeric characters that can be programmed to "roll" from bottom to top of screen, or to "crawf" from right to left. Price is $18,000 to $24,000.

Chrono-Log Corp. showed its digital clock system, which is priced at $5,000. The system uses existing wiring and preview monitors and operates with an internal or external time standard. All time displays are synchronized and time settings may be made from a central location.

A selection of monitors

In the field of monitors, Conrac featured its color monitor modernization program for models CYA17 and CYB17. Conrac provides 90-degree kinescope for these monitors to color match its new RHA series and makes other improvements for $800 per unit.

Ball Brothers Research Corp. showed its TCB-14 14-inch color monitor ($2,400), featuring stable color charac-
James Douglas (l), GE sales manager in Dallas, shows off the PE-400 TV color camera to B. B. Honeycutt, director of engineering, KRLD-TV Dallas.

Lee W. Tanner (l), operations manager, WTEV(TV) Providence, R.I., is told about the Scully tape recorder and reproducer by Ham Brosious of Scully Recording Instruments Co.

David Nabor (l), program director, WDLZ(AM) Decatur, Ill., and William Winsen (r), chief engineer, WJAK(AM) Jackson, Tenn., listen to Alexander Meyer (c), executive vice president, Insta-tape division, Ampro Corp., describe the Model 806 six-deck cartridge player.

George E. McCurdy (l), president of McCurdy Radio Industries Ltd., shows his company's SS-5200 production audio console to Pierre Voyer (c), director of technical programming, and Raymon Beriau Jr. (r), technical maintenance, both University of Montreal.

Spindler & Sauppe's new studio-projection system is featured by Norman Sauppe (l), president of the firm for Hiroyoki Ukita, chief engineer, Nippon Columbia, Japan.

Alex Hendrickson (l), technical director of the broadcast center, noncommercial WAMU-AM-FM-TV, American University, Washington, and John Wallace, general manager of Angenieux Corp. of America, inspect the Angenieux 10X three-function servo zoom lens.

Hugo A. Bondy, chief engineer, WAGA-TV Atlanta (l), is interested in Power Optics' remote control-preset panel being described by Thomas Streeter, general manager of the firm.

S. J. Skirpan (l), president of Skirpan Electronics, describes the firm's frequency-sensitive control amplifier to Reverend E. S. Nadolny of the National Catholic Office of Radio and Television.
Rank Precision Industries salesman Pete Stuart (r), shows Larry Cameron, director of engineering, CFCH-AM-TV North Bay, Ont., one of the Varotal XX series of zoom lenses.

William Bruring (l), president of WWLA-(AM) LaCrosse, Wis., views Jumpro Antenna Co.'s circular polarized FM antenna with James Oliver, purchasing agent for the company.

T. W. Moore (l), president of Fort Worth Tower Co., talks to Robert E. Becker, engineer at WATK(AM) Antigo, Wis., about a proposed tower for the station.

Charles A. Hill (r), general manager of Schafer Electronics, looks at the 8000 automation system with James Bicket, general manager of WKZM(FM) Kenosha, Wis., which purchased the first 8000 system two months ago.

The VSP-840 video production switcher from Central Dynamics Ltd. has the attention of Jim Martens (r), chief engineer for WQEM-AM-FM-TV Quincy, Ill., and Bob Faulkner, CD district sales manager.

BROADCASTING, April 20, 1970

Film exhibitors, too, held rapt NAB audience

Despite the heavy use of video tape by TV broadcasters, film is still an important medium. At the NAB convention:

Eastman Kodak's television film preview room is said to evaluate the suitability of motion pictures for TV broadcast by displaying a picture that closely matches the image seen on home receivers. A special screen, projector, viewing wall and lighting technique are used. Cost for the basic projection equipment is about $900.

The Mincom Division of the 3M Co. unveiled its Chromabeam system for converting color video tape to high-quality 16mm color film. Price: $99,887.

Telesync Corp.'s Retro-Reflective front-screen projection system ($585 for the single system) uses a 35mm slide projector and Telesync's screen that returns 90% of the light to the source. Advantages over rear projection include no hot spots or corner falloff, more brilliant colors and sharper pictures.

Berkey-Colortron Inc.'s Lumiscope is a high-efficiency rear-projection system not affected by ambient light and said to be ideal for both color and monochrome TV programing. It permits bright and uniform pictures on the screen with low-wattage projection systems and focuses the projected image from the camera with full peripheral luminance. Price: $9,750.

Telepro Industries Inc. showed its horizontal-vertical crawl ($1,740). Type for the Videotyper used to cut the script attached to the drum is available in both upper and lower case in a variety of faces.

The Bolex 16 Pro film camera was featured by Paillard Inc. The camera, using an Angenieux 12-120 lens has a 400-foot magazine, and is equipped with a crystal synchronization unit. It sells for $11,000.

Feature of the Arriflex 16BL film
NEW SOLID-STATE 10 KW 5 KW AM TRANSMITTER

Continental's Type 316F 10 KW and Type 315F 5 KW broadcast transmitter has 100% solid-state exciter. Amplifier has two tubes, only one tube type. Other advantages include: built-in solid-state Magniphasc antenna protection circuit, low power consumption, dual-level collector modulated solid-state driver and push-pull modulator without transformer, high fidelity signal with 100% modulation capability from 2 to 20,000 Hz, compact and self-contained.

For complete information, write Broadcast Sales, Continental Electronics Manufacturing Co., Box 17040, Dallas Texas 75217

*US Patent Pending

Continental Electronics Co.
MANUFACTURING CO. SUBSIDIARY OF RESALAB, INC.
Mole-Richardson’s nine-light Molepar panel is examined by Robert Cochrane (l), audio-visual technician, ABC News, Chicago, with Howard R. Bell, Mole-Richardson vice president-sales.

Nancy Hanson, representing the Bauer Division of Sparta Electronic Corp., shows the new model 620 20 kw strip-line FM transmitter to Brooks G. Leffler, production manager for WHYY-TV Wilmington, Del.

Donald McCroskey (l), assistant manager audio-visual system, ABC-TV Hollywood, examines a cross-point matrix described by Edward Trompeter, president of the company bearing his name.

Sarkes Tarzian’s Rotek special-effects generator is described by Russell Ide (l), marketing manager of firm to David S. Calef, director of broadcast operations, WKTU(TV) Brattleboro, Vt.

William F. Dryer (l), chief engineer, KABC-TV Los Angeles and Robert H. Springer (c), manager, video tape, ABC-TV Hollywood, hear about Envirco’s air filtration device from Robert Willey of Envirco.

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Camera is a built-in exposure control system.

Jamieson’s Mark IV color film processor can be used for 8mm or 16mm Ektachrome at 30 feet per minute. Its warm-up time is only 10 minutes.

The CF2 ultrasonic film conditioning system was the highlight of the Lipsner-Smith Corp. exhibit. The system, which sells for $15,000, cleans film on both sides and removes scratches and surface blemishes; coats scratches, providing better refraction diffusion from the light source, and lubricates the film, permitting increased film-gate pressure for sharper resolution and clearer transmission.

Harwald Co.’s Mark IV Inspect-O-Film with electronic film cleaner ($8,250) features automatic loading and vacuum cleaning. The device also coats film, making it scratch-resistant and less likely to jam in a projector.

SOS Photo-Cine Optics showed the Prevost film editor. The machine is made in Milan, Italy, and sells for $6,000.

Cintel Corp. (formerly the Westwood Division of Houston Fearless) showed the CR 100 process chemistry. The chemistry—primarily designed for Mini-color and Colormaster processors—works twice as fast as conventional ME-4 chemistry. Cost is 15% to 25% more than standard chemistry.

A method of projecting large background images in color or black and white behind TV newscasters or sports announcers was featured by Spindler & Sauppe. Key is a new high gain “Ultra-light” screen, coupled with a dynamic dissolve system.

The complete Spindler & Sauppe projection system, including 6x8-foot screen and twin-projector dissolve equipment, is $3,200.
Test gear shown

Testing is almost a continuous activity at both TV and radio stations. The equipment to perform these functions are valued by the engineers whose responsibility is to maintain station operation at peak efficiency. At the NAB convention:

Tektronix Inc. exhibited its type 140 NTSC TV test signal generator ($1,800). The self-contained unit includes a temperature-controlled color standard said to have excellent frequency stability. Digital-integrated circuits are extensively used.

The Electro-Peak true peak reading electronic beam indicator ($125) was exhibited by McMartin Industries. The device serves the function of mechanical meters but uses an electronic pointer to eliminate the problem of meter ballistics and overshoot.

The FIM-21 field intensity meter ($1,050) from Potomac Instruments Inc. features stability over a wide-temperature range, long-battery life, high adjacent-channel rejection and ganged OSC/receiver tuning.

The OIB-1 operating impedance bridge ($595) from Delta Electronics Inc. measures "in-circuit" operating impedance 500 kc to 5 mc. It handles power up to 5 kw and can be used as a normal bridge with a signal generator and receiver.

The OIB-1 also measures negative-impedance loads.

The FSM-1 field strength meter, priced at $170, was displayed by Johnson Electronics Inc. It is a battery-operated, portable single-channel unit designed for quick and easy roof-top orientation of receiving antennas.

CBS Laboratories' color corrector model 5500 is the center of interest for Tadatoyo Konno (r), Tohoku Broadcasting, Sendai, Japan, as he listens to explanation from Clyde Smith, CBS Labs' video projects group leader.

Raytheon Co.'s KTR 3A microwave radio relay repeater is shown by the company's sales administration manager, John M. Cheval (r), to William E. Garrison, chief engineer, WPBC-AM-FM-TV Greenville, S.C.

Charles V. Berlin (l), managing partner, KSBC-AM-FM Santa Cruz, Cali., and Edward W. Jacker, vice president-general manager (c), WCRW(AM) Chicago, are told about Broadcast Electronics' 1070 Spotmaster by Jack Neff, president of firm.
New wrinkles in automation

Computerized programing systems are unveiled by Macarta, Schafer

Radio broadcasting has been in an automated condition for a number of years. This being so, virtually all equipment for AM and FM broadcasting is geared for interface with standard automation gear. Among such equipment shown at the NAB convention were:

Collins's stereo audio console 212L-1. The solid-state console has eight inputs, with six accepting a mike, phono or high-level input, with mixers seven and eight wired for five remote lines. The unit sells for $5,205.

CCA Electronics showed an AM-FM console that includes stereo, plus automation controls. It includes from eight to 10 channel faders, and sells for $4,700.

Scully's professional tape recorder-reproducer machines for broadcast and recording studios were shown, with prices ranging from $1,691 for the 14-inch reel monaural reproducer to $25,000 for the 10½-inch, 16-channel recorder.

International Tapetronics featured its RP-0004 master recorder-reproducer for stereo, with 1 kc primary; 150 cps secondary and 8 cps tertiary cues. It is priced at $1,375.

Featured by Insta-tape was its six-deck cartridge automation system model 806 that can be operated manually or loaded and set to sequence automatically. The machine can also be used for TV by means of an accessory auxiliary cue that will open to a slide projector.

Sparta Electronics's radio automation system comes in various configurations. The SS-504, for example, comes with four cartridge playbacks, a program controller that will accommodate up to 10 audio sources, and a special cartridge unit that is used for automatic network joining. This unit sells for $13,130 in monophonic or $14,325 in stereo.

Amplex Corp.'s Educational and Industrial Products Division showed its AC-125 portable television center that gives complete closed-circuit teleproduction capability in compact portable form. The system includes an audio mixer, three monitors, and the AC-116 MK II video control center—a camera control unit, switchers, fader, special effects generator and waveform sampler. Price, including the AC-116, is $2,950.

Scully's SS5200 desk-top TV production console provides complete audio facilities for TV and radio. It contains up to 20 mixers, with three-position input selectors, and has space for equalizers, compressors and input sensitivity selectors. Price is $12,000 for the basic unit.

Fairchild Sound Equipment highlighted its portable mixing console model FCP-50, with 12 to 16 inputs and two to eight outputs, including monitoring channels. The equipment is priced at from $4,990 to $7,990.

A complete audio console was shown by QRK/Rek-O-Kut; this is the QRK-5 console that includes two turntables, two tone arms, microphone and stand, one stereo preamp, and two stereo car-
Hy Lehrman (l), sales manager for Gray Research Division, shows the drive mechanism of the new 1012-A turntable to Richard Haskey, chief engineer, KUDU-AM-FM Ventura, Calif.

Robert Natwick (l), midwest regional sales manager, tells Robert Flanders, director of engineering, WFBM-TV Indianapolis, about the new Philips PTU-55A UHF 55-kw transmitter.

The ADP-220 transmitter logger by Moseley Associates is shown by the company's vice president of engineering, Howard M. Ham Jr. (l), to Robert Wright (c), vice president and co-owner of the Malrite station group, Detroit, and Lester Nafzger, chief engineer, WBNS-AM-FM-TV Columbus, Ohio.

Arriflex's 16BL camera with built-in exposure control system is studied by Thomas Tobin, producer-director (l), and James Spitler, director of photography (r), both of noncommercial educational WGBU(TV) Bowling Green, Ohio. That's Victor James, executive vice president of Arriflex, in the center.


Transface Process Co.'s invoicing system is described to E. D. Allen Jr. (l), president and general manager of WDQD(AM) Sturgeon Bay, Wis., by the company's broadcast-system specialist Robert Cantor.

A little less character for a lot less money

TeleMation has a new titling generator that will produce one or two lines of 25 characters.

Sure that's less than the full page character generators but then it's less than half the cost and really handles all of your news flash and titling needs.

Find out more.

Talk to TeleMation.

TELEMATION, INC.

Tell me about your new titling generator

Tell me about all your equipment

Name

Title

Company

Address

City State Zip

TeleMation, Inc.
2275 South West Temple
Salt Lake City, Utah 84115
(901) 486-7564

Tell me about your new titling generator

Tell me about all your equipment

Name

Title

Company

Address

City State Zip

Tell me about your new titling generator

Tell me about all your equipment

Name

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City State Zip

Tell me about your new titling generator

Tell me about all your equipment

Name

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Company

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City State Zip

Tell me about your new titling generator

Tell me about all your equipment

Name

Title

Company

Address

City State Zip
Memorex's new broadcast video tape is highlighted by Stanley Vinocur (l), company sales engineer, for Thomas M. Lott, consulting engineer for ERD, Hong Kong.


Vikoa's Gerald Mattison (l), vice president-sales, shows the Vikoa Corp.'s co-channel filter to William Hansler, regional sales manager, WGAL-TV Lancaster, Pa.

Chris Hill (l), operations manager of University of Michigan medical TV, Ann Arbor, checks out the Vision production mixer/switcher with the help of Peter Hughes, service manager, Richmond Hill Laboratories Ltd.

George W. Marti (r), president of Marti Electronics Inc., describes his firm's AM studio-transmitter link to Hugh Wright Dickie, owner of WTMN-AM-FM Tomah, Wis.

The R140 test signal generator is shown to J. Patrick Weathersby (r), chief engineer, WBNZ-TV Baton Rouge, by Bob Seaberg, field engineer, Tektronix Inc., Beaverton, Ore.

Francis J. Schmidt (r), regional sales manager for the Harwald Co., tells Paul S. Watson, TV management officer, U.S. Army Corps of Engineers, about the Mark IV Inspect-O-Film system.

R. B. Johnson (r), design engineer, Wilkinson Electronics Inc., points out the features of the FM 1000E 1-kw FM transmitter to Andrew Hanushevsky, chief engineer of noncommercial WRUR-AM-FM Rochester, N. Y.

Broadcast Electronics' 1070 Spotmaster playback unit sells for $730.

Marathon featured a 20-minute duplex automation cartridge and cartridge unit tools that include a torque tester unit, a strobe speed-tester device and a head cleaning cartridge.

A digital programing system was unveiled by Macarta Inc. The system, which will sell for $12,000 to $15,000 when it is available in July, features a solid-state memory with a minimum of 2,000 events storage capacity for system programing, selection of any of the 24 cartridges in any of eight carousels, as well as real-time events.

The 8000 automation computer was shown by Schafer Electronics. Operations of the system include automatically typing program and transmitter logs, handling daily schedule of time events and a large number of formats; switching in and out of network and other programs lines; providing simultaneous, yet separate programing for both AM and FM, and operating up to eight random access spot locators and up to 12 music transports.

The model-5000 broadcast automation system ($15,000) was shown by Tape-Athon Corp. The system consists of playback transports for recorded music, carousels for cartridges and a Programming Board to pre-program the day's or week's schedule.

Rust Corp. demonstrated its Auto- log transmitter automation system ($8,250). It utilizes a remote control and can print readings of 24 parameters plus the time of day and a calibratecheck reading. In addition, the system is a self-contained digital readout remote control system which can perform 52 remote-control actions.

Broadcast Products Co. featured its AR-100 Mini-Mate system designed for small-market AM, FM or background music installations. The system is capable of switching four or eight audio sources in mono or stereo on a sequential or time-insert basis and sells for $5,995.

International Good Music featured its Instacart multiple-cartridge playback system, which sells for $5,600. The unit allows instantaneous random access to 48 cartridges without waiting-time for search.

The EMT-156 stereo pulse duration modulation limiter, compressor and expander ($2,990) was featured by Gotham Audio Corp. In the automatic mode, a built-in analog computer controls the release time of all three functions.

Stanton Magnetics Inc. showed its 691 Calibration Standard disk playback cartridge ($72) with a low mass moving magnetic system one-fifth to one-tenth that of ordinary pickups. Its frequency response from 10 HZ to 20,000
Match your mood.

Mood. Now there's an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film "look." But whatever you call it, there's only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can't help being the commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there's only one choice.

EASTMAN KODAK COMPANY
Lee Wallenfurt (r), vice president of engineering, WSJS-AM-FM-TV Winston-Salem, N. C., gets a rundown on Ampex's AC-125 portable television control center from Ed Pessara, advertising manager of the Educational and Industrial Products Division.

Larry Ryan (r), general manager of the Conrac Division of the Conrac Corp., explains the color-monitor modernization program for models CYA17 and CYB17 to Robert Moss, president of WANN-TV Charlotte Amalie, St. Thomas, Virgin Islands.

Ralph Winkler (r), midwest region manager of Cintel (formerly Houston Fearless) cites the advantages of the CR-100 process chemistry to Ren A. Lafferty, production manager of Southern Illinois University's noncommercial WSIU-TV Carbondale, Ill.

Dynair Electronics application engineer Gary Beeson (l), answers a question on the VS-152A video production switcher from Garvin Phillips, television maintenance supervisor, noncommercial WAST-FM-TV at Ball State University, Muncie, Ind.

Antonio A. Serhant (r), chief engineer of Telesistema Mexicano, Mexico, is shown the FP-2000 image orthicon camera by Shibaden Corp. of America's David Lindsey (l), midwestern regional sales manager, and John J. Redding, eastern regional sales manager.

Vega Electronics' high-band wireless microphone system is described by Barry M. Kaufman (c), director of manufacturing and engineering of the firm, to Joseph Spiteri (l), technical services engineer, and Yacoub Dashaity, TV chief engineer, both of Malta TV.

The 316/F 10 kw AM transmitter from Continental Electronics has the attention of W. Louis Brown (l), chief engineer, noncommercial KTEP(FM) University of Texas at El Paso, and Joe Sain, principal engineer, Continental Electronics.

Broadcast Products Co.'s model AR-100 Mini-Mate automation system is shown by Jim Woodworth (l), president of the company, to Donna Greenlee of WAOV-AM-FM Vincennes, Ind., and Jim Smith, program director of WLAY-AM-FM Muscle Shoals, Ala.

George Beattie (l), project supervisor, Broadcast Computer Service, describes his firm's traffic-accounting system to Roger Sheldon (c), general sales manager, and Michael Merla (r), vice president-controller, both of WOKR-TV Rochester, N.Y.

HZ is virtually a straight line.

Telexaster TCM Inc. displayed its model 700-RPS stereo record-playback cartridge machine ($750). The unit features a new super-torque hysteresis synchronous motor and a new three-channel head.

Seeburg Music Library Inc. introduced a tape background music service consisting of seven basic and seven industrial eight-hour tapes. The service works on a revolving basis with a portion of the music being changed every 90 days. Cost is $110 plus $45 per month. A four-hour Christmas tape is available at no extra charge.

The new 1012-A two-speed professional broadcast turntable ($325) was exhibited by Gray Research Division. The turntable has a 60-milli-second starting time, belt drive, rugged clutching mechanism, low wow and flutter and low rumble through acoustic isolation and new bearing materials.

A professional, high-band wireless microphone system was shown by Vega Electronics. The system covers the frequency range of 40 to 15,000 cps, and sells for $995.

Shure Brothers Inc. exhibited its SM43 microphone ($150) with flat frequency response across its broad frontal pickup area to the top end of the audi-
Look what our customers say about “easy-to-operate” Gates audio consoles...

"With a flip of a switch, we mute loudspeakers in microseconds. And our Gatesway II never gives us feedbacks."
Earl Greer, Radio Station KXRX
The San Jose Broadcasting Co.
San Jose, California

"The tri-color, illuminated selector key on our Stereo Statesman lets us see at a glance whether we're on 'audition', 'program' or 'off'."
John Struckell, Vice Pres. & Gen. Mgr.
Radio Station WFPG
Eastern Broadcasting Co.
Atlantic City, N.J.

"Our Gates Dualux II saves us time and steps. We control FM and stereo from one convenient location with ease."
George W. Watson, Chief Engineer
Radio Station WDRC & WDRC-FM, Buckley Broadcasting Corp. of Connecticut
Hartford, Connecticut

"Our Gates Yard II gives us unbelievably high performance with minimum work."
Gene Showalter, Manager
Radio Station WDQN
DuQuoin Broadcasting Co.
DuQuoin, Illinois

For the finest in 100% transistorized audio consoles... look and listen to Gates. Or ask our customers! For more information about "easy-to-operate" audio consoles, write today. Gates, 123 Hampshire Street, Quincy, Illinois 62301.
Electronics Inc.'s presidential lectern is shown Larry Ross (r), audio visual production officer, Aberdeen Proving Ground, Md., by Joseph Goff, Telepro audio-visual sales manager.

RCA's 35-kw VHF transmitter and related equipment is the object of attention by Robert Cross (l), chief engineer, KROC-TV Rochester, Minn., and E. C. Tracey, RCA broadcast sales vice president.

Dick Rawls (r), general manager of WPGH-TV Pittsburgh, looks at a Cleveland Electronics sync/sweep generator with Dick Holmes, manager of display technology, Systems Research Laboratories.


Davis & Sanford's ETVG-W tripod with gear-elevating center post has the attention of company Vice President Edward Resk (l), and Robert La Conto, assistant professor of journalism, Northern Illinois University, De Kalb, Ill.

Dick Lindeberg (r), specialist in motion-picture and TV lighting in the western area for Sylvania Electric Products, enlightens Rick Hanna, general manager of WFMY(AM) Erie, Pa., about the Sylvania line of tungsten halogen lamps.

Bill Pegler (l), director of Television Equipment Associates, points out features of the new CL-4200 color monitor from World Video Inc. to Sandy Day, vice president of engineering, CJOH-TV Ottawa, Ont.

Pat Gallagher (l), salesman for Marathon Broadcast Equipment Sales Corp., shows cartridge tools to Clayton Howard (c), audio engineer, HCIB Quito, Ecuador, and Carroll Eddins (r), owner of WFMH(AM) Cullman, Ala.
Nubar Donoyan, president of Vital Industries Inc. (l), shows the firm's automatic TV master control Vimax-20 to Ernest Adams, vice president-engineering, Cox Broadcasting Corp., Atlanta.

Gary Jones (l), director of cinematography (l), and James Rowley (c), programing director, both of Weak Productions, Dallas, hear Fred Eames, GE project engineer, discuss the TS-400 TV program switcher.

James B. Herring (r), management trainee with the Triangle stations, listens to the president of Thomson-CSF Electron Tubes Inc., Ernest L. Stern, describe the company's new line of TV tubes for UHF translator application.

Victor Curreri (l), salesman for SOS Photo-Cine Optics Inc., tells S. D. Ansir (r), president of WCKT-TV Miami, and Xavier Alvarado (c), of TV channel Two, Guayaquil, Ecuador, about the Prevost film editor.

The B3402 telecine equipment with B3211 color camera channel from Marconi Instruments has the attention of Don R. Millbranth (l), closed-circuit TV consultant, Bethesda, Md., and John Rollason, Marconi chief of sales.

The Rohm tower line is the subject of conversation between Paul S. Abbott (r), manager of WTAP-TV Harrisburg, Pa., and Mike Fleissner of the broadcast sales department of Rohm Communication Facilities Inc.

Eugene A. Chase (l), chief engineer for WKJE-AM-FM-TV Fort Wayne, Ind., is told about the AMF precision TV demodulator by George Stoeppe, West Coast regional manager, Rohde & Schwarz Sales Co.
Microwave gear was there, too

NAB exhibits had new transmitter, AM and FM links

Microwave relay equipment plays a significant part in both TV and radio station operation, and with the increasing use of remote control of transmitters can be expected to be used to a greater degree. Shown at the NAB:

The B-Line fixed system from Microwave Associates Inc. is an FM microwave link for color TV that operates on AC or DC, is modular in design, uses no high voltages, and contains no tubes or mechanical relays.

Instead of a klystron, a stable and dependable RF source is used. Price: $11,000.

RHG Electronics Laboratory’s MRS-7 microwave radio link for television is all solid state and can be used as a rack-mounted studio-transmitter link, for remote TV pickup or for intercity relay. The unit is priced at $10,300.

An AM studio-transmitter link was shown by Marti Electronics Inc. Features include plug-in modular construction, direct FM modulator, solid-state ovens and high-accuracy crystals, automatic change-over to battery power and automatic change-over to standby transmitter and/or receiver. Cost of the transmitter is $1,228; the receiver is $843.

Raytheon Co.’s KTR 3A microwave transmitter is a long-haul heterodyne system for transmitting up to 1,800 FDM channels, or NTSC color TV with up to four 15 kc program audio channels.

The unit is said to have exceptional frequency stability and a receiver noise figure of 6 db with optional tunnel-diode amplifier.

Abto unveils new film process

Promising a significant dollar saving to television broadcasters is Abto’s process for converting black-and-white film into color. The system requires modification of the film camera and the film projector. The black-and-white film is processed in the regular fashion as monochrome, but has color information imposed on it in the form of grating patterns that identify the primary red, blue and green colors.

When it is put through a modified projector, the black and white film projects color.

Abto’s proposal to TV broadcasters is based on the amount of film footage used during a year, and the amount the station would pay if it used all color film. 

Frank Marx (l), president of ABTO Inc., explains the black-and-white film to color process to LaRue E. Curd, chief television engineer, and Kenneth P. Hermanson, project engineer, both King Broadcasting Co., Seattle.

The savings in processing black-and-white film instead of color are shared equally by Abto and the station.

Ben Crutchfield (r), associate, Rickel Associates Inc., communications consultants, Washington, and Telesync Corp. representative Dave Turney look over the beam splitter platform, part of Telesync’s front television projection system.

George Fulop, chief engineer, WSDB-AM-FM-TV Toledo, Ohio, considers intricate details of International Tape-tronics’s RP-0004 master recorder-reproducer.

Edward Tink (l), vice president-engineering, KWWL(AM) Waterloo, Iowa, inspects Fairchild Sound Equipment Corp.’s audio custom console that was built for KWWL with George Alexandrovich, the firm’s vice president and general manager.

Ralph L. Hucaby (l), director of engineering, WLAC-TV Nashville, is told about Listec Television Equipment Corp.’s powered remote crane by Jack Littler, Listec executive vice president.
It was a transmitter world at NAB

Chicago exhibitors also show the latest antennas, towers, cable and related gear

New VHF television transmitters, as well as new FM and AM transmitters were featured at the NAB convention.

Following up on its new line of VHF television transmitters, Gates introduced its new 55-kw UHF transmitter. The BT-55U uses a vapor-cooled, five-cavity, klystron employing intermediate frequency modulation of both visual and aural carriers. The IF modulation is said to produce higher performance color signals. It does not carry a price, but will be in the order of $280,000, company officials said.

New in the RCA line is its 35-kw VHF television transmitter. Similar to the 30-kw VHF transmitter shown at last year's NAB meeting, the 35-kw equipment is basically two 17.5-kw transmitters; it features automatic switching to the spare exciter, uses only six tubes which in turn reduces the amount of air conditioning needed. The TT-35TH is priced at $287,500.

A new 55-kw UHF television transmitter, with intermediate frequency modulation, was introduced by Philips. The model PTU-55A, designed for unattended remote operation, features long-life vapor-cooled klystron power amplifiers, solid-state exciters and power rectifiers, no under-floor ducts, front access only. Price is $314,000.

Showing its 1-kw UHF television translator amplifier, model TOA-1000A, was Emcee Broadcast Products. The self-contained unit uses a ceramic tetrode, features low intermodulation. Price is $27,950.

Feature of CCA's new 25-kw FM transmitter is stability. Unit uses a 3-kw driver, and sells for $29,500.

The model 2202 FM exciters shown by American Electronic Laboratories Inc. features flat response, low audio harmonic distortion and frequency stability. It is impervious to over-modulation and sells for $2,250.

Standard Electronics Corp. highlighted its TL 653 VHF transmitter (5-kw visual, 1-kw aural). The unit, which sells for $75,000, incorporates Add-A-Unit design. By the addition of two matching cabinets, the unit becomes a 25-kw visual, 5-kw aural transmitter. An automatic redundant 35-kw transmitter is accomplished by adding another 5-kw/1-kw cabinet and a 25-kw amplifier.

Bauer showed its new model 620 20-kw FM transmitter ($26,500) using the strip-line concept with grounded grid amplifier. Other features include high-power triode, tally-light fault locator, high VSWR protection system and automatic power control.

Wilkinson Electronics Inc. unveiled its new FM-1000E 1-kw FM transmitter, which incorporates the drift free FME-10 exciter; 4CX100K final amplifier that assures stability and power capability, and protected power supplies. Price: $7,345.

A new 316/F 10-kw AM transmitter was shown by Continental Electronics Manufacturing Co. The two-tube unit, which sells for $22,500, features a solid-state exciter, high-efficiency linear amplifier, modulation capability of 110% on positive peaks at full output, fast warm-up and built-in Magniphase antenna protection circuit.

Jampro Antenna featured its circular polarized FM antenna, in either shunt feed with a vertical 3/4-inch line, or with parallel feed lines including all interbay cables. The shunt fed antenna...
William Ellenback (r), transmitter technician, WBBM-TV Chicago, examines a TV-camera cable tester from Boston Insulated Wire & Cable Co., while Robert P. Fanning, BIW product manager, explains.

Seeburg Music Library Inc. vice president Joe Hards (l), explains the new Seeburg tape service to George Kolpin, co-owner of KDMO(AM) Carthage, Mo.

The SM53 unidirectional dynamic microphone is shown Mal Albaum (r), senior engineer, National Educational Television, New York, by Robert W. Carr, manager of professional products, Shure Brothers Inc.

Looking over Visual Electronics' 24-10 vertical interval switcher is H. C. Korman (l), of the Maryland Educational Television Center, Baltimore, and Peter Masy, chief engineer of Visual Electronics' switching division.

Features of a solid-state demodulator are explained by Raymond Pastie (l), Jerrold Corp.'s midwest regional manager, to Wilbur Almeyer (c), engineer-in-charge, and Wally Wesley, both of KMOX-TV St. Louis.

Richard Lenke (r), eastern regional manager, Ball Brothers Research Corp., points out features of the TCB-14 color monitor to Gale A. Gilbreath, manager of technical services, WOSU-AM-FM-TV Columbus, Ohio.

Irv Law (l), International Good Music, and Parks Robinson, WSBV(AM) Viroqua, Wis., examine IGM's new model 48 series Instacart playback system.

Al Parley (c) and Patrick Thomas (l) of Cintel division of Rank Precision Industries explain international standards converter to Thomas Nash, radio-TV student of Michigan State University.

Joseph M. Soil (l), president of Soll Inc., discusses RF control panel with Thomas Voter, general manager, WHHI(FM) Jersey City, N.J.

The 3M Co. Mincom Division's Chromabeam system for transferring color videotape to color film is explained by 3M's Art Barnes (r), staff marketing, to Michael T. Fisher, manager, equipment planning, ABC.

The 4730 Delta Dipole TV antenna from Alford Manufacturing Co. consists of an array of individual dipoles mounted on panels and arranged and fed to produce horizontal and vertical patterns for VHF. The antenna has low-input SWR over a wide range of frequencies.

An array of tower illustrations was shown by Fort Worth Tower Co.

The tower line featured by Utility Tower Co. is constructed with solid rod legs and has a new type designed Gusset plate that reduces the amount of welding necessary and makes for increased strength, galvanized hardware and pivot base insulators for positive insulation between base and ground connections.

Rohn Manufacturing Co. featured its line of towers, which are machined of high-quality steel, assembled in special jigs, then welded. They are hot-dipped galvanized after fabrication for corrosion resistance.

Andrew Corp. displayed its 8-inch Helix coaxial cable, available in continuous lengths on up to 940 feet on a 14-foot reel. Cost is $24-per-foot.

Varian featured its Eimac 3 CV, 50-kw amplifier tube.

Westinghouse Electric Corp. displayed its Model 8170, 8171 and 8238 power tubes.

Semikron featured a high-voltage...
HSK-type rectifier tube.

Thomson-CSF Electron Tubes Inc. displayed its new line of TV tubes for UHF translator application. The planar triodes are guaranteed to produce 20 db gain up to 1000 mc with intermodulation better than —52 db. Ceramic and metal construction assures life.

Price: $150 to $6,000.

RCA Electronic Components unveiled its Vistacon lead-oxide target vidicon camera tubes. The tubes, interchangeable with other lead-oxide target types in three- or four-tube color cameras, feature targets that have high sensitivity, low dark current, and low lag.

Price: $1,730.

Moseley Associates Inc. introduced its ADP-220 automatic data printer ($7,350). Transmitter log entries are made automatically every 10 minutes from a time-base clock and entries may be manually commanded at any time. There are inputs provided to enable log entries to be made instantaneously when an out-of-tolerance condition exists and provisions are incorporated for logging from two transmitter locations.

The SM-1500 series automatic transmitter-data logging system by Humphrey Electronics Inc. automatically records data—local or remote—every 1 or 30 minutes. Eight, 16 or 24 transmitter parameters may be logged and the requirements of several transmitters can be handled. The logger, which sells for $3,900, also incorporates an alarm system.

New light techniques make an NAB showing

In the TV-lighting field, an ingenious method of relating lighting to music or voice was shown by Skirpian Electronics. Its frequency and light-sensitive control amplifier converts audio signals into direct current signals that can control dimmers. Price of the amplifier is $1,105.

Quartz focusing scoop floodlights ($70) were shown by Kliegl Brothers Universal Electric Stage Lighting Co. The scoops (type 3452) are 16 inches in diameter and feature a spring-tension tilt adjustment, heat-resistant tilt-locking knob and rear-mounted heat-dissipating focusing knob.

Mole-Richardson featured a nine-light Molepar panel.

Highlighted by Century Strand was its 2,000-w high-intensity, pattern projector.

Barwell & McAlister’s 2,000-w high-performance fill light is for remotes; it is priced at $78 with lamp.

Sylvania Electric Products displayed its line of tungsten halogen lamps. The halogen gas sealed in the lamp reduces blackening and maintains the color temperature for the life of the lamp. Vycor, a high silica glass, permits bulb-wall temperatures up to 600 degrees centigrade. The filament can be placed closer to the bulb walls, permitting the use of more powerful filaments in more compact envelopes.

CATV’s contribution

Cable TV at an NAB convention? Yes, four of the exhibitors showed CATV wares, including Visual Electronics which displayed a complete CATV origination package for $16,500. It includes a color camera, two 1-inch videotape recorders, three film projectors, one slide projector, all Bell & Howell; and associated monitors, switchers, audio controls and a console. The system was being sold at the convention for $16,200 and 12 of them were picked up there.

Other CATV exhibitors:

Jerold Corp. showed its solid-state demodulator for use in cable-TV systems. It sells for $1,100.

A co-channel filter. no. 5310, featured by Vicoa, includes detent tuning, by-pass switch and a meter for null indication. Price is $900.

Kaiser CATV showed its AGC amplifier for cable-TV systems.

Programing

Continued from page 51

to restrain broadcasting, whatever the barriers against its restraints on other media, said Mr. Lee.

“There are those in the industry who would equate the freedom of the press with broadcasting,” said Mr. Lee, who is not a lawyer. “I say there are important distinctions which I believe self-evident...I believe tolerance for the obscene, indecent, and profane matter is obviously less on broadcast media than that which is acceptable in books or movies.”

NAB urges annual form on cable origination

In comments on a proposed CATV program-origination reporting form, the National Association of Broadcasters last week told the FCC that generally the form would require information “essential to commission regulation,” and should be adopted.

NAB urged the commission to require CATV operators to file the form annually instead of once in connection with the commission’s First Report and Order, in which it required systems with 3,500 or more subscribers to begin originating programs by Jan. 1, 1971 (Broadcasting, Oct. 27, 1969).

NAB said such a “one-shot” effort “would not begin to portray the potential impact of originations on free television service or to illustrate whether such originations would actually result in ‘significant added diversity for the public’.”

The Association of Maximum Service Telecasters also criticized the one-time reporting requirement, suggesting that “regular periodic reporting on program origination practices is vital.” AMST deplored the lack of any “meaningful questions” in an annual originations reporting form which the commission has also proposed.

The National Cable Television Association, in further comments on the form, reiterated its position that the commission should not require CATV systems to report the number of their subscribers, and the amount of monthly subscription, installation and other fees, contending that they represent “financial information which has no place in an origination’s report form” and should remain confidential.

ABC found the form sound and “sufficiently detailed to inform the commission of relevant developments.”

In joint comments, a group of 101 CATV operators supported the general purpose of the proposed form but contended that “the detail called for...is, in many instances, much greater than that required of broadcasters...the commission should not require the submission of information which is unrelated to the commission’s responsibilities and thus would yield no measurable benefit to the public.”

The National Association of Educational Broadcasters found the form to be a “reasonable and responsible reporting format.”

Correspondent reassigned on NBC beat

NBC News’ State Department correspondent Richard Valeriani, became the Washington reporter on NBC Radio’s The World and Washington starting Sunday (April 19). He joins Ray Scherer, NBC London correspondent, in analyzing the U.S. role in world events in the 15-minute weekly broadcast (6:15-6:30 p.m.).
Networks caught off-guard with Apollo

Some heavy Tuesday-morning quarterbacking follows slow response to Monday-night crisis

For the second Apollo mission in a row, broadcast news found it necessary last week to shift its scheduled coverage to report an emergency in space, the most crucial one yet encountered by the U.S. in its 12-year program.

The emergency this time was the one that erupted aboard moon-bound Apollo 13 last Monday evening (April 13). Last November, in a minor emergency, failure of the Apollo 12 moon camera also put news organization reflexes to the test. Most were proven sharp at the time, with networks ready with improvisations and simulations (Broadcasting, Dec. 1, 1969).

Last week, however, reflexes of the news operations varied as the crisis spawned and grew. Perhaps it was a carry-over of the effects of the ratings-proved blase attitude of the Apollo 12 audience, but some organizations last week were slower than others in reacting to the gravity of the situation.

ABC-TV, normally third in news ratings, drew some of the plaudits for its quick recognition of the significance of the story 180,000 miles into space. Its two competitors, CBS and NBC, were chided by some observers for slowness in covering developments.

Criticism of CBS-TV came even from one of its own affiliates—John Corporan, vice president-general manager, WTOP-TV Washington—who called the emergency coverage "adequate but not sufficient." Mr. Corporan commented: "When the bulletin came out, they (CBS) didn't spell out the real hazard. It wasn't just a bad moon flight, but the realization that we may not see those guys again. We should have gone in sooner."

Meanwhile, ABC followed its first word of the crisis—as reported at 10:46 p.m. Monday by ABC News Science Editor Jules Bergman—by cutting in for two more special reports. And, at 12:23 a.m. Tuesday, the network scrapped its Dick Cavett Show to continue live coverage with Mr. Bergman manning ABC's Mission Control.

Mr. Corporan reported that he had called Gordon Manning, CBS News vice president, urging that the network "go for broke" in its coverage, but was told only that the network was "cranking up." CBS's coverage, and NBC-TV's, was cranked up at 1 a.m. Tuesday after their respective late-night shows—The Merv Griffin Show and Johnny Carson Show—were over.

If they had it to do over again, CBS News President Richard S. Salant and NBC News President Reuven Frank admitted late last week they would have treated the Apollo 13 story differently and more quickly.

Both officials called the decision "a question of news judgment." Mr. Salant said: "We wanted to make sure what we were doing. We covered what we wanted to cover. We were playing with the nation's interest. These guys were out there, and we had to play it reasonably slow and safe."

Mr. Frank agreed: "It had nothing to do with being nervous about the show [Johnny Carson]," he said, "We were afraid to come on earlier," he observed. "It would establish an air of panic. We were being assured by NASA that this was not serious. . . ." He said that, looking back, he probably would have come on with the first report on the emergency at 12:30 a.m. Tuesday.

"The only question," Mr. Salant noted, "is whether we should have bailed out a short bulletin when the first trouble appeared. And, using hindsight, probably we should have."峦

UPI Audio Service, credited with delivering the first bulletin on the Apollo emergency at about 10:30 p.m. Monday, won extra kudos. Starting at 10:40 p.m., the service went live on the audio network until 4 a.m. Tuesday. This extra effort was utilized by independent subscribing stations, some of them staying on all night with the reports—among them, WGN(AM) Chicago, KNOW(AM) Denver and KILT(AM) Houston. "What an absolutely great show you people broadcast," Bob Scott, general manager of KNOW, told Pete Willett, chief, UPI Broadcast Service.

Some independent-TV operations, including WPIX(TV) New York and WPTG(TV) Washington, quickly scrubbed all scheduled programing. WPIX telesaw the rapidly changing space plans via pooled coverage from 11:35 p.m. Monday to 7:36 a.m. Tuesday. WTUG caught the first bulletins of the space emergency in the middle of its 10 O'Clock News and stayed with the story until 4 a.m. Tuesday.

Once the initial thrust of the emergency was over, however, TV and radio kept viewers and listeners informed with extensive, complete and thorough reports. CBS Radio, for example, had Dr. Leonard Rieffel, CBS News science consultant, whom CBS officials credited with exclusively reporting the dangers of the 'radio-isotope fuel capsule' being carried by the astronauts and possessing the potential of dispersing radioactivity, particularly plutonium, into the atmosphere. The National Aeronautics and Space Administration and Atomic Energy Commission officials late last week reportedly were probing the situation.

As of noon Tuesday (April 14), NBC News had presented 10 hours, 41 minutes of extensive color coverage of the aborted Apollo 13 mission. NBC Radio increased its Apollo broadcasts to include NBC News reports twice every hour and special news programs during the day and evening. The network also planned to stay on alert until the mission was over.

ABC Radio News provided nearly four hours of special coverage of the emergency, beginning at midnight Monday. And its more than 1,200 affiliates of the four American radio networks last Tuesday night were provided with more than an hour of live coverage.

Other news organizations reacted just as swiftly to the progressing story, providing live coverage of the crucial maneuvers.

The AP radio wire transmitted 3,000 more words than usual to clients, starting Monday night. The organization also sent two additional editors and two operators to Houston, as it started to flow directly from the space center. AP planned to maintain this procedure until scheduled splashdown last Friday.

The UPI radio wire maintained continuous coverage in the early stages of the crisis, providing 10 different write-throughs on the story until 4 p.m. Tuesday. UPI canceled 11 splits to stay on top of the story, updating it every hour.

After its bulletin, broadcast about 10:30 p.m. Monday, the Mutual Broadcasting System began an all-night vigil at 11:06 p.m., ending at 4 a.m. Tuesday. For the remainder of the day, programing was interspersed with reports from Mission Control.峦

Metromedia Radio News also pulled all stops to cover the space story, according to its vice president—Mr. Wal- den, vice president—a couple of exclusives. One was an interview with Apollo 11 command pilot Michael Collins, now an undersecretary of state, which was recorded by reporter Gary Axelson while Colonel Collins was rushing by limosine to an appointment with President Nixon. Colonel Collins, Mr. Walden said, was operating the tape recorder. Metromedia also recorded a 45-minute interview with astronaut Pete Conrad that was to have been presented over the weekend. Mr. Walden said Metromedia was first on radio with the analysis of the Apollo 13 crisis.

By the end of last week, as the whole world awaited a happy ending to this latest space venture, most news operations reverted to spot coverage of pre-landing events. But the alert remained, with the attitude of all news operations summed up by UPI Audio's Pete Willett: "We'll go live at the tip of the hat."
Radio provides lifeline to junkies

Those who want to quit or report pushers find help from N.Y. stations

The young voice on the phone was pleading. "I want to report somebody." The "somebody" was a drug pusher who "hangs around 142D Street." The caller identified himself as an 11-year-old boy.

The woman at the other end of the line was sympathetic. She jotted notes on a questionnaire. Behind her a tape recorder was whirring.

This was part of the scene last Monday night (April 13) at the New York offices of Gilbert Marketing Group Inc. as WABC(AM) New York, a youth-oriented music station, began its assault on the drug problem with kids talking, via trained interviewers, to kids.

It was another effort by broadcasters in New York—where drug abuse is acute.

The enormity of the crisis is symbolized by WWRL(AM)—Woodside, Queens, a black-programmed station, which every hour on the hour tolls bells to report how many have died that day from drug overdoses.

In the WABC project, which may be expanded to other ABC-owned radio stations, youths who are on drugs, have been, or consider using them are asked on the air to call off the air to answer questions on their backgrounds, types of drugs used, frequency, why use stopped (if it has), and other matters related to narcotics.

The appeal is made by "Cousin Brucie," WABC disk jockey, who has won the ears of thousands of teen-age radio listeners. "Brucie"—Bruce Morrow—about a year ago was invited by the White House to serve on a special committee to devise ways of combating drug abuse among youths, and has been meeting regularly with government officials.

Mr. Morrow at 6:30 p.m. Monday made his first announcement. The phones started going at once. A half-dozen interviewers scurried to their places.

Using a questionnaire which was conceived with the help of federal officials, the interviewers first explained to the callers that the conversations were being taped for possible use on WABC as public-service messages to turn off other youths from drugs. (Transcripts of the calls, plus evaluations and summaries, will be made available to governmental agencies seeking to find an answer to the drug problem.) Soon, however, the conversation became five-to-10-minute dialogue.

On Monday 62 calls were taken from Manhattan alone up to 10 p.m. and uncounted others were unable to get through the busy phone lines.

Following an evaluation of phone calls received Monday and after a second pilot session scheduled last Thursday, the campaign will be instituted on a daily basis for a projected two-month period.

As part of the program, youths who call and want immediate answers and help are given the phone number of the addiction services agency of New York.

A key to eradicating the drug problem, authorities agree, is to get rid of pushers. And, while WABC hopes officials can track down the pusher referred to by the helpless 11-year-old caller, WWRL has taken an added step, according to Mark Olds, general manager.

Besides helping to distribute "beat the pusher" buttons, the bell-tolling station, working with the New York police department, has set up a special phone number for listeners. They are told on the air where to call to turn in pushers.

FM's want in on drug-abuse campaign

National Association of FM Broadcasters last week urged the Nixon administration to include FM stations in the government's plans to enlist the media in a national campaign of publicity and education concerning the narcotics problem (Broadcasting, April 13).

In a telegram sent to Herbert Klein, Mr. Nixon's communications director, the NAFMB noted that the government seems to have directed its appeal for aid in educating the public on narcotics solely to the television segment of the broadcast industry. The NAFMB pointed out there are more than 2,500 FM stations throughout the country and

Changing Formats

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

- KALF(AM) Mesa, Ariz.—Maricopa County Radio Inc., effective March 1, switched format to "soul" music format to country and western. The station previously programed middle-of-the-road music, but switched to a Negro-oriented music operation following continued operating losses. The licensee noted "no improved financial situation" while programing soul music and "lack of favorable response" as the reasons for change. The 10 kw daytime station added the C&W change "has caused a notable and immediate increase in sales."

- Noncommercial KUSC(FM) Los Angeles—Board of Trustees, University of Southern California, effective March 1, expanded broadcast day to 24 hours. Previously, the station had been on from 1:00 p.m. to 4 a.m., airing classical music in the afternoon and underground rock at night. The new program schedule includes expansion of current programing and addition of middle-of-the-road format from 6 to 9 a.m.; educational broadcasts prepared by the Los Angeles city and county school districts from 9 a.m. to 12 noon; and lengthening of two shows, a student-produced public-affairs show from 6:30 to 7:30 p.m. and a telephone-talk program titled Rap Line from 7:30 to 9 p.m. The station is completely operated by students of USC.

- WCAS(AM) Cambridge, Mass.—Kaiser-Globe Broadcasting Corp., effective April 13, switched formats from information-public affairs programing to 85% top-40 music of the 1950's, '60's and '70's with limited talk. Licensee said it found the news and talk-type format was a commercial failure. "At no point has the station come close to making a profit," the daytimer added.

- KOBE(AM) Las Cruces, N.M.—Las Cruces Broadcasting Inc., effective April 1, increased broadcast week by 24 hours operating 24 hours per day Tuesday to Saturday, 21 hours Sunday and 19 hours Monday. Programmed into the new 1 to 4 a.m. slot is "light easy-listening jazz," according to Mel London, program director. Jazz selections include Ramsey Lewis recordings.

- WQIZ(AM) St. George, S.C.—WQIZ Inc., effective April 1, changed format from sign-on to 8:30 a.m., Monday to Saturday, substituting country-and-western music for "Les Elgat style, old standards, middle-of-the-road" music. Clarence Jones, owner-general manager-program director, said the station had been experimenting with C&W in the early morning and found "not a tremendous audience response, but . . . the reaction was significant enough to warrant further experimentation."

- WRAP(AM) Norfolk, Va.—Rollins Continental Broadcasting Inc., effective March 9, cut back hours of operation from 24 to 19 hours per day, becoming silent from 12 midnight to 5 a.m. WRAP, which is 100% Negro-oriented, reports no change in format.
many of the outlets possess "specific audiences which could contribute most to the success of this particular campaign."

The NAFMB telegram suggested that Mr. Klein include the association in planning for the narcotics drive and requested that he establish contact with Frederick Allen, director of development of the NAFMB in New York.

Cox decries FCC's fears on indecency
Commissioner agrees with much of WUHY-FM notice but finds penalty unwarranted

FCC Commissioner Kenneth A. Cox agrees with almost everything the commissioner said in the indecency charge it brought against noncommercial WUHY-FM Philadelphia—except the result.

The commissioner concurred in part and dissented in part to the notice in which the commissioner—in hopes of creating a test case of its authority to bar indecency from the airwaves—proposed three weeks ago to fine WUHY-FM $100 (Broadcasting, April 6). The vote was 4-to-2.

Commissioner Cox, in a statement issued last week, said he agrees that broadcasting is different in significant aspects from the print media and motion pictures and that these differences may lead the courts to apply different standards in determining the degree of control which government may exercise over broadcast programing. He also favors an early resolution of this question by the courts.

But the does not believe the problem of indecency on the air is as great as the majority say it is, or that it is likely to become endemic. He also disagrees that WUHY-FM was "grossly negligent . . . or merits any more than a warning."

Furthermore, he expressed concern that the "precedent" established in the notice of apparent liability may have a stifling effect on broadcasters. It may cause them not to carry broadcasts they might otherwise, "out of fear that someone will be offended, will complain to the commission, and the latter will find the broadcast improper," he said.

He noted that the program involved, Cycle II, intended as an "underground" offering dealing with the avant-garde movement in the arts, has been suspended. The cited material included a taped interview with Jerry Garcia, leader of a California acid-rock group, broadcast on Jan. 4, between 10 and 11 p.m.

The commission did not receive any complaints from the public about the program. However, its staff was monitoring Cycle II as a result of complaints it had received on earlier occasions. "So far as I can tell," Commissioner Cox said, "my colleagues are the only people who have encountered this program who are greatly disturbed by it."

One aspect of the commission's notice was applauded by the commissioner—it's indication that licensees will not be punished for airing works of art or on the spot-coverage of bona-fide news events which may contain four-letter words or words like them. "I am glad they restrict their action to gratuitous use of words in circumstances where the offensive language has no redeeming social value," he said.

There was no word yet on whether WHYY Inc., the licensee of the station, would oblige the commission by refusing to pay the nominal fine and thus set up a court test of the commission's action. The Department of Justice would go into court to collect the fine. Counsel for the station said the licensee probably would not reach a decision before the 30 days it has to respond to the notice of apparent liability runs out. The notice was issued on April 3.

NBC picked for lead in close '70-'71 race

The 1970-71 prime-time network-program competition shapes up as a "three-horse race," with NBC given "a very slight edge," according to a study released at last week's Association of National Advertisers TV seminar (see page 24) by Louis T. Hagopian, executive vice president and general manager, N. W. Ayer & Son, New York.

The 13th annual prereason assessment by Ayer places ABC-TV "close third," hugging more closely to the second-place network, CBS-TV. The significance of the close race, Mr. Hagopian said, is that there will be higher prices on ABC-TV and "more competitive prices" on CBS-TV and NBC-TV.

"To a buyer," he pointed out, "this offers a better negotiating position if he has a sound appraisal of what shows on each network will fulfill or miss his target audience."

The Ayer study predicted that only one new series, The Don Knotts Show on NBC-TV, would land in the top 20 during 1970-71. It anticipated that the best-rated new programs would be Don Knotts Show and Flip Wilson Show on NBC-TV; Andy Griffith Show on CBS-TV and M*A*S*H for Granddaddy and Barefoot in the Park on ABC-TV.

Mr. Hagopian singled out NBC-TV's Laugh-In and Bonanza as the "best bets" for total homes reached and total men; Disney, Laugh-In and Bill Cosby Show on NBC-TV for total viewers; Bonanza and Laugh-In on NBC-TV for adult viewers; Disney and Bill Cosby Show on NBC-TV. Bewitched on ABC-TV and My Three Sons on CBS-TV for child viewers; Laugh-In on NBC-TV and movies on three networks for homes with incomes of $15,000 a year or more.

Candidate's credibility bared on TV, Ailes says

Political candidates can improve their style and approach in the use of television but they cannot be "packaged" in the medium, Roger Ailes, TV adviser to President Nixon, told the Publicity Club of Chicago last week.

Today's public, with its extensive exposure to all the mass media, especially TV, can no longer be fooled, Mr. Ailes said. An hour on TV will reveal whether a candidate is credible or not, faster than ever possible before in the political process, he said. The candor of TV shows people as they are, not what they might wish to appear to be, he explained.

"No one will ever again be elected to a major office without television," Mr. Ailes said. The former Westinghouse Broadcasting Co. producer said Mr. Nixon gained self-confidence in TV for the first time during the 1968 campaign and thus came across more naturally.

Asked if he favors free time for major candidates, Mr. Ailes said he may favor "some" free time but would like to study the issue more before saying how much.

Program notes:

Every week for Mitch * Showcorporation, New York, reports that it is distributing the Sing Along With Mitch one-hour series, originally carried on NBC-TV, on a weekly basis. Showcorporation originally distributed the program as a Christmas special; expanded it to a group of holiday presentations, and because of station interest, has decided to sell the series on a weekly schedule. The series has been sold in 20 major markets.

'Happy Days' * CBS-TV has firm plans for a one-hour series, Happy Days, which will be on the schedule starting July 2 (Thursday, 8-9 p.m. EDT). It is a summer replacement for The Jim Nabors Hour. Comedy will be provided by Louis Nye, Chuck McCann and the team of Bob Elliott and Ray Gouldin, and big-band names of the past will be guest stars. The show, linking the nostalgia of the 1930s and 40's with the present, was reported several weeks ago as a likely contender for summer exposure (Broadcasting, March 30),

86 (PROGRAMING)
CBS strides into the 70's

Paley sees 1st-quarter rise to $310 million with full-year earnings prospects better than '69

CBS's leadership took soundings of the seventies at last week's stockholders meeting in San Francisco—and against a backdrop of unscheduled cacophony by members of the Women's Liberation Front, it got the message across.

CBS has moved into a new decade with a favorable financial report. Estimates for the first quarter of 1970, said Board Chairman William S. Paley, are for a 20% increase in net sales and a 2% gain in net income. Final figures, he said, will be out in early May.

Varying for equal attention with the good news off the balance sheet, but the unwelcomed strident tones of the liberation movement, were the following:

- A brief review by CBS President Frank Stanton of the past decade, in which he cited CBS's advances and ticked off industry trends.
- A special, though brief, observation by Dr. Stanton in which he scored "increasing pressures" from government authorities on broadcast journalists to temper the news (see page 50).

Mr. Paley estimated first-quarter net sales of $310.6 million, or a 20% increase over $259.9 million in sales for the same three months last year. He said net income would be up 2% from $13.5 million to $13.8 million, with earnings per share at 50 cents, one cent up from first-quarter 1969.

He said that "in common with business as a whole, the well-publicized general softness in the economy has resulted in something of a cost-price squeeze for CBS in recent months, and this is the reason why profits did not keep pace with sales during the first quarter."

Mr. Paley said it was too early, with economic indicators too uncertain, to predict results for the year. Should business generally avoid "a further turn for the worse," he sees "full-year earnings to exceed those of 1969." (For 1969, CBS had reported substantial gains in revenues and earnings, with its 17% rise in revenues giving the corporation its first $1-billion year and its income increasing by 24% [BROADCASTING, Feb. 16]).

Included in Dr. Stanton's remarks was a summary of CBS performance as a corporate entity over the past 10 years. "This is how," he said, "CBS stacks up against the Fortune [Magazine] top-500 industrials."

For CBS, sales multiplied two-and-

### Networks, O and O’s incomes set records

**FCC reports TV revenues for 1969 up 12.2%, advertising up 10.6%**

The three national television networks and their 15 owned-and-operated stations reported new records in revenues and income for 1969.

The figures, released by the FCC last Thursday (April 16), showed that the networks and their stations had combined net broadcast revenues of $1.5 billion, up 12.2% from $1.3 billion in 1968. Income before federal taxes jumped 26.5% to $226 million from $179 million. Broadcast expenses rose 9.9% to $1.2 billion from $1.1 billion the year before.

Network advertising revenues increased 10.6% to $1.6 billion, and the networks had pretax income totaling $92.7 million, a 64.5% increase over 1968's $56.4 million. Net revenues rose 12.6% to $1 billion from $1 billion. Expenses for the networks were $1 billion in 1969 versus $960 million in 1968—a 9.5% rise.

The 15 owned-and-operated TV stations had net revenues of $323.3 million, up 10.9% from $291.5 million in 1968. Pretax income was $133.4 million, a 9% increase over 1968's $122.4 million. Expenses rose 12.3% to $189.9 million in 1969 from $169.2 million the year before.

**Broadcast financial data of three national TV networks and their 15-owned-and-operated stations, 1969 (in millions of dollars)**

<table>
<thead>
<tr>
<th>Total</th>
<th>% change from previous year</th>
<th>Networks</th>
<th>% change from previous year</th>
<th>15 owned and operated TV stations</th>
<th>% change from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td></td>
<td>Amount</td>
<td>Amount</td>
<td></td>
</tr>
<tr>
<td>1. Network advertising revenues</td>
<td>$1,571.21</td>
<td>10.6%</td>
<td>$1,357.9</td>
<td>11.6%</td>
<td>$1,315.5</td>
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<tr>
<td>2. Deductions:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Paid to owned-and-operated stations</td>
<td>42.4</td>
<td>4.8%</td>
<td>42.4</td>
<td>4.8%</td>
<td>42.4</td>
</tr>
<tr>
<td>b. Paid to affiliated stations</td>
<td>213.3</td>
<td>4.7%</td>
<td>213.3</td>
<td>4.7%</td>
<td>213.3</td>
</tr>
<tr>
<td>Total participation by stations</td>
<td>255.7</td>
<td>4.7%</td>
<td>255.7</td>
<td>4.7%</td>
<td>255.7</td>
</tr>
<tr>
<td>3. Retentions from network advertising revenues</td>
<td>$1,357.9</td>
<td>11.6%</td>
<td>$1,357.9</td>
<td>11.6%</td>
<td>$1,315.5</td>
</tr>
<tr>
<td>4. Non-network time sales</td>
<td>333.8</td>
<td>11.6%</td>
<td>333.8</td>
<td>11.6%</td>
<td>333.8</td>
</tr>
<tr>
<td>5. Other broadcast revenues</td>
<td>73.7</td>
<td>20.4%</td>
<td>64.3</td>
<td>21.2%</td>
<td>73.7</td>
</tr>
<tr>
<td>6. Total broadcast revenues</td>
<td>1,765.4</td>
<td>11.9%</td>
<td>1,379.7</td>
<td>12.2%</td>
<td>1,379.7</td>
</tr>
<tr>
<td>7. Deduct—Commissions to agencies and representatives and cash discounts</td>
<td>298.1</td>
<td>10.7%</td>
<td>235.71</td>
<td>10.6%</td>
<td>235.71</td>
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<tr>
<td>8. Net broadcast revenues</td>
<td>1,467.3</td>
<td>12.2%</td>
<td>1,144.1</td>
<td>12.6%</td>
<td>1,144.1</td>
</tr>
<tr>
<td>9. Broadcast expenses</td>
<td>1,241.3</td>
<td>9.9%</td>
<td>1,051.3</td>
<td>9.5%</td>
<td>1,051.3</td>
</tr>
<tr>
<td>10. Broadcast income (before federal income tax)</td>
<td>226.1</td>
<td>26.5%</td>
<td>92.8</td>
<td>64.5%</td>
<td>92.7</td>
</tr>
</tbody>
</table>

*Note: In some cases, last digits of figures do not add because of rounding.*

1 Advertising agency commissions on network billings are paid directly by the advertiser to the agency. These commissions estimated as $235.7 million (15% of network advertising revenues) have been included in each of the footnoted entries above. Data previously published by the FCC did not include the entire amount of agency commissions.
a-half times and profits and shareholders' equity doubled, while for the top 500 industrial corporations average sales and profits "somewhat more than doubled" and shareholders' equity nearly doubled.

In figures, CBS net sales over the decade rose from $465 million to $1.2 billion, its net income from $23 million to $72 million, its per-share earnings from $1.12 to $2.65 and its shareholders' equity from $137 million to $411 million, Dr. Stanton said.

As orderly as the CBS advance may have been financially, its stockholders meeting went temporarily askew. The scene was not unlike other annual meetings of large corporations whose business had to give way to demonstrations and disruptions by outside groups.

Some nine or 10 members of the Women's Liberation Front interrupted CBS's proceedings, forcing a 10-minute recess when Chairman Paley found he was unable to bring about an orderly exchange of views. The auditorium-theater of the Insurance Securities Inc. building, where the meeting was held Wednesday (April 15), was ordered cleared by Mr. Paley of the 200 stockholders and protesters.

The protesting feminists charged CBS with distortion and with down-grading women's role through TV-program portrayal and in commercials.

Marion Delgado, spokesman for the group, charged in a prepared statement that CBS "abuses" women. "You use our bodies to sell products. We won't be on the market," she said. "You blackmail us with the fear of being unloved if we do not buy."

When the meeting was restored to order, Mr. Paley said: "We do not dislike women" and cited figures showing 10% of administrative personnel at CBS (in the salary range of $7,800 to $35,000) to be female.

Mr. Paley responded to a question from a stockholder by noting that CBS will oppose FCC proposals to restrict network programming, warning the move would be a "regressive step" and of especial harm to smaller TV outlets. He refused to discuss the possible impact of the loss of cigarette advertising on the network starting in January.

### The Broadcasting stock index

A weekly summary of market activity in the shares of 99 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing April 16</th>
<th>Closing April 19</th>
<th>Closing April 21</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>NY</td>
<td>274</td>
<td>324</td>
<td>334</td>
<td>394</td>
<td>274</td>
<td>7,271</td>
<td>242,623</td>
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<tr>
<td>CSI</td>
<td>NY</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>1,789</td>
<td>10,287</td>
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<tr>
<td>CBS</td>
<td>NY</td>
<td>294</td>
<td>364</td>
<td>364</td>
<td>364</td>
<td>284</td>
<td>5,804</td>
<td>204,591</td>
</tr>
<tr>
<td>BU</td>
<td>NY</td>
<td>375</td>
<td>434</td>
<td>444</td>
<td>494</td>
<td>374</td>
<td>26,250</td>
<td>1,151,583</td>
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<td>CBB</td>
<td>NY</td>
<td>264</td>
<td>284</td>
<td>294</td>
<td>334</td>
<td>254</td>
<td>3,384</td>
<td>101,080</td>
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<td>Cox</td>
<td>NY</td>
<td>195</td>
<td>185</td>
<td>155</td>
<td>145</td>
<td>145</td>
<td>805</td>
<td>12,172</td>
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<tr>
<td>General Telecasting</td>
<td>N</td>
<td>244</td>
<td>204</td>
<td>254</td>
<td>224</td>
<td>174</td>
<td>5,603</td>
<td>116,262</td>
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<tr>
<td>Metromedia</td>
<td>NY</td>
<td>185</td>
<td>205</td>
<td>195</td>
<td>225</td>
<td>155</td>
<td>5,603</td>
<td>116,262</td>
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<tr>
<td>Pacific &amp; Southern</td>
<td>NY</td>
<td>194</td>
<td>144</td>
<td>144</td>
<td>24</td>
<td>24</td>
<td>1,627</td>
<td>23,592</td>
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<td>Reeves Telecom</td>
<td>O</td>
<td>154</td>
<td>154</td>
<td>154</td>
<td>154</td>
<td>154</td>
<td>2,153</td>
<td>14,000</td>
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<tr>
<td>Scripps-Howard</td>
<td>O</td>
<td>214</td>
<td>224</td>
<td>224</td>
<td>224</td>
<td>224</td>
<td>2,153</td>
<td>27,560</td>
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<tr>
<td>Sonderling</td>
<td>NY</td>
<td>214</td>
<td>234</td>
<td>254</td>
<td>344</td>
<td>344</td>
<td>985</td>
<td>25,226</td>
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<tr>
<td>Star Broadcasting</td>
<td>O</td>
<td>194</td>
<td>124</td>
<td>124</td>
<td>124</td>
<td>124</td>
<td>1,124</td>
<td>7,108</td>
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<td>Taft</td>
<td>NY</td>
<td>224</td>
<td>204</td>
<td>224</td>
<td>294</td>
<td>294</td>
<td>3,585</td>
<td>75,300</td>
</tr>
</tbody>
</table>

**Total 67,942 $ 2,171,217**

### Broadcasters with other major interests

- Avco: AV
- Bartell Media: BMC
- Boston Herald-Traveler: O
- Craft: BCC
- Combined Communications: CCB
- Cowles Communications: CCB
- Fuqua: FOA
- Gannett: GCI
- General Tire: GY
- Grey Communications: GY
- Lamb Communications: GY
- Lee Enterprises: LC
- Liberty Corp.: MDP
- List: MDP
- Meredith Corp.: MDP
- Outfit Co.: MDP
- Plough Inc.: MDP
- Post Corp.: MDP
- Rabin: MDP
- Rollins: MDP
- Ruskman: MDP
- Storey: MDP
- Time Inc.: MDP
- Transcontinental Comm.: MDP
- Wometco: MDP

### CATV

- Ameco: ACO
- American TV & Comm.: ACO
- Cablevision-General: CCC
- Cable Information Systems: CCI
- Citizens Finance Corp.: CCI
- Columbia Cable: CCI
- Communications Properties: CCI
- Cox Cable Communications: CCI
- Cypress Cable: CCI
- Enfield: CCI
- General Instrument Corp.: CCI
- H & B American: HBA
- Sterling Communications: HBA
- Telecommunications: HBA
- Teleprompter: TP
- Television Communications: TP
- Viacom: VIK

**Total 34,200 $ 617,304**

**BROADCASTING, April 20, 1970**
RCA's quarter off, economy lag cited

Report says NBC sales decline reflects advertisers' uncertainty about ad commitments

RCA reported last week that its first quarter of 1970 was down in sales and earnings and that color-TV set sales declined as did sales by NBC, its broadcast subsidiary.

Robert W. Sarnoff, chairman and president of RCA, said the declines from last year's record levels were under the influence of a continuing slowdown in the nation's economy. Sales slipped by $41.1 million and net profit was off 36% to $27.4 million from the record $42.5 million reported for the three months a year earlier.

Mr. Sarnoff said profits were affected by such factors as economic restraints applied at the national level and the continued pressures of increasing costs and expenses. A substantial sales decline in the quarter cut across the home-instrument area, including color and monochrome TV sets, radios, phonographs and other home instruments manufactured by RCA.

The first-quarter report noted that the effect of a "further erosion in consumer-buying intent" was felt in RCA's color-TV activity and that this situation was "intensified by heightened competition from foreign imports." Domestic industry sales of color-TV sets were off 25% from the earlier three-month period.

RCA said that sales for NBC were below last year's record level, noting that "the profit squeeze common to many American industries created uncertainty about major advertising commitments, and this reflected adversely on the operating results of NBC."

Hertz Corp. a subsidiary in the car

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<thead>
<tr>
<th>Stock symbol</th>
<th>Company</th>
<th>Shares outstanding</th>
<th>Capitalization</th>
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<td></td>
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<td>($000)</td>
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<td>Capitalization</td>
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<td>Closing April 16</td>
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<td>Capitalization</td>
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<td>$500,000</td>
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<td>Market Capitalization</td>
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<td></td>
<td>($000)</td>
<td>($000)</td>
</tr>
</tbody>
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Grand total 696,402 $30,159,156

N-New York Exchange
A-American Stock Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of April 2.
* New addition to index.

rental and leasing business also showed unfavorable operating results. RCA cited belt-tightening by corporations in spending for business travel and bad weather affecting certain resort areas as contributing to the difficulty.

RCA said government business also continued to decline. This was influenced by cutbacks in the defense and space agencies. Where government accounted for 30% of RCA's volume 10 years ago, it now represents about 14%.

On the more favorable side of the ledger, RCA said, were data processing, some service operations, global communications and the corporation’s newest subsidiary, Banquet Foods Corp.

Mr. Sarnoff predicted “profitability” in computers in the early 1970s, but, he added, there is the possibility of a continued squeeze on over-all business profits through 1970. Assuming an easing in the tight-money situation and an improved business climate later this year, Mr. Sarnoff said businessmen could anticipate “a modest turnaround in the consumer durable-goods market by late spring or early summer, with the upturn accelerating moderately into the fourth quarter.”

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.30</td>
<td>$.62</td>
</tr>
<tr>
<td>Sales</td>
<td>777,000</td>
<td>818,100</td>
</tr>
<tr>
<td>Net income</td>
<td>27,400</td>
<td>42,500</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>66,757</td>
<td>66,773</td>
</tr>
</tbody>
</table>

Net profit is reported above in accordance with the corporation’s regular accounting practices; it is necessarily based in part on approximations and is subject to audit and year-end adjustments. The F. M. Stamper Co. was merged into a new, wholly owned subsidiary of RCA as of March 31, 1970. This merger was accounted for as a pooling of interests, and 1969 figures have been restated accordingly.

Time Inc. earnings dip in 1st quarter

Time Inc.‘s net income for the first three months of 1970, stockholders learned last Thursday (April 16) at the annual meeting in New York, amounted to $1,083,000 or 15 cents a share as compared with net income of $4,910,000 or 68 cents a share in the same period last year. No extraordinary items were included in 1970 first quarter’s income, it was noted, while in the first quarter of 1969, income from extraordinary items totaled $5,210,000 or 72 cents a share.

James R. Shepley, Time Inc. president, reported that for the year 1969 operating revenues of the five stations owned by Time-Life Broadcast increased. He said the broadcast division, headed by Barry Zorthian, also accounted for an after-tax capital gain of $1.5 million from sale of three cable television systems. In the first quarter of 1970 broadcast revenue declined 4%.

Company reports:

Creative Management Associates Inc., Los Angeles talent agency, reported increased income and revenues for the year ended Dec. 31: 1969 1968

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.08</td>
<td>$.06</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,284</td>
<td>10,727</td>
</tr>
<tr>
<td>Net Income</td>
<td>832,787</td>
<td>804,092</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,777</td>
<td>3,172</td>
</tr>
</tbody>
</table>

Filmyways Inc., New York, motion picture and TV production and distribution company, reported an increase in revenues but a decline in net income for six months ended Feb. 28:

<table>
<thead>
<tr>
<th></th>
<th>1969*</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.05</td>
<td>$.03</td>
</tr>
<tr>
<td>Revenues</td>
<td>49,430</td>
<td>47,770</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,145</td>
<td>1,600</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,172</td>
<td>3,172</td>
</tr>
</tbody>
</table>

Filmways, Inc.

Four Star International Inc., Culver City, Calif. film production and distribution company, reported decreases in film rentals, its major income item, and a greater net loss for the 26 weeks ended Dec. 27:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.07</td>
<td>$.11</td>
</tr>
<tr>
<td>Revenues</td>
<td>2,654</td>
<td>2,677</td>
</tr>
<tr>
<td>Net Income</td>
<td>705,871</td>
<td>4,618,854</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>685,900</td>
<td>685,900</td>
</tr>
</tbody>
</table>

Fuqua Industries Inc., Atlanta-based diversified company and group station owner, reported increases in net revenue and net income for the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.04</td>
<td>$.03</td>
</tr>
<tr>
<td>Net revenues</td>
<td>172,362</td>
<td>140,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>3,147</td>
<td>3,147</td>
</tr>
</tbody>
</table>

Notes: 1968 figures are restated to include on a pooling of interests basis businesses acquired in 1966. Earnings per share include common stock equivalents and exclude extraordinary gain of one cent per share as restated for 1968 and a loss of 21 cents per share for 1969.

ABC reports good 1st quarter

Operating earnings gain over $1 million, helped by broadcast

A continuing upswing in ABC's earnings, which were at a new high in 1969, has carried over into the first quarter of 1970. ABC President Leonard H. Goldenson reported last week a 15% increase in operating earnings over the same quarter a year ago.

ABC's operating earnings are up by over $1 million, though its net earnings are less because of capital and non-recurring gains of $1,825,000 in the 1969 quarter as opposed to $30,000 in this year's period, Mr. Goldenson explained. He said the gains were principally realized from the sale of the company's interest in a foreign broadcasting firm. Mr. Goldenson said this quarter's results reflected improvement in broadcasting and phonograph-record divisions, though earnings for the theater division did not equal the showing of the 1969 period.

AM radiation changes classed minor by FCC

The FCC announced last week that it will follow a policy of treating requests for changes in AM radiation patterns or hours of operation as “minor” rather than “major” change proposals.

In a proposed rulemaking issued last September, the commission said it would reject applications for major changes in daytime or night-time AM facilities that did not provide first service to 25% of the proposed service area or 25% of the population within the area. The proposal was part of a plan aimed at diverting most of radio service growth into FM (Broadcasting, Sept. 8, 1969).

Many of those commenting on the proposals objected to the restrictions on changes, contending that they unfairly prohibited AM's from improving existing service by categorizing even minimal power changes or changes in radiation pattern or site as “major” and thus subject to the 25% white area requirement.

In its policy statement issued last week, the commission said that henceforth, requests for applications for radiation pattern changes, including those for directional or non-directional and vice versa, will be considered minor change proposals, unless associated with changes in frequency, power, hours of operation, or station location.

Applications for changes in hours of operation will also be considered minor

---

*Ad*justed for the 3 for 2 stock split in December, 1969.
change proposals, provided they do not involve new nighttime propagation studies.

The commission noted that previously it has classified applications for pattern changes as major or minor on an ad hoc basis.

It said it hoped the policy statement would "align AM application procedures more closely with those followed in the FM and TV broadcast services" and "dispel much of present uncertainty as to the treatment of specific applications."

Foreign-policy side of satellites to be reviewed

A House Foreign Affairs Subcommittee will hold hearings beginning this Thursday (April 23) on the foreign policy implications of satellite communications. The hearings continue next week.

Among those testifying will be Frank Shakespeare, director of the United States Information Agency; Sig Mickelson, vice chairman, board of directors of the International Broadcast Institute and former vice president of Time-Life Broadcast Inc.; and representatives of the State Department, Agency for International Development, and National Aeronautics and Space Administration.

Subcommittee Chairman Clement J. Zablocki (D-Wis.) said the purpose of the hearings is to review developments since the subcommittee’s last hearings on the subject in May 1969—such as the meetings of the International Telecommunications Satellite Consortium and the U. S.-India agreement on instructional television.

Lines 10 miles or less need no FCC sanction

The FCC last week gave common carriers authority in certain cases to provide channel service under continuing blanket authority without individual applications.

By a vote of 5-to-0 with Commissioners, H. Rex Lee and Nicholas Johnson absent, the commission ruled that common carriers subject to the provisions of Section 214 (requiring FCC approval to build channel facilities) may provide channel service for an AM, FM, TV or TV translator where the service involves the use of existing local exchange lines or the construction of new lines not exceeding 10 miles in length.

The commission said the action "will avoid administrative delays prejudicial to the prompt meeting of important requirements for immediate service. . . ."

Noting that individual Section 214 authorizations do not appear to be necessary to use existing lines or to construct short new lines, and is not required for construction of local exchange lines, the commission said it could see "no useful purpose" for requiring authorization under those circumstances.

Color-TV sales slump in February

Distributor sales of color-TV receivers to retailers were still down in February, by 25.7%, compared to the same month last year, but slightly up from the 26.1% decline in January, the Electronic Industries Association will report today (April 20).

Monochrome-TV sets also were down by 16.9% in February, compared to February 1969; radio sales in all other categories declined.

Year-to-date figures for the first two months of 1970:

|          | 1970  | 1969
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>747,463</td>
<td>1,008,767</td>
</tr>
<tr>
<td>Monochrome</td>
<td>670,726</td>
<td>803,754</td>
</tr>
<tr>
<td>Total</td>
<td>1,418,189</td>
<td>1,812,521</td>
</tr>
</tbody>
</table>

|          | 1970  | 1969
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AM home</td>
<td>760,021</td>
<td>977,071</td>
</tr>
<tr>
<td>FM home</td>
<td>403,010</td>
<td>529,323</td>
</tr>
<tr>
<td>Auto</td>
<td>1,403,732</td>
<td>1,825,821</td>
</tr>
<tr>
<td>Total</td>
<td>2,566,763</td>
<td>3,333,115</td>
</tr>
</tbody>
</table>

Fates & Fortunes

Broadcast advertising

F. Glenn Verrill, creative director, Burke Dowling Adams division, Atlanta subsidiary of BBDO, New York, named executive VP and general manager, succeeding Burke Dowling Adams, who retires. W. Donald Mix, VP and associate creative director, named executive VP and creative director. Jack V. Walz, account executive, named VP.

Michael Arthur, account supervisor, Benton & Bowles, New York, named VP.

Norman Carrier, VP, J. Walter Thompson Co., New York, joins Clyde Maxon Inc. there in same capacity.

James R. Driscoll, with Brittingham Inc., New York broker, joins Warwick & Legler there as VP.

Irwin D. Levy and Kurt R. Willinger, both with Compton Advertising, New York, named VP's.

Thomas Kiely, advertising sales executive, Fairchild Publications, New York, joins Ketchum, MacLeod & Grove there as VP and account manager.

Martin Ozer and Richard Waller, group sales managers, Metro TV Sales, New York, named VP's.

LeGrand L. Redfield, VP, Wesley Advertising, New York agency, joins Albert Frank-Guenher Law agency there as VP.

Michael Drexler, VP and associate media director, Ogilvy & Mather, New York, named VP and director of media. He succeeds Jules Fine, who becomes director of marketing services and chairman of account-management review board.

Mel Robinson, director of operations, VP Services, division of Electrographic Corp., New York, post-production facility, named VP and general manager.

William J. Curran, creative director, Duncan-Brooks Inc., agency, Garden City, N.Y., also named VP.

Philip R. Cane, account supervisor, Sander Rodkin Advertising, Chicago, named creative VP.


Dixie Fortis, Richard J. Hazlett and L. Richard Sullivan named creative supervisors at Needham, Harper & Steers, Chicago. Mrs. Fortis and Mr. Sullivan earlier were elected VP's of agency.

Les Kelter, sports director, Triangle Stations, named president of Len Carey agency, Honolulu.


John Chervokas, VP, Grey Advertising, New York, also appointed associate
creative director.

Terry D'Angona, with KFWM(AM) Los Angeles, joins Buckley Broadcasting Corp. (group owner) there as director of marketing-research.

Michael J. Burke, senior product manager Miles Laboratories Inc., Elkhart, Ind., appointed director of marketing, toiletries and hygiene products, consumer products group of Miles.


Both are Cosmos Broadcasting stations.

Jeff Davidson, general sales manager, WTV-Stevensville, Ohio-Wheeling, W. Va., joins WPFG-TV Pittsburgh, as sales manager.

Cosmos Cappellino, with WXY(AM) Cleveland, appointed sales manager of WDXZ(AM) McKeesport, Pa. Both are owned by Westchester Corp.

Dan Clarkston, manager and sales manager, KSLY(AM) San Luis Obispo, Calif., joins KEVE(AM) there as sales manager.

Patrick Collins, producer, Foote Cone & Belding, Hollywood, joins Leo Burnett Co. there as commercial producer.

Kenneth Torgerson, VP-senior associate media director, Dancer-Fitzgerald-Sample, New York, joins The Sawyer Group Inc., independent media buyer there, as consultant on special projects.

**MEDIA**

Jack Barnard, formerly general manager of KPIX(FM) San Diego, named president of Southwestern Broadcasters Inc. Southwestern stations include KPRI(AM) and KYMS(FM) Santa Ana, Calif., KRES(AM) Tolland, Ariz., KKM(AM) Pueblo, Colo., and KKAT(AM) Rosewell, N.M.


William R. Rollins, VP, Suburban Radio Group, Belmont, N.C.-based group broadcaster, named executive VP, succeeding the late James B. Keel. Lewis H. Bagwell succeeds Mr. Rollins as VP.

David Polinger, formerly president, Friendly Frost Inc., broadcast division, New York, joins Bell Television Inc. there in newly created position of VP operations. Bell is involved in multiple areas of communications including CATV.

Charles Bailey, formerly with WTVK-TV, Knoxville, Tenn., joins WOTY(AM), WFM-FM Montgomery, Ala., as general manager.

Nancy M. Pool, with KMOX-FM St. Louis, joins WIL-FM there as manager.

Douglas Eason, operations manager, KATZ(AM) St. Louis, appointed station manager.

Bud Sunkel, with WIA(AM) Danville, Ill., appointed station manager.

Robert H. MacCallum, manager, sales and operations, WLV(A) Lynchburg, Va., appointed manager of station.

Robert A. Daly, director of planning and administration, business-affairs department, CBS-TV, New York, appointed director of business affairs-New York.

Edward R. Salamon Jr., with KDKA-AM-FM Pittsburgh, appointed research director.

Jeff Woodroff, with KQV-AM-FM Pittsburgh, joins WLS-AM-FM Chicago as research director.

Melvin Black, salary administrator, NBC, New York, appointed manager, employment. Tim Brooks, research supervisor, WCCB-TV, New York, joins NBC Owned Stations Division there as senior research analyst. Clayton C. Steffensen, supervisor, general-accounting department, NBC, West Coast, Burbank, Calif., appointed manager, accounting and financial planning.

Joseph W. Koral, news director, WBEN-AM-FM-TV Buffalo, N.Y., appointed to newly created position of community-services director. He will supervise and guide analysis of community problems and needs on a continuing basis.

Ralph Hilliard, manager, Teleprompter Corp.'s Farmington, N.M., system, joins Tampa-St. Petersburg, Fla., system. He is succeeded by James Harper, manager, Rawlins, Wyo. Perry Nash, chief techniciian, Silver City, N.M., succeeds Mr. Harper. Bill Wagner, chief engineer, Santa Cruz, Calif., appointed manager, Los Gatos, Calif., and Tom Hopping, sales manager, West Palm Beach, Fla., appointed manager, Boynton Beach and Lake Worth, both Florida.


**PROGRAMMING**

Charles Fries, VP for production administration, Columbia Pictures, West Coast, named senior VP, production, Metromedia Producers Corp., Hollywood.

Leonard Kornblum, VP and treasurer, Independent Television Corp., New York, named VP, financial and legal affairs.

Fred Houghton, director of business affairs, West Coast, MGM Television, Culver City, Calif., appointed director of business affairs, MGM Television, New York.

Carmen Pugliese, administrative assistant, Metromedia Program Sales, New York, appointed director of contract and program administration.

Ron Sossi, program executive, ABC-TV, Hollywood, joins Paramount Television there as program supervisor, network production. Leo Silber, entertainment-field lawyer, joins ABC-TV, New York, as program attorney in contracts department.

Paul Mitchell, formerly with WDPY-FM and WPBS(FM), both Philadelphia, joins KXYZ(AM) Houston as program director.

Chuck Dunaway, music director, WXYO(AM) Cleveland, joins WIXY(AM) McKeesport, Pa., as program director. He succeeds George Brewer, who resigns.

Vincent G. Noonan, with WOR-TV New York, appointed assistant program director.

Charles Peterson, with KXYZ-AM-FM Houston, joins KDKA-AM-FM Pittsburgh as program manager.

Dick Sargent, with WDRU-TV Raleigh-Durham, N.C., joins WNBE-TV New Bern, N.C., as production and operations manager. Sherman Husted, with WNBE-TV, named executive producer.
News


Myles E. Walsh, manager of systems development, CBS direct marketing services division, New York, appointed director of computer systems, CBS News election unit. Edward Hamlin, with office of national estimates, Central Intelligence Agency, Washington, joins CBS News, New York, as coordinator of broadcast research.

Richard A. Fuller, with UPI, appointed manager of Springfield, Ill. bureau UPI, succeeding Richard L. Adorjan, who resigns to accept position with state government there. James W. Joyce, also with UPI, appointed manager of Lincoln, Neb., bureau, succeeding Michael J. Kaeser, who transfers to Detroit bureau.

Daniel Hrvalin, with WKYC-TV Cleveland, joins WJW-TV there as assistant news director.

Larry Hope, director of news, peninsula bureau, WAVY-TV Norfolk, Portsmouth-Newport News, Va., appointed news assignment editor, Portsmouth bureau.

James B. Mustard, with WDAU-TV Scranton, Pa., joins WBAI-Tv Baltimore as general assignment reporter.

Nancy Reid, newswriter-editor, KABC-AM-FM Los Angeles, appointed to similar post at KNX-AM-FM there. Peter Morago, writer-editor, KNX-AM-FM, named reporter-broadcaster.


Promotion

Irv Mandell, with Grey & Davis, PR affiliate of Grey Advertising, New York, named to newly created position of senior VP.

James Collier, writer-producer, program promotion department, KNXT-TV Los Angeles, named promotion manager. He succeeds Hal Biard, named director of promotion and information services, WBBM-TV Chicago. Both are CBS-owned stations.

Robert M. Smith, promotion director, WATU-TV Augusta, Ga., joins WJCL-TV Savannah, Ga., in same capacity.

Diana L. Davidson, special events director, KDWB(AM) Minneapolis, appointed promotion director.

Jane Vollmer, formerly with WKYC-AM-FM Cleveland, appointed promotion and public affairs director, WCW-AM-FM Toledo, Ohio.

Jack MacDonald, promotion director, KEX(AM) Portland, Ore., joins KVI(AM) Seattle in same capacity. Both are Golden West Broadcasters stations.

Ivan B. Rich, formerly with WMJ-TV Milwaukee, named assistant director of advertising and promotion, WXYZ-TV Detroit.

Ann Smiley, with WNBE-TV New Bern, N.C., appointed promotion manager and continuity director.

Jack R. Mulligan, formerly publicity manager with Time magazine and PR account executive with Young & Rubicam, New York, joins New York office of Ketchum, MacLeod & Grove, Pittsburgh, as manager, agency communications.

Equipment & engineering

Jack Becknell, with WNBE-TV New Bern, N.C., appointed chief engineer.

Frank Cook, with WKEF(Tv) Dayton, Ohio, joins WCWA-AM-FM Toledo, Ohio, as chief engineer.

Lawrence M. Ryan, general manager, instrument/controls division, Duarte, Calif., of Conrac Corp., New York, appointed general manager of Conrac division of Conrac Corp., Covina, Calif.


Nicholas J. La Bate, project engineer, CBS-TV, New York, appointed master supervising engineer, CBS Electronic Video Recording, Rockleigh, N.J. He will be responsible for customer materials from arrival at processing facility to transfer to EVR master negatives. Alfred P. Martin, senior reliability engineer, General Electric color television, Syracuse, N.Y., joins EVR as electrical engineer.

Roger W. Slinkman, engineering manager, Sylvania television picture-tube manufacturing facility, Ottawa, Ohio, named manager there.

James C. Strickland, physics teacher, Dade county (Fla.) board of public instruction, joins MCI Inc., Fort Lauderdale, Fla., recording-equipment manufacturer, as design engineer.

International

Gary D. Landis, with Badillo/Compton, San Juan, P.R., and Bernhard Klepper, with Compon GmbH, Frankfurt, Germany, both named VP's.

Vidar Kilen, deputy managing director, Alfsen, Becker & Bates A/S, Oslo, Norway, member of Ted Bates Group Co.'s, New York, named managing director.

Allied fields

Newton Minow, former chairman of FCC and presently senior partner of Williams, Bennett, Baird and Minow, Chicago law firm, named chairman of board of trustees, Rand Corp., private, non-profit research and analysis firm, Santa Monica, Calif.

Deaths

Jerome S. Stolzoff, 46, senior VP, SSC&B, New York, died April 11 at Lenox Hill hospital, New York. He is survived by wife, Ruth, and daughter.

Merriman Smith, 57, White House correspondent, UPI, died April 13 at his home in Alexandria, Va., of self-inflicted gunshot wound. Dean of White House correspondents, he covered past six Presidents. In 1963 he won Pulitzer Prize for his coverage of assassination of President Kennedy. He also received National Headliner Award for reporting of Franklin Roosevelt's death and was honored by President Johnson with

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Presidential Medal of Freedom. He joined UPI in 1936 with Atlanta bureau, coming to Washington in 1940. He is survived by wife, Gailey, and three children, two by former marriage.

William Mellors (Bill) Henry, 79, columnist with Los Angeles Times, died April 13 in Los Angeles. Mr. Henry joined Times in 1912 and in 1933 began his dual career of journalist - broadcaster with KHJ (AM) Los Angeles, first as sports announcer and later as war correspondent and news commentator. He worked for Mutual Broadcasting System, CBS and NBC. He was among first American reporters to cover World War II when he became correspondent with Royal Air Force in 1939. He was recalled from France in December of that year and began writing "By the Way." Column emanated from Washington following end of World War II and continued until April 5 of this year. He is survived by wife, Corinne, and two daughters.

Gunnar Wilig, 67, former general manager of WHEC(AM) Rochester, N.Y., died April 13. In retirement since early 1960's, he was one of first sportscasters to recreate out-of-town baseball games from telegraphed play-by-play accounts.

John Toothill, 65, president of BurnSmith Co., New York, station representatives, died April 7 following heart attack. Mr. Toothill, whose office was in Chicago, also served as regional manager for Deveny Organization. He is survived by wife, Kathryn, and two children.


Edward J. Reilly, 39, senior trial lawyer until his retirement in 1968, FCC, Washington, died of cancer at his home in Washington April 13. He joined FCC in 1959 as lawyer in transfer division. He is survived by wife, Joan, and four children.

Manuel Perez Romero, chief engineer, WBMJ(AM) San Juan, P.R., died April 7. He is survived by his wife and four children.

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As compiled by Broadcasting, April 7 through April 14 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LS—local sung set, MC—megacycles, mod.—modification, N—night, PSA—presumption service authority, SCA—subcarrier communications authorizations, SH—specified hours, SSA—special service authorization, STA—temporary special authorization, trans.—transmitter, UHF—ultra high frequency, UU—unlimited hours, VHF—very high frequency, vis.—visual, watts—watts—educational.

**New TV Stations**

*Start Authorized*


*Final Action*


**Call Letter Action**

- Viking Television Inc., Minneapolis. Granted KTMA-TV.

**Existing TV Stations**

*Final Actions*

- FCC granted the TV coverage of recovery operations of Apollo 13 spacecraft provided under temporary authorizations to Western Union International Inc. Comcast at jointy to American Telephone and Telegraph Co., TTT World Communications Inc., RCA Global Communications Inc. and WU. Authorizations are for period beginning April 10 and terminating April 30, 1970. Action April 10.

- WEDN(TV) Norwich, Conn.—Broadcast Bureau granted mod. of license covering reduction in aur. ERP to 3.5 kw. Action April 8.

- WMAR-TV Baltimore—Broadcast Bureau granted CP to change type trans. Action April 8.

- *KTCA-TV St. Paul, Minn.—Broadcast Bureau granted mod. of CP to change aur. ERP to 21 kw change trans. location to Gramsle Road, 0.4 mile east of Victoria St., Shoreview; change type trans. and ant.; ant. height 1310 ft.; condition. Action April 10.*

- *KTCI-TV St. Paul, Minn.—Broadcast Bureau granted mod. of CP to change ERP to 28.8 kw vis., 5.75 kw aur. change trans. location to Gramsle Rd., 0.4 mile east of Victoria St., Shoreview; change type trans. and ant.; ant. height 980 ft. Action April 8.*

- WRIP-TV Chattanooga—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 8; granted mod. of CP to change ERP to 102 kw vis., 32.4 kw aur. spec. studio location at MCRasco Ave., 1 mile south of business district of Rossville Ga.; change type trans. and ant.; ant. height 600 ft. Action April 8.

- WRIP-TV Chattanooga—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 8; granted mod. of CP to change ERP to 102 kw vis., 32.4 kw aur. spec. studio location at MCRasco Ave., 1 mile south of business district of Rossville Ga.; change type trans. and ant.; ant. height 600 ft. Action April 8.

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**Actions on Motions**

- Acting Chief, Broadcast Bureau, on request by Action for Children's Television, extended to April 29 time to reply to responses in matter of petition of ACT for rulemaking to eliminate sponsorship and commercial content in children's programming and establishment of weekly fourteen hour quota of children's programs. Action April 7.

- Hearing Examiner Isadore A. Honig in Cheyenne, Wy. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, set procedural date and scheduled further prehearing conference for May 5; Postponed hearing to June 23 in Cheyenne at location
BROADCASTING, April 20, 1970

PROFESSIONAL CARDS

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Bethesda, Md. 20034
(301) 746-6600
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Washington, D. C. 20004
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COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lomas, Chief Engr.
PRINCETON BLDG.
147-1310
WASHINGTON, D. C. 20005
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CONSULTING RADIO ENGINEERS
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Munsey Building
District 7-8215
Washington, D. C. 20004
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& ASSOCIATES
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Cleveland, Ohio 44111
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Phone: 347-9061
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CONSULTANT
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Radio & Television
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SERVICE DIRECTORY

BROADCASTING, April 20, 1970

95
### Summary of broadcasting
Compiled by FCC, April 1, 1970

| Commercial AM | 2,364 | 27 | 14 | 18 | 70 | 4,351 |
| Commercial TV | 2,046 | 63 | 2 | 55 | 15 | 524 |
| Commercial TV-VHF | 493 | 2 | 19 | 5 | 406 | 49 |
| Commercial TV-UHF | 131 | 0 | 49 | 180 | 120 | 30 |
| Total commercial TV | 624 | 64 | 2 | 406 | 120 | 824 |
| Educational FM | 382 | 0 | 24 | 406 | 49 | 455 |
| Educational TV-VHF | 75 | 0 | 5 | 80 | 5 | 85 |
| Educational TV-UHF | 65 | 0 | 5 | 18 | 11 | 119 |
| Total educational TV | 170 | 0 | 17 | 188 | 11 | 204 |

* Special Temporary Authorization
  + Includes 25 educational AM's on nonreserved channels.
  + Includes two licensed UHF's that are not on the air.

The above data are to be announced (Doc. 18797). Action April 3. 

- **Hearing Examiner Forest L. McCollin in Boston (RKO General Inc. [WNAC-TV, Community Broadcasting of Boston Inc. and Dudley Station Corp.]).** TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend application to report change in business interest and to reflect changes in number of issued and subscribed shares of stock; granted petition by Community Broadcasting of Boston Inc. for leave to amend application to request change in format and transmitters, and to modify financial proposal to show changes occasioned by change in station's format and transmitters, proposals (Doc. 16734). Action April 7.

- **Hearing Examiner James F. Tierney in New York (WPIX-TV).** Proceeding, granted petition by James F. Tierney (Doc. 18711, 18712). Hearing will be held in New York at a place to be announced later. Action April 10.

- **Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Television Commission [WVTW-TV, etc.]).** TV proceeding, granted joint petition by AM proceeding, for leave to amend applications, to reflect efforts to ascertain community interest in the ABC 8 area (Docs. 18569-72). Action April 2.

#### Call letter application

- **WNBE-TV**, Continental TV, Inc., New Bern, N.C. Requests WCTI-TV.

### New AM stations

#### Actions on motions

- **Hearing Examiner Frederick W. Dennis in Las Cruces, N.M. (Marvin C. Hanz)** AM proceeding, granted petition by applicant with respect to current ownership statement hearing identification Exhibit 28, Section III, Page 2, Par. 1C and revised version of Section IV-A to application and denial in light of findings. Motion granted, as to that part of the motion to the contrary. Action April 2.

- **Hearing Examiner Forest L. McCollin in Charleston, S.C. (South Carolina Television Commission [WVTW-TV, etc.]).** TV proceeding, granted joint petition by AM proceeding, for leave to amend applications, to reflect efforts to ascertain community interest in the ABC 8 area (Docs. 18569-72). Action April 2.

### Call letter application

- **WNBE-TV**, Continental TV, Inc., New Bern, N.C. Requests WCTI-TV.

### New FM stations

#### Applications authorized

- **KBBK**, Beckham Broadcasting Co., Elk City, Okla. Granted KADS.

#### New FM stations

- **KJKE** (FM) El Centro, Calif.—Authorized program operation on 98.5 mc, ERP 50 kw, antenna height above average terrain 75 ft. Action March 27.
- **WMPH** (FM) Wilmington, Del.—Authorized program operation on 89.1 mc, ERP 10 kw, antenna height above average terrain 100 ft. Action March 26.
- **WKVV** (FM) Vicksburg, Miss.—Authorized program operation on 106.7 mc, ERP 50 kw, antenna height above average terrain 145 ft. Action March 14.
- **WFWC** (FM) Canton, Ohio—Authorized program operation on 93.1 mc, ERP 10 kw, antenna height above average terrain 200 ft. Action March 25.
- **WYTM-FM** Faretteville, Tenn.—Authorized program operation on 97.9 mc, ERP 10 kw, antenna height above average terrain 145 ft. Action March 25.

- **KPCF** Pasadena, Calif.—Broadcast Bureau granted permission to conduct. Action April 7.
- **KNBC** (Port Hunt) Broadcasting Corp. granted mod. of CP to extend commitment date to April 15. Action April 2.
- **KPRM** San Jose, Calif.—Broadcast Bureau granted permission to conduct. Action April 3.
- **WVTG** Mt. Dora, Fla.—Broadcast Bureau granted CP to extend time permitted for changes. Action April 10.
- **KLEI** Kailua, Hawaii—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action April 10.
- **WITL** Lansing, Mich.—Broadcast Bureau granted mod. of CP to permit side-mounting of antenna, #1 tower of array. Action April 10.
- **WELA** Elizabeth, N.J.—Broadcast Bureau granted CP to extend time of operation. Action April 7.
- **WQIZ** St. George, S.C.—Broadcast Bureau granted mod. of CP to increase radiated signal to 192 mw. Action April 10.
- **WAVA** Arlington, Va.—Broadcast Bureau granted CP to increase height of antenna by 240 ft. Action April 7.
- **KODD** Lakewood, Wash.—Broadcast Bureau granted renewal of license subject to condition that assignment of license be consummated within forty-five days of date of renewal. Action April 17.
- **WCIR** Beckley, W. Va.—Broadcast Bureau granted license covering changes. Action April 3.

#### Actions on motions

- **Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Miss. (Meredith Colon Johnson [WECP] and Ford Broadcasting Corp.).** AM proceeding, granted joint petition by Community Broadcasting, Inc. for use of vacant channel. Motion granted, as to that part of the motion to the contrary. Action April 2.

- **Hearing Examiner James F. Tierney in Minneapolis (WABC, Inc.).** Proceeding, reopened record; set aside date for filing of proposed findings and recommendations. Action April 2.

- **Hearing Examiner James F. Tierney in Chicago, Ill. (WGN).** Proceeding, reopened record; set aside date for filing of proposed findings and recommendations. Action April 2.

- **Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Television Commission [WVTW-TV, etc.]).** TV proceeding, granted joint petition by AM proceeding, for leave to amend applications, to reflect efforts to ascertain community interest in the ABC 8 area (Docs. 18569-72). Action April 2.

### Call letter application

- **KBFE**, Beckham Broadcasting Co., Elk City, Okla. Granted KADS.
Classified Advertising

Payable in advance. Check or money order only. Situations wanted will be billed $25 per listing, $400 per inch. Rate $20 per word—$400 minimum. Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., included in listing; buyer’s risk on return. Box 662-100, BROADCASTING. We expressly repudiate any liability or responsibility for their custody or return. Broadcasters: Can you accept publication of replies? Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Radio

Help Wanted Management

Manager with sales ability for small market, New York City. Immediate opening. Box C-339, BROADCASTING.

Station Manager for major east coast university FM station now jock format. Rates presently 790 w., planning 10,000 w. (dual polarization) stereo next fall. Station administrative background necessary. Must have engineering background to become familiar with present, future stereo. Box 617, BROADCASTING.

Manager with sales ability for suburban station in medium market. 1st phone helpful but not necessary. N.C. area, excellent situation, immediate opening. No experience necessary. Box D-124, BROADCASTING.

Capable sales oriented person willing to work and prove his/her worth. Capable of becoming station manager. Prefer husband-wife combo. Submit complete info with pic—1st letter. Refer to A. Box 179, BROADCASTING.

Manager with sales ability for suburban station in medium market, 1st phone helpful but not necessary. N.C. area, excellent situation, immediate opening. No experience necessary. Box D-124, BROADCASTING.

Work in Tampa Bay in beautiful sunny Florida. This top 30 market, number 1 rated, Drake type rocker needs no-nonsense, sharp, sales-savvy salescap able of directing a five man sales department and handling local accounts and agencies. Excellent salary and fringe benefits. Call Mr. Kirk, prepaid 813-733-6967.

Sales

New Math. Sharp salesmum with hustle and feel for small market satellite, plus training, equals well paid salesman. Box D-20, BROADCASTING.

Wanted: Salesman and one or two salesmen for top country music station in S. Florida. Will consider 1st ticket and/or salesmen. Will soon be adding FM to our format. All information including minimum salary requirements first letter. Reply to Box D-84, BROADCASTING.

Self starter needed to take over active account list in choice medium California market. Can produce five figure income. Need real radio man. Send complete resume and photo. Box D-56, BROADCASTING.

Opportunity for salesman or program man wanting sales. Continuous sales training offered. Dale Low, KLSJ/KSMN, Mason City, Iowa.

21 station, midwest city of 50,000, needs two additional salesmen. If you are in a small market now and want to move up, this is your chance. Nicest city in the Midwest. Send resume, photo, present salary, W/TY, Danville, Ill.

Work in Tampa Bay in beautiful sunny Florida. This top 30 market, number 1 rated, Drake type rocker, has opening for two strong salesmen. Liberal starting salary and fringe benefits. Call Mr. Kirk, prepaid 813-733-6967.

Announcers

Announcer—fast pace, Modern country. Professional sound. Permanent with advancement. Write Box C-435, BROADCASTING.

Need personality for up-tempo, very contemporary, MOR format. Must have tape. You need tape. Experience, picture and resume. Box D-44, BROADCASTING.

One of the nation’s historic and beautiful southeastern college towns is looking for a pro to handle the early morning shift on its top-rated CBS outlet. If you are in a medium size market now and want to move up, this could be your chance. Nice city. Variety of programming. Send resume, photo, present salary, W/TY, Danville, Ill.

Announcer—salesman for Western Pennsylvania fulltimer. Must be experienced and professional in announcing and sales. Average $9,500 in forward tape, resume, photo to Box D-65, BROADCASTING.

Experienced announcer in top 50 market, Northeast. MOR format. Immediate opening. Rush tape, resume. Box D-81, BROADCASTING.

Announcers continued

Opportunity for community minded, musically knowledgeable program director—daytime. Fastest growing country station, top newscast. Ideal living conditions. MOR format. Prefer 1st phone, but looking for announcer/program director. Send resume and tape to Box 135, BROADCASTING.

Man, big voice, bright, creative, who can also produce clever commercials. Be doorman, and anit, all for a barely livable salary. But you'll be appreciated. Box D-133, BROADCASTING.

Announcer-salesman for upper New England net-station. Excellent opportunity. Box D-147, BROADCASTING.

We are looking for a young aggressive morning personality who loves top 40 radio. Must be creative and heavy on production. #1 Station in mid-west. Immediate opening. Working conditions: Tape, picture, resume, first letter. Box D-149, BROADCASTING.

Mid day personality sought by one of America’s finest major market rockers. Exceptional opportunity for mature professional whose effort, commitment and dedication are considered above average. Must be experienced and a fierce competitor. Send current tape, resume and pic to Box D-170, BROADCASTING.

Up tempo MOR needs experienced announcer-production: 6-12 PM air-shift. Many opportunities with this “personality” station. Work with finest equipment and facilities in the mid-west. Send resume, tape references immediately to Operations Mgr., KFOR, 391, Lincoln, Nebraska 68501.

Opening. Morning man, MOR, Resort area, salary open. Send resume to Alan Boyd, P.D., WDAR, Rutland, Vermont.

Immediate all rate opening at progressive top 40. Need up tempo roc. Production abilities an asset. Rush tape and resume to Alan Boyd, P.D., WDAR, Rutland, Vermont.

Announcer-production man for outstanding CDW operation. Permanent. Send tape, resume, picture and starting salary. Box D-150, BROADCASTING.

Central Manager, WDAR AM & FM, Darlington, South Carolina. Or phone 803-393-4081. No collect calls please.

Immediate opening for mature announcer with first phone. Contact WSBY, Rutland, Vermont.

Immediate opening for experienced morning announcer with first phone. Contact WJHK, Madison, Wisc. 608-272-5500.

Technical

Engineer or Technician trainee—Opportunity for beginning with 1st year—TST and/or no experience, or announcing or marketing. Will be given chance to learn. Must be willing to work—we’ll teach. Box D-132, BROADCASTING.

Openings for first-class ticketholders for trans-mitter-studio maintenance salary. Modern equipment. AM and FM. Send name and phone number to Box D-140, BROADCASTING.

Chief engineer needed for 5 KW directional station in key market. Must be qualified to be employed as audio engineer, transmitter, and directional pattern engineer. Must have FCC license of 28 and 40 who wants to settle in good location with good salary. Apply to Box D-177, BROADCASTING.

Wichita AM/FM full time position seeking transmitter and studio engineer. Precise announce engineering. Send complete resume and references to General Manager, KSWW, P.O. Box 1, Platteville, Wisconsin 53818.


Technical continued

Chief engineer, Indiana 5000-10000 w., station needs take-charge Chief. Up to $200 a week for the right kind of man. Must be able to start first rate immediately. Box 662-137, BROADCASTING.

Wanted: chief engineer/announcer for Texas-Mexican border AM operation. Must be able to repair and program effective two-way, 500 w. Full time and live-in. Dallas Texas market. Beautiful equipment and good support personnel. Community involvement a must. Apply: E.R., 8PM, Box 1722, BROADCASTING.

We’re looking for a top-notch major-market newsman to anchor a drive shift. Must be a journalist with the voice and the know-how. Only pros with experience need apply. Send resume immediately to Box D-137, BROADCASTING. An equal opportunity employer. Box 812-195, BROADCASTING.

News Director for news station, WWSW, Cincinnati, Ohio. Will read news, write copy. Location, Dayton, Ohio.

News Executive. Exec. with experience in the Cincinnati market. Salary open. Send resume and references to Box C-392, BROADCASTING.

Experienced newsman needed by one of the country’s most respected rock stations. Must be able to write, produce, and handle morning drive time offers with consistency. A fine opportunity for a dedicated news pro. If you have a mature voice and are a cut above the average, send current tape, resume and pic to Box D-176, BROADCASTING.

Good midwestern newsman wanted by management believing local news is programming backbone. Sports opportunity. Dale Low, KLSJ/KSMN, Mason City, Iowa.

Programming, Production, Others

Program Direct or operations/sports director of university FM station while working toward M.S., or fall start time pays $5,000 plus plus remission of tuition. Major east coast university communications program. GRE aptitude score of 1100 for M.S. or 1200 for Ph.D. and 3.0 GPA required. Send tape. An equal opportunity employer. Box D-123, BROADCASTING.

Versatile broadcaster wanted: Escape from the big city problems in a small Iowa town with a big station. Able to do a variety of jobs on and off the air. Group owner. Station owned by same people for 45 years. If you have the potential and want to work, send complete resume, tape and salary requirements to manager, KMA radio, Shenandoah, Iowa.

Situations Wanted Management

Fifteen years management experience. Seeks market with greater potential. Box D-81, BROADCASTING.

Employed general sales manager. Also general manager, station manager, FCC consultant, sales manager, syndicator. Reasoning desired for changing climate, you wouldn’t belong here. Excellent opportunity and small market experience. Contacts all major agencies. Seeks station manager position radio or television with growth company. Excellent sales record, excellent references. Married, no relocation problems. Box D-126, BROADCASTING.

Swinger: Heavy sales, 38 married. Presently manager of medium market full timer, running 3500 ahead. Larger market desired. Box D-150, BROADCASTING.

Swinger: A great opportunity in a market. A great opportunity wants larger challenge. In six years have moved from commission sales to station manager, experienced with both local and national level. Box D-151, BROADCASTING.

BROADCASTING, April 20, 1970
**Management continued**

Sales manager. Proven record of success in sales and management with ability to convey concept plus its marketability. M.D., M.B.A. experience. Anxious to assist in growth of responsible station in major market. Married, responsible, financially sound. Resume available. Box D-156, BROADCASTING.

Chicago tyro available. Young, veteran, 3rd college credit. Box D-161, BROADCASTING.

Experienced broadcast equipment salesman, ten years experience in sales and sales management. Have managed sales exceeding $1 million per year. Technical background, aircraft and the like. Located with the right company to cover the western plains. Box D-171, BROADCASTING.

Wm. F. "Rusty" Russell, available now, experienced announcer, manager, executive sales, small, large markets. Need $18,000,000. 513-885-2296.

Sales

Salesman, DJ and/or manager trainee. Third endorsed, 25, single, draft exempt, degree, looks, wheeler-dealer, potential. Could learn to auction. Travel, Honest. Can continue education. Desire a lot of fun, money, stability. Advertising experience. Box M-11, BROADCASTING.

R. L. Wagner III, P.O. Box 550, Grand Prairie, Texas 75050.

**Announcers**

Seal jack. 1st phone. Willing worker seeks break. Will relocate. Box D-12, BROADCASTING.

First phone, will travel, dependable, hard working, presentable, young man of 21. Draft exempt, 1 yr, experience, D.J. ass't. sport director. Box D-87, BROADCASTING.

Young announcer with first phone seeks first position with up-beat MOR or hard rock station. Preferably in Texas or areas with a warmer climate. Box D-118, BROADCASTING.


The Bob Douglas Show—Available—Does your station have what it takes? Available with new ideas! Application by family man, with news ability, copywriting ability, dependable work habits. Will you offer permanent position with good potential? What do you need? Let's hear from you. Reply to all. Box D-125, BROADCASTING.

Dentist, experienced, tight board, MOR, third endorsed, creative, versatile, broad background den. What's your offer? Will you offer permanent position with good potential? What do you need? Let's hear from you. Reply to all. Box D-125, BROADCASTING.


Southeastern Michigan, Western Ontario. Experienced announcer, copywriter, production man. Heavy air experience, good voice. Comes complete, working toward first. Box D-129, BROADCASTING.

Contemporary personality, 4 years experience, including TV. Third. Box D-135, BROADCASTING.

**Announcers continued**

Tight board, DJ, newscaster, salesmen, recent broadcasting school graduate. Dependable, versatile, creative. Styles—Bahamas inclusive. Box D-158, BROADCASTING.

Bright jack, 5 years rock and contemporary MOR, 2 years PD. Strong news, production. Married, 22, military contract. Employed, top 50 market. Box D-179, BROADCASTING.

Maintenance oriented first phone good construction and troubleshooting assistant jocks and news if necessary. Must be productive. Prefer Florida operation. Experienced AM-FM directions and remote. Excellent employer knows this ad. Box D-181, BROADCASTING.

Contemporary DJ available in June. College grad. Some commercial voiceover experience, third endorsed. Reply, Box D-183, BROADCASTING.


Radio and TV. Fifteen years radio, management, sales, copy, program, announcing, first phone, 36, married. Box 341, Worthington, Ohio.

Available now-16 years DJ, newsmen, program director. Good voice, 1st phone. Bryden, 5 Jamaica Lane, Escondido, Calif. 92025.

Just out of service. Experienced top 40—MOR announcer. Production, play-by-play, copy writing skill. 3rd phone. Box D-184, BROADCASTING.

First phone. Straight, tight, reliable announcer. Prefers top 40 on west coast. Also interested in station with sports in San Francisco. Box 77, Costa Mesa, Calif. 92626.

1st phone. Promising, eager, seeking career in R & R. Call Paul Kratz (Sunshine) 1-513-825-2430.


Detroit area part-time or weekend work, 3rd, endorsed, some experience, broadcasting school graduate. For more information contact Jim Murray, Jr., 15717 Chatham, Detroit, Mich. 48223.

DJ, tight board, good news, commercials, 3rd phone, veteran. Write Jim Danzcek, 353 4th St., Prairie du Sac, Wisconsin 53578.


Announcer/sportscaster, four years experience, first phone, college graduate, married, just discharged from Navy. Call Bob Romani, 217-345-6854.


**Technical**

Chief engineer/announcer wanting to relocate six years experience, prefer country or MOR formats, Hilly and wooded areas. Box D-69, BROADCASTING.

Experienced engineer desires director/position with station or group. Design, planning, management, supervision, superior engineering, technical, color. Box D-116, BROADCASTING.

Broadcast engineer-announcer, first phone; six months as chief engineer and newscaster at suburban N.Y.C. station. Since Aug., 1967 working heavy communications and radar equipment. Former technician ATG microwave and carrier. Good announcement voice; writing and dramatic ability. Available May, age 27, single, military complete. Box D-174, BROADCASTING.

1st phone. Engineer/3 months' announce, 10 years experience. Prefer Florida or S.E. Call 305-269-4677 or write Box D-136, BROADCASTING.

1st phone. Administrative chief, Combo, 20 years experience. West preferred. Box D-173, BROADCASTING.

Construction, repair first phone wants chief or assistant Florida. Jock, news if necessary. Employer knows this ad. Box D-182, BROADCASTING.

**News**

R-TV Grad, University of Illinois. Thorough knowledge of all sports and sports history. Want play-by-play experience. Also top-notch radio reporter. Draft fulfilled, Married, 24, Excellent references. Photo, resume available. I'll come cheap. Box D-10, BROADCASTING.

Wants radio and/or TV sports, 9 years outstanding news-sports with same Midwest organization. Can do sport play-by-play, solid, married, college man. Excellent references. Tape, pix, resume available. Five figures plus. Box D-130, BROADCASTING.

Experienced, newsmen available. $2000.00 week. 717-755-2743 or Box D-160, BROADCASTING.

New man with savvy, 10 years in major markets. Can write, read, TV. Box D-6, BROADCASTING. Available immediately. Box D-194, BROADCASTING.

Newsmen, sportscaster, community-oriented producer, Texas and New England news award winner, excellent radio copy,闾, desire to resign and move to West. Box 341, BROADCASTING.

Program director-personality-news director. Get all three for the price of one. Have been top-rated personality and newsmen in two top ten markets. Work hard, hip, knowledgeable MOR or top 40. Now in news with network operation in New York City. Have completed exhaustive study of current music scenes and am burning with ideas. 36 years old. Box D-135, BROADCASTING.

Girl Friday, Sales, copy, air work, temporary permit. Will relocate. Box D-160, BROADCASTING.

Program director-operations manager for big market, Seeking authority—not a title. Excellent spot production, rating, new air work and first phone. Telephone 413-442-1283.

**Television**

Help Wanted Management

TV general manager, Young, intelligent, aggressive man, with sales and sales management experience. Needs to assume full responsibility for management of small market VHF station. D. C. Combs, Or Write Box D-35, BROADCASTING.

Sales

Top 20 market VHF network affiliate, in Midwest has no opportunity for experienced, top closing salesman. Excellent immediate opportunity plus promotion potential for person who proves themselves short period. Apply to Box D-159, BROADCASTING. An equal opportunity employer, M/F.

**Technical**

Engineer for east coast university. Department of radio-television-film operates four radio studios, one color TV studio (TD 60s), one monochrome TV studio (TK 60s), and an FM station. Present staff of professional engineers being expanded. Seek young, broadcast qualified man. Salary to $8000. An equal opportunity employer. Box D-121, BROADCASTING.

Maintenance engineer—video tape. Experience required. Amex 1002. Expanding VHF. Contact chief engineer, KEVT, P.O. Box 1942, San Angelo, Texas 76901, or phone 915-655-7383.

Wanted first class engineer experienced with microwave and all phases transmitter operation. Salary commensurate with experience. Write KDUH-TV, Box 250, Hay Springs, Nebraska 69334, Phone 308-638-2741 after 6 PM.

New York-Binghamton. Dependable person with first class license to handle long distance and studio operation. Growth potential for the right person. Excellent salary. Must be competent. Contact chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York. 772-1122.

Wanted engineers with FCC first class license. Only experienced need apply. Will relocate with station operation. Amex, CE and Norelo color equipment. Excellent pay and benefits. Please send resume to: C. Iannucci, E.C., WNHF, Port 135 College Street, New Haven, Connecticut 06510.
Television Help Wanted

Technical continued

Permanent position for maintenance technician for full color television station. Contact Chief Engineer, WTTW, 3400 N. St. Louis Ave., Chicago, Illinois 60618. Tel: 312-823-5000.

Some relief positions for technicians available now for full color television station. Contact Chief Engineer, WTTW, 3400 N. St. Louis Ave., Chicago, Illinois 60618. Tel: 312-823-5000.

Atlanta southeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong background in television production or broadcast engineering is essential. Call or write the Grass Valley Group, c/o Graco Sales Incorporated, Station Plaza East, Great Neck, N.Y., phone 516-487-1311.

Television Situations Wanted

Technical

5 years radio-television experience. Top 10 market, 4 years college. Seeking move up. Box D-119, BROADCASTING.

NEWS

News executive, 34, administrator, editor, reporter. Fifteen years experience including N.Y.C. Phone 205-497-3488 or write: Box D-152, BROADCASTING.

Experienced television-radio sportscaster play-by-play, 31, college graduate. Box D-178, BROADCASTING.

Programing, Production, Others

Creative, ambitious, college grad seeks television production position in Los Angeles. Experience, commercial, and growth. Contact, WICK-TV available. Box D-76, BROADCASTING.

Young man desires production or starting position into television. Box D-108, BROADCASTING.


WANTED TO BUY

Equipment

We need used 250, 500, 1 kw G-104 Amplifier and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Hurdle St., Laredo, Texas 78040.

Ten year old State University CCTV system must go to "Quad" or "D." Contact H. Rutkowski, Eastern Michigan University, Ypsilanti, Mich. 48197 or call 313-487-1556.

10" Teleprompter. Want to buy Simon Dunham/MacGregor 1166, 2444 and 2491. Also interested in old lots or complete libraries of Langworth, Castore, Associated, World, Standard, Theastor and AFRS, and their catalogs/indexes, with or without their libraries. Want also 10" acetate air checks of bank remotes, network radio shows, etc., back to 1930. Call collect Wally Heidte, 213-463-8000 or write to 6737 Selma Ave., Hollywood, California 90028.

FOR SALE

Equipment

Cassette-cable—Helly, Sylxphone, Sprintone, etc., and fittings. Unused ma/P-large stock—for surplus prices. Write for price list. S. W. Elect. Co., Box 666, Oakland, Calif. 94602.

RCA BC6 audio console, TV7 camera cable, 4-500 ft. reels with connectors, can be used with dual P/G's. Box 70's, 3-Mirror, MX IV 4/5 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

Ampera 1000C, monochrome. Has 07 Interplex, heads. Operational. $5,500.00. Box D-60, BROADCASTING.

Sale 3 spds Gates turntable $200. Also 6 300-600 Daoven attenuators with cue $25. Box D-62, BROADCASTING.

4 RCA TK4-42 camera systems. 4 TK-43 RCA color cameras. Like new. $1200 each, OBO, BROADCASTING.

Complete Shaffer automation system has now guarantee. Includes country music library. Must sell or lease. KZON Radio. 805-922-2181.

Raytheon parts for transmitters, phasors and all audio equipment. Phone (318) 244-1919. Do not call after hours. Box 418, BROADCASTING.

Complete Shaire system automation has now guarantee. Includes country music library. Must sell or lease. KZON Radio. 805-922-2181.

For sale: Two almost new twelve inch Gates CB17 turntables with Victrola consoles $120.00 each. Glenn Deal, WMAC, Metcalf, Ca. 91480-685-2136.

Tower fabrication, erection and maintenance: used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 584, Tallahassee, Florida. Phone 904-877-4856.

FOR SALE

Equipment continued


H, 7-50 Andrews Helix 136° Air coaxial transmission cable jacketed RG 316 mil. SPEC 12,000 feet. Price $6,000-2000. Write for test reports available. 50% of factory price—can be used to simulate other order at tremendous savings. Brokers invited. For FM broadcast—communications towers—deodorizing equipment. Sales, 1633 N. Milwaukee, Chicago, 312-235-2830.

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts and accessories. Can be seen in operation for a few days yet. Phone 803-263-2112 for appointment.

MISCELLANEOUS

Deals! 11,000 classified ad lines. $10.00. Unconditionally guaranteed. Comedy catalog tree. Edmund Orrin, Mariposa, Cal. 95338.

Games, gimmicks, intros, breaks, one liner, brain storming, all in one package! Monthly, $2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Five voice station i.d.'s of d.j.'s jingles. Drum roll. $10.00. Send check or m.o. to Mid-America Promotions, P.O. Box 2813, St. Louis 47.

Old-time radio shows on tape. For collectors. Free catalog. Box D-144, BROADCASTING.

Want major market personalities for you. Fresh up-to-the-minute hip comedy monthly. Free sample and free monthly brochure. 

WANTED TO BUY

 reported. Can be seen in operation for a few days yet. Phone 803-263-2112 for appointment.

INSTRUCTIONS

WANTED TO BUY

FOR SALE

Equipment

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Briefly, the Masters in the nation's largest network of 1st class FCC licensing schools teaching and preparing for veterans and accredited member National Association of Broadcasters and Technical Institute—sponsoring school for the location most convenient to you. Elkins Institute in Texas, 1002 Inwood Road, Dallas, Texas 75228.


Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-3711.

Elkins in Florida, 283 South Krome Avenue, Homestead, Florida 33030. Phone 305-241-1355.

Elkins**** Georgia, 31 Fifth Street at Spring Hill, N.W., Atlanta, Georgia 30307. Phone 404-872-8984.


Elkins**** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins**** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55416. Phone 612-722-2726.


Elkins**** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-265-7671.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-233-1848.


BROADCASTING, April 20, 1970 99
INSTRUCTIONS continued

Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. One of the nation's finest and most complete facilities including our own broadcast station. Approved for veterans and accredited member of NAB. Write or phone the location most convenient to you. Call toll free or write:** Chicago** - Memphis** - Nashville** - San Francisco** - New Orleans**

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Enrollment limited. Several months available. Write or phone now for April 15, July 1. For information, references and reservations, write William B. Oden, Radio Engineering School, 5705 Warner Avenue, Huntington Beach, California 92649. (Formerly of Burbank, California)

Columbia School of Broadcasting, 53 offices and enrollment studios in U.S. and Canada. Home school: 4444 Caley Boulevard, San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.) Free catalog.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition $360. Classes begin at all R.E.I. Schools on April 25, June 20, Sept 19 Aug. 3. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call 813) 955-6922. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call 213/644-2777.


Licensed by New York State, veteran approved for FCC 1st class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 23 West 43 St., New York, N.Y. (212) 515-5245.


San Francisco, Seattle, Salt Lake City, Spokane, just 5 weeks to F.C.C. First Class License with Ron Ballie School of Broadcast. Make reservations for June 16, starting date. For information on all locations including Portland and Sacramento, phone 206-682-3696 or write 170 Denny Way, Seattle, Wash. 98109.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition $300.00.

A.I.R. In Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-898-0405.

A.I.R. In Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard. P.O. Box 16652, Jacksonville, Florida.

Portland F.C.C. First Class License. 5 weeks with Ron Ballie School of Broadcast, 949 S.W. Oak St., Portland, Oregon 97205. Phone 206-682-3696.

San Francisco F.C.C. first class license. 5 weeks with Ron Ballie School of Broadcast. Phone 415/343-1151.

Salt Lake City F.C.C. first class license. 5 weeks with Ron Ballie School of Broadcast. Phone 801/353-3696.

Seattle F.C.C. first class license. 5 weeks with Ron Ballie School of Broadcast. Phone 206/682-3696.

Spokane F.C.C. first class license. 5 weeks with Ron Ballie School of Broadcast. Phone 509-624-8878.

PROGRAM DIRECTOR

The national program director of a large chain desires affiliation with one station in a major market.

Box D-32, Broadcasting.

TELEVISION

Help Wanted

Programing, Production, Others

MARKETING EXECUTIVE

National electronics equipment manufacturer specializing in the television industry needs a highly-qualified, dynamic marketing executive to head up comprehensive marketing group. Must have classic marketing experience and proven ability in:

- Market Analysis
- Market Planning
- Product Review
- Customer Service

Scope of responsibilities cover advertising, public relations and trade show departments, as well as Direct and Two-Step Sales and related product planning and customer service. Challenging top-management position with an excellent growth opportunity for the right person.

Box D-139, Broadcasting.

FOR SALE Stations

TELEVISION STATION

Excellent opportunity to get into TV. Take over obligations only. In Rich California Valley.

Box D-143, Broadcasting.

FM STATION

FM Station in Major Coast Metropolitan Market. Maximum Power. Financiely qualified principals only.

Box D-142, Broadcasting.

Situations Wanted Management

Programing, Production, Others

PRODUCTION ONLY

Just think ... you can sit all day and play (some people call it work) with the finest 4 channel recording equipment and studio. Cut up, tape up, beef up, just make the best sounding spots anybody in this million people market ever heard. If you're a guy who loves to work with tape, you'll love this opportunity to make money with the finest equipment. Write:

Box D-175, Broadcasting.

Available...

One of the nation's best C&W programers. Excellent track record. Top rated air personality. Completely knowledgeable of FCC... Sales... Production... and Administration. Sixteen years experience. Am looking for programming, and management opportunity. Details and references on request . . . Hurry!

Box D-166, Broadcasting.

N.Y. small fulltime $200M 29% Tenn. small daytime $67.5M 29%

Calif. small daytime 135M nego

Wash. small daytime 80M 15M Mich. small AM & FM 113M cash

South medium TV 600MM cash La. medium daytime 90M 29%

Mich. metro daytime 110M SOLD East major daytime 825M SOLD

CHAPMAN ASSOCIATES

Atlanta, Ga. 30308

BROADCASTING, April 20, 1970
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<th>LaRue Media Brokers Inc.</th>
<th>FOR SALE Stations continued</th>
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<td>116 CENTRAL PARK SOUTH</td>
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<td>NEW YORK, N. Y.</td>
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<th>STATIONS FOR SALE</th>
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<tr>
<td>1. ROCKY MOUNTAIN—fulltime medium market, $130,000. Terms.</td>
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<td>2. NORTHEAST—Exclusive $350,000.</td>
</tr>
<tr>
<td>3. MAJOR MARKET TV—full particulars. Available to financially qualified buyers.</td>
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You've got a good thing going!

Jack L. Stoll and ASSOCIATES
6931 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-484-7240

You've got a good thing going!

Voluntary health and welfare agencies - 31,500 of them - are at work right now because of your United Way support. They are solving problems you see on every hand...the crime rate...drug problem...dearth of the poor...and discontent of youth.

You make it possible

BROADCASTING, April 20, 1970

FOR THE RECORD, 101
Bureau granted mod. of CP to change trans. and Englewood grant license covering new station. Application Apr. 7.

* WMPH(FM) Wilmington. Del.—Broadcast Bureau granted mod. of CP to add install.: change ERP 2 kw; ant. height 115 ft.; condition. Action Apr. 15.

* WJAK-FM Danville, Va.—Broadcast Bureau granted mod. of CP to extend commission date of UHF translator station to Oct. 9. Action Apr. 9.

Transmitter actions

* K7ZDO Rockaway, Nesh-Kah-Nie, Mohler, Manzanita, Wheeler and Nezahlem, all Oregon—Broadcast Bureau granted CTW to change trans. of UHF translator. Action Apr. 15.

* WBAJ-FM Danville, Va.—Broadcast Bureau granted mod. of CP to extend commission date of UHF translator station to Oct. 9. Action Apr. 9.

CATV

Actions on motions

* Office of Opinions and Review in Williamsport, Pa.—Seeks assignment of license from Williamsport TV Cable Co. CATV proceeding. (See The Zanesville Publishing Co., Zanesville, Ohio) Action April 1.


Ownership changes

Applications

* KKNU(FM) Fresno, Calif.—Seeks assignment of license from Broadcast Industries Inc. to Minerals King Broadcasters for full control and operation of station. Action Apr. 7.

* KLKB-FM Madera, Calif.—Seeks assignment of license from Broadcast Industries Inc. to Minerals King Broadcasters for full control and operation of station. Action Apr. 7.

Call letter applications


Call letter actions


Modification of CP's, all stations


Other actions, all services

* Hearing Examiner James F. Tienray in matter of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico. Scheduled further hearing for April 21 (Doc. 18660). Action Apr. 10.


Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through April 14. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in italics.

* Saginaw, Mich.—Gerity Broadcasting Co., Adrian, Mich. (multiple-CATV owner), has been awarded a franchise. Installation will be $15, and the monthly charge for service will be $4.90.

* Columbus, Mo.—International Telemeter Co., (multiple-CATV owner), has applied for a franchise.

* Gien Falls, N. Y.—Champlain Broad- casting Co., Champlain, N. Y. (multiple-CATV owner), has applied for a franchise. The company proposes to pay the franchise fee and the annual franchise fee is granted, plus 6% of its gross revenues. Installation will be $15 and the monthly charge will be $6.

* M. Be Helvetica, Ohio—North Central TV Co., Columbus, Ohio, has been awarded a franchise. The contract for an initial installation cost of $18 and a $5 monthly charge plus $1 for each additional set in the same home.

* Ebensburg, Pa.—Mr. William Battista of Ebensburg has been awarded a franchise. The terms of the franchise state that during the first year's operation the municipality will receive 1% of the gross income or $300, whichever is greater. The payment is to increase progressively until the fifth year, when 3% per cent or $600, whichever is greater, and remain at that level.

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* M. Be Helvetica, Ohio—North Central TV Co., Columbus, Ohio, has been awarded a franchise. The contract for an initial installation cost of $18 and a $5 monthly charge plus $1 for each additional set in the same home.
As an assistant football coach in the years following World War II, George Warren Earl instructed about 25 high-school students in the "team" approach and the will to win, to be number one. Now, Mr. Earl uses the experience gained in those post-war years to coach a team of approximately 93 radio personalities and behind-the-scenes staff members of KJL-AM-FM Los Angeles to a position where it is now considered by some to be the number-one youth-oriented radio station in the country.

"My job here," Mr. Earl says, "as it was back at Montebello high school, is to direct the team, provide guidance to the players and be the designer of a philosophy that will keep us number one."

Although Mr. Earl did not join the RKO General Los Angeles outlet until February 1967, he has continued leading the station through a sweep of the youth market, a sweep that began with the change to the "boss radio" format in 1965. And his position as number one in the market is not a new one for Mr. Earl. He has been associated with some of the top radio stations in the country, including KFWB(AM) Los Angeles when Crowell-Collier owned the station and it ranked number one in the Los Angeles market.

As to his role at a station being programmed from the outside, Mr. Earl knows that just having a successful format does not insure a successful radio station.

"We use the 'much more music' format that was developed by Drake-Chenault [Enterprises] and is now being used by many of the RKO General radio stations. It took us from 12th in the market to number one in six months," according to Mr. Earl. "But we don't become complacent. In fact, we're not the same station today that we were yesterday. We change, up-date, tighten all the requirements for a professional performance."

Of course, there is more to having a successful radio station than just a new format and likeable personalities, and Mr. Earl is quick to recognize this challenge.

"Our people have to want to come to work here and because they do, the sound being put out by the station is more honest. A listener hearing one of our personalities says that he cares for a particular record or whatever, knows that he is hearing what the airman believes. We maintain a rapport, we rap with our listeners if you prefer, in such a manner that the station never comes off as a phoney," Mr. Earl says. As he points out, his job at KJL is to direct the staff, not to do the work himself. He knows that by instilling in those that work for him the knowledge that their judgment will be respected, he can get the very best from them. "I try to build in them a respect for the job they're doing and a respect for the station. By giving them full responsibility for a particular job, I let them know that we believe in their ability and skill, which in turn rubs off not only in the off-air sound, but in the behind the scenes aspect that normally is not credited."

Apparently, his prowess is not to be underestimated, because with a challenge at KFRC(AM) in San Francisco, Mr. Earl guided the station from out of the pack to being among the most popular in the short space of six months. At the same time, the station's sales, according to Mr. Earl, went from practically nothing to well into the black. "We recently had something happen to us in Chicago that I think, more than anything, would point up why people believe in us," Mr. Earl says. "Every year, the station presents to the ad agencies a program that tells them about our station. This is not new, every station in the country does it in one form or another. I thought we might just forget about the overt sell and present our station in terms of its present format—that is, music. And the type of music that is today. It was more successful than anyone ever suspected. Salesmen and buyers kept asking us where the 'sell' was in our presentation. To top it all off, we made a sale for a station-party in Chicago for some $20,000. To my knowledge, this is the first time that has ever happened. Not only did we feel we had an idea to believe in, but apparently we were able to successfully communicate that idea and belief to others," Mr. Earl continued. "And that is exactly what we believe we are doing off the air in Los Angeles."

The presentation Mr. Earl is talking about involved demonstrating what he considered to be the image of the station, and as a modern "hip" sound, the best way to do that was with a tape-recorded rock concert and light show. "The reaction was just out of sight. Agency people kept telling us how different the presentation was, and how enjoyable," Mr. Earl says. "The subtlety of the presentation required that people think of KJL as the station, and because the presentation related directly to us, we were able to sell KJL to the advertisers."

How does he plan to keep his station tops in the tough Los Angeles market? "We hire the best people, not only in terms of air talent, but the guys and gals that work behind the talent. Then keep them enthusiastic about the job they are doing. Sure, paying them a lot of money would do the trick, but people work for recognition, too, and that's what we give them. We don't get complacent in our work. Merely being number one does not insure a similar standing tomorrow. By working hard, we find that it's easier to stay number one than it would be to slip to some other slot and have to fight our way back. We keep innovating. So much so that I dislike the word 'format' when applied to KJL because that implies something steady and unchanging and that's just not true about us. We use the past as a basis but are continually building new ideas. No one person in the station has to worry about his ideas not being accepted, and he is free to present them to me or the program or news director or whatever."

As Mr. Earl describes it, the best title for him would be catalyst. He motivates those that work for him to contribute their best and the reaction has been dynamic.

Editorials

Work to be done

With parliamentary finesse, abetted by his party’s realization that Republicans are better financed than Democrats in this election year, Senator John O. Pastore (D-R.I.) has shepherded through the Senate a bill to equalize campaign expenditures on radio and television. The details are presented elsewhere in this issue, and some of them will attract applause. On balance, however, the bill would create more problems than it would correct.

The bait held out to broadcasters by the bill is a repeal of the equal-time law in its application to candidates for the Presidency and Vice Presidency. Hooray for any measure to repeal any part of Section 315.

Regrettably, however, the bill ties to that bait several hooks that broadcasters ought not to be asked to swallow. One is a requirement that broadcasters charge political candidates no more than the minimum charged to commercial advertisers whose credit is established and who may buy long schedules in great volume. This is discriminatory; it applies to no other media or political services. Still it might be rationalized as a price to pay for the equal-time repeal, if it in turn were not tied into other encumbrances.

The bill also imposes ceilings on the amount a candidate and his supporters may spend on broadcast advertising (seven cents per vote cast for the office in the preceding general election). This, by itself, would accentuate the discriminatory nature of the bill, but it is compounded by what clearly would become the broadcasters’ responsibility to enforce it.

Nowhere in the law is a ceiling-enforcement procedure spelled out. During the debate, references to that subject only confirmed that the FCC was the governmental agency empowered to enforce the Communications Act, of which this would be a part, and that the FCC licenses broadcasters, not candidates. Give this bill as law to an FCC in any election campaign, and the rule putting the monkey on the broadcasters’ back would be automatic.

And if these provisions were not burdensome enough, the bill closes with an advisory that broadcasters must make available to candidates a “reasonable” amount of exposure during prime time, leaving to the FCC the definition of “reasonable.” It takes no gift of the occult to predict the disasters that would lead to.

A repair job is needed in the House.

A need for facts

There is much evidence of discontent with television among some of its influential users. This is not a particularly new situation, but the climate within which it is developing suggests that broadcasters will find it to their advantage to give some heed to the complaints.

Armstrong Cork’s much-publicized decision to drop network television does not, incidentally, merit the sort of introspection we recommend. It is apparent from the reasons offered by Armstrong’s advertising vice president that, given the assignment of telling an important segment of Armstrong distributors that national-TV support would be curtailed for a while, he flagrantly over-sold the case.

Much more significant is the concern exhibited by Edward H. Meyer, president of Grey Advertising, and other participants in the TV seminar held by the Association of National Advertisers at Absecon, N.J., last week. The nub of their concern is that “commercial clutter,” coupled with rising costs and increasingly outspoken public criticism of TV, is diluting commercial impact. For the most part, this is an old complaint. What really distinguished Absecon was the presence of an FCC commissioner to propose that the government get into the act.

The fact that agencies and advertisers have long protested “clutter” does not mean that their present protests should be ignored, even though piggybacks and independent 30’s, the principal causes of “clutter,” were the inventions of agencies and advertisers, not broadcasters.

As we have said for years, broadcasters should undertake research to establish definitively the threshold of clutter, not as it appears to broadcasters or advertisers but as it appears to the viewer.

There should also be a forum in which buyers and sellers, preferably at the highest levels, can meet regularly to discuss common problems. Talking together will not resolve all their differences, but it can be far more productive than refusing to talk, and the results will be infinitely more satisfactory to both sides than having the government intrude where it has neither right nor competence.

The right to be wrong

News-conscious Washington (and probably the nation at large) wondered what had happened to network coverage of the Apollo 13 mission after trouble developed last Monday night and there was threat of aborting the flight.

Metromedia's WTTG(TV) Washington did respond quickly and stayed with the story once the emergency developed. ABC-TV cut in about 90 minutes after the first signs of distress. CBS-TV and NBC-TV ran regular programming, evidently because of the belief that successful space flights had become practically routine and that progress of the flight could be covered with spot bulletins.

What was witnessed was a classic example of how independent news judgment works in a free society.

All concerned were exercising their judgment as newsmen. The First Amendment leaves it to the public to decide which judgments are right and which are wrong.

"Gentlemen, our new model has passed the acid test . . . sets were placed in motels a week ago and they're still working!!"
In the Dallas-Fort Worth Market...

When summer comes, Texans take over the lakes in everything from cruisers to catamarans to canoes. Texans are a fun-loving bunch. Always have been. They're free spenders, too. So if you have a product or service you think more Texans should have, let WBAP-TV tell the more-than-a-million-household Dallas/Fort Worth market about it.

Why WBAP-TV? Well, we pioneered television in this area. And Texans have a healthy respect for that sort of thing.
PERSONALITY
Star-studded entertainment for syndication
direct from three seasons on NBC

savors the unexpected.
Candid close-ups of the stars reveal their private personalities.
The truth comes out as fellow celebrities (the panel of the week)
x-ray the star subject—often in surprising, revealing and funny ways.
LARRY BLYDEN plays host to most of the listings in the Beverly Hills phone book.
PERSONALITY... versatile, family-oriented, eye-catching, audience attractive...
available to you in your market.