FCC seats: Reid for Smith for Wells for Cox? p21
Network prime-time rule finally hatched. p22
ABC-ASCAP pact expected to stir CBS, NBC. p28
CBS-TV affiliates strike a harmonious chord. p38

WSOC-TV
CHARLOTTE, NORTH CAROLINA  CHANNEL 9-NBC
announces the appointment of
as national sales representative
Effective May 16, 1970
COMMERCIAL TELEVISION AT ITS VERY BEST

WNAC-TV, in an action unprecedented in commercial television, has donated the full resources of its news operation to the educational updating of the high school students of Boston.

Every month, WNAC-TV will present, in prime time, "Our City's History," a selective and kaleidoscopic summary of the past month's significant local happenings, many of which relate to national issues.

Next morning the program will be rebroadcast and seen in classrooms throughout greater Boston for student evaluation, discussion and study. And a library of these monthly historical documentaries will be maintained indefinitely for use in the years ahead.

This unique experiment in the use of commercial television as a high school level study source for current history has the enthusiastic support of public, private and parochial school officials. It enjoys, too, the sponsorship of the Shawmut Association Banks of greater Boston, an important advertiser who sees in this series an opportunity to help pioneer a new concept in television.

For WNAC-TV, "Our City's History" represents our total commitment in terms of manpower, enthusiasm, and investment to news and public affairs. For Boston, and perhaps the country, it represents a new and meaningful relationship between broadcaster and educator. Truly, commercial television at its very best.

WNAC-TV
BOSTON 7
AN RKO GENERAL TELEVISION STATION
THE RHODE ISLAND CAPITOL BUILDING in downtown Providence is a famous landmark, noted for the statue of the folklore figure, "The Independent Man," which tops the massive dome.

When you think of Providence, think of WTEV

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

UP 24% - 5:00 pm - 7:30 pm Mon. thru Fri.
UP 14% - 7:30 pm - 11:00 pm Sun. thru Sat.


WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel 6

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Moore to Mitchell
Richard A. Moore, West Coast broadcaster, friend of President Nixon, is moving to Washington to become top aide to Attorney General John N. Mitchell, with title of special assistant. Looked in Mr. Moore's background because of his long identity with broadcasting (former head of KTTV-TV) when independent TV station was owned by Los Angeles Times, former ABC-TV West Coast business manager, erstwhile subscription-TV participant, active in CATV and now among applicants for facilities of KRLA (AM) Pasadena is his legal training. He graduated from Yale law with honors in 1939.

Mr. Moore, 36, since Nixon campaign, when he got to know Mr. Mitchell, has been part-time consultant to Health, Education and Welfare Secretary Robert Finch. He had been urged to accept FCC chairmanship, but rejected it because of his commitment to Bob Hope and associates on KRLA application. Mitchell assignment does not entail Senate confirmation, as does FCC, and presumably will allow Mr. Moore to leave without commitment as to tenure. (Fourteen years ago, while at KTTV, Mr. Moore carried on one-man campaign against what he called repressive power of TV networks, asked FCC to apply restrictions aimed at same objectives stated in new network rules adopted by FCC last week.)

Shaping up
Seeking common front to resist government moves against economic structure of broadcasting and newspapers, National Association of Broadcasters and American Newspaper Publishers Association have held preliminary strategy talks. Issue is FCC proposal (BROADCASTING, Jan. 19) for divestiture of multimedia holdings within individual markets. Meeting at NAB's Washington headquarters last week was aimed at establishing liaison, not formal association. Vincent T. Wastlewski, president and Paul Comstock, VP and general counsel, represented NAB, and Richard Blackledge, publisher of The Kokomo (Ind.) Tribune, president, and Stanford Smith, manager, represented ANPA.

Huntley's horizons
Although Chet Huntley will quit broadcasting for NBC Aug. 1, he won't be off air very long. He's slated to return Sept. 1 via syndication on both radio and TV with five-minute essays five days per week, through Horizons Communications Productions, subsidiary of Horizons Communications Corp., in which he will acquire one-fourth of four-way ownership. Jerome Feniger, who leaves Grey Advertising June I, becomes Horizons' president and will devote full time to station ownership and syndication operations.

It's expected Mr. Huntley will do most of his taping in New York until his Big Sky, Mont., resort project is well under way. Big Sky facilities will include complete studios, but probably won't be ready for one year. Horizons applications pending before FCC are for acquisition of three TV stations in Wisconsin; W-KOW-TV Madison, WAUW-TV Wausau and construction permit for W-XOW-TV (La Crosse) for $3 million, and K-PAT-AM-FM Berkeley-San Francisco for $1.4 million. Other principals in Horizons are Edward C. Wood, Jr., president of WALK-AM-FM Patchogue and WRIV(AM) Riverhead, N.Y., and William Mulvey, chairman of executive committee and executive vice president of McCann-Erickson.

Land-mobile day
FCC will make another effort, in special meeting Tuesday, to conclude two long-pending rulemakings aimed at granting land-mobile radio access to UHF channels. More controversial of two proposals—to permit land-mobile radio to share lower seven UHF channels in top-25 markets, is understood to have been watered down. Chairman Dean Burch suffered unexpected defeat last month when he backed it, along with proposal for new rulemaking looking to eventual reallocation of those channels to land mobile. In new form, proposal reportedly provides for sharing on interim basis—five years—of one or two unused channels in top eight or 10 markets. Other proposal calls for reallocation of 115 mc of spectrum space between 806 and 960 mc (which includes top 14 UHF channels).

Forecasts are dangerous, especially on such controversial issue as granting land-mobile access to UHF spectrum, but congressional pressure has been great, and Chairman Burch, reportedly, has been cultivating his colleagues. Accordingly, he may have happier time this week than he did last time issue was under discussion.

Sure sign
If there is any doubt about Sears, Roe Buck's intention to continue expansion in broadcast advertising, it should be dispelled by new contract big retailer has signed with American Research Bureau. It's understood to be three-year contract for ARB's full radio and TV ratings services—reports on top-150 radio markets and all TV markets. Books reportedly will be distributed to Sears' regional offices for grassroots rather than headquarters-level use.

Expediting pay
Television Bureau of Advertising is quietly exploring idea of setting up some sort of central registry or rating system that could give members quick idea of performance records of agencies. FCC, for example, isn't sure TVB might, for instance, ask stations to supply accounts-receivable lists from which central file could be compiled. Exact form may depend on legal advice, but in any event TVB authorities do not plan to offer more than receiving and reporting service, answering queries but not otherwise giving out information. Idea is regarded as particularly appealing in current economy when stations are becoming more and more concerned about slow payment by agencies—and agencies about slow payment by clients (see page 46).

On different front, industry-wide campaign against narcotics addiction also ranks high on TVB's agenda. Exactly how it will work has not been finally determined. But TVB board reportedly had advocated intense campaign. For starters, TVB officials reportedly plan to survey on-air work that has already been done by individual broadcasters and others, devise means of making best of it available to stations generally.

One after another
Ford Foundation $165,000 grant that supported Rand Corp. study of CATV has run out and Dr. Leland Johnson, who heads project and wrote first report (BROADCASTING, Feb. 2) is optimistic about additional financing to complete project.

Two new reports are imminent, one on regulation by Richard Posner, Chicago professor and one-time member of antitrust division of Department of Justice; other by Nathaniel Feldman, technical consultant at Rand, on origination as well as Canadian experience with cable TV. Later this summer, study on economic impact of CATV on broadcasting is due; this one by Edward Park, economist on staff of Rand Corp.
We play favorites

THE BIG MONEY MOVIE plus
Johnnie Walters & DIALING FOR DOLLARS

... what makes it the NUMBER ONE daytime TV buy in St. Louis? Is it the great movie titles? Or the more than $40,000 Johnnie Walters has given away during intermissions? All we know is — it's a combination that works! And it works twice a day, morning and afternoon, Monday through Friday.
White House plans musical chairs game to get right Republican on FCC seat now held by Commissioner Kenneth A. Cox. Players include incumbent Commissioner Robert Wells; Representative Charlette Reid (R-III). See ...  
Reid for Smith for Wells for Cox? ... 21  
Feelings are mixed about FCC's new rule to limit network domination of prime-time programming. Chairman Burch and Commissioner Wells dissent; ABC favors it; CBS and NBC denounce it. FCC majority seems doubtful. See ...  
Network rule comes out of the egg ... 22  
Proposed court order covering ABC-ASCAP settlement reveals, without giving specifics, that ABC would pay ASCAP $7 million for prior years. CBS and NBC are expected to demand more information on breakdown. See ...  
ABC-ASCAP pact to ignite new fires ... 28  
16th annual CBS-TV affiliates conference proves to be smooth and noncontroversial notwithstanding FCC's action reducing network-supplied programing in prime time. Programming, though, is hot topic. See ...  
Affiliates strike a harmonious chord ... 38  
FCC's Procedural Review Committee is considering establishment of priority system to grade broadcast applicants, making counsel available to broadcasters in need, and new office to aid public in filings. See ...  
Radical plans ahead at FCC ... 40  
Workshop of Association of National Advertisers focuses on cost-cutting, particularly in TV. Standardized invoices, concentrated campaigns, more emphasis on 30's and avoiding clutter are among approaches outlined. See ...  
ANA wrestles with agency problems ... 46  
Advertising expenditures by product classification from Television Bureau of Advertising show food advertisers spent $519.7 million in TV last year—18.1% of sum spent by national advertisers in network and spot. See ...  
Where the '69 money went in TV ... 48  
Ford Foundation quietly allocates $1 million to ETV for purpose of luring audience. ETV official explains, "Unless we have an audience, it doesn't matter how good the programs are." See ...  
Ford supplies million to sell ETV wares ... 55  
Spot advertising figures for Canada in 1969 show Procter and Gamble of Canada Ltd. as last year's number-one client. Broadcast media register 13.7% gain in top-100 expenditures. See ...  
Radio-TV budgets rise in Canada ... 56  
RCA announces shift in emphasis to computer-based information systems, but adds broadcasting and color-TV manufacturing 'should continue to generate substantial volume and profit for years to come.' See ...  
Computer to be apple of RCA's eye ... 58
Listen,
WBAP Radio
is now 820
all the time.

☐ Class 1-A Clear Channel — 50,000 Watts
☐ The MOR Crowd-Pleaser for Fort Worth-Dallas, the nation’s 11th largest metropolitan market
☐ An NBC Network Affiliate

P. O. BOX 1780, FORT WORTH, TEXAS 76101 • PHONE (817) 536-1983
Represented nationally by Henry I. Christal Company, Inc.
Claims shortchanging
Music-license dispute continued to boil Friday (May 8) as new affidavit came to light in which American Society of Composers, Authors and Publishers accused CBS-TV of "arbitrarily" allocating, "to the detriment of ASCAP," portion of combined time-and-program prices ascribable to time (see page 28). CBS and other networks traditionally have paid ASCAP percentages of their time-sale revenues (though CBS-TV and NBC-TV are seeking, in different ways, to break that tradition now).

ASCAP affidavit, by General Counsel Herman Finkelstein, referred to TV networks' transition from sale of program sponsorships to sale of minutes (with time and program charges covered in single price) and said it created "auditing problem" with respect to payments to ASCAP.

For example, Mr. Finkelstein said, inspection of CBS records showed that in 1963, when time and program costs were billed separately by CBS, 12 football sponsors on one October date paid CBS $541,111, of which $118,225 was reported to ASCAP as representing time sales. But, he charged, on comparable dates reporting time and program charges were lumped together, CBS received $1,102,179 from 15 football sponsors but reported to ASCAP "only $47,611.25" as portion representing time.

"Thus, he contended, "while CBS's charges to sponsors for the game in 1964 were double those of 1963, the amount in 1964 arbitrarily allocated to broadcasting facilities [time] by CBS, on the basis of which ASCAP was paid, was less than half of the 1963 amount where broadcasting facilities were billed separately" from other charges.

Affidavit also said examination of CBS records, made in 1965, showed that as CBS increased its rates for its "morning minute plan" in 1963, 1964 and 1965, it identified "smaller and smaller percentages" of those increases as program or time charges.

"As a result of these and other arbitrary accounting procedures used by CBS since 1964," Mr. Finkelstein contended, "the fees which CBS reported to ASCAP in subsequent years ... remained almost constant — approximately $4 million per year," although CBS gross revenues, according to trade sources, "increased substantially," from $492.3 million in 1965 to almost $650.9 million in 1969.

"Accounting problems" stemming from minute sales have been cited as important factor in decisions of all three TV networks to make flat-sum settlements with ASCAP for years through 1969. ASCAP contends that under old contract, network receipts for programs could be excluded from its revenue base only if such charges were itemized separately on bills to advertisers — and that they were not so separated.

ASCAP filing was in court case regarding interim, ASCAP fees pending outcome of litigation, CBS authorities declined comment on affidavit except to say they would provide complete reply in answering papers to be filed this week.

Treats campaigns as news
KPIX(TV) San Francisco has hit on plan for covering large number of state and local political campaigns being waged this year without running afoul of equal-time law. It is extending by one hour its half-hour 7 p.m. regular newscast one night during fourth week of every month. Schedule began in April and will run through election day in November.

Station has received ruling from FCC staff that monthly extension of news program to provide 60 minutes of coverage of local and state political campaigns falls within "broad purposes" of 1959 amendment to Communications Act exempting "bona fide newscasts" from equal-time requirement of Section 315.

Files with SEC
Interpublic Group of Cos. Friday (May 8) announced filing with Securities and Exchange Commission of registration statement proposing initial public offering of 820,000 shares of common stock.

Of these, 400,000 will be sold by company, rest by stockholders. Proceeds are to be used for repayment of $2.5 million in debts and for domestic working capital needs (Broadcasting, April 13).

Use media to unify: Wells
FCC Commissioner Robert Wells says operators of nation's communications facilities have duty not only to inform nation of its problems but to use media as "unifying force" and remind public of "basic tenets of our democracy."

Commissioner, in speech scheduled for Saturday (May 9) before Kansas Association of Broadcasters in Topeka, asked if dangers in failure to help provide answers to problems within nation's "traditional framework" are not as great as benefits that are derived from exposing problems.

Day earlier, he was in Fort Dodge, Iowa, addressing Iowa Broadcasters Association annual meeting, advising broadcasters not to limit their visits to congressmen when they journey to Washington with complaints. Call on FCC members, too, he said. Commissioner also discussed philosophy he is developing as commissioner — that administrative agency should follow case-by-case approach to administration whenever possible, and rely on rules only when necessary to provide predictability for those who are regulated.

Luncheon speaker at Iowa meeting, Vincent T. Wasilewski, president of National Association of Broadcasters, criticized proposed FCC license fee increases, senate-passed bill on political advertising, and divestiture rule. He described NAB efforts against these proposals. He urged newspaper owners to join fight against divestiture plan. He said AT&T rate increases for radio probably are unavoidable but NAB hopes they will be lower than original proposal (Broadcasting, May 4).

At the barricades
"When the administration, and big television, band together to suppress legitimate dissent in this country; when they answer our humble petitions for redress with 'repeated injury' — and now death; when they give the President access to television tonight because he asks for it, and refuse it to the citizenry unless they demonstrate for it; it is they who are the handmaidens of revolution in this country, and history will so record them."

Those words from FCC Commissioner Nicholas Johnson won prolonged ova-
tion Friday (May 8) from hundreds of antwar young people, including large number of federal employees, gathered on steps of U.S. Capitol.

At conclusion of his talk against Indochina war, Commissioner Johnson expressed support for protest scheduled last weekend in Washington. Audience showed surprise and delight as he closed with these words:

"Thank you for inviting me to stand before you today. I shall stand beside you tomorrow [at protest]. I wish for you life, and peace" — his fist shot into air — "and power."

More "At Deadline" on page 10
Week's Headliners

Mr. Rogers


Clare L. Simpson, VP and TV-radio group supervisor at Young & Rubicam, New York, named VP in charge of programming. Kingsley Colton appointed business manager of TV-Radio department, his former position as supervisor of business affairs will be filled by Julian Armistead. Mr. Armistead's duties have been in area of union relations.

R. N. Courtice, director of marketing, consumer and agricultural products, Kraft Foods, Chicago, appointed to newly created position of director of advertising, responsible for coordination of all broadcast and print advertising plus other promotion. J. R. Blocki, manager, advertising services becomes his assistant. Other promotions: M. K. Ridgway, director of marketing, non-refrigerated consumer size products, and R. J. Miller, director of marketing, refrigerated and frozen consumer size products. Changes are effective June 1.

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

WACO sale approved

Active week of station trading (see page 42) was capped with FCC's action, announced Friday (May 8), approving sale of WACO-AM-FM Waco, Tex., and construction permit for WACO-TV (ch. 25) that city by Waco Broadcasting Corp. (R. E. Lee Glass) to Waco Radio Inc. (McHenry Tichenor and others) for $825,000. No value was assigned to uncompleted WACO-TV.

Sale was first to receive waiver of commission's newly adopted one-to-customer rule barring owner of full-time station from acquiring another full-time facility in same market (BROADCASTING, March 30).

Buyer, Waco Radio, is subsidiary of Harbenito Broadcasting Co., owner of KBGT-AM-FM and KELT(FM) Harlingen and KUNO(AM) Corpus Christi, both Texas, and KIFN(AM) Phoenix.

WACO(AM) is full time on 1460 kc with 1 kw; WACO-FM is on is on 99.9 mc with 3.9 kw.

Vote was 5-to-1 with Commissioner Nicholas Johnson dissenting and Commissioner Robert E. Lee absent.

Admen to see color EVR

Key agency executives will get close-up look at CBS's color EVR (electronic video recording) at private showing next week. Idea presumably is to give them better understanding of capabilities against which they may think of ways in which EVR may be useful to them.

Demonstration of system, which records images photographically and color electronically and plays it all back through attachment to conventional TV set, will be headed by Robert E. Brockway, president of CBS/EVR division.

William E. Walker, president of Ross Roy New York Inc., has been designated moderator of sessions set for May 20 in New York.

War foes ask TV time

Opponents of expanding American involvement in Indochina asked networks Friday (May 8) for television time in which to present their case directly to American people.

Senator George McGovern (D-S.D.), speaking on behalf of bipartisan congressional Ad Hoc Committee for a Vote on the War, said he had asked networks for free time tomorrow (May 12). If they decline, he said, committee will attempt to raise money and buy time.

Senator McGovern and several other Senate and House members are pressing for up-or-down congressional vote on whether to authorize further funds for combat in Cambodia, Laos and Vietnam.

Meanwhile, Democratic National Chairman Lawrence O'Brien sent telegram to networks asking for live coverage of speech he was scheduled to make Saturday (May 9) in response to views currently being espoused by representatives of the Republican administration. Mr. O'Brien said he was entitled to time under fairness doctrine. ABC agreed, said it would cover speech live; CBS and NBC declined, said they would cover event as they would any other news story.

Computerized avails

Breakthrough in computerized radio spot availabilities by specific product usage in more than 550 product categories is to be announced this week in New York by Jack Allen, former executive vice president of Brand Research Corp., now sole owner of Dorie and Allen Inc., representative firm.

Mr. Allen recently bought out partner, Bob Dore, and firm will become Spectrum Inc. with exclusive list of 35 Negro-market stations. If agency asks for 50-market list of spray starch users in afternoon, including say 20 Spectrum stations, next morning Spectrum will deliver 175 availabilities plus product profile by day-parts and call letters in other 30 markets too. Agency then buys those through other representatives. No service charge is made if Spectrum list is used.

Chinet for spot TV

Keyes Fibre Co., New York, has designated $1 million for advertising—half of that for spot television—in its first major TV effort for Chinet paper plates.

Beginning May 20 in 30 markets, campaign will go national with expanded distribution of product. Two 30-second commercials featuring TV spokeswoman Julia Meade have been tested in New Orleans and St. Louis with positive results. Harold Cabot & Co., Boston, is agency.

Moog sound for spots

Martini & Rossi, through Reach, McClelland & Co., both New York, in new spot radio campaign will use unique sound-producing Moog synthesizer for about 300 radio commercials per week in seven key markets, May 18-June 14. In network, more than 500 MBS stations now carry Martini & Rossi spots.

Establishes own firm

Olympic champion Bob Richards, for many years commercial spokesman for Wheaties, announced Friday (May 8) severance of all ties with General Mills Inc. and formation of his own marketing and motivation firm. Bob Richards Attainment Institute, Minneapolis. Firm's general manager is Ralph W. Klapperich, formerly executive vice president, Knox Reeves Advertising.
HEY,
JERRY BALDWIN,
AVE BUTENSKY, MIKE DREXLER,
ED PAPAZIAN AND ALL
YOU OTHER TOP MEDIA EXECUTIVES,
I'M COMING TO TELL YOU ABOUT
KAISER'S BLUE RIBBON SPOT,
TV BUYING TOOL
FOR THE '70's

At the wheel of the All-American GREMLIN
is Frank X. Tuoti, Director of
Sales Development, Kaiser Broadcasting
Frank didn't get to keep the GREMLIN, but you can
by buying it at American Motors Sales Corp.,
66th and West End Avenue, N.Y.C.

KAISER
BROADCASTING CORPORATION

KBHK TV  KBSC TV  WBKO TV  WKBF TV  WKBG TV  WKBG TV  WKBO TV
serving San Francisco, Los Angeles, Detroit, Cleveland, Boston and Philadelphia
Kaiser N.Y. Office, 759-1100
AVCO is our Rep.
We always reach out to the people we reach.

At the ABC Owned Radio Stations, it’s our responsibility not only to entertain the communities we serve, but to inform and educate as well.

That’s why all our stations engage in an active campaign of documentaries and editorials on the public behalf. True they may not always move mountains, or mesh with majority opinion, but they make the community aware of its obligations. And a lot of good comes from the concern we help create.

Two of our stations came out strongly against air pollution. As a result, their communities applied pressure to local government and industry to institute new programs of rigid control.

Another station organizes a talent hunt each year. To give underprivileged kids a chance to show that they have more talent for doing right than wrong.

One station cancelled its regular programming for five hours so young people could listen to a documentary on drug addiction and call in to air their opinions. So many called in that the show ran two hours longer than scheduled.

On that same subject, another station is cooperating with the White House in developing a new public awareness campaign.

And we were one of the first broadcasters to devote twenty-four hours to in-depth probing of an important community issue: like school bussing, abortion, and the generation gap.

Yet we’re not white knights tilting at any windmill that comes along. Our involvement is backed by long hours of research into community affairs and problems. And longer hours into offering constructive solutions to those problems.

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

have deep commitments to the communities they serve. And all our stations are run by executives who live in those communities. So they get personally involved.

Because once you reach out, you can reach anyone.
Career help for 21

Editor: On behalf of the Office of Equal Opportunity-sponsored careers training program for TV news cameramen, a program administered by the Community Film Workshop Council, I would like to thank BROADCASTING, the television industry and especially the stations listed below who have helped to make this program a great success. Twenty-one disadvantaged young men have been trained and placed as cameramen at stations. Their placement and present professional growth reflect so well on the television industry's awareness of the vast resources available.

We hope that our success and the interest which the industry has had is evidence of even greater success for the future graduates of our TV news cameramen training program.


Cleaning effort backed

Editor: I want to convey thanks to the hundreds of stations throughout the U.S. that have helped in the S.O.S. for EV (Stamp Out Smut for Ev) campaign by airing the recorded announcements I sent them in December. At this writing I have received 10,000 letters supporting the campaign. The goal is to secure passage of the Dirksen anti-obscenity bill (S-1077) as a memorial to Senator Dirksen. Senator John McClellan (D-Ark.), tells me he intends to hold hearings on S-1077 but has not yet set a date. I am hopeful he will do so soon.

The cooperation of broadcasters throughout the nation has been heart-warming. With their help I hope we may be successful in eliminating the pollution of pornography from our environment.—Dean Michel, president, WRAJ (AM) Anna, Ill.

Doom-and-gloom ads

Editor: Advertising is good news, we are told by Professor Marshall McLuhan, who points out that adless newspapers were rejected as too dull by GI's in World War II. Hard news and commentary are too grim for the average newspaper reader—and presumably the television viewer—because such news is usually bad news. Advertising, with bounce, sparkle, and gaiety, restores the balance.

But the public-service announcements on the air today are largely more unpleasant than ordinary news is. Dying men coughing, mangled bodies (human or automobile), pain, suffering, disease predominate. The over-all effect is usually compounded by the placement of these PSA's within news programs and documentaries, which are usually also downbeat.

The stick-and-carrot method of human persuasion does include the carrot. The National Safety Council, Cancer Society and similar groups should be reminded of this by broadcasters, who should also strive to air the enlightening and broadening type of PSA's, rather than the depressing ones.

Otherwise, broadcasters may themselves be responsible for increasing public disaffection with television.—A. N. Feldtman, Chicago.

'TV advertising is sick'

Editor: I am a sophomore in college and editor of the campus newspaper. It is my belief that television advertising is sick. Most of my classmates agree with me. It seems that products aren't sold because there is a real physical need for them but instead an imagined or psychological need to look, feel or smell like television tells us we should look, feel or smell. Television commercials play upon the psychological needs of the public in a way that is far from therapeutic and indeed is probably damaging.—William L. Messersmith, Parkland College, Champaign, Ill.

Earth station's operator

Editor: In your excellent April 6 coverage of plans for the Apollo 13 mission you referred to the "Western Union transportable earth station." We would like to point out that the transportable earth station is operated during all Apollo missions by Western Union International Inc., a worldwide, totally independent communications company that should not be confused with domestic organizations such as Western Union Corp. and the Western Union Telegraph Co. The international communications company has no connection with these firms.—Thomas J. Dunleavy, senior assistant vice president, Western Union International, New York.
A calendar of important meetings and events in the field of communications.

May


May 10-13—Convention of Illinois-Indiana Cable Television Association, Springfield.

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

May 11-12—Spring meeting of Washington State Association of Broadcasters. Red Lion Inn, Pasco.

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


May 12 — Annual stockholders meeting, Communications Satellite Corp. L’Enfant Theater, Washington.


May 14-16—Annual Oregon Association of Broadcasters conference. Sunriver Lodge, Bend.

May 15 — New York chapter of Broadcast Pioneers’ “Fan and Fellowship Festival” at Luchows.


Television Bureau of Advertising regional sales clinics

May 12—Midtown Tower hotel, Rochester, N. Y.

May 12—New Tower, Omaha, Neb.

May 14—Downtowners motor inn, Denver.

May 14—Howard Johnson New Center. Detroit.

May 19—Cheatham Inn, St. Louis.

May 21—Imperial House South, Dayton, Ohio.

May 26—Northstar Inn, Minneapolis-St. Paul.

May 28—Merchants & Manufacturers club, Chicago.

May 29—Anna Smith, ABC News, New York.


Regional seminars of Radio-TV News Directors Association.

May 16—University of Georgia, Athens.

May 16—WDSU-AM-FM-TV New Orleans.

May 23—KSL-AM-FM-TV Salt Lake City.

June 6—AP, New York.

June 6—KXL-AM-FM Portland, Ore.

June 6—WBW-AM-FM Topeka, Kan.

June 13—WFAA-AM-FM-TV Dallas.

Meetings will begin at 9 a.m. in all locations.

Datebook® calendar

28-15

14


May 21—Spring managers meeting of New Jersey Broadcasters Association. Day-long conference for station owners and managers, Rutgers Continuation Education Center, New Brunswick.


May 22-24—Meeting of Chesapeake AP Broadcasters Association. Speakers include Vice President Agnew’s press secretary, Herb Thompson; Irving Kahn, president of Teleprompter Corp., and Bob Eunson, AP assistant general manager in charge of news. Meetings will include panel of newsmen discussing legal efforts to confis- cate reporters’ notes.

May 23 — Presentation of Emmy craft awards in Hollywood and New York.


May 25-12th annual local awards, Chicago Cable Television Association and the Electronic Engineers. Herman Kahn, director of Hudson Institute, and Vladimir Scritchkin, minister of electronics industry, USSR, among featured speakers. Statler-Hilton hotel, Washington.


May 26 — Annual stockholders meeting, Gannett Co., Rochester, N. Y.


June

June 1-26—Second annual National Institute for Religious Communication conducted by the United States Catholic Conference and Loyola University, Loyola University, New Orleans.


June 4-6—Meeting of Missouri Broadcasters Association. Holiday Inn, Springfield.


June 7-9—Florida Broadcasters Association convention. Key Biscayne hotel, Miami.

June 7-10 — Annual convention, National Cable TV Association. Palmer House, Chi-

cago.

June 7-9—Florida Broadcasters Association. Key Biscayne Hotel, Miami.

June 8-9 — Communications workshop sponsored by National Religious Broadcast-
ers. Campus center of Nyack Missionary College. Nyack, N.Y.

June 8-11—Convention of Electronic Industries Association. Ambassador hotels, Chi-
cago.

June 11-13—Montana Broadcasters Association meeting. Many Glacier National Park, Many Glacier hotel.


June 22-24—Meeting of Chesapeake AP Broadcasters Association. Speakers include Vice President Agnew’s press secretary, Herb Thompson; Irving Kahn, president of Teleprompter Corp., and Bob Eunson, AP assistant general manager in charge of news. Meetings will include panel of newsmen discussing legal efforts to confis- cate reporters’ notes.

June 23 — Presentation of Emmy craft awards in Hollywood and New York.


June 28 — Annual stockholders meeting, Gannett Co., Rochester, N. Y.

June 28 — Annual stockholders meeting, Rootbeers Co. Lexington, Mass.

July

July 6—Midtown Tower hotel, Rochester, N. Y.

July 10—New Tower, Omaha, Neb.

July 14—Downtowners motor inn, Denver.

July 14—Howard Johnson New Center. Detroit.

July 19—Cheatham Inn, St. Louis.

July 21—Imperial House South, Dayton, Ohio.

July 26—Northstar Inn, Minneapolis-St. Paul.

July 28—Merchants & Manufacturers club, Chicago.


July 30—Convention of Connecticut Broadcasters Association, University of Bridgeport, Bridgeport.

July 30—New deadline for final comments on FCC’s new proposed “CATV Annual Financial Report.” Previous deadline was April 6.

July 30—Annual stockholders meeting, Eagle Inn, Sheraton Tenner Inn. East Emerald, N. Y.

July 31—Annual stockholders meeting, Out- let Co. Providence, R. I.


July 21-23—International Idea bank conven-
A REFLECTION OF ATLANTA

First radio station in the South. Since 1922. Vocal point of Atlanta. When you hear WSB, you hear an echo that answers the needs of Atlanta to educate and entertain. To inform and inspire. To grow. To change. To prosper with this cultural, commercial, industrial and financial dynamo in the Southeastern United States. WSB is Atlanta. And the sound you hear is the sound of progress in a community dedicated to progress.

Where communications reflect the community

WSB Radio

A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS
WSB AM-FM-TV Atlanta
WHIO AM-FM-TV Dayton
WSOC AM-FM-TV Charlotte
WIOD AM-FM Miami
WLIT-AM Pittsburgh
KTVU San Francisco-Oakland
How Colt 45 bridged the generation gulp

A product that didn't exist seven years ago now holds an important segment of the brewing market? Impossible, you say? But Colt 45 malt liquor did the impossible when television gave dramatic impetus to an advertising idea.

Our client, National Brewing Co. of Baltimore, generously admits today that from the second year of Colt 45's existence, advertising was the prime factor in making the product succeed. Today Colt 45 malt-liquor outsells all imported beers combined, outgrosses Schlitz beer in the important New York market and is crowding Miller as the third largest selling brewed premium product in the U.S. Its sales are greater than those of the three nearest malt-liquor competitors combined.

There were two distinct stages to Colt 45 advertising.

The first stage began in Jacksonville, Fla.—Colt's test market. There a teeny test budget brought a little backing in radio. Out of that first radio advertising came a phrase that has been descriptive of Colt 45 malt liquor ever since: "Colt 45 malt liquor...a completely unique experience."

"Completely unique experience"—these were stuffy words that said this product was something different, although not saying it as meaningfully as they would later on, not yet as fraught with either inference or innuendo, not yet as modern, but the nucleus from which a big idea was to be created.

I believe that really terrific advertising evolves. Only very rarely is the first naked idea an ultimate solution. You refine it and you hone it and you shift it and you twist it and you hope that when you publish it or air it the first time, it has already become a second or third generation idea. You hope that you've taken it through its first early stages of evolution.

"Completely unique experience" must have been more than first generation; it demonstrated its basic strength from the outset.

The second stage, however, came when we hit the big idea. It came alive as we gave birth to a man—Billy Van, a man of late 1964 or early 1965, I can't remember which any longer, who was of his time and ahead of his time.

He was a man as contemporary as Yossarian of Catch 22. James Bond and Steve McQueen—a nonheroic type cast as a hero, humorous without corn, lovable because he was funny in his heroes. His character was so exaggerated through the use of hyperbole that credibility was never expected of him, yet what he did was digestible through humor.

Our man wasn't just cool. In the face of imminent holocaust, he was positively imperturbable. All of his myriad heroics were always accompanied by a background music of music that was just the slightest bit tipsy, although nothing else about any of the spots ever was.

Not once, from the time the first spot hit the air until today, with the same theme continuing its success unabated, has there ever been a word suggesting that Colt 45 is a potent beverage. Implication? You're damn right. Suggestion? Certainly.

Yes, everything about the commercial executions promised a stronger beer than beer—not a cheap strong beer...a premium one. The viewer always perceived value he was willing to pay more for. Therein lies the extraordinary success of Colt 45 malt liquor advertising.

Our first TV commercial was the one in which our hero yawns as a knife thrower propels knives at a target behind his head, shrugs as a gorgeous girl gives him an eye and sniffs as a Japanese karate expert breaks a plank over his head, but smiles and anticipates with great interest his Colt 45 as it is poured by the waitress.

It was the Pied Piper of Hamlin tooting away at those who were to join ranks and become the Colt 45 Corps—a veritable elite of drinkers, quite like Arnie's Army.

Since 1964, we've taken Billy Van underwater, put him in a bull ring, sat him in the middle of a beach invasion. We've had animals come up and talk to him. In fact, in one spot, a monkey asks him the way to the men's room, and ostensibly, Billy doesn't find this the least bit strange. We even took our hero to the moon a full month before astronaut Neil Armstrong made it.

The implication of potency spurred package-store sales. Younger people don't frequent bars as they used to. And, it was clear that we had bridged what we called the generation gulp. We were getting most of our buyers from the under 45, young, sophisticated, college or serviceman to early-career group. In addition, we had bridged the racial gulp. We were getting a big chunk of the Negro market.

Today Colt 45 has almost 1% of the country's entire brewed beverage market.

Its yearly sales are not only more than the next three leading malt-liquor competitors put together — Country Club, Schlitz malt liquor and Champale—but we're pretty sure the sales are more than those of all the other malt liquors combined. Colt 45 is now the fourth largest premium brand in the country.

And that is the scope of the big idea—its height, its breadth, its depth. It did change the sales figures, the perspectives and the future of the whole industry.

The success of Colt 45 was the biggest thing that happened in the brewing business since Prohibition, by far.

Stanley T. Burkoff is senior vice president-creative of W. B. Doner & Co., Baltimore. He joined the firm as creative director in 1963. Prior to that he was creative director for Young & Rubicam, Toronto, and earlier was with Doyle Dane Bernbach in New York. He is a graduate of Northwestern University Law School. Advertising campaigns he has helped create, in addition to Colt 45, are Tootsie Rolls, Vlasic pickles, and packaged products for Union Carbide, Procter & Gamble and General Foods.
Today as every day, each hour, the mournful peal of funeral bells is heard throughout New York's Black community.

The bells toll on WWRL Radio for still another victim of drug abuse.

As the station with the largest Black radio audience in the United States, we know that we also have the largest responsibility to help the community fight back.

Since the beginning of the year, we have waged an intensive air war against heroin and the pusher, with editorials and "Specials."

We have reason to believe that we have already saved lives and helped addicts via a special WWRL phone number, by which Black New Yorkers can take action and get action.

Now, we are inviting the entire Black community to join us in a massive communications effort; a year-long campaign of 10,000 announcements... over $250,000 worth of anti-drug advertising—to establish the Black community as the biggest sponsor of its own most listened-to radio station.

Representatives of the Black community, who have something to say about drugs, now can say it on WWRL.

Our microphones are open on a first-come, first-served basis, divided equally among all.

Or, if an organization prefers, it can add its name as a sponsor of our "Bust A Pusher" campaign.

We will take the message to approximately a million different listeners every week, and to most all of Black New York every month.

We think there's a lot to be learned and a lot to be gained by all who listen.

We hope that the Black community's voice will be heard and heeded.

That the death-dealing narcotics traffic will be halted.

That whatever the color of your skin, you come to understand that when the bells toll—they toll for thee.
Look what you just won!

It's an Emmy, the coveted award given by the National Academy of Television Arts and Sciences for outstanding TV programming.

This year, we won six Los Angeles-area awards. Five of them for community affairs programs.

You won, too.

Our entries were but a few of many. And when television stations prepare so much worthwhile viewing in the public's interest, everybody wins. You, and the community.

SIX EMMY AWARDS. SIX MORE GOOD REASONS WHY PEOPLE WATCH KNBC—LOS ANGELES

The Slow Guillotine — Outstanding achievement in the production of a special program designed to further the advancement of community interests. Also the winner of the national Station Award for outstanding community programming.


Lohman & Barkley — Outstanding achievement in an entertainment series. Piers Anderton, KNBC Newservice, "Viewpoint" — Outstanding achievement within regularly scheduled news programs.

Ed Winkle, Cameraman, and Don Hoyer, Editor, KNBC Newservice, "Close-Up", Technical Skills — Outstanding achievement within regularly scheduled news programs. The Heart is Not Wrinkled — Outstanding news documentary.

KNBC4
LOS ANGELES' COMMUNITY-MINDED STATION

LOS ANGELES' COMMUNITY-MINDED STATION

20

BROADCASTING, May 11, 1970
Reid for Smith for Wells for Cox?
That's sequence of FCC appointments now in works as black activists press for minority representation

At the White House these days an intricate game of musical chairs is being orchestrated to begin when the FCC seat now occupied by Democrat Kenneth A. Cox is vacated at the end of Mr. Cox's term next June 30. If the game turns out as planned, President Nixon will be in a position to make four Republican appointments to the FCC in the next two years, when two terms would normally expire. As a byproduct, a Republican FCC commissioner would wind up as governor of Kansas.

The unorthodox approach to the routine of filling what to the uninstructed observer looks now to be the one FCC vacancy that occurs in 1970 (in each year one commissioner's term expires) results from problems raised by the U.S. Constitution and by the frankly expressed political ambitions of one of the proposed appointees.

Some questions remain unanswered, and no commitments have been made, so the game may not be played out as it is now set up on the boards at the executive offices. But the plans themselves have been revealed by authoritative sources and, to some extent, have already been publicized.

The central figures in the enterprise are Representative Charlotte Reid (R.-Ill.), a four-term congresswoman, and FCC Commissioner Robert Wells, the Kansas broadcaster who joined the commission in November. Mr. Wells is the player with political ambitions—to occupy the state house in Topeka.

The White House is known to have long had Representative Reid in mind as part of its answer to women urging him to appoint more women to high government posts (Broadcasting, July 14, 1969). However, the Constitution prohibits the appointment of a woman to a federal post whose salary was increased "during the time for which he was elected."

Thus, present strategy, as was reported in the Washington Star's society pages on May 3, is, in effect, to keep Mrs. Reid in reserve for a year. That is where the elaborate pattern of the plan begins.

Commissioner Wells, who has made a favorable impression on the administration in the seven months he has been in office, has been asked whether he would consider accepting an appointment to the seven-year Cox term. He is now filling out the unexpired term, ending June 30, 1971, of former Commissioner James J. Wadsworth, who has returned to the State Department payroll on international-satellite negotiations.

If Mr. Wells were to accept, the President would appoint another Republican to fill the remaining one year of Commissioner Wells's present term. After that, when the short term expired, there would be no constitutional bar to Mrs. Reid's accepting the seven-year term that would be available.

This strategy has been under consideration for some time, as has the name of a possible candidate for the short term—the commission's Broadcast Bureau chief, George Smith, who is 69 and close to enforced retirement at 70 ("Closed Circuit," March 30).

However, Commissioner Wells's ambition to be governor of Kansas—an ambition he has had for 20 years—is a complicating factor. He has told friends he wants to keep open the option of deciding whether to run for the office in 1972.

Commissioner Wells is reluctant to discuss any conversations he might have had with the White House. But it is known that he was approached for the Cox vacancy by a presidential assistant, Peter Flanigan, and that he said that,
although flattered by the offer, he was determined to keep open the possibility of a run for governor in two years.

Commissioner Wells is known to feel that his views, unequivocally expressed to Mr. Fleming, removed him from White House consideration for appointment to the seven-year FCC term beginning June 30. However, others close to the situation do not agree. They expect the appointment to be made in the face of the possibility that Commissioner Wells will resign after some 18 months in an effort to realize his political aspirations in his home state of Kansas.

And if that were to happen, President Nixon would be faced with the necessity of making another appointment—his fourth—when other circumstances one or two would have been entailed.

Those who expect Commissioner Wells to be appointed to the Cox vacancy point out that political conditions in Kansas may not be favorable to Mr. Wells in 1972. For instance, Commissioner Wells has told friends he would not seek the nomination if the incumbent governor were a Republican. The present governor, Robert B. Docking, is a Democrat who has served two terms and is preparing to run again this fall.

As for Mrs. Reid, a broadcast-industry veteran herself (she once was an NBC staff vocalist and sang on the Don McNeill Breakfast Club program for three years under the name of Annette King), she denies having been approached with an offer of an FCC appointment and declines comment on whether she would accept one. She says she is "running for Congress again"—leaving open the alternative of a run for the Senate.

It is not clear why the White House has centered its plans to name a woman to the FCC on Mrs. Reid—other women would appear to be available—or why it would implement those plans by naming to the Cox vacancy a male commissioner who has been frank to say that, come 1972, he may be heading back to Kansas and, he would hope, a term as governor.

Nevertheless, sources in a position to know say that is the plan. Thus, if Mrs. Reid has not been asked whether she would be interested in an FCC vacancy, that would appear to have been only an oversight.

Talk about the strategy to make a place for Mrs. Reid, was revived as a national campaign was being started by Black Efforts for Soul in Television to replace Commissioner Cox with a Negro or a representative of some other minority group.

Thus far, the BEST campaign has involved letters to President Nixon, every member of the Senate, the two largest newspapers in every state and black-owned newspapers and broadcasting stations. In the planning stage are full-page advertisements for the New York Times and, if funds are available, Negro-oriented Jet or Ebony. BEST said it is also compiling a list of blacks it regards as qualified for the commission post.

BEST, which says its aim is to improve the responsiveness of broadcasting to the needs of black people, feels that after 42 white regulators in the 36-year history of the FCC, the time has come for a black or other minority-group member to be appointed to the commission.

In its letter to President Nixon, which was signed by William Wright, BEST coordinator, BEST expressed the view that a minority-group FCC member is important if broadcasting is to represent "the many and varied voices of the public."

"If representation and leadership from the commission can encourage expression of the desires and aspirations of excluded minorities," Mr. Wright wrote, "the minority's views can enter the mainstream of public debate, and the majority's white population can better understand the frustrations and goals of the minority. The alternative is, as the Kernan commission pointed out, further division into separate and antagonistic societies."

Mr. Wright, who reported that he has discussed BEST's campaign with White House aides and failed to receive any encouragement, said it would be to the best interest of broadcasting for it to work for a black commissioner.

Mr. Wright played a leading role in the efforts of Washington-area blacks that led last fall to the petition to deny WVAL-TV Washington's renewal application, largely on the allegation the station discriminated against blacks (Broadcasting, Sept. 8, 1969). He has since been active in other citizens' groups' protests against renewal applications.

"They"—meaning broadcasters—"can pacify us by giving us a black commissioner," he said. "If they don't give it to us, it will only intensify our fight." A black commissioner, he added, "would be insurance against a lot of things. It would cause a lot of people to relax."

Programming

Network rule comes out of the egg

It's accepted by ABC but protested by CBS and NBC, and there are signs FCC can be talked out of it

After five years of consideration and several weeks of hesitation, the FCC last week adopted its rule to limit network domination of prime-time programming. However, its commitment seemed less than solid. Chairman Dean Burch, who with Commissioner Robert Wells, dissented, expressed the hope the commission could be turned around.

The rule, aimed at promoting diversity in program supply, will prohibit affiliates in the top-50 markets from accepting more than three hours of network programming between the hours of 7 and 11 p.m. (6 and 10 p.m., central time) after Sept. 1, 1971.

It will also prohibit networks after Sept. 1, 1971, from engaging in domestic syndication and permit them to sell abroad only those programs they produce themselves. Networks will be barred, after Sept. 1, 1970, from acquiring subsidiary rights or interests in independently produced programs.

"Our objective," the commission said, "is to provide opportunity—now lacking in television—for the competitive development of alternate sources of television programs so that television licensees can exercise something more than a nominal choice in selecting the programs which they present to the television audiences in their communities."

"A principal purpose of our prime-time access rule," the commission added, "is to make available an hour of top-
Hastily formed network serves as rumor control

About 100 college radio stations set up a special network for four days last week to spread the word on "what's really happening" on campuses wracked with turmoil.

Disappointed over coverage of the dissidence by commercial broadcasters and sparked by the death last Monday (May 4) of four Kent (Ohio) State University students during an antiwar protest, the collegians began operating the network at 5 a.m. Thursday (May 7). It was expected to continue through Sunday (May 10).

The collegians were financed by an $11,000 donation from HMH Publishing Co., Chicago, publisher of Playboy Magazine. The money was used to pay for regular telephone transmission lines. Metromedia Radio earlier in the week rejected a request, made through Campus Media Inc., a firm representing collegiate radio stations throughout the U.S., to lease Metromedia lines for the network.

The purpose of the network, according to Bob Steinhardt of WNYU (AM) at New York University, creator of the project, was to serve as a rumor-control center. The HMH organization, explained its involvement, agreed to the need for such an operation. A spokesman commented: "We decided it would be a good thing to do if trouble-making rumors were scotched and violence kept down."

The network's plan last week was to broadcast for six hours a day for the four days. Among the campus stations in the network were outlets at Yale University, New Haven, Conn.; University of Maryland, College Park; Ohio University, Athens; Cornell University, Ithaca, N.Y.; Princeton University, Princeton, N.J., and Tulane University, New Orleans. Included also were non-commercial WBRJ (Fm) (Brandeis University), Waltham, Mass., which at the start of last week was operating through a network of ham-radio stations in a separate rumor-control project.

"We could do a hell of a better job" than commercial stations, observed Mr. Steinhardt, "We have the contacts; they don't." A similar network was set up last October among 159 college stations to report on moratorium events.

Dean Thompson of Campus Media said his firm would seek further financing to extend the college network's operation. "If it seems such a thing is needed," he said, "it may go on for a week or two."

The three-hour limit applies to programs provided by any network—regularly scheduled or custom tailored—or any combination of networks. Ashbrook P. Bryant, chief of the commission's network study staff, told reporters that the rule bars a station from carrying three hours of programming from, say, CBS, and then additional programming from Hughes Sports Network Inc. or some network not yet established.

CBS and NBC denounced the rule as, in NBC's term, "misguided," and likely to have an effect opposite to that contemplated by the commission. CBS said the rule "would limit the sources of programming available to network affiliates," "require the cancellation of more than 10 hours weekly of popular-entertainment programs now enjoyed by the American public," "bring about the substitution in their place of cheaper low-quality productions" and, "since the rule provides only a limited exception for local news, impede the ability of the networks to maintain and extend their service in that important area."

Both networks said they would press for reconsideration. And CBS officials, at the CBS-TV affiliates meeting in Los Angeles on Thursday, indicated that network would appeal to the courts, if necessary—although they indicated they felt that affiliates' pressure on the commission might provide more effective, and quicker, relief.

Willard Walbridge, of Capital Cities Broadcasting and chairman of the board of the National Association of Broadcasters, attacked the commission's action as "an unwarranted intrusion into the internal affairs of our industry and the relationship between networks and their affiliates. It is absolutely unnecessary."

"The principle involved—that government can tell a free medium where they should get their programming and what kind it should be—is going beyond the spirit of the traditions of our freedom."

The rule was received with some warmth, however, by ABC, which did not oppose it in the rulemaking proceeding. Leonard H. Goldenson, president of ABC Inc., said: "We think that ABC as a company not only can adapt itself to the decision without adverse effects but may attain beneficial results from the rule."

Support came also from Donald H. McGannon, president of Westinghouse Broadcasting Co., whose proposal in the five-year-old proceeding was adopted virtually intact as the prime-time access rule. He said the commission's action "affords an opportunity to the industry to bring into being a greater diversity of programing and programing sources" but that it was only a first step. "All elements—stations, networks, groups, syndicators and producers—must participate in an aggressive and creative way if the plan is to succeed."

As for the plans of WBC, an indepen-
a month that the Westinghouse rule was to be adopted, have been giving a considerable amount of thought to the question of impact.

NBC executives, in a meeting with the affiliates' board of delegates during the NAB convention in Chicago last month, predicted the network would have less time for specials, including news specials. They also said program development would be scaled down.

CBS-TV affiliates, at their meeting in Los Angeles last week, were told that weaker shows—those the network had continued largely on faith—would become expendable. Network officials said a decision had yet been made on which programs would be dropped—but one they promised to keep was the CBS-TV Tuesday-night news hour.

A random telephoning of affiliates around the country lent additional weight to growing speculation that many stations in large markets will fill their freed time with news rather than syndicated material. In view of the encouragement it has given stations to carry more news, the commission could not fault that development—but it would not help foster the healthy syndication market the rule is designed to achieve. A number of station personnel checked were not sanguine about the possibility of syndicators providing network-quality entertainment programs.

Chairman Burch, in talking to reporters after the rules were issued, expressed the hope that, with the help of material supplied by industry sources opposed to the action, the commission majority could be persuaded to change its mind.

"There is enough indication from the last-minute filings" that independent producers "will be in with a vengeance" seeking reconsideration, he said. "And the commission," he noted, "leaves open the possibility that the rule can be changed."

The producers, backed up by unions representing workers in the movie and television-film industries, predicted that they will be seriously hurt if networks are cut back.

Overturning the rule, Chairman Burch said, "is not the great crusade of my life. But I don't think it's a good thing, and I'm going to take my best shot at it." He said it might help some syndicators who produce mass-appeal material like Son of Lassie, but he doubted that it would provide the public "with a new dimension in television pleasure."

Besides support from the industry, chairman Burch may be aided in his effort to scuttle the rule by the expected departure from the commission on June 30 of Commissioner Kenneth A. Cox, one of the rule's most energetic backers.

The chairman, in a dissenting statement, in which Commissioner Wells joined, said the commission's majority decision constitutes "an economic mistake" that "will not produce the result sought, a healthy television film producing market."

He cited information indicating that production expenses have risen to the point where a 30-minute network-quality color show will cost from $100,000 to $150,000, then said: "The fractionated top-50 market is simply not sufficient to sustain the expensive programming effort here required."

He said the answer to diversification of programming lay elsewhere. Subscription television, "which has a different economic base" and can present programming that is not designed for a mass audience and still be economically attractive to an entrepreneur, is one, he said. Others are CATV, which makes multiple channels available, and noncommercial educational television.

The commission, in its support of its rule, however, said "there is sharp disagreement" in the record of the proceeding on whether independent producers will be able to provide syndicated programming competitive with network offerings. It said that the dispute cannot be resolved "with absolute certainty" short of actual experience but that "the likelihood that independent production will succeed is sufficiently great . . . that it should be given an opportunity." In any event, it noted, the rule "can be changed or rescinded if it fails to achieve its purpose."

The rule affects directly 153 affiliates in the top-50 markets that contain over 75% of the available audience—some 40.6 million television homes. But it will also affect the remaining 346 affiliates in the smaller markets, for the networks have made it clear they will cut back their programming to three hours for all stations rather than bear the expense of providing another half hour for stations serving the smaller markets.

Commissioner H. Rex Lee, in a concurring statement, warned that the commission may "take prompt remedial action" if the networks do cut back their services. Asserting that "much has been given the networks, including the ownership of 15 VHF stations in the largest markets in the U.S.," he said, "the networks cannot properly react by saying that if the dollars are not fully there, they will not fully serve."

It was understood the commissioner had in mind, as a "remedial action," a so-called "87 1/2% rule" the commission had considered during the proceeding but abandoned. It would have permitted the top-50 market stations to accept only 87 1/2% of the prime-time programming offered by networks. Networks would have been required to feed three-and-a-half hours of programming if the major-market affiliates were to use three hours of it.

The commission cited a number of "compelling" facts in support of its action to promote diversity of programming sources. It noted that in 1968, network affiliates carried between 3.3 and 4.7 hours a week of nonnetwork programming between the hours of 7 and 11 p.m.—between 1.2 and 1.6 hours from 7:30 to 10:30 p.m.

Furthermore, it said, nonnetwork programming "is increasingly composed" of off-network material. "A concomitant to this control of access has been the virtual disappearance of high-cost, prime-time syndicated programming of the type of programming (other than motion pictures) which must be most relied upon as competition for network-supplied entertainment programs."

Commission concern with the growing use of off-network material led to a provision in the rules barring the use of such programming in the time closed to network offerings. Feature films previously broadcast in the market are also barred. Without such prohibitions, the commission said, the purpose of the rule would be frustrated.

The commission indicated that only government action could reverse the trend of network domination of prime time. "The networks," it said, "obviously have a tremendous advantage, and we believe, insurmountable advantage in providing programs for their affiliates." It cited the affiliate's "natural tendency" to do business with its principal supplier and
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No other station anywhere has achieved such enormous Effective Radiated Power — employing a transmitter as massive as 110Kw. Coupled with RCA's exotic new TFU-30J-DAS antenna atop a maximum height tower on Mt. Bruno, KEMO's signal is, at least, second to none in the vast Bay Area. In fact, KEMO's new Grade A Contour exceeds every station in town. Now watch us go!!

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We've Finally Conquered the Terrain Problem!
Puzzled stations seek network word

CBS tells affiliates they may hold keys to reversal of FCC rule

The question station executives were asking last week when the general conference of CBS-TV affiliates opened in Los Angeles was: How will the network reduce its prime-time schedule to comply with the expected new FCC regulation? When the two days of meetings (see page 38) ended, the question was left largely unanswered.

The same question is expected to be raised at ABC-TV affiliates meetings this week in Los Angeles and NBC-TV affiliates meetings next week in New York, though it does not appear on the formal agenda of either meeting.

Although the details of the anticipated FCC action had been repeatedly reported over several weeks (BROADCASTING, March 30 et seq.), the official announcement did not come until the day after the CBS-TV affiliates meeting, held on May 5-6, had ended.

On the second day of the conference, in a closed session, Robert Evans, CBS Inc. vice president and general counsel, and CBS-TV President Robert D. Wood talked in general terms about the impending FCC rule. The format for the discussion had counselor Evans interrogating Mr. Wood.

According to Mr. Wood's testimony, the victims of an FCC rule reducing network prime time would be the weaker stations, as evidenced by the CBS-TV line-up - those the network formerly was able to gamble on despite modest ratings. To Rome with Love and The Governor and J.J. were mentioned as series that were renewed this season more on faith in their entertainment qualities than on proof of performance so far. With the reduction of network prime time a reality, Mr. Wood indicated, such programming gambles would not be likely.

Mr. Wood was asked to detail the specific program cuts the network would make in compliance with the FCC's new rules. He indicated that such decisions had not been made as yet but gave the assurance that CBS-TV's weekly Tuesday-night news and public-affairs hour at 10 would not be one of the programs dropped as a result of the prime-time reduction.

Mr. Evans said CBS could be counted on to appeal the FCC's decision to the courts, but a favorable court decision on the FCC's new regulations could not be counted on. Mr. Evans thought it likely that the new FCC rules would go into effect on schedule in September of next year. Even with fancy legal footwork, it was his stated belief that enactment could not be held off beyond possibly the spring of 1972.

Mr. Evans suggested that more legal pressure on the FCC is not necessarily the best way to combat the pending regulations. He noted that the proposed rules had been "lawyered" with a vengeance for many years. More legal briefs on the subject, in his opinion, merely would be measured along with the tons of other such material previously filed. Instead, he feels that individual letters from station owners to the commission would have considerably more impact. These letters, he explained, should be straightforward expressions from station people as to how the FCC rule will affect them as businessmen and how it will affect the local market.

After the closed session, few of the CBS-TV affiliates questioned were willing to go on the record as to how they would fill the time turned back to them by the network under the new FCC-regulations. "We can't make any decisions until we study the exact rules under which we will be expected to operate," observed the general manager of an Eastern station.

Commented a representative of a Southwestern station: "Frankly, we'll sit back and see what the competition does. This is going to be a counter-programing situation for us."

The consensus seemed to be that the large-market stations would fill much of the turned-back network time with local productions produced by their news departments. The smaller stations indicated that they would turn to syndicators for programming material. But the most distressed cry was heard from all station quarters was that the competition for syndicated property is going to become increasingly aggressive and that the inevitable result is that syndication prices will become inflated.

"Not only will I not have as good a show to replace a network half-hour,"

the fact that distribution "is much simpler via a network."

The provisions of the rule barring networks from syndication and prohibiting them from acquiring subsidiary rights in independently produced programs would enhance the independent producer's ability to operate profitably in network television, the commission said.

It also made clear that the provisions are aimed at eliminating what it considers anticompetitive aspects in the present program-distribution system. It said that the existence of subsidiary interests poses a "significant conflict of interest in the selection of programs by the networks." And it called the networks' operation as domestic syndicators "inherently undesirable" - they sell programs to independent stations in competition with their own programs on affiliated stations.

The commission's action climaxes a proceeding begun 11 years ago, when the commission initiated a study into network program practices. That study led in 1965 to the issuance of the so-called 50-50 proposal which would have barred networks from owning or controlling more than 50% of their prime-time entertainment programming.

The commission said last week it dropped the 50-50 proposal in favor of the Westinghouse rule, which was offered as an alternative, because of concern over the possible impact of 50-50 on ABC. It noted that ABC had said that if it were prevented from filling out its schedule with programs obtained directly from producers, it would suffer competitively against the other networks because it is the weakest of the three. ABC had said that in the past it had not been originally chosen for the exhibition of independent programming; when other network time was available and that programs were moved off ABC when possible.

However, the commission said the 50-50 proposal is not dead. It is being held "in abeyance for the time being," the commission said, "to give us time to determine whether the Westinghouse approach will achieve its intended purpose."

TV coverage plan surfaces in House

Provision limits access to hearings and contains many curbs on broadcasts

That proposal to permit broadcast coverage of House proceedings is alive again. The House Rules Committee last week voted to restore a broadcast-access provision to its pending legislative reorganization bill, which will come before the full House before the end of this month. The provision had been stricken from the bill by a special Rules Subcommittee earlier this year (BROADCASTING, Feb. 16).

If the access provision passes House scrutiny - which is doubtful - broadcast journalists will have gained a highly precarious privilege. In its present form, the proposal is more restrictive than prevailing Senate rules, and could be
complained one small-market station operator, "but it's going to cost me more to put on what has to be inferior product."

At NBC it was said last week that no formal session on the FCC rule was planned for its affiliates meeting next week, though one or more speakers, such as Julian Goodman, NBC president, and Don Durgin, NBC-TV president, may make some reference to it.

Top NBC executives met informally on the subject with the affiliates' board of delegates at the time of the National Association of Broadcasters convention in Chicago last month at the request of the affiliates board. They discussed problems of schedules should four hours per week of network feeds (one-half hour for each of six days and one hour Sunday) be curtailed. Among the points made by the network executives: There would presumably be less room for as many specials as NBC now programs; there would be an impact on new program development.

The network executives pointed out that NBC has motion-picture commitments that are three years ahead. Since features take up at least two hours of prime time, there would be less flexibility on a movie night in the schedule.

ABC authorities said nothing formal or informal was planned on the subject for their affiliates meeting this week, though executives will be prepared to discuss the rule if questions are asked by affiliates.

A closed question-answer session is scheduled during the meeting.

wiped out in a moment if House members grow displeased with broadcast coverage. The proposal includes the following stipulations:

• Broadcast access would be limited to hearings. An earlier proposal to allow some access to the House chamber was jettisoned.

• A majority vote of the affected committee's members would be required before a particular hearing would be opened to broadcast journalists. In the Senate, hearings are opened at the discretion of the committee chairman.

• No more than four television cameras would be permitted in a hearing room, and they would operate from fixed positions. The cameras would be allocated within the correspondents' congressional gallery.

• No commercials would be permitted, and subpoenaed witnesses couldn't be televised without their consent.

• A committee would have the right to terminate broadcast coverage—either in a particular hearing, or permanently—without giving any reason whatever for its decision.

• Tapes and films of House hearings could not be used for partisan political purposes in campaigning.

The access provision was adopted in a voice vote that was not unanimous (no count was taken). Some Rules Committee members who voted for access reportedly had reservations about it, but agreed that the issue should be brought before the full House.

The legislative reorganization bill came before the committee last month, but it was decided to delay formal mark-up until last week. The access provision itself was re-introduced by Representative B. F. Sisk (D-Calif.), chairman of the special subcommittee that did initial work on the bill. That subcommittee negotiated with broadcast journalists for several months of the conditions under which access would be acceptable to both newsmen and congressmen, but the proposal failed to acquire a clear majority at that time.

The bill goes before the House before the end of the month, and the conflict will be between the House's traditional hostility toward broadcast coverage on the one hand, and growing movement for reform on the other. Those who have given abstract support to the idea of access will "get a chance to put their money where their mouth is," as one observer noted last week—"but the battle is still an uphill one.

WHYY Inc. refuses to bite

It pays $100 fine; FCC continues search for court case on indecency

A noncommercial educational corporation today faces enough "agonies" simply in surviving; it doesn't need the added burden of challenging the U.S. government in a court case that could go all the way to the Supreme Court.

Accordingly, WHYY Inc., licensee of WHYY-FM Philadelphia, last week disappointed the FCC and paid a $100 forfeiture for what the commission last month had said was "indecent" language on an interview program the station carried on Jan. 4 ("Closed Circuit", May 4).

The commission had hoped the licensee would refuse to pay the notice of apparent liability, thus setting up a court case that could provide the commission and broadcasters with judicial guidelines that would help them determine what constitutes a violation of the statute barring the broadcast of obscene or indecent language.

WHYY in paying the $100, said the payment is "not to be construed as an admission of liability." WHYY maintained that the language, expressed by Jerry Garcia, leader of an acid-rock group, was not indecent because the subject matter—ecology, philosophy, music—was decent. It also said that, although the challenged language was not essential to the meaning of the program, it reflected Mr. Garcia's personality and life style.

But because "of the agonies of surviving in public broadcast at this point in time," Warren A. Kraetzer, executive vice president and general manager, said last week, "we have to concentrate our resources and energies on the growth of this corporation."

WHYY Inc., licensee also of WHY-TV (ch. 12) Wilmington, Del., WHY-TV (ch. 35) Philadelphia, is composed of representatives of business, civic, educational and other groups. It is not affiliated with any educational institution and, consequently, lacks any continuing source of regular income. It depends on viewers and listeners, corporations and foundations for support.

Furthermore, it knows from experience the burdens of an all-out court fight. Several years ago, it fought the state of New Jersey all the way to the Supreme Court in a dispute over the state's refusal to exempt from taxation the Glassboro acreage on which WHYY-TV's transmitter stands.

WHYY ultimately won the case (Broadcasting, Nov. 18, 1968). But, as Mr. Kraetzer said, the burden of that effort was "enormous."

Now, ironically, a "priority" item Mr. Kraetzer cited as one of the matters facing the corporation is its application to relocate the WHYY-TV transmitter to an antenna farm in the western section of Philadelphia. The effort to move into the heart of the nation's fourth largest market, is complicated by the need for a waiver of the commission's mileage-separation rules; WHYY-TV would be 26 miles short spaced to WNBK-TV (ch. 12) Binghamton, N. Y.

There had been some speculation within the commission—perhaps based on hope—that WHYY would seek outside help, perhaps from the American Civil Liberties Union, to make a court fight over the "indecency" issue. However, Mr. Kraetzer said no thought was given to asking for assistance.

The WHYY decision to pay rather than fight does not mean the end of the commission's effort to establish guidelines governing the permissible bounds of broadcast speech. Commission officials last week said they would return to the files in search for another case for a court test.
ABC-ASCAP pact to light new fires

Demand for more specifics about $7-million settlement expected to be made by CBS, NBC

The music-license morass developed a whole new set of quagmires last week—and also turned up a patch of semi-solid ground.

That semi-solid patch seemed apt to become a legal battleground, however, for it offered a clue to—but at the same time kept concealed—the answer to one of the biggest money mysteries of the deepening music-license controversy: how much ABC is paying the American Society of Composers, Authors and Publishers for past years' use of ASCAP music on ABC-TV.

A proposed court order covering the settlement revealed that ABC would pay ASCAP $7 million total for prior years, including $2.7 million already paid, but the $7 million was for past use of ASCAP music not only on ABC-TV but also on the ABC-owned television and radio stations.

There was no indication of how the $7 million was allocated, an omission certain to be challenged by CBS and NBC since their own pre-1970 TV-network settlements with ASCAP have been bared in detail and their attorneys have repeatedly shown suspicion that ABC might be getting a better deal.

Demands for more specifics are due to be aired May 15, the date when the settlement order is scheduled for submission to Judge Sylvester Ryan in U.S. Southern District Court in New York. The court is involved under a consent decree governing ASCAP's operations.

The ABC/ASCAP settlement may in time bring Broadcast Music Inc., ASCAP's chief rival, into the battle as well. BMI is suing ASCAP, CBS and NBC on charges of conspiracy to put BMI out of business, based in part on extra money NBC and CBS agreed to pay ASCAP for prior years (Broadcasting, Feb. 9, et seq.).

If BMI concludes that ABC is paying ASCAP more than it was required to by contract, ABC presumably will be named a defendant along with the other networks and ASCAP.

The ABC/ASCAP agreement was only one of many developments that emerged last week. Others included:

- BMI filed a $6-million copyright-infringement suit against NBC on behalf of all BMI writers and publishers (see page 29).
- BMI notified ABC-TV that its license to use BMI music would terminate July 1. (This notification apparently was unrelated to the ASCAP/ABC settlement agreement. BMI had already terminated its licenses to CBS-TV and NBC-TV, effective Jan. 1 and April 4, respectively.)
- The Justice Department filed a memorandum in court supporting NBC-TV's bid for a new kind of ASCAP license—one covering only 2,217 specific ASCAP compositions and certain background music libraries instead of the conventional blanket license covering all of the millions of tunes in the ASCAP repertory (Broadcasting, April 6).
- NBC served a similar request upon BMI—one asking for a license to use only certain specified BMI compositions rather than all of the approximately one million in BMI's catalogue.
- In court papers that explained further how it planned to operate under its proposed specified-list license, NBC indicated it would deal with program packagers instead of ASCAP for rights to music in the programs they supply, or directly with individual ASCAP members for other music not on the designated list. "Resort to a licensing society, such as ASCAP, as a middleman for the conveyance of music rights in every instance is not only unnecessary," NBC said, "but involves unwarranted overhead and other costs. The same is true with respect to music contained in motion pictures."
- The trial of still another case—CBS's suit seeking to compel both ASCAP and BMI to issue licenses under which CBS-TV would pay for music on a per-use rather than the conventional percentage-of-time-sales basis (Broadcasting, Jan. 5, et seq.)—was assigned away from Judge Ryan, to Judge Morris E. Lasker, also of the Southern District Court in New York. The suit was brought under antitrust laws, not under the ASCAP consent decree, but ASCAP had sought to have it assigned to Judge Ryan as the court's traditional overseer of music matters.
- In assorted legal papers ASCAP, CBS and NBC continued their arguments over what kinds of license ASCAP is or is not required to offer and what sort of "interim fees" the networks ought to pay for ASCAP music while the disputes are being litigated.
- ASCAP has proposed that CBS and NBC pay about $6 million in interim fees for blanket licenses for 1970, noting that in their prior-years settlements they specified $5.68 million as their respective payments for 1969. But both CBS and NBC contend (1) they do not want blanket licenses, and (2) the $5.68-million figure for 1969 was a gross exaggeration of the actual value of the music (Broadcasting, April 4).

The Justice Department memorandum filed with the court last not only supported NBC's bid for a license limited to specified works but also urged the court to give NBC an interim license on the limited-list basis.

The memorandum, by attorney John L. Wilson, said that, in fact, "the interim license might afford a useful opportunity to gain experience with licensing of individual compositions."

Mr. Wilson held that the ASCAP consent decree specifically requires ASCAP to license individual compositions upon request by the members whose music is involved and by the user.

"Since ASCAP has refused to carry out its obligation [under the consent decree] to notify its members in interest of the NBC request, the court should order ASCAP to promptly send such notices," Mr. Wilson's memorandum asserted.

"ASCAP will also apparently refuse to issue a license to NBC to individual compositions even if requested to do so by both NBC and the members in interest. When so requested, the 'consent decree' does not give ASCAP the discretion to refuse to comply with the request of its members and the user."

Mr. Wilson also said "substantial antitrust questions" would be raised if an ASCAP member granted ASCAP the
right to license his works as part of the ASCAP repertory under a blanket license but then refused to let ASCAP license his works separately.

He said that in the only industry where compositions are licensed individually—the motion-picture industry—the system has worked without the court's having had to make, even once, a determination of the reasonableness of the fee demanded. He recognized that there are "marked differences" between TV and motion pictures in terms of quantity of music involved, for example, but suggested that "the working of the marketplace" would keep the courts from being over-burdened with litigation stemming from individual licensing.

"If an ASCAP member quotes a price that is unreasonably high for a license for a particular composition," he said, "NBC is not likely to run to the court for aid. Instead it will simply do without the particular composition. It will substitute one that is more reasonably priced."

"After a few such experiences, ASCAP members will no doubt reduce their asking price a bit. And on the other hand, if too many ASCAP members set high prices and refuse to license for less, then NBC may find that it indeed must pay those high prices if it is to get the music it desires, for if it doesn't, it will have to make do with second-rate or unsatisfactory substitutes."

"This is very different from the situation that occurs if ASCAP sets an unreasonably high price on its entire repertory. While NBC can do without any individual composition, it cannot very well do without the entire ASCAP repertory. It therefore has no alternative but to bring the matter to this court."

We think it is significant that all the litigation in this court concerning music license fees has involved licenses for the entire repertory and that none has involved individual composition licenses.

"We recognize that the court cannot put itself in the position of having to determine the value of each of 2,217 compositions. It would by necessity either set an average figure, or permit ASCAP or the ASCAP member to set a price on the compositions and permit NBC to protest only those that it deems unreasonable.

Perhaps the court might do neither, simply permitting those of ASCAP's members who wish to set unreasonable fees to do so. NBC would presumably refuse a license at such fees and seek substitute material. It is of course, essential that members not act in collusion in setting their fees or in refusing to negotiate with NBC."

NBC insisted, in an affidavit by Aaron Rubin, financial executive vice president, that despite ASCAP's charges to the contrary. NBC has no intention of limiting its use of ASCAP music to the approximately 2,200 compositions for which it is seeking a license.

The 2,200 he said, represent "a nucleus" of ASCAP works that have played most frequently on NBC-TV in the past and seem likely to be used with some frequency in the future, particularly on variety shows.

But, he continued, "NBC intends to continue to have those persons who determine the artistic content of its programs—the artist, writer, producer or packager—continue, as they now do, make their selections of music solely on the basis of the music itself."

"If they select music which is not on the list of designated compositions, NBC will use its best efforts to license such compositions at the source or give the program producer an opportunity to obtain a license. No music will be foreclosed unless the composer or publisher refuses to license it on competitive terms."

Mr. Rubin noted that synchronization or mechanical-reproduction rights are licensed separately and, in NBC's experience, "can almost invariably be obtained by a telephone call" whenever a TV program is to be repeated. A standard fee has evolved, he said, and "there is every reason to believe" that individual licensing of performing rights would develop in a similar pattern.

Mr. Rubin said a major portion of the music on NBC is written specifically for—and therefore played only on—particular program series. There are currently about 50,000 total uses ofASCAP music on NBC-TV each year, he said, and of these about 4,300 are NBC's own themes and 31,500 are supplied by and controlled by 18 independent packagers.

Mr. Rubin said NBC agreed to its past-years settlement with ASCAP at least partly as a result of the change in the way networks do business, from sale of "sponsorships" to the sale of "minutes" in which advertisers are charged a single price covering both time and talent.

ASCAP's network contracts historically have called for payment of fees based on net revenues from time sales, but Mr. Rubin said ASCAP contended it should be paid on the basis of "minute" sales—even though minute prices cover talent as well as time—because the time portion of the minute price was not billed separately.

"This was, of course, tantamount to a demand that NBC pay a percentage of its gross receipts [to ASCAP]," Mr. Rubin asserted. "This potential exposure of having to compensate ASCAP on the basis of gross receipts was, as noted in my [earlier] affidavit, one of the factors which led NBC to make the settlement it did."

Both Mr. Rubin and CBS, in an affidavit by Richard Green, New York attorney, contended that ASCAP is again trying to tie its fees to the network's gross revenues instead of time sales.

Mr. Green said ASCAP was using "arithmetic gymnastics to get a new formula—neither before used."

Mr. Rubin renewed his insistence that NBC's use of ASCAP music had declined by more than 50% (Broadcasting, April 4).

In the ABC/ASCAP settlement, ABC agreed to pay $7 million in full settlement of (1) all ASCAP license fees...
for the ABC-TV network through 1969; (2) all fees for the ABC-owned TV stations through 1967, and (3) all fees for the ABC-owned radio stations through 1968.

For the ABC-owned TV stations, the proposed order revealed, ABC is taking an ASCAP blanket license on the same terms that ASCAP and the All-Industry TV Music License Committee finally negotiated for independently owned TV stations last year, effective Jan. 1, 1968. Hence the Dec. 31, 1967, end date for the prior years' settlement on fees for the ABC-owned TV stations.

This phase of the agreement also provides that if CBS or NBC negotiates a different form of owned-TV-station agreement with ASCAP, ABC will have the right to substitute those terms for those in the all-industry agreement.

The settlement for ABC-owned radio stations was for the period through Dec. 31, 1968. From that date, the station, with interest, will have a blanket license on the same terms negotiated in 1967 for nonnetwork-owned radio stations by ASCAP and the all-industry Radio Music License committee.

What form of license ABC is seeking for its TV network, effective the first of this year, was not disclosed. It was revealed, however, that ABC had brought its ASCAP accounts up to date for music on the ABC Radio Network.

More than five years ago an interim order was issued under which ASCAP has kept payments by the various radio networks in a form of escrow, pending final determination of new network-radio licenses. Last week's proposed order indicated that ABC Radio had paid ASCAP $612,000 under this order and has agreed to release that amount to ASCAP, with interest, in settlement of claims through 1969.

That $612,000 was in addition to the $7 million in the other phase of the settlement. Of the $7 million, ABC was said to have made previous payments totaling $2,746,722.02. It agreed to pay the rest -- $4,253,277.98 -- within 10 days after the court signs the order approving the deal.

New interest in CATV
Nicholson-Muir Productions, Larchmont, N.Y., reported last week it will expand its activities from TV production for stations and networks into CATV. Under the umbrella title of The Video Encyclopedia, the programming will consist of various informational series. Nicholson-Muir is working on prototypes of several series at its studios in Larchmont. The company will move into a new production complex in Mamaroneck, N.Y., in the spring of 1971, and the programming for CATV will be produced there.

Ads, program service for CATV to be tested
Monitel to begin trial Aug. 15 on five systems to study feasibility

A test of a programming service and advertising for cable systems is set to start Aug. 15 in five cities by Monitel, a service of the Reader's Digest.

A Monitel principal, Ed Gray, former McCann-Erickson agency executive, created a stir at a conference on cable programming in Chicago two weeks ago (Broadcasting, May 4) when he suggested that the only answer for the sale of national advertising to help pay for local programming must be a national interconnected CATV network.

Last week, Monitel spokesmen acknowledged that a six-to-eight-week test of its service and of advertising would begin Aug. 15 on an independent cable system in Marietta, Ohio; a Cox Cable operation in Macon, Ga.; an American Television & Communications Corp.-Jerrold CATV in Melbourne, Fla.; a Columbia Cable System in El Centro, Calif.; and another system to be selected.

Monitel said it would test the "concept of the advertising, the program service and the equipment." It described the service as 24 hours of programming offering time, temperature and weather forecasting; editorial information (news and informational segments and public service messages), and advertising.

National advertisers will be obtained by Monitel and "community local spots" by the systems involved. No advertiser names were revealed. Monitel spokesmen said the company preferred not to identify the sponsors at this time.

Subscribers to systems taking part in the test will be informed of the experimental programming and its availability and will be asked to cooperate with surveys.

Monitel said the surveys will include, among other things, a determination of the feasibility of such a service, the public's reaction to both the service and the advertising, and the degree of satisfaction expressed by the advertisers themselves.

Broadway theater on MBS

Drama from the Broadway theater will be presented on the Mutual Broadcasting System on an experimental basis, starting May 17. The first program in the series, titled Sound Stage, will be "Death of a Salesman," starring Lee J. Cobb, Mildred Dunnock and Dustin Hoffman (6:35-9 p.m.).

The series is being offered in cooperation with Caedmon Records, New York, which has recorded many American and European dramas staged on Broadway. Mutual said the first offering will be on a sustaining basis, and depending on affiliate and listener reaction, may offer subsequent dramas for sale by the network and local stations. Under its agreement with Caedmon, Mutual may broadcast the dramas on a once-a-month basis.

Firm will tape, edit

Grambling football

Black Associated Sports Enterprises, Beverly Hills, Calif., has signed an exclusive television contract with Grambling College, Grambling La., to videotape 13 weekly half-hour football shows. The contract was seen as a first step in a project that aims to form a black-college sports network (Broadcasting, Jan. 19).

The proposal for the network was announced early this year by Jim Hunter, president of BASE. Mr. Hunter also is vice president of Concepts International, the Los Angeles firm that has been promoting the black-college sports network.

Mr. Hunter said that the complete Grambling schedule will be video-taped in color on location and edited for delayed telecast in major markets throughout the United States. Mr. Hunter has said he believes there is a good market for such a program. This would be the first time black college football has been taped for major TV distribution. Each show is to be 24 minutes long with six one-minute commercial breaks. Willie Davis, former Grambling all-American and former all-pro defensive end with the Green Bay Packers, has been signed as host for the shows. Mr. Davis will share the microphone with Coach Eddie Robinson, who has guided Grambling teams to football fame.

The TV shows will use the standard techniques of instant replay, stop-action and close-up shows with background music, half-time spectaculars and short histories of Grambling football opponents.

Hillman award for special

NBC News producer Fred Freed was honored last Tuesday (May 5) with a 1969 Sidney Hillman Foundation Award for outstanding achievement in mass communication for his documentary on pollution, Who Killed Lake Erie? Mr. Freed produced, wrote and directed the one-hour TV special, which was broadcast Sept. 12, 1969. Other winners were in the magazine, newspaper and book field. The foundation was created by the Amalgamated Clothing Workers of America in 1946, shortly after the death of its president, Sidney Hillman.
Big for our age.

We’re just 19 months old. We walk and talk. We’ve built a building out of real blocks. Some building! It’s one of the best-equipped and most professionally run facilities in the country. Now, we can even count up to 12. That’s our Metro Share* in Cleveland from sign-on to sign-off Sunday thru Saturday. In fact, our prime time movies have hit 15 shares in the same primer.

The baby did great against the older kids on the block... NBC, Storer (CBS), Scripps-Howard (ABC) and Kaiser. We programmed and promoted them right out of their rocking chairs. And now Cleveland’s number 1 independent is also the top-rated independent UHF in prime time in the country.

We proved once again that babies perform better in front of a large audience.

Nationally: Ask Petry
The Cox radio stations where they the ordinary.
These extraordinary radio stations, WSB AM & FM Atlanta, WHIO AM & FM Dayton, WIOD AM & FM Miami, and WSOC AM & FM Charlotte, announce a new national sales representative, effective May 16. CBS Radio Spot Sales.
Kodak stockholders treated to a view-in

WHEC-TV erases long-distance gap by bringing annual session home via live TV, film

Eastman Kodak Co. and WHEC-TV Rochester, N. Y., have upstaged Mohammed and his mountain. They also demonstrated another of television's many uses, this one encompassing community relations for corporations.

Although Eastman Kodak, the major producer of film, cameras and related equipment, is based in Rochester, it is required by its by-laws to hold the annual meeting in Flemington, N. J., its incorporation site. This year, for the April 28 meeting, Kodak wanted to communicate directly with some 43,000 of its shareholders holding nearly 29 million shares, its employees and the Rochester community. It decided to use television, and a special Report to the Community was carried live the evening of the annual meeting on WHEC-TV.

The telecast featured Kodak executives, Dr. Louis K. Eilers, president; William S. Vaughn, board chairman; Gerald B. Zornow, executive vice-president, and Frederic S. Welsh, vice-president for corporate relations. The company officials answered questions phoned in by the TV audience. Their live performance was preceded by a lead-in film about the company and silent film, shot earlier in the day at the annual meeting in Flemington.

Presentation of the program required extensive advance planning and involved some tight logistics on the day of presentation. A team of camera crews from WHEC-TV was flown to Flemington, 315 miles from Rochester, to film the highlights of the actual meeting which began at noon. Minutes after it was concluded the crews and the Kodak executives were flown back to Rochester where the film was processed and edited for the 8:30 p.m. telecast.

Although only a small percentage of calls could be answered on the live program, each questioner received an answer by mail from a corporate executive. The telephone lines were activated a half hour before the program began and kept open for one hour after it ended. Sixty telephone lines operating on one number were used.

During the telecast, 1,407 calls were completed and more than 13,000 busy signals were recorded on a WHEC-TV counting device.

The entire show was recorded on video tape for transfer to film, which Kodak plans to use in other cities where its plants are located.

C. Glover Delaney, general manager of WHEC-TV, commented: "When we were first contacted to produce a report to the community for Kodak, I thought we might be in over our heads. After all, this kind of programming is difficult at best and certainly it is not usually considered at the local level."

An antiwar slant in Cronkite newscast?

The concluding business session of last week's CBS television-network affiliates meeting in Los Angeles was held in Studio 33 at CBS's Television City in Hollywood where Walter Cronkite was airing his nightly half-hour CBS Evening News. Some 500 station executives and others were invited to sit in on the newscast as a live audience, reportedly the first audience, let alone one of such size, to watch Mr. Cronkite at work. Also present were Richard S. Salant, president of CBS News; and Bill Leonard and Gordon Manning, vice-president. Everyone interpreted the event to mean that CBS News was putting its best foot forward.

And then the unexpected happened. Shortly into the news program, a report from Vietnam on the Cambodian situation was presented via satellite. CBS correspondent Gary Shepherd was shown interviewing American troops of an infantry company shortly before they were to be flown into Cambodia. Three soldiers were interviewed and each expressed his reluctance to join the fight. One particularly strong objection by one of the soldiers was repeated due to an editing error. That did it.

After the newscast, in a closed session, at least one affiliate reportedly voiced his objection to the incident to Mr. Salant, who along with Mr. Manning and Mr. Leonard, was fielding questions from the audience. Privately, several other affiliates voiced their own doubts over the fairness of eliciting from men on the eve of battle traditional and typical gripes over supplies and officers and concern over whether their participation in a battle is necessary. Some said it typified a liberal slant to network news. Others said they didn't want to censure the CBS News operations which already are under fire.

CBS-TV shuffles part of its daytime line-up

Starting in September, CBS-TV will program as a daytime strip selected rebroadcasts of its nighttime half-hour series Family Affair. It will be the first time presentation of the comedy series in an out-of-prime-time slot. Announcement of the move was made last week at the CBS-TV affiliates convention in Los Angeles by Fred Silverman, the
network's vice president in charge of program planning and development.

Slootig of Family Affair will begin Sept. 7. It will be shown across the board at 11 a.m., replacing The Andy Griffith Show, which will be coming out of the daytime schedule. Mr. Silverman said the change was motivated by "a sharp decline" in the audience viewing the Andy Griffith series and by the program's failure to deliver a sufficient number of women viewers as a lead-in to the serial, Love of Life.

Mr. Silverman also gave an indication that the daytime run of the Gomer Pyle series, now shown at 4 p.m., soon may be coming to an end. Acknowledging that the series, since last fall, has been generating impressive ratings, Mr. Silverman explained that "Unfortunately, there are only so many episodes in the can, and eventually the well will run dry." In facing such a contingency, Mr. Silverman said the network is currently developing several live-show possibilities that could be used as replacement product for Gomer Pyle in the daytime during the next broadcast season.

Another postscript to WETA-TV firing

The board chairman of noncommercial WETA-TV Washington said last week on the Mutual Broadcasting System that conservative commentator Paul Lewis III had "abused his privilege as a commentator" in dealing with the firing of news editor William Woestendiek.

Dr. Max Kampelman accepted Mutual's offer of time to answer Mr. Lewis after the right-wing news analyst charged in a broadcast that the station's former news editor was fired because of a political disagreement. Mr. Woestendiek was dismissed when his wife accepted a job as press secretary to the attorney general's wife (Broadcasting, April 27, May 4).

Mr. Lewis also called for a closer look at the political affiliations of Dr. Kampelman, a long-time associate of former Vice President Hubert Humphrey. The essence of the commentator's attack was that Dr. Kampelman has been intimately linked to politically and ethnically suspect Democratic causes and should not be the board chairman of a federally subsidized educational station.

In his response, Dr. Kampelman said it was "an absolute lie and totally unfair to our manager" to assume that Mr. Woestendiek was fired because of an association with the wrong politicians. The board chairman noted that he personally had opposed the firing, but added that the station management and trustees had acted in good faith because they feared that the news program's credibility would be jeopardized by Mrs. Woestendiek's job.

As for the charges relating to his political and personal associations, Dr. Kampelman rejected them in detail as misrepresentations prompted by resentment.

KWIX disavows any blanket censorship

KWIX(AM) Moberly, Mo., now says it does not automatically exclude from its newscasts all stories dealing with "radicals and kooks." As a result, the hot breath of the FCC is no longer on its neck.

The chief of the commission's complaints and compliance division, William B. Ray, who wrote KWIX in March after reading a story in Broadcasting reporting that the station was excluding from its newscasts stories dealing with what it and Vice President Spiro T. Agnew called "radicals and kooks," (Broadcasting, March 30). Such a policy of deliberate exclusion of a particular category of story raises questions about the integrity of a licensee's news reports, Mr. Ray wrote.

In response, Jerald A. Shepherd, the station's owner, explained that the practice had dovetailed with the station's policy of concentrating on local news events. KWIX devoted only about 10% of its news time to news of national and international events, he said: As a small station in a rural area, he feels local news is its strong suit.

Furthermore, he does not believe a "sit-in" or students marching somewhere are important national stories. "We agreed, and still do," with Vice President Agnew and Billy Graham that dissents have been overplayed, he said, adding: "To strike a balance, we decided to edit out of the 10% national news the few stories we were carrying of the radicals and kooks' for a while, as this seemed to be the main news on and in other news media." (He said the television stations and networks "have been especially good in carrying most of the details on film and in color of the protesters and dissidents.")

However, "about two weeks prior to commission inquiry," he said the station changed its policy. Stories of the kind in question were to be reviewed by new management to insure "that only stories of disidents and protesters of a major nature and of true national importance were delivered." He did not explain the reason for the change other than to say that the station's "chief concern has been responsibility" to its audience.

Mr. Ray, in his reply, restated the view that the commission believes it would not be in the public interest for a station to reject presentation of views simply because it disagreed with them or to arbitrarily reject news about groups. And the commission, he wrote Mr. Shepherd, accepts his letter "as a statement of your present policy, as contrasted to a policy of excluding all news, regardless of its importance or significance, about any category of persons or events."

New sports firm starts with NFL radio series

Javelin Sports Corp., New York, has been formed for TV-radio production, sales representation and consultation in all areas of sports, it was announced last week ("Closed Circuit," April 20). Its initial project is a one-hour program, The Computerized NFL Game of the Week for radio.

Officials are Harry Weltman, president, and Phil Harmon, vice president, formerly executives with NFL Films. Maurice Gable, president of Gable Enterprises Inc., New York, marketing promotion firm, is a director of Javelin Sports. Headquarters is at 225 East 46th Street.

Catholic broadcasters present Gabrie1s

The Gabriel Awards of the Catholic Broadcasters Association were presented to 15 stations, networks and individuals at the association's annual conference in New Orleans on Thursday (May 7).

The radio-station award went to KFWB(AM) Los Angeles; the television-station award went to WMAL-TV Chicago, and an award for personal achievement was presented to Dr. Everett C. Parker, director of the office of communication of the United Church of Christ.

Individual awards for series, programs and public-service announcements went to: NBC for The Ship that Wouldn't Die—The USS Franklin; WOOD-TV Grand Rapids, Mich., for Another America; Paulist Productions, of the Catholic Communications Guild; and WOAI(AM) San Antonio, for The Church and the Holocaust.

NATPE Houston-bound

The National Association of Television Program Executives has announced that its next conference, scheduled for Feb. 17-19, 1971, will be held at the Astro-world in Houston. It was also announced that the board of directors has approved the restoration of formal speeches and presentations, banned at the past three meetings, and will invite a number of nonbroadcasting dignitaries to take part.

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Los Angeles for The Day God Died; the Lutheran Church in America for Stalked; the Jewish Community Council of Metropolitan Detroit and WXYZ-TV Detroit for Isaac Levi; CBS for CBS Children's Hour: IT; WYCY-TV Cleveland for We're Young; WPHL-TV Philadelphia for Where Are Your Children; WJR-AM-FM Detroit for Quest for Mystique; St. Francis Productions for Sounds of Love; WXTOF-FM Grand Rapids, Mich., for Essays in Ebony, and the office of Radio-TV of the Episcopal Church for Spectator Sport and A Cry for Help.

Dodd gets ABC apology for pre-election show

Senator Thomas J. Dodd (D-Conn.) last week complained to the FCC and to ABC over remarks made on the air by actor Paul Newman. By the end of the week, Senator Dodd had received apologies from ABC President Leonard Goldenson and talk-show host Dick Cavett.

In an appearance on Mr. Cavett's program, Mr. Newman spoke for several minutes about his activity on behalf of the Rev. Joseph Duffey, who is one of Senator Dodd's Democratic opponents. The senator promptly complained that the remarks constituted an attack on him, and that they were broadcast the night before a number of town meetings were to be held in Connecticut.

After examining the transcript of the remarks, Mr. Goldenson agreed with Senator Dodd that the remarks "should not have been broadcast" at that particular time. "I personally apologize to you for this oversight," he said. Mr. Cavett offered an apology on the air late last week.

The FCC staff reportedly requested a transcript of the broadcast last week.

Plugs for candidates inaugurate tape project

Organization of a program of videotape recordings for use by its members has been undertaken by the Pennsylvania Community Antenna Television Association. The first offering is a tape of the two leading candidates for the Democratic nomination for governor—Milton J. Shapp and Robert Casey.

The one-hour TV recording, which gives each candidate 30 minutes, is scheduled to be carried by state CATV systems that have origination facilities May 15, 16 and 17, the weekend before the May 19 election date. Mr. Shapp—founder of the Jerrold Corp., Philadelphia, a major CATV equipment manufacturer and multiple systems owner, and now principal in a number of cable systems, is attempting to repeat his 1966 feat in capturing the Democratic nomination from the organization-endorsed candidate. Mr. Shapp lost the general election, however, to the present Pennsylvania governor, Republican Raymond P. Schafer.

The Casey-Shapp tape is expected to be seen by over a million people. The video-tape program is headed by Joe Gans, Hazleton, Pa., cable TV operator, who is chairman of the organization's cablecasting committee.

Announcement of the project was made at the Pennsylvania association's annual meeting last week in Lancaster, Pa. The Pennsylvania meeting also heard Donald V. Taverner, new president of the National Cable TV Association, call for harmony in CATV ranks, as he did earlier this month at the New York State Cable TV Association meeting in Binghamton, N.Y.

"The biggest problem," Mr. Taverner said, "is fractionalization in the industry itself. We seem to be unable to get together on some form of understanding and a united approach."

Medical groups to get time to answer CBS

CBS President Frank Stanton has invited the American Medical Association and National Medical Association, both of which claimed dissatisfaction with two CBS-TV documentaries on Health in America, to arrange with CBS News President Richard S. Salant for equal time.

The medical groups initially complained that "positive efforts being made to improve health were carefully avoided" in the two shows, "The Promise and the Practice" and "Don't Get Sick in America." Dr. Stanton replied that he believed all viewpoints were presented in the reports, accurately and objectively.

But, he noted: "Because you feel that your position on these complex and important issues has been inadequately presented ... and because we believe the subject of medical care is worthy of further examination by CBS News, we would be pleased to discuss with you a further presentation of your views."

The CBS-TV health series sparked controversy earlier when the network scrubbed the last of its projected three-part series, originally scheduled for April 22, in which drugs and the drug industry were to be examined. CBS claimed the drug firms wouldn't cooperate. Several drug firms denied the charge (Broadcasting, April 27).

Five newsmen are given CBS Foundation grants

Winners of five CBS Foundation news fellowships for 1970-71 were announced last week in the foundation. The recipients will study for a year at Columbia University under grants averaging about $9,700 each.

The fellowships were established in 1957 by the CBS Foundation, the organization through which CBS Inc. makes educational, cultural and philanthropic contributions. They are open to news and public affairs employees of CBS News, CBS owned stations and outlets affiliated with CBS; staff employees of noncommercial educational stations and to teachers of radio and TV news courses at colleges and universities.


Metromedia Producers' sales handled by MPS

Metromedia Program Sales has been made responsible for the sales of Metromedia programs to TV networks and to stations.

John W. Kluge, board chairman and president of Metromedia Inc., said last week MPS now will handle sale of all Metromedia Producers Corp. programs, which previously had its own sales organization. Walter Kingsley, who was executive vice president in charge of sales for Metromedia Producers, will continue to perform similar sales functions within MPS.

MPC will concentrate on the production of series and specials under A. Frank Reel, executive vice president and chief operating officer. MPS will handle sales of programs to networks and stations, including the productions of MPC as well as presentations of independent producers. A. Lennart Ringquist Jr. is executive vice president and chief operating officer of MPS.
The following modifications in program schedules and formats were reported last week:

- WBSM-FM New Bedford, Mass.—Southern Massachusetts Broadcasters Inc., effective April 12, dropped adult rock music for a Portuguese language format from 12 noon to midnight. General Manager Stan Lipp said: "Approximately 50% of the population of the cities of New Bedford and Fall River, and 10% of Rhode Island consist of Portuguese-speaking people."

- KKDA(AM) Grand Prairie, Tex.—Republic Broadcasting Corp., effective May 1, changed from a country-and-western music format to an all-Negro-oriented "soul" music format. Chuck Smith, program director, said that although there was another black music station in the area, there was a need for a more black-community-minded station.

- KNTO(FM) Wichita Falls, Tex.—Wichita Radio Corp., effective June 1, will begin programing 80% hard rock and 20% "chicken rock" Monday-through-Saturday, and 50% of each type of rock on Sunday. Bill Spurgeon, general manager, said that its middle-of-the-road format was not being readily accepted by sponsors. He said that for some time the station experimented with various forms of rock music from 7:30 p.m. to 2 a.m. sign-off, and that during this time not only was advertiser acceptance at its peak but audience surveys placed them number one in a five-station market. Mr. Spurgeon looks forward to extending the station's broadcast day to 24 hours.

- KQ00(AM) Bellingham, Wash.—Top-dial Inc., effective April 8, switched its format from country-and-western music to up-tempo middle-of-the-road and light rock. Les Cole, program director, said the new format is geared primarily to an audience of 18-through-30-year-old listeners. The change, the daytimer told the FCC, was necessitated by a change in format of one of the other stations in the area, which changed to country-and-western.

Program notes:

Teaming for comedy • Warner Bros. Television has signed the writing-producing team of Gerald Gardner and Dee Caruso to develop a situation comedy series for 1971-1972. They are producers and head writers of the Red Skelton Show on NBC-TV for next season.

What makes him run • Worldwide distribution of an entertainment-documentary about Sammy Davis Jr. was announced by Western Video Industries Inc., Hollywood. The New of Sam focuses on his dual roles of entertainer and entertainment director of the Coconut Grove, Los Angeles. Some seven hours of film and video tape was edited to produce the one-hour special.

Self-destruct opening does • Format changes in the openings to Mission: Impossible along with a new female star were announced as a follow-up to the show's new time slot next season (Saturday, 7:30-8:30 p.m., NYT). The self-destructing tapes will only be used eight times during the new season as show openers. Other methods of introducing the story line will be used for the remaining episodes. Lesley Ann Warren has been signed to star in the series on a regular basis, as the distaff member of the IMF team.

Trenton expansion • Transmedia International Corp., production film and supplier of mobile television production equipment has leased 10,000 square feet of space in Trenton, N.J., as its new operations and maintenance center. The facility will house a fleet of mobile color-TV production units and, in the future, will be used for a color-TV studio.

Gym special to WVI • A one-hour special on the national championship finals of the U.S. Gymnastics Federation is being prepared by Western Video Industries Inc., Los Angeles. The firm obtained long-term rights to cover the event, held annually by the federation. The show is being produced by Rogg Collins and directed by Don Buccola with an announcer yet to be named.

Information please • New York theater ticket agency Golden-Leblang, DFI Communications subsidiary, in cooperation with Manhattan Cable Television in New York City, has developed a ticket information service program. Tickets For Tonight, which began last week on Manhattan Cable, reports the availability of tickets for the theater, sports events and other attractions and accepts telephone ticket reservations.

Live reports of '500' • Live reports of the Indianapolis "500" automobile race will be carried on Westinghouse Broadcasting Co.'s seven radio stations, Saturday, May 30. In addition, four one-minute preview reports will be heard May 29 and two trial results in the weekends of May 16-17 and May 23-24.

Business vehicle • Financial Public Relations Board Inc., Chicago, feels if it can seek free air publicity for its clients it also can pay for it once in a while too. The public relations firm has signed with WCTU-TV there for 13 weekly half-hour programs, Industries of the Seventies, to be aired 3 p.m. each Tuesday. FPBR clients will be interviewed. wctu-TV's daytime format is business oriented.

CATV involvement • Member of the Pennsylvania Cable Antenna Television Association were advised last week by Jerome R. Reeves, executive vice president of TelCom Associates Inc., New York, to select programing for their systems carefully and promote it heavily. He told the association's spring meeting in Lancaster that cable operators should work for community involvement in their programing and also develop local personalities to create closer ties with viewing audiences.

Boston news show is for TV, classroom use

Boston: April 1970, a new half-hour TV show, last week used the news resources of a Boston TV station to introduce history as it happens into the lives of Boston-area viewers and school children.

Backed by Boston-area public, private and parochial schools, WNAC-TV Boston presented the show at 7:30-8 Wednesday night (May 6) as the first in a projected monthly series of dramatic visual summaries of local events of the previous month. The show was repeated last Friday morning (May 8) for viewing in classrooms in the area.

Sponsored by the National Shawmut Bank of Boston as a public service, the news review will be presented in prime time each month and will be carried again the next morning for classroom viewing. The lapse of a day between TV and classroom viewing last week reportedly was due to a special school holiday on Thursday.

Besides airing of the shows for pupils, WNAC-TV will provide teaching guides and quiz sheets for classroom use.

A film library of these monthly accounts of Boston's history will be maintained at WNAC-TV.

Last week's premiere show, with WNAC-TV newsmen Howard Nielsen and Ken Wayne, covered such topics as Boston's earth day activities, the hockey playoffs, and the Cambridge riot. The programs are produced under supervision of news and public affairs director Wayne Thomas.
CBS-TV affiliates strike a harmonious chord

New FCC rule fails to dampen enthusiasm for fall season’s ‘innovative’ programs, network’s prime-time ratings posture

The 16th annual CBS-TV affiliates conference had the makings for some hotly waged station-network confrontations—even carried a whisper of possible controversy. The new FCC rule to reduce network programing in prime time figured to be the catalyst for vigorous discussion and lively action. But the rule did not formally emerge from the FCC until the conference, held Tuesday and Wednesday (May 5-6) in Los Angeles.

Instead of having the rule and its specific language before them, network officials and station affiliates were left with mere speculation as to the character and reach of the newest obstacle to their mutually profitable relationship (see page 22). Thus, the conference settled into a basically noncontroversial, professionally-run, highly entertaining exchange between essentially satisfied but somewhat troubled stations and the satisfying but somewhat troubling network.

“We had a good exchange,” said CBS-TV Affiliate Association Chairman Kenneth L. Bagwell. “We were left with a pretty good feeling that CBS is providing a good network service.” Mr. Bagwell, vice president and general manager of WWTV Cleveland, briskly and smoothly shepherded the two days of meetings which hopped about from CBS Studio Center in North Hollywood to CBS Television City in Hollywood to the Century Plaza hotel in West Los Angeles. It was Mr. Bagwell’s evaluation when the moving about and talks were concluded that the affiliates had seen a solid programing schedule for the 1970-71 season and that they “fully approve” of the programing changes that have been made.

And programing—whether in the entertainment category or in news—did dominate the discussions of the affiliate sessions. Network President Robert D. Wood, appearing to be very much in command of the programing situation (see page 26) led things off by explaining why CBS-TV, claiming its 15th successive year of victory in the ratings competition with the other networks, still seemed to “tamper with success” by dropping, as previously reported, six prime-time shows, moving four other programs to new time periods and introducing six other shows.

This was “leading from strength,” according to Mr. Wood, and showed how the network was refraining from “playing the numbers game.” It could have been the network strategy, Mr. Wood noted, to “play it safe” during the 1970-71 season. This would mean, he said, “stringing along with those shows that might still deliver respectable ratings for another season, even though we had concluded, reluctantly, that they had no long term future on our schedule.”

The cancelled Petticoat Junction series was cited as an example of the network’s current thinking on programing. Last season, its seventh on the network, it averaged a highly respectable 32% share of audience. Yet it was dropped, Mr. Wood explained, “because we felt its best network days were numbered.”

This move was called a “soul-searching decision,” by Mr. Wood and he compared it to the one football coach Vince Lombardi made when he traded away his popular but aging star player, Paul Hornung. The changing character of the television audience dictated such programing moves, Mr. Wood made clear. “Neither past performance nor present popularity is sufficient any longer to guarantee future pulling power.”

A more compelling reason for making programing changes, said Mr. Wood, is that “the winds of change are at gale force” and to avoid change is to miss moving with the times. Mr. Wood then unfurled a familiar television banner: “The days are gone in programing,” he said, “when we can afford to be imitative rather than innovative.” He then laid out the network’s programing objectives: “We have to hold the audiences we have; we have to broaden our base; we have to attract new viewers of every generation, reflecting the educated and sophisticated in American life, people who live in every part of the country.

“We are taking a young, fresh, new approach to programing,” Mr. Wood promised. “The rookies are going to be given their chance. We’re not going to
be afraid to try the untried." In a statement that may have all of the programing industry looking toward their past laurels, Mr. Wood expressed the conviction "that it is better to try something new than not to try it at all and wonder what would have happened if we had."

Jay Eliasberg, director of CBS-TV research, backed up Mr. Wood's presentation with a detailed accounting of what he claimed was not only the network's "victory" in the Nielsen competition for the 1969-70 season but also the "victory" in the March American Research Bureau's sweeps.

In summary, Mr. Eliasberg claimed for CBS-TV during the season just ended:

- A slight, "not overwhelming" but still higher average rating than NBC-TV and a more substantial lead over ABC-TV during evening hours.
- Since January 1970, an improvement to a 3% lead over NBC-TV and a 23% lead over ABC-TV in the same evening hours.
- Larger daytime audiences than either competing network.
- Larger audiences for its news programs than either competing network.
- Three of the top-five evening programs.
- Six of the top-10 evening programs.
- Twelve of the top-20.
- Sixteen of the top-30 evening programs.
- On a half-hour by half-hour basis, winning 51% of the time and having the highest-rated program in 25 of the 49 prime-time half-hours.
- Much more substantial victories for CBS-TV during daytime hours—29% over ABC-TV and 33% over NBC-TV.

Mr. Eliasberg said he was mindful that network national-audience figures don't necessarily reflect the true competitive situation for individual affiliates, but that by his estimates the affiliate of CBS is in first place during prime time in 71 of the 112 markets in the country in which there are affiliates of all three competing networks.

He contrasted this with his claim that only 31 of NBC-TV's affiliates and only 10 of ABC-TV's affiliates are in first place in their market segments. "In other words," the research executive reported happily, "you are in first place almost twice as often as your NBC and ABC competitors put together." As could be expected, some 300 affiliates and their guests attending the conference received such news with apparent pleasure and without any widespread demurrer. Only the subject of news programming fanned discernible criticism and that mostly sotto voce (see page 34).

In what amounted to the keynote address of the affiliates convention, Richard W. Jencks, president of the CBS/Broadcast Group, laid bare some recent criticism of television news and also tried to put it to rest. Mr. Jencks seemed particularly stung by claims that television news and public-affairs broadcasts experienced a "Golden Age" in the 1950's and a downhill slide in the 1960's.

"Can it be true that as we got more powerful and prosperous we did less and less in the vital area of news and public affairs?" Mr. Jencks asked rhetorically. He noted that many people, including some FCC members, believe that TV networks are performing with less dedication in news and public affairs now than they did some 10 years ago.

To combat such misconceptions, Mr. Jencks said that he initiated a survey that compared the CBS News output of 1968 and 1969 with that of 1956 and 1957, a peak period in the supposed "Golden Age." In summary, he reported, the survey found that in the most recent two years CBS News broadcast twice as much documentary material in all than was turned out during 1957-58. In prime time, CBS News in the last two years of the 1960's produced more than 13 times as much as it did during the two years of the "Golden Age" period surveyed.

In discussing the frequent attacks on broadcast journalism, Mr. Jencks single out the jurors of the duPont-Columbia University survey of broadcast journalism for 1968-69 who, he pointed out, charged that "mean spirited" men 'seem to have the upper hand' in broadcasting and are polluting 'our spiritual environment.' Mr. Jencks said this was

One government man who sees some good in TV

The television medium last week was cited as being "the greatest single force for demonstrating what the democratic system of freedom truly means. This commendation was delivered by a high government official, Federal Trade Commission Chairman Casper W. Weinberger.

Appearing as the sole guest speaker at the annual CBS-TV affiliates meeting in Los Angeles (see page 38), Chairman Weinberger told a luncheon gathering that among the "unbelievable wonders" television accomplishes, it can show "the unbelievable chaos of the human spirit that will result" if our society loses patience with a system of freedom that needs "time for the views of all to be heard and weighed and judged by us all."

The recently appointed FTC chairman reminded his audience of television network executives that he formerly moderated a weekly program on non-commercial KQED(TV) San Francisco for nine years. He noted that some people, including people in government, see television as having an enormous potential for harm. For his own part, he believes television has a "tremendous potential for good."

Observing that the work of the FTC is made easier by what he considers the networks' basic ethnic that "honesty is the best policy," Mr. Weinberger pointed out that it is not the advertiser alone who is held up to the high standards of truth.

"The Federal Trade Commission can and must use truth as its lodestar," he said. "We must show that that system is best which requires a minimum of regulation and therefore permits a maximum of freedom. Those within such a system," he added, "recognize that it is instituted by themselves and effective consumer protection programs are the best business policy of all."

As for himself, Mr. Jencks said that even if the characterizations of the duPont-Columbia University jurors are accurate, he would prefer to be thought of "as an apologist for an industry as venal as they say it is . . . than to be, as each of them is, a person with no such constrictions, but only the obligation to be fair and constructive—who uses his gifts, his privileged position, and his prestige to make such an attack upon the integrity of an entire calling."

The 16th annual general conference of CBS TV affiliates concluded on a roving, spectacularly executed note. The annual banquet, held this year in the Los Angeles ballroom of the Century Plaza hotel and attended by some 1,300 people, was entertained by an evocation of the jazz days of 1930's.

The program starred such familiar radio entertainers as Edgar Bergen, Bob and Ray, Helen O'Connell and Bob Eberle and musician Lionel Hampton, who virtually tore the huge ballroom down with his frenzied rhythms. Earlier CBS proudly put on stage, seated and displayed in bleachers, 78 of their performing stars. Ed Sullivan introduced each and curiously among such high-powered personalities as Lucille Ball, Fred MacMurray, Doris Day, Andy Griffith and Glen Campbell, newsmen Walter Cronkite received the loudest and most sustained applause, a standing ovation that lasted for several minutes.
Radical plans ahead at FCC
Committee conjures up ways to make life easier for citizens groups, broadcasters

An FCC grant of a broadcast facility chosen by lot or on a first-come, first-served basis among "first priority" applicants...

FCC-appointed attorneys to represent broadcasters lacking the resources to defend themselves against commission sanctions...

An "office of public counsel" to aid members of the public in filing applications, pleadings and complaints, and a booklet explaining how members of the public may exercise their rights—including the right to petition to deny applications—under commission policy...

These are among the proposals under consideration by the commission's procedural review committee, which was established in line with Chairman Dean Burch's suggestion that the commission and the Federal Communications Bar Association seek ways of speeding up commission procedures (Broadcasting, Jan. 9).

The committee, composed of five staff members, publicized some of its proposals in summary form last week as it asked comment on them by May 18. The committee noted that the proposals are "still in a formative stage" and have not yet been submitted to the commission for its consideration.

The proposals that would do most to accomplish Chairman Burch's aim of streamlining the commission's procedures are based on suggestions the chairman had made. They are also proposals that might require congressional authorization, for they would eliminate comparative-hearing proceedings in some cases.

The committee said one call for establishing a system of priorities to grade applicants. The first priority, for instance, might be for applicants who are local residents and who have no media interests — thus giving added meaning to present commission comparative-hearing criteria designed to promote local ownership and diversification of ownership of media.

The commission might then hold a comparative hearing only among applicants in the first priority—with non-local residents and applicants with newspaper or broadcast holdings excluded. Or, as an alternative, the committee suggested: "The grantee in the first priority might be chosen by lot or on the basis of the first filed application."

The proposal calling for the commission to assign counsel in cases of financial need is based on the common-courts practice of appointing counsel from the local bar to represent indigent defendants who face criminal sanctions. The committee said it will explore "comparable arrangements for commission-appointed counsel from the communications bar" in cases of operators, small stations and other commission licensees "who face the threat of commission sanctions."

The "office of public counsel" envisioned in one of the proposals would provide the Broadcast Bureau, and possibly other bureaus, with a centralized point where members of the public and prospective licensees could obtain information. The committee notes that various Broadcast Bureau divisions and offices now aid in preparation of applications and refer questioners to correct procedures in filing pleadings and complaints.

The proposed booklet would promote greater public participation in commission proceedings by stripping away some of the mystery surrounding them. The committee said the booklet would "describe in simple terms how groups and individuals may exercise their rights under commission rules and policy." Procedures dealing with "application filings, the fairness doctrine, equal-time requests, petitions to deny, complaints" and informal objections would be included.

The proposals publicized by the committee last week are in addition to earlier ones dealing with hearing examiners' authority. These could authorize examiners to act on joint requests for approval of agreements of applicants seeking the removal of a conflict between them, and provide for the disposition of appeals from various examiner rulings.

The committee drafted those in the form of rules and will present them to the commission for a decision as to when they will be issued for comment in a conventional rulemaking proceeding. They have already been circulated among groups that have expressed an interest in participating in the committee's work—Black Efforts for Soul in Television, the United Church of Christ, the communications committee of the American Bar Association, and the Administrative Conference, as well as the FCBA bar association.

Manna from House falls FCC's way
Group offers $24.7 million package in hopes of more action on programing

The House Appropriations Committee last week recommended that the FCC be given $24,725,000 for fiscal 1971—a burst of relative generosity that was apparently prompted in part by the committee's desire to see more FCC action on questions of program content.

The committee commented in its report that the commission should devote more of its time and resources to "the need to insure optimum use of the spectrum in the public interest, to develop sound and effective policies regarding violence and obscenity on television, and to develop the full potential of this medium to enhance the quality of American life."

The committee also remarked pointedly that, in its opinion, "the funds recommended herein for appropriation will adequately support an increased effort in this regard."

The comments on violence, obscenity, and broader questions of broadcast content accord with feelings expressed by several congressmen during hearings earlier this year before the Appropriations Subcommittee on Independent Offices. The subcommittee repeatedly urged the commission to become more activist on programing matters (Broadcasting, April 13).

The $24,725,000 recommendation nearly matches the $24.9 million proposed by the administration, and represents a sharp departure from many previous years, including last year, when the committee sharply criticized the commission and firmly slashed its funds.

The FCC's proposal to overhaul and upgrade its schedule of filing fees won high marks from the committee, which has long urged the commission to become more nearly self-sustaining. The report called on other federal agencies to "proceed aggressively in this direction, particularly where valuable rights and privileges are being granted or licensed by the federal government."
Dayton U regains ABC affiliation

Court injunction favors WKEF, reverses ruling of last January

WKEF (TV) Dayton, Ohio, has succeeded in a second attempt to secure a court injunction ordering ABC to reinstate its pre-1969 affiliation arrangement with the UHF station and end its present affiliation with another Dayton UHF, WKTR-TV.

The injunction request, which was denied by the same Ohio district court last January, was filed in conjunction with a pending antitrust suit brought by WKTR, owned by Springfield Television Broadcasting Co., against ABC and WKTR-TV, owned by Kittyhawk Television Corp.

In rejecting the station's first motion for an injunction, which claimed the affiliation switch would place WKTR at a competitive disadvantage, the court ruled that an injunction would be severely damaging to financially-troubled WKTR-TV and that the station had not engaged in antitrust activity.

In its renewed motion filed March 31 (Broadcasting, April 5), WKEF charged that John A. Kemper Jr., former chairman and 30.6% owner of WKTR-TV, had entered into a series of transactions with various persons aimed at winning the ABC affiliation. These included Thomas G. Sullivan, ABC regional stations-relations manager (since hired), who faces a trial for commercial bribery in New York May 21 (Broadcasting, March 2).

In granting the renewed motion for an injunction, the Ohio court noted: "While we cannot say that ABC would have entered into a contract with plaintiff [WKTR] but for the bribe, we can and do conclude that the bribe played an important and contributing part in the entering into of a contract with Kittyhawk and the plaintiff's loss of its at-will relationship with ABC."

However, the court held to its previous finding that "whatever may have been the intentions of ABC . . . in the antitrust field isolated, there is no substantial evidence at this time in this record to warrant the conclusion that Kittyhawk was aught but an innocent."

The court directed ABC to return to its December 1969 affiliation status with WKTR within 10 days "notwithstanding the existing contract between ABC and Kittyhawk" and barred Kittyhawk from taking any action to "prevent or hinder the return to that status quo." (In the 1968-69 season WKEF carried approximately 70% of ABC's programming as a secondary affiliate.)

Its order does not prohibit ABC from making whatever primary affiliation in Dayton that it wishes, the court pointed out.

"Specifically, if ABC proceeds and makes a primary affiliation with any entity, the effect of this order ceases as of the effective date of the new affiliation," the court added.

Ban on cross-ownership mulled in Kansas City

Kansas City, Mo., may beat the FCC to the punch in outlawing local cross-ownership of CATV systems by those in other media.

The ban on ownership of cable TV by newspaper or broadcast owners is included in a draft report on CATV that was put together in the office of City Manager John L. Taylor last month and which has been circulated for comment among CATV broadcasters and other interested parties. Very few comments have been received, Mr. Taylor said last week, and none contained details.

The question of local cross-ownership of CATV systems is one of the issues in the pending CATV inquiry by the FCC.

Mr. Taylor said he planned to submit a recommended ordinance to the city government perhaps this month. He conceded that there were no applications pending for CATV in Kansas City, but said there had been inquiries and the promulgation of a franchise ordinance undoubtedly would attract applicants.

The 14-page, typewritten, single-spaced report recommends that Kansas City grant a franchise for CATV "at the earliest practical time." Among the 17 points suggested for the ordinance is one that reads: "The city should prohibit any ownership of the system by any other local media person or group."

The report was written by J. Marvin Smith, a Ford Foundation-supported political-science intern who worked for Mr. Taylor until last month (he is now associated with the Dade County, Fla., government). Mr. Smith concluded that "the economic vitality of CATV lies not in its present, but in its future capability." He said further that CATV "has the possibility of greatly enhancing the capability of governmental and educational institutions to broaden their link to citizens of Kansas City."

"We strongly believe," he said, "that the country is moving toward a radical change in both the content and method of delivery in the communications field," he added.

Triangle sells off rest of its outlets

Radio-TV division head, Koehler, pays $16 million for seven stations

Triangle Publications Inc., which is selling nine radio and television stations to Capital Cities Broadcasting, is announcing today (May 11) that it has agreed to sell its remaining broadcast properties.

WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WNBF-AM-FM-TV Binghamton, N.Y., will be sold to George A. Koehler, general manager of Triangle's radio and TV division, for $16 million. Consummation of the sale is contingent upon FCC approval of the sale of Triangle's other broadcast properties in Philadelphia, Fresno, Calif., and New Haven-Hartford, Conn., to Capcities.

WFBG-TV is on channel 10, WLYH-TV is on channel 15 and WNBF-TV on channel 12. All are CBS-TV affiliates. WFBG-AM (AM) is full time with 5 kw day and 1 kw night; WNBF-AM operates with 5 kw full time. Mr. Koehler said he plans to form a corporation to own and manage the TV stations, a company composed largely of local individuals in the three markets. The AM and FM stations will be offered for sale to groups interested in local radio broadcasting, he said.

Terms of the transaction are like those in the deal with Capcities—29% of the purchase price down with the balance to be paid over eight years at the going prime rate of interest.

Mr. Koehler was employed by WFIL-AM Philadelphia when the station was acquired in 1946 by Triangle. From 1955 to February 1968 he was station manager for WFIL-AM-TV. For the past two years he has been general manager of Triangle Stations, the broadcast division of the company, in charge of the 16 radio and TV outlets, the syndication arm and Triangle's CATV systems. He is also chairman of the ABC TV Affiliates Association Board of Governors.

Capcities is buying the Philadelphia, Fresno and New Haven AM-FM-TV combinations for $110 million with Triangle's syndication division. Capcities is selling off the three AM's and three FM's, to comply with the FCC's one-to-a-customer rule, and two of its own VHF's, to stay within limits of multiple ownership. The Capsity TV's to be sold are WSAS-TV Huntington, W. Va., and WSNJ-TV (TV) Albany, N. Y. Buyers for four of the radio stations have already been announced by Capcities. KFRE-AM Fresno will reportedly be

Broadcasting, May 11, 1970
sold for $900,000 to Walter Lake of McGavren-Guild-PGW, station representatives and associates, and KFRE-FM will be sold to another buyer ("Closed Circuit," May 4).

Radio group sold as 'thanks' gesture

Two executives, retiring from Ottaway Newspapers-Radio Inc., Campbell Hall, N. Y., are part of a group buying all five radio stations owned by their former employer.

Lyndon R. Boyd, retiring president, Ottaway Newspapers Division, and Eugene J. Brown, vice chairman of the Ottaway board, plan to file an application on June 1 with the FCC for approval of their purchase of WOGB-AM-FM West Yarmouth, Mass.; WDDO-AM (Oneonta, N. Y. and WVPO-AM-FM Stroudsburg, Pa. Also part of the purchase team are the three managers of the stations—Chester Miller, WOGB; Al Sayres, WDDO, and Donald Drescher, WVPO—and 16 other Ottaway executives.

Mr. Brown, who said the company was still being formed, added that he and Mr. Boyd would head the new operation. The station managers, who are now partners, are expected to continue in their posts.

The Ottaway organization publishes daily newspapers in each of the three cities involved in the transaction. But James H. Ottaway Sr., president of the Ottaway organization, noted that the sale agreement was not made in response to any pending FCC limitations on joint ownership. The stations were sold to the Ottaway officials, he observed, "as kind of thanks for what they've done for us." And, he added, "at a price we both think is fair." The amount was not disclosed, but is believed to be in the neighborhood of $750,000 for WOGB-AM-FM, $200,000 for WDDO(AM) and $100,000 for WVPO-AM-FM.

News of the pending radio property purchase came last week as it was announced that Dow Jones & Co. will acquire all of the nine daily and three Sunday newspapers published by Ottaway. Terms of the merger call for exchange of about 914,000 shares of Dow Jones common stock for all outstanding Ottaway capital stock. Price tag was placed at about $36 million. The newspapers will operate as a wholly owned Dow Jones subsidiary, and Mr. Ottaway will be elected to the parent company's board of directors.

The newspapers are the New Bedford Standard-Times and Cape Cod Standard Times, both in Massachusetts; the Times Herald-Record at Middletown, Oneonta Star, Plattsburgh Press Republican, and Port Jervis Union-Gazette, all in New York; and the Pocono Record and Sunbury Daily Item, both in Pennsylvania. Combined daily circulation of all the papers is 242,695, with a Sunday circulation of 126,006.

**WERE-FM being spun off to General Cinema arm**

Group-owner Atlantic States Industries Inc. announced last week it is selling WERE-FM Cleveland to a Boston-based diversified company for $525,000, subject to FCC approval.

The sale of the station was a condition the commission imposed on a grant last year of the sale of KFAC-AM-FM Los Angeles and WERE-AM-FM by Cleveland Broadcasting to ASI for $7.7 million (Broadcasting, Nov. 3, 1969). In granting that sale, the commission waived its interim one-to-a-customer policy for KFAC-AM-FM because ASI argued that the public interest would best be served by allowing the KFAC stations, which provide a classical-music service, to remain under common ownership.

The commission said no such showing could be made for the WERE stations. It noted an earlier ASI proposal to spin off WERE-FM and ordered ASI to dispose of the station "as soon as practicable."

GCC Communications of Cleveland is buying WERE-FM. GCC is an investment corporation owned by General Cinema Corp., a Boston-based diversified company that owns WTFI(FM) Philadelphia and is buying KRBE(FM) Houston for $450,000, subject to FCC approval. Richard Smith is president of General Cinema. Alexander Tanger, president of GCC Communications, owns WLIK-WW-FM Providence, R. I.

WERE(FM) is on 98.5 mc with 40 kw and an antenna height of 600 feet above average terrain. It has a construction permit for 50 kw and for an antenna height of 542 feet. Broker for the sale is Blackburn & Co.

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**MIDWEST FM $65,000**

Excellent facility, serving metro area of 175,000 population, with nearly 50,000 watts ERP. Presently duplicates programming of sister AM, which has been sold, subject to FCC approval. Owner seeking separate FM buyer to comply with new FCC rule. Tower—transmitter space can be leased. Terms: $30,000 cash, balance over five years.

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**ANNOUNCED**

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

- WFBG-AM-FM-TV Altoona-Johnstown,

42 (THE MEDIA)
Cable group moves into broadcast

FCC approves TVC purchase of TV in Virgin Islands, FM in Arkansas

Television Communications Corp., New York-based major CATV operator, last week jumped into station ownership with both feet with the FCC’s approval of its acquisition of WBNB-TV Charlotte Amalie, Virgin Islands, and KNWA(FM) Fayetteville, Ark., for TVC stock valued at over $840,000.

The channel 10 CBS-TV affiliate was purchased from Robert Moss, Robert E. Noble, Faye Russell and Kenneth Granger for 57,700 shares of TVC stock valued at $13 per share or $750,100.

In approving the sale, the commission said it would not grant a waiver of its one-to-one-market rule for assignment of "a combination of an unlimited AM and an FM when there exist two independent FM stations in the same market." The FCC directed Island Tele-Radio Service Inc., licensee of WBNB-TV, to dismiss the assignment application for WBNB-FM and surrender the construction permit for the station. Under this condition, the commission said it was "granting all other applications involved" in the transaction.

Assignment of the license of WBNB(AM) from Island Tele-Radio to its wholly owned subsidiary, Thousand Islands Corp., would also be granted. Robert E. Noble will acquire control of Thousand Islands from Island Tele-Radio through the transfer of 2913.6 shares of stock back to Island Tele-Radio in exchange for all of the stock of Thousand Islands. His additional 125 shares of Island Tele-Radio would be included in the stock transfer to TVC.

WBNB(AM) is full time on 1000 kc with 1 kw. The vote was 4-to-2 with Chairman Dean Burch and Commissioner Robert Wells dissenting and Commissioner Robert E. Lee absent.

KNWA(FM) was sold to TVC by Maupin Cummings and Harold R. Lindsay for TVC stock valued at $90,025. The grant was made subject to the condition that if the sale becomes inconsistent with the rule finally adopted in the commission’s CATV inquiry proceeding (which among other matters involves cross-ownership of broadcast

EXCLUSIVE LISTINGS!

CALIFORNIA —Daytimer in Northern California, close to major market with excellent coverage. Retail sales in coverage area are $936,533,000. Fast growing area, valuable real estate included. Good equipment. Sale of assets only. Price $235,000, 29 per cent down, balance 10 years.

Contact Don C. Reeves in our San Francisco office.

WEST TEXAS —Daytimer, 1 kW, excellent frequency. Ideal set up for owner-manager in county seat town. Price $65,000—$15,000 down, balance liberal terms, including some real estate.

Contact George W. Moore in our Dallas office.
stations and CATV facilities), TVC will divest itself of either its CATV interests or KNWA.

The vote on KNWA was 4-to-1 with Commissioner Kenneth A. Cox abstaining, Commissioner Nicholas Johnson dissenting and Commissioner Robert E. Lee absent.

TVC owns 16 cable systems in 11 states. Its principals include Alfred R. Stern, president, formerly a vice president for NBC, and Bill Daniels, CATV broker, multiple cable system owner and owner of the Los Angeles Stars of the American Basketball Association.

Storer's Toledo FM goes to Susquehanna

Storer Broadcasting Co. announced last week it is selling WSPD-FM Toledo, Ohio, to Susquehanna Broadcasting Co. for $275,000, subject to receiving FCC approval.

The move is in line with Storer's plan to sell all of its FM stations with the exception of KBBS-FM Los Angeles. Two weeks ago it announced the sale of WDEB-FM Detroit and WJHR(FM) Miami for $1,225,000 to Bartell Media Corp., publisher, group station owner and operator of CATV systems (BROADCASTING, April 27). The other Storer FM's to be sold are WCIJ-FM Cleveland and WPNA-FM Philadelphia. It also owns six AM stations and six TV outlets.

Broker for the Toledo sale is R. C. Crisler & Co.

Louis J. Appell Jr. is president of Susquehanna, which owns WBBA-AM-FM-TV York and WARM(AM) Scranton, all Pennsylvania; WHLO(AM) Akron, Ohio; WICE(AM) Providence, R. I.; WQBB(AM) Freeport, N. Y., and WQBA-AM Miami.

WSPD-FM is on 101.5 mc with 5 kw and an antenna height of 810 feet above average terrain.

NAEB operates under new setup

Group's first executive VP is named; two new departments are created

The National Association of Educational Broadcasters was reorganized last week with the appointment of its first executive vice president and the establishment of two new departments.

Named executive vice president is Chalmers H. Marquis, executive director of NAEB's Educational Television Stations department since its establishment five years ago.

Mr. Marquis for nine years before joining NAEB, was director of programming at noncommercial WTTW(TV) Chicago, joining that station from posts as TV director and producer at WBBM-TV and WGN-TV, both Chicago. He had been a radio announcer at noncommercial, educational WILL-AM-FM Urbana, Ill., prior to joining the Chicago TV stations. He is a graduate of the University of Illinois and holds a master's degree from the University of Chicago.

His appointment is effective immediately. He reports to William G. Harley, president of NAEB.

The new departments are Instructional Services and Professional Services, with the latter encompassing the present Research and Development Department. Other departments are ETS and National Educational Radio. Also authorized was the establishment of an Office of Public Information. Both ETS and NER provide a program service to members.

The reorganization was ordered by the NAEB's executive board of directors at its meeting last week in Washington. It follows recommendations made three years ago by McKinsey & Co., management consulting firm. Elected vice chairman of the board was Myron Curry of noncommercial KFMI(AM) Grand Forks, N. D. He succeeds Karl F. Schmidt of noncommercial, educational WHA-AM-FM Madison, Wis., who resigned because of the press of other business.

Warren A. Kraetzer, general manager of noncommercial, educational stations WUHY-FM-TV Philadelphia and WHYY-TV Wilmington, Del., is chairman of the NAEB board.

The 12-member board also adopted a $918,000 budget for fiscal 1971 that begins July 1, at which time also NAEB members' dues are scheduled to go up by 20-25%. The current budget is $750,000.

NAEB was founded in 1925, now represents 190 television and 200 radio noncommercial, educational stations, as well as 3,500 individuals in that field.

Mr. Marquis

WNDT loses Kiermaier, may produce with NET

John W. Kiermaier, president of the Educational Broadcasting Corp., operator of WNDT(TV) New York, resigned from the noncommercial TV station last Monday (May 4), to seek the Democratic nomination for the House of Representatives from the fourth congressional district of Connecticut.

William J. Lamb, senior vice president of the station, is acting chief executive officer pending selection of a successor.

There was speculation that Mr. Kiermaier had resigned, at least in part, because there was pressure for WNDT and National Educational Television to arrange a working relationship under which NET might use WNDT's studios and personnel for NET programing. This gained some credence last week when NET confirmed that 12 production and programing people, some on staff and some on contract, had been dismissed.

A NET spokesman insisted there was no apparent relationship between Mr. Kiermaier's resignation and the moves toward a working partnership by NET and WNDT. He said this arrangement is still in the talking stages. He added that the personnel cut at NET was dictated by the decision to produce programing for the next fiscal year that would be higher in cost but would total fewer episodes. The over-all production budget for the year beginning July is about the same as in the current fiscal year.

Ethan Allen Hitchcock, board chairman of WNDT, issued a statement last Wednesday: "There are no plans for channel 13 in any sense to give up its independence" since the station has the responsibility to serve the needs of the community. Mr. Hitchcock also took the occasion to dispel reports that the Ford Foundation was not renewing a grant to WNDT. The foundation made a grant last year of $850,000 to WNDT for the current season.

BROADCASTING, May 11, 1970
More shots taken at one-to-customer

Seeking reconsideration, groups say case by case would be better than rule

The FCC's one-to-a-customer ruling, aimed at diversifying station ownership, is ill-founded, unjustified and unduly restrictive in the view of several broadcasting groups that petitioned the commission for reconsideration of its order last week.

The order (BROADCASTING, March 30) prohibits the owner of a full-time station from acquiring another in the same market.

Golden West Broadcasters told the commission its new rules are "unnecessarily inflexible, making no allowance for the complexities of different market conditions and situations which prevail in the broadcasting industry." Golden West charged that the commission had based its decision not on hard evidence that evils existed in the present ownership pattern but on "speculation and presumptions."

Kaiser Broadcasting Corp. commented the commission for an exception to its rules permitting consideration by the commission on a case-by-case basis of requests by AM's, FM's or AM-FM combinations to acquire a UHF station in the same market. But the licensees suggested that "the case for permitting any given UHF station to acquire an AM or FM station that could lend greater financial support stability to the UHF operator will in many cases be even stronger than the case to be made for permitting an existing but floundering UHF station to be acquired by an AM or FM operator." Kaiser requested an amendment to the ruling permitting such a UHF acquisition.

In a similar vein, 222 Corp., licensee of WCKW(FM) LaPlace, La., and CP applicant for an AM daytimer in adjacent Garyville, La., asked that the commission's order be amended to permit an FM to acquire a daytime AM in the same market. The group noted that an exception now exists to the rules permitting a daytime AM to acquire an FM in the same market.

The 222 Corp. said its proposed AM facility was needed to "provide an adequate economic base for the FM operation." It added that WCKW(FM) had unsuccessfully experimented with programming aimed at black listeners alleging blacks didn't have FM receivers.

In joint comments, groups including Badger Broadcasting Co., Cosmos Broadcasting Co. and Guy Gannett Broadcasting Services said the commission had "abused its public powers in an effort to restrain private power" without factual evidence to back up its action.

In requesting oral argument on their petition for reconsideration, the groups contended that "the only approach to this matter is on a case-by-case basis, without fixed rules but with the commission in the position where it may take appropriate action in those few instances where a genuine potential for harmful concentration is shown to exist."

The groups attacked the "questionable presumption" that because a certain amount of diversity is necessary and good, "the ultimate degree of diversity is the ultimate good."

Knorr Broadcasting Corp. told the commission its reasoning in the proceeding had been "full of holes" and asked that it be re-opened.

Lower's overview of news dilemmas

ABC News President Elmer Lower last week cited "denial of access" and "government interference" as two primary barriers to fulfillment of broadcast journalism's obligation "to observe, evaluate, report and comment."

Mr. Lower spoke at Ohio University, Athens, last Wednesday (May 6) after receiving the Ohio University Distinguished Service to Journalism award. ABC News commentator Howard K. Smith was scheduled to receive a similar citation last Friday (May 8).

As an example of denial of access, Mr. Lower recalled Chief Justice Warren Burger's refusal last February to allow broadcast media to cover his speech in Atlanta [BROADCASTING, March 2].

On the matter of government interference, Mr. Lower renewed the attack on government attempts to subpoena reporters' notes and out-takes. He called it "a new phenomenon — government officials expecting the news media to say a lot more to them and to do a lot more for them."

While deploring any threat to "the newsman's freedom to gather information, to grant anonymity to his sources, to protect his informants," Mr. Lower noted, "there is nothing wrong . . . in supplying film or tape of the commission of a crime."

As an example, he said three governmental agencies — the New York City police department, the Secret Service and the State Department — had requested and received ABC News film taken during the attempted assassination of Nationalist Chinese President Chiang Kai-shek's son April 24 in New York.

Reviewing court rulings and proposed bills aimed at protecting newsmen from government encroachments, Mr. Lower observed, "it is unfortunate that language as clear and strong as the First Amendment's has to be reinforced with fresh legislation in this day and age."

The award to Mr. Lower was the second for the ABC News executive in about two weeks. On April 28 the Sigma Delta Chi chapter at Fordham University, New York, presented him with the first Edward Anthony Walsh award for distinguished service to the American public through journalism.

The FCC says it won't put WAIT on at night

The application of daytimer WAIT(AM) Chicago, for unlimited time operation on 820 kc—a class I-A clear channel — was returned as unacceptable for filing by the FCC last week.

WAIT's application was originally denied in 1967. WAIT appealed the decision to the U.S. Court of Appeals for the District of Columbia, which directed the commission to give WAIT's proposal a new "hard look" (BROADCASTING, Sept. 9, 1968).

"After fully reconsidering the submitted briefs and documents and hearing oral argument, we have reached the same result as we did in our original [order]," the commission noted. "We find no compelling reasons to grant a waiver of our rules."

Under the rules, only one station is authorized to operate on clear channel 820 kc at night in North America. Use of the frequency had for many years been shared by WBAP(AM) Fort Worth and WFAA(AM) Dallas. Last month the commission granted applications permitting WABP to operate full time on 820 kc and WFAA to operate full time on 570 kc (BROADCASTING, April 27).

WAIT had contended that with its proposed new directionalization facilities, co-existence on the 820 kc channel would be completely feasible and no interference would result to the Texas stations. It also claimed that its "unique" and "quality" programming was justification for a rules waiver.

But the commission held that while it is not now faced with congestion of the 820 kc channel, grant of the WAIT proposal would impede future allocations.

And "the transitory nature of programming is clearly outweighed by the adverse effects a grant of WAIT's proposal would have on future allocations," the commission observed, adding, "it does not appear that the applicant's programming format is so unique that at least one or two of the AM or FM services in Chicago does not provide a reasonable facsimile."
**ANA wrestles with agency problems**

Miami workshop explores gamut: from slow pay to computerized affidavits to ‘destroyed’ rate cards

Rising costs and ways to beat them, particularly in television, dominated much of a three-day Advertising Financial Management Workshop conducted by the Association of National Advertisers last week in Miami.

Greater standardization—including a proposal that stations submit standardized invoice-affidavits on computer tape for faster checking against orders—and ways to avoid clutter, concentrate campaigns, give agencies more lead time in buying and put more emphasis on 30-second announcements were among the approaches outlined for the advertisers by a battery of agency speakers.

The clients also heard a stern lecture on prompt payment of their bills—and a warning that in today’s climate business organizations are as much “a sitting duck” for militant protesters as colleges and universities were a few years ago.

They also were told that station rate cards have been virtually destroyed in the past year or two and that next year’s loss of cigarette advertising is apt to precipitate even more “distress selling” by stations.

Speakers at the workshop, held Monday through Wednesday (May 4-6), included Herbert Zeltner, senior vice president and director of marketing services for Needham, Harper & Steers; Barton A. Cummings, chairman of the executive committee of Compton Advertising; Justin T. Gerstle, senior vice president and executive director of the media-program department of Ted Bates & Co.; Jules Fine, senior vice president of Ogilvy & Mather; Sam Wyman, president of Timebuying Services Inc., and Murray Hillman, manager of the strategy workshop of the Interpublic Group of Companies.

NH&S’s Herbert Zeltner diagnosed some of the significant problems in media and suggested some guidelines to meet the challenges in the years ahead.

In television, Mr. Zeltner cited cost as the continuing problem. He cited statistics indicating that over the past five years, the average prime-time network minute cost has risen by about 30% while the average number of households has increased by only 12% for a drop in advertising efficiency of 9%.

Compounding the advertiser problem in costs, Mr. Zeltner said, is “clutter,” caused by the larger number of 30-second announcements; an increase in absolute amounts of commercial time; adjustments in program format making interruption more frequent and possibly more irritating and disconcerting to the viewer.

Another development calculated to alter TV as an advertising medium, he said, is the ban on cigarette advertising in January 1971. He ventured that this prohibition “will materially aggravate the problem of distress selling of time by stations,” and added: “We’re not opposed to bargain rates. We’re opposed to the kind of pricing that knuckles under to a bargain hunter; that creates discounts for some and not others and that seriously weakens the economic viability of a medium.”

Mr. Zeltner noted other elements tending to change the ways that advertisers are and will be making use of television: the growth of syndicated programing created and placed on stations by agencies and advertisers; the fractionalization of the audience as multipletset ownership grows, and the rise of the independent media services.

“The past year or so has seen virtually the complete destruction of station rate cards as a way of doing business,” Mr. Zeltner asserted. “Local market television has become a highly individualized, somewhat inbred—and extremely dangerous—private-negotiation business under the pressure of the buying services and, unfortunately, station management has seen fit to encourage this phenomenon to date.”

Turning to radio, Mr. Zeltner cited “an astonishing renaissance in advertiser popularity” for the medium in the 1960’s but suggested that the gains made were on the local and not the network level. Other noteworthy developments in local radio, he stated, are the emergence of FM broadcasting as an important medium and the popularity of syndicated programing services.

Mr. Zeltner indicated there are signs that clutter in radio is declining to some extent. He noted that as the medium obtains added commercial support, “the temptation to give every advertiser his traffic-hour placement—regardless of what that hour sounds like—seems to be dying down.”

In assessing magazines, he said those that have a clear-cut editorial purpose, aim at a specific audience and articulate the uniqueness of that audience are “doing well.” Mr. Zeltner touched upon the regionalization of some publications and the offering of demographic availabilities (circulation on the basis of reader income or occupation) as developments that have helped boost advertising.

“Newspapers too are in a period of flux and change,” he stated. “We continue to see improved color capabilities in ROP, hl-fi and Spectacolor—not only in mechanical reproduction but in availability and reasonableness of premium.
Imaginative use of special sections by advertisers and neighborhood split-runs are both indications of variations and innovations which hold promise for more effective advertising."

Mr. Zeltner noted that television and radio appear to be making inroads into retail advertising, which long has been a major category for newspapers. He said one study indicated a 70% increase in the retailer dollar investment in TV in the past year alone. Though there will be a continuance of cost and clutter in all media, Mr. Zeltner reported, a study made by Needham, Harper & Steers predicts that by 1975, TV will cost 30% more than today; consumer magazines at least 20% more, and Sunday supplements, more than today.

To meet the challenges of the twin problems of cost and clutter in the 1970's, Mr. Zeltner suggested that more emphasis be placed on the techniques of concentration and isolation of advertising messages. He explained that concentration can be achieved on a geographic basis, accentuating areas that promise better-than-average responsiveness; on a seasonal basis, focusing the effort during periods of the year when the advertised item is in demand, and on a media basis.

"The classic advantage of media concentration had to do with discount opportunities in which it was possible to generate savings of 30%, 40% and even 50% from the open rate for major volume placement," he said. "Even in this time of increasing government concern with discounts, the big customer is still favored—albeit somewhat more subtly—with improved positioning and visibility. We also have the presumed advantage of repetition, in which the second and third and fourth appearance of a given selling message is judged to be more effective."

The second key to more effective media planning, according to Mr. Zeltner, is isolation. He urged agencies to seek "island buying" possibilities on TV to heighten the visibility of the advertising message and to concern themselves with the distractions of the carrier itself. In this context, he recommended that agencies pay attention to the ways that editorial matter and program adjacencies can detract from the selling message or enhance its values and pertinence.

Mr. Zeltner stressed that coverage figures and audience estimates are dimensions of opportunity, not delivery, and added: "Probably the most important single matter facing us in media planning today is to develop a valid, broadly applicable measure of delivery—some factor which can be applied to audience figures to adjust for tune-outs. If awareness—in a test situation we have studied—can plummet to 20%, we had better find a way to acknowledge this phenomenon in our deliberations. So far, we've managed to avoid troubling ourselves very much about it."

The heavy financial squeeze on advertising agencies, prompted in part by such factors as ever-growing costs of operations, new-product introduction and late-paying clients, was detailed by Compton's Barton Cummings, immediate past chairman of the American Association of Advertising Agencies. Mr. Cummings reported that agency gross income more than doubled from 1958 through 1968 while net profit experienced rises and declines. He said there was a decrease in profit from 1958 to 1960; a considerable increase from 1960 to 1966 but a serious drop from 1966 to 1968, which is "causing considerable worry in agency-management circles."

He cited statistics to show that office rents from 1958 to 1968 have risen from 85% to 100% while the total payroll has more than doubled. He said salaries for account management during the decade grew by 91%; for creative services, 87%, and for media..."
What kind of products are being sold on TV?
The Television Bureau of Advertising is releasing today (May 11) this breakdown of spot and network TV spending last year. Based on data from Broadcasting Advertising Reports, it lists expenditures by product category.

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<td>Flour &amp; prepared baking</td>
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<td>Frozen foods</td>
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<td>Fruit &amp; vegetable juices</td>
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<td>Health, dietary &amp; infants’ foods</td>
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<td>Meats, poultry &amp; fish</td>
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<td>Packaging foods</td>
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<td>Seasoning &amp; condiments</td>
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<tr>
<td>Shortening &amp; oils</td>
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<tr>
<td>Sugars, syrups &amp; jellies</td>
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<td>Misc. ingredients</td>
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<tr>
<td>General promotion &amp; combination copy</td>
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<tr>
<td>GASOLINE, LUBRICANTS &amp; OTHER FUELS</td>
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<tr>
<td>HOUSEHOLD EQUIPMENT &amp; SUPPLIES</td>
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Mr. Cummings singled out new-product introduction as causing "one of the biggest expenses an agency has to cope with." He noted there are many policies between advertisers and their agencies on financing this undertaking. He emphasized that few advertisers are willing to subsidize their agencies fully on new-product introduction.

He estimated that a new packaged-goods introduction campaign could cost from about $100,000 a year up to as much as $250,000 to $300,000 a year.

Mr. Cummings reminded his audience that agencies net approximately 1% of the 15% commission on TV payments to their agencies.

He hit hard at advertisers who have been delinquent in paying agencies. He referred to a recent AAAA study that showed about 40% of the clients of 16 member agencies have been making late payments. He noted that agencies are not in a position to pay media and production companies unless they borrow at the high interest rates that prevail today.

"In some cases late-paying advertisers are using every trick in the book to avoid paying on time," Mr. Cummings asserted. "They are questioning some of the minutest details of bills in order to avoid payment. This is nothing more than subterfuge. I suggest that advertisers as billed, and then when proof of performance is finalized, credits or debits be issued, as required. This is the kind of trust that should exist between advertisers and their agencies.

"The point is agencies cannot afford to be bankers for their clients. In my judgment, if an advertiser can't afford to pay for its advertising commitments, it should not make those commitments in the first place."

Another factor contributing to the profit squeeze of agencies, Mr. Cummings said, is the volatile work on various public-service campaigns, important though they are. He said he had talked to various agency heads and had learned that the costs vary, depending on the project, all the way from $50,000 a year to more than $200,000 a year.

Bates’ Justin Gerstle renewed the call for universal use of a new standard invoice affidavit form by TV stations (Broadcasting, March 9, et seq.), and also gave some hints as to the course of further standardization moves. He predicted that committees at work on the question would define the standard broadcast week as Monday through Sunday and the standard broadcast month as to be composed of sometimes four and sometimes five full broadcast weeks.

"For example," he said, "the first two months of a quarter could be each four weeks in length and the third month five weeks. Station invoices would be submitted on this basis. This is an integral part of invoice checking. Station plan and package rates for spots are on a weekly—not calendar monthly—basis. With standardization of weeks and station-billing months, a spot will no longer rotate out of one billing or
plan-rate cycle into another. This will enable the checker to more accurately keep track of rotating spots and their prices, and billing adjustments to you."

If stations submit and agencies pay invoices on a standardized four and five-week basis, he said, advertisers could help by "abandoning calendar-month billing and also accepting the standardized four and five-week definition of billing cycles".

Reconciliation problems could be further minimized, he added, "if media plans and their costs were also developed on the same four and five-week cycles." And for a "giant step" in standardization he proposed that stations submit their invoice/affidavits "on computer tape in a standard layout" for virtually instantaneous checking by computers.

The Bates agency, Mr. Gerstle said, has already prepared for this "giant step" by programing a computer system that will accept affidavit/invoice input in any of several forms—manual, key-punched or tape.

After checking the affidavit/invoice against what was ordered, he said, "the computer makes out a check to the station for what is correct and a remittance form indicating to the station what it billed for the time period in question, what is being paid, and the reasons for the difference, spot by spot. It even says, for spots billed but not ordered, 'Thank you for the freebee'."

Ogilvy & Mather's Jules Fine suggested that spot-TV buys may be improved through providing adequate "lead time" to execute a purchase; accelerating the use of the single 30's as the steady of piggybacking and using an on-air monitoring service such as Digisonics. Mr. Fine warned that buying a spot schedule at the last minute can be costly. He noted that it provides scant time to negotiate prices and conditions, increases costs for shipping films by air-express and by hand, and gives stations a reason for refusing a make-good if deliveries arrive late.

A second way to improve spot-TV buys, he said, is to use the sole 30-second announcement, which cuts down substantially on print costs, instead of piggybacks. He added that if a piggyback schedule is decided on for a particular group of products, other brands should go the 30-second solo route to avoid changing schedules, which can lead to discrepancies.

Timebuying Services President Sam Wyman urged advertisers to insist upon a post-performance analysis of their spot-TV radio messages through electronic data processing in order to achieve the full potential of their buys. He said a "real evaluation and control of spot expenditures" would involve the checking of invoices on the basis of price, ratings, make-goods, pre-emptions, film or tape numbers. But he stressed that this would require a billing staff solely for spot that would be about three or four times larger than at present.

He demonstrated for the audience a computerized system for data evaluation, and added: "It is my firm belief that a post-performance analysis would virtually guarantee every spot advertiser in this room a saving of at least 10%, and as much as 30%. This is available today and should be insisted upon by every advertiser using spot broadcast."

The warning that in today's climate
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 26, 1970
(net time and talent changes in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended April 26</th>
<th>Cum. Apr. 1</th>
<th>CBS Week ended April 26</th>
<th>Cum. Apr. 1</th>
<th>NBC Week ended April 26</th>
<th>Cum. Apr. 1</th>
<th>Total minutes</th>
<th>Total dollars</th>
<th>1970 total</th>
<th>1970 total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday Sign-on 10 a.m.</td>
<td>$115.3</td>
<td>2,102.8 $</td>
<td>$338.7</td>
<td>5,459.2 $</td>
<td>95 $</td>
<td>454.0 $</td>
<td>1,421 $</td>
<td>7,562.0 $</td>
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<tr>
<td>Monday-Friday 10 a.m.-11 p.m.</td>
<td>1,739.3 $</td>
<td>29,630.3 $</td>
<td>2,028.7 $</td>
<td>30,911.2 $</td>
<td>929 $</td>
<td>6,794.4 $</td>
<td>13,773 $</td>
<td>14,614.8 $</td>
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<tr>
<td>Saturday-Sunday Sign-on 6 a.m.</td>
<td>1,085.7 $</td>
<td>19,999.3 $</td>
<td>937.3 $</td>
<td>26,378.5 $</td>
<td>318 $</td>
<td>2,840.5 $</td>
<td>4,882 $</td>
<td>58,624.1 $</td>
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<tr>
<td>Monday-Saturday 6 p.m.-7:30 a.m.</td>
<td>166.2 $</td>
<td>4,014.8 $</td>
<td>732.1 $</td>
<td>4,495.2 $</td>
<td>83 $</td>
<td>1,465.9 $</td>
<td>1,273 $</td>
<td>29,215.5 $</td>
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<tr>
<td>Sunday 6 a.m.-7:30 a.m.</td>
<td>74.9 $</td>
<td>2,094.5 $</td>
<td>232.0 $</td>
<td>5,329.4 $</td>
<td>13 $</td>
<td>324.9 $</td>
<td>353 $</td>
<td>12,019.0 $</td>
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<tr>
<td>Monday-Sunday 7:30-11 p.m.</td>
<td>4,929.8 $</td>
<td>95,032.0 $</td>
<td>5,882.4 $</td>
<td>126,407.1</td>
<td>421 $</td>
<td>17,311.6 $</td>
<td>7,197 $</td>
<td>346,570.3 $</td>
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<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>137.7 $</td>
<td>4,802.3 $</td>
<td>406.4 $</td>
<td>5,810.8 $</td>
<td>118 $</td>
<td>1,334.9 $</td>
<td>1,734 $</td>
<td>21,891.2 $</td>
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<tr>
<td>Total</td>
<td>$8,163.6 $</td>
<td>$159,572.2 $</td>
<td>$11,331.9 $</td>
<td>$224,597.1 $</td>
<td>$11,030.7 $</td>
<td>$200,326.6 $</td>
<td>$1,967 $</td>
<td>$30,526.2 $</td>
<td>$20,663 $</td>
<td>$590,496.9 $</td>
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</table>

"business is a sitting duck for attack much as the university was" came from Murray Hillman of the strategy workshop of the Interpublic Group of Co's. He held out the prospect of seizures, sit-ins and boycotts against business establishments and added: "The patterns of the revolutionaries have been tested and validated. It's not a question of whether it will happen. It is a question of when and what company will be first."

The current climate, Mr. Hillman said, also raises some questions and challenges for television and its users. He said today's rebellion is "against mass everything, mass communication, mass education, mass business, mass government—in short, mass conformity." And the goal, he added, is "individual involvement." He continued: "If the recipient of the messages isn't involved, one couldn't care less about efficiency or cost per thousand. To the extent that the role of mass television is basically a one-to-many communication technique, how does one go about getting individual involvement when using television? ... True communication is a dialogue; a dialogue to be successful must be involving in basically a surprise-free world."

Study says advertising may produce monopoly

A Federal Trade Commission staff report released last week said that if a small number of food manufacturers dominate the market for a specific product, they can create a nearly monopolistic market situation by increasing their advertising.

The report, a study of market structure and profits in the food-manufacturing industry, concluded that when market concentration and advertising increase together above a certain point, the barriers to entry of new firms become much greater. What happens then, the study said, is that profits increase significantly—in a way that only monopoly producers would normally be able to achieve.

The report indicated that once these barriers to entry are established, they are perpetuated by advertising that portrays existing products as unique. Under normal competitive circumstances, it was indicated, new firms would be able to introduce products that could vie for market superiority on their merits. When market concentration is combined with heavy advertising, however, two things happen at once, according to the report: New firms are less likely to enter the market and consumers are less able to evaluate the merits of new products that do appear.

The would-be newcomer to the market not only has to combat the inherent market power of established firms, the report indicated, he must also deal with consumer preferences, created by advertising, that may have more to do with image than with inherent superiority or differences between competing products.

The implied conclusion was that advertising may, in some cases, be as anti-competitive as excessive concentration is frequently said to be. However, the report was an attempt to assemble objective research and it made no policy recommendations. Normally, the FTC commissioners do not explicitly endorse or reject these staff reports, although they may adapt the findings in drawing their own policy conclusions.

Rep appointments:
Harold Stern, Mr. Metzenbaum's campaign manager, that poll showed that the number of people who knew of Mr. Glenn had not changed appreciably, and that their image of him remained the same. It also showed that well over half the voters now recognized Mr. Metzenbaum's name, and his image had acquired new clarity. The image corresponded closely to what the broadcast advertisements were trying to project, Mr. Stern said.

Last week before the primary, speculation was rampant as to just what had been spent on the Metzenbaum campaign. Mr. Glenn was quoted as saying that if his opponent won the primary, it would prove that "you can buy an election." From the Glenn camp came estimates that Mr. Metzenbaum had spent nearly $1 million on his advertising. Mr. Stern, declined to give an exact figure last week, but said the cost had been substantially less than half that estimate.

The two candidates' positions on crucial national issues were never regarded as widely divergent. However, Mr. Stern said: "By May 5 the voters were faced with two clearly differing images—so they had a real alternative choice."

Obviously enough, Mr. Metzenbaum's backers regard broadcast advertising as a cornerstone of their candidate's surprising success. And, obviously, they will lean on it again in the race against the Republican nominee, Representative Robert Taft Jr. (R-Ohio), although specific campaign plans are reportedly not formulated.

Less obvious is the fact that they do not feel that advertising would make a comparable difference in just any campaign. Mr. Stern, for one, does not feel that heavier advertising will make a difference to a candidate whose image is firmly established in the voters' minds a candidate like John Glenn.

Nevertheless, the talk across the country last week was that broadcast advertising—other things being constant—can be the crucial factor for a candidate who is running substantially behind.

Bon Ami finds new agency

The Bon Ami division of Chemagro Corp., Kansas City, Mo., has appointed Rockwell, Quinn & Wall, New York, to handle all consumer advertising as of June 16. Once an active broadcast advertiser, the Bon Ami line of household cleaners has dropped off in broadcast activity in recent years, but a spokes-man for the new agency said future use of broadcast by Bon Ami seemed likely.
It's no time to relax for TV-ad salesmen

CBS affiliates warned replacement is needed for cigarette dollar loss

Ulcers are back in style at the “Black Rock” building in New York that is the headquarters for CBS-TV. Frank M. Smith, vice president for sales for the network made this clear in a talk last week delivered before the 16th annual general conference of CBS-TV affiliates meeting in Los Angeles (see page 38). The economy turning sour, the canceling of cigarette advertising, impending strikes, widespread attacks against television by print media and others, were among the things, he indicated, that are giving the network cause for concern despite its coming out of 1969 “in grand style.”

Mr. Smith seemed particularly concerned over the potential impact of cigarette ad dollars leaving television with possibly no replacement. This will be a “real problem,” he left no doubt, even to stations that don’t carry as much cigarette business. "The truth of the matter is," he explained, "that if the network market softens, it will affect all television markets."

The solution to the loss of cigarette revenues, he suggested, is to find and bring into television replacement dollars over and beyond normal growth revenues. He stressed the need for cooperation among all television operators and the immediate necessity for television to be sold by all stations to potentially new advertisers first and foremost as an effective advertising medium with only secondary regard as to which TV outlet receives the specific order. More specifically, what Mr. Smith called on stations to do is:

- Sell television.
- Find companies that are not using television and convince them to buy the medium.
- Go to clients who are underspent in television and convince them to increase their investment.

Ad-lib dance promotion may bring $2,000 fine

The FCC has notified KISD(AM) Sioux Falls, S.D., of apparent liability for a $2,000 fine for airing announcements that did not contain sponsorship identification and for not logging them as commercial time.

At the same time, the commission told KISD that its commercial practices in advertising dances sponsored by the station were unfair competition against independent promoters. The commission’s action came after investigation of a complaint that KISW was advertising its own promotions of rock-and-roll dances in competition with commercial dance promoters and that station employees were ad-libbing about dances without logging their comments as commercial time. During one three-hour period last year, the station made 39 such announcements, logging only nine as commercial time.

In response to the inquiries, KISD said station policy was not to log continuity that was primarily ad-lib material. It added that it limits promotion material to pretaaped announcements, which are logged as commercial time, and does not use the station to gain competitive advantage over commercial promoters. The licensee also said it accepts advertisements for competing dances and concerts and does not permit employees to produce such events.

The FCC maintained that KISD used the “lever of its dominant position as a broadcast licensee” to gain competitive advantage over independent dance promoters, and said that information obtained in the inquiry will be considered in the station’s upcoming license-renewal application.

The vote was 5-0 with Commissioner Kenneth A. Cox not participating and Commissioner Robert T. Bartley absent.

Agency man sees an end to the ad extravaganza

A principal of a small, creative ad agency predicted the demise of the "boutique agencies" last week in a speech before a group of advertising executives in Greenville, S.C.

Addressing the third district of the American Advertising Federation convention, Donald Kurtz, marketing partner of Kurtz Kambanis Symon, New York, said, "the $100,000 commercial extravaganza went into hiding recently—about the same time that bank interest rates went over 8%, and I predict that they will never return."

They will be replaced, said Mr. Kurtz, by "old fashioned items like professionalism, attention to detail, homework" and the account executive "in a different mode." The account man of the 70's, he went on, will belong "not only to the local country club, but to the art museum as well" and will possess "a knowledge of what advertising is about."

Sorensen hires PKL

A contender for the Democratic nomination to the Senate from New York and a presidential advisor during the Kennedy administration, Theodore C. Sorensen, has appointed Papert Koenig Lois, New York, to handle his campaign advertising. PKL has helped elect two senators from New York, the late Robert Kennedy in 1964 and Jacob Javits in 1968. Television advertising played a key role in both of those campaigns, and is expected to play an important part in Mr. Sorensen's, according to agency managing director, William White. PKL, a division of PKL Co.'s, has also moved to a new address: 488 Madison Avenue, New York.
Cigarettes new look to offset TV ad loss

Liggett & Myers has developed new packaging for its three Chesterfield filter brands in preparation for the forfeiture of the broadcast media by tobacco advertisers the first of next year.

The new cigarette packs and cartons created for Chesterfield filters, menthol filters and 101 Chesterfield were described by a spokesman for the company as "good for visual or print or outdoor" and "very good for 1971." The color photos of outdoor scenes would not come across well on most black-and-white TV receivers, he added. National distribution of the newly packaged brands is expected by the end of this month.

Attention will be called to the new packaging largely through print advertising. Television advertising through the remainder of the year will consist of existing spots promoting coupons with tags added to alert viewers to the new packaging.

The Chesterfield filters pack will carry a photo washed in red depicting two horseback riders under a spreading tree. The new green package of Chesterfield menthol filters will show two people next to a bubbling stream in a lush forest. The 101 pack carries a yellow photo of a two people sailing a boat before a sunset.

J. Walter Thompson Co., New York, is the advertising agency.

Also in advertising:

TV-radio statistics • John Blair & Co. has issued the 1970 edition of Statistical Trends In Broadcasting, including information on total advertising and TV-radio expenditures and station revenues on a market basis. Copies may be obtained on letterhead request from Blair, 717 Fifth Avenue, New York 10022.

Available for admen • Directors Designers Director/Cameramen Consortium has been opened at 210 East 53rd Street, New York, by Harold Friedman, to provide creative personnel for advertising industry.

Ads are allowed for San Diego CATV systems

San Diego CATV systems, limited in their distribution of Los Angeles TV signals by an FCC order June 26, 1968, can now originate advertising. The commission last week brought the San Diego decision into line with the commission's Oct. 27, 1969 order—requiring program origination by CATV systems with more than 3,500 subscribers and permitting CATV systems to present advertising with each cablecast. It noted that the June 1968 San Diego ruling states that any rules ultimately adopted on a nationwide basis would apply to the San Diego CATV systems.

The commission's San Diego proceeding limited carriage of Los Angeles TV signals by CATV systems operating within the grade A contours of San Diego market TV stations to areas where Los Angeles signals were being distributed on or before Aug. 23, 1966. Unlimited CATV expansion would substantially inhibit potential UHF development in San Diego, the commission said.

Three San Diego area CATV operators, Trans-Video Corp., San Diego; Escondido Community Cable Inc., Escondido, Calif. and Vista Cablevision Inc., Vista, Calif. had asked for relief from the restrictions of the San Diego order.

Western Telecasters Inc., licensee of KQST (TV), and Midwest Television Inc., licensee of KFMB-TV, both San Diego, had asked that the petition of the cable firms be held until petitions seeking reconsideration of the first report and order could be decided upon. The commission, however, said it did not believe it "necessary or appropriate" to wait.

Modification permits more zoom with Sony

Availability of a modification that will permit the use of any standard C-mount TV zoom and fixed lenses with the Sony DXC-5000 color camera was announced last week by Videotechniques Inc., Stamford, Conn.

Alexander Autote, Videotechniques president, said that without the modification the camera's zoom capacity is limited to the 6-to-1 zoom lens that is built in as an integral camera part. The modification, he said, makes the camera compatible with any standard broadcast C-mount lenses.

Videotechniques is offering the modification to broadcasters, cable-TV operators and industrial TV users who wish to use the Sony DXC-5000 in remote TV news, mobile origination and industrial applications.

"Since the Sony DXC-5000 has only three operating controls instead of the 30 or so found on other industrial color cameras," Mr. Autote said, "it is the ideal answer to low-cost origination now that standard lenses can be used."

Videotechniques will perform the modification, at a price of about $2,400 for those who already have Sony DXC-5000's and for companies that are selling the cameras, and will also supply modified cameras with its own cable TV/Catvan mobile color origination vehicles and CATV studio multiplexer systems.

Technical topics:

Low impedance mike • Turner Co. has introduced a new directional-type, cardioid microphone, Model 2203, with 150 ohm impedance. Turner is a subsidiary of Conrac Corp.

Golden anniversary • The fourth annual Consumer Electronics Show from June 28-July 1 in New York will celebrate broadcasting's 50th anniversary with over 200 manufacturers showing their 1971 TV, radio and other consumer-products lines. In addition to a banquet, a government-industry symposium on consumer issues, audio-components seminar and tape-equipment conference will be held. The show is sponsored by the Consumer Products Division of Electronic Industries Association.

Overseas department • Gates Radio Co., Quincy, Ill., has established a new International Sales Department in New York under the direction of Joseph R. Guerrero. Mr. Guerrero was formerly with Rocke International Corp. and RCA Communications Inc.

EVR: north of the border • CBS Electronic Video Recording Ltd. has established a sales office in Canada at 500 Place D'Armes, Montreal 126. Arthur J. Sebesta is director of sales, Canada, for EVR.

Switchers introduced • Telmet Co., Amityville, N.Y., has developed two solid-state 12-input vertical interval switchers, models SS-48 and SS-36, for color or monochrome TV broadcasting. The SS-48 is a four-buss switcher with preview, program and mix-effects channels. The SS-36 is a three-buss switcher with program and mix-effects channels and uses an external keying for the effects amplifier. The SS-36 is priced at $6,500 and the SS-48 at $7,500.

Two-way for CATV's • General Instrument Corp., New York, reported last week it will introduce at the National Cable Television Association convention in Chicago next month prototype equipment that permits two-way communications between a CATV system and subscribers. Robert H. Beiswenger, vice president, General Instrument, and chief of General's Jerrold Div., Philadelphia, a leading producer of CATV equipment, said the two-way equipment would provide for the viewer such services as facsimile reproduction of newspapers, airline reservations, banking transactions and electronic mail delivery.

RCA, Motorola to offer 4-channel stereo tapes • RCA Records Inc. and Motorola Inc., automotive products division, both New York, have announced plans at the International Music Industry Conference, Palma de Mallorca, Spain, to market 4-channel stereo 8 cartridge tapes for home and automotive use. RCA's Quadrasonic stereo 8 and Motorola's Quad-8 will provide up to 25 minutes of music on each of two 4-channel programs. Both systems are compatible with existing stereo 8 cartridges.

Plans are to make home players and "hang-on" automotive units available late in 1970 and installed quad-8 systems optional in 1972 or 1973 model cars—at a slightly higher price than conventional stereo 8 cartridges.

RCA, meanwhile, has announced in New York that it has introduced an FM/AM radio that also plays the audio portion of local VHF and UHF television channels. The new radio, called the Audio Center, features Braille-keyed markings as an aid to the visually handicapped.

NABET announces new deadline for pact • The National Association of Broadcast Employees and Technicians, which called off a scheduled strike at NBC on May 1 at the suggestion of the U.S. Media- tion and Conciliation Service (Broadcasting, May 4), has set a deadline of May 21 for receiving new contract proposals from the network.

NABET originally specified the May 1 strike for 3 p.m., but before the deadline it consented to continue talks on an "hour-to-hour basis." Late that night negotiators for the union and the network agreed to a recess in talks until May 21 to give NBC opportunity to offer improvements in its contract package.

A spokesman for NABET in New York said last Thursday (May 7) that a vital issue is the pension plan. He noted that union employees at NBC are tied into the RCA pension plan and they consider it inadequate. Most NABET technicians earned about $260 a week under the pact that expired on March 31. NBC has offered a $55 weekly increase, spread over three years.
Ford gives $1 million to sell ETV wares

Educational stations handed funds to lure audiences to programs

Educational television has been bitten by the advertising bug and is being treated with $1 million in Ford Foundation serum.

Quietly but deliberately, the Ford Foundation, recognizing the need for more exposure of ETV to the public—last December allocated the funds. A total of $300,000 was earmarked for the current period, Dec. 1, 1969 through June 1.

David M. Davis, program officer in charge of the Office of Public Broadcasting of the Ford Foundation, acknowledged last week that we "never had a general allocation in our budget for this purpose." Mr. Davis called it a "major step by the foundation to deal realistically" with the situation. "Unless we have an audience," he observed, "it doesn't matter how good the programs are."

This sentiment was echoed by others in the ETV industry—among them, Fritz Jacoby, director of information services, National Educational Television. "It doesn't do any good to put a program on the air if nobody knows about it," he commented. Until the end of last year, he said, "we had a modest advertising budget which we parcelled out to stations." Then, he added, we finally realized this was "costly and ineffective."

Mr. Jacoby explained that now the Ford Foundation has set aside funds for producing agencies—such as NET—to advertise network programming in key areas, mostly in major daily newspapers. He identified the areas as Boston, Chicago, Los Angeles, New York, San Francisco and Washington.

Mr. Jacoby said the ads are prepared for NET by the Lawrence K. Grossman agency, New York, and placed in one major newspaper in each of the key cities twice a month. Plates are prepared by the agency and air-expressed to the newspapers, although for smaller ads mats are sometimes used and mailed to the publications.

The ad preparations, according to Ron Aigen, account executive working on NET, is the same as for any other client. Noting the relatively small budget NET has, Mr. Aigen commented: "We do try to keep the costs down." NET pays for the ad preparation and newspaper space.

Mr. Jacoby said the $300,000 budget (out of the $1 million) for this period, ending June 1, earmarks $125,000 for NET advertising; $125,000 for other educational program producers, and $50,000 for market research.

The new funds—as were the lesser previous funds—Mr. Jacoby said, are generally channeled to the individual stations through NET.

Up to now, most stations have been trying to supplement whatever NET help they got with funds of their own. And, sometimes, as at WNDT(TV) New York, newspaper ads are underwritten by companies interested in certain shows.

"It costs just as much to produce a program for us as it does at NBC," noted Mr. Jacoby.

Some stations already are active beneficiaries of Ford's move to attract greater audiences for ETV.

"We are feeling the effects of it," commented Jeanne Alexander, director of publicity and promotion for KQED(TV) San Francisco. "Large ads cause large attention," she added.

Other stations, still awaiting their piece of the added action, are continuing individual efforts. WASH(TV) Boston, for example, a couple of months ago hired Sylvia Davis as director of promotion. She, in turn, has hired a "$1-a-year" fund-raiser. "We're trying to do a much more aggressive job of getting to people," explained Miss Davis.

WIFR(TV) Hershey, Pa., is one of the stations that haven't felt the thrust of the paid promotion drive, and is still struggling, according to Mike Greenwald, public relations director, with a "couple of thousand" for promotion. This, he said, helps to supplement NET ads.

"We're spending more than we did," acknowledged William T. J. Lamb, sen-

Personalized Bingo Cards

For Cable TV and Radio Programming

Game name can be Any 5 letter word, etc

Card Size

$3.00

Front & back side

Ad Space for your Sponsors Message

Bingo Palace

4423 Dodge St.
Omaha, Nebraska 68102
(402) 553-9986 / 551-4815
Radio-TV budgets rise in Canada

P&G Ltd. emulates U.S. counterpart by being number one, billing $6.5 million

Procter and Gamble of Canada Ltd. is 1969's number one Canadian broadcast advertiser billing almost $6.5 million into radio and television, according to figures compiled by Elliott Research Corp. Announced jointly last week by the Television Bureau of Canada and the Radio Sales Bureau, both Toronto, broadcast media registered a 13.7% gain in top-100 advertiser expenditures during 1969.

Canada's 100 leading national advertisers invested nearly $120 million in television and radio last year, an increase of $15 million over 1968.

Other top broadcast advertisers in 1969 were General Foods Ltd. with $4.8 million; General Motors of Canada Ltd., $4.5 million; Canadian Breweries, $3.9 million, and Colgate-Palmolive Ltd., $3.8 million.

The Tvb/RSB report shows that three-quarters of the top-100 media advertisers put more than 50% of their budgets into radio and television. Radio-television expenditures accounted for almost two-thirds of the $179,548,881 that the listed advertisers spent in all forms of commercial communication for space and time.

Production, agency commission and direct mail costs are excluded from these figures:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Total Time and Space All Media</th>
<th>Total Broadcast (TV/Radio)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors of Canada Ltd.</td>
<td>$9,477,838</td>
<td>$4,572,041</td>
</tr>
<tr>
<td>2. Procter &amp; Gamble of Canada Ltd.</td>
<td>6,508,338</td>
<td>4,955,635</td>
</tr>
<tr>
<td>3. Canadian Breweries</td>
<td>5,590,779</td>
<td>3,955,055</td>
</tr>
<tr>
<td>4. General Foods Ltd.</td>
<td>5,452,684</td>
<td>4,879,034</td>
</tr>
<tr>
<td>5. Imperial Tobacco Co. of Canada</td>
<td>4,026,068</td>
<td>2,400,742</td>
</tr>
<tr>
<td>6. Colgate-Palmolive Ltd.</td>
<td>3,948,447</td>
<td>3,867,739</td>
</tr>
<tr>
<td>7. Ford Motor Company of Canada</td>
<td>3,971,330</td>
<td>1,611,751</td>
</tr>
<tr>
<td>8. Sterling Bros. Ltd.</td>
<td>3,660,593</td>
<td>1,269,328</td>
</tr>
<tr>
<td>10. Bristol-Myers of Canada</td>
<td>3,690,896</td>
<td>2,971,055</td>
</tr>
<tr>
<td>11. Imperial Oil Ltd.</td>
<td>3,656,808</td>
<td>2,503,218</td>
</tr>
<tr>
<td>12. Air Canada</td>
<td>3,636,037</td>
<td>1,162,747</td>
</tr>
<tr>
<td>14. Rothmans of Pall Mall Canada</td>
<td>3,430,753</td>
<td>1,963,813</td>
</tr>
<tr>
<td>16. Canadian Pacific</td>
<td>3,257,881</td>
<td>1,738,813</td>
</tr>
<tr>
<td>17. Kraft Foods Ltd.</td>
<td>3,256,578</td>
<td>2,160,078</td>
</tr>
<tr>
<td>18. Chrysler Canada Ltd.</td>
<td>3,126,338</td>
<td>1,097,412</td>
</tr>
<tr>
<td>19. S. C. Johnson &amp; Son Ltd.</td>
<td>3,045,256</td>
<td>2,506,463</td>
</tr>
<tr>
<td>20. American Home Products</td>
<td>2,888,038</td>
<td>2,558,694</td>
</tr>
<tr>
<td>21. Coca-Cola Ltd.</td>
<td>2,672,390</td>
<td>2,334,427</td>
</tr>
<tr>
<td>22. Kellogg Co. of Canada Ltd.</td>
<td>2,187,095</td>
<td>1,808,312</td>
</tr>
<tr>
<td>23. Gillette of Canada Ltd.</td>
<td>2,126,311</td>
<td>2,264,190</td>
</tr>
<tr>
<td>24. Distillers Corp.-Seagrams Ltd.</td>
<td>2,133,672</td>
<td>2,937,962</td>
</tr>
<tr>
<td>25. Canadian National Railways</td>
<td>2,296,616</td>
<td>621,576</td>
</tr>
<tr>
<td>26. Standard Brands Ltd.</td>
<td>2,257,166</td>
<td>1,244,176</td>
</tr>
<tr>
<td>27. Nestle (Canada) Ltd.</td>
<td>2,116,354</td>
<td>1,954,594</td>
</tr>
<tr>
<td>28. Labatt Breweries of Canada Ltd.</td>
<td>2,081,413</td>
<td>1,429,552</td>
</tr>
<tr>
<td>29. Benson &amp; Hedges (Canada) Ltd.</td>
<td>2,077,688</td>
<td>1,398,710</td>
</tr>
<tr>
<td>30. Shell Canada Ltd.</td>
<td>2,006,601</td>
<td>1,054,807</td>
</tr>
<tr>
<td>31. Gulf Oil Canada Ltd.</td>
<td>1,971,312</td>
<td>1,621,877</td>
</tr>
<tr>
<td>32. Volkswagen Canada Ltd.</td>
<td>1,748,857</td>
<td>990,543</td>
</tr>
<tr>
<td>33. Campbell Soup Co. Ltd.</td>
<td>1,725,385</td>
<td>1,121,097</td>
</tr>
<tr>
<td>34. Macdonald Tobacco Inc.</td>
<td>1,617,429</td>
<td>396,156</td>
</tr>
<tr>
<td>35. Queen Oats Co. of Canada Ltd.</td>
<td>1,594,332</td>
<td>349,514</td>
</tr>
<tr>
<td>36. Quebec Government</td>
<td>1,582,877</td>
<td>739,408</td>
</tr>
<tr>
<td>37. American Motors (Canada) Ltd.</td>
<td>1,432,936</td>
<td>492,057</td>
</tr>
<tr>
<td>38. Wm. Wrighty Jr. Co. Ltd.</td>
<td>1,432,619</td>
<td>1,383,884</td>
</tr>
<tr>
<td>39. Canada Packers Ltd.</td>
<td>1,430,995</td>
<td>1,156,409</td>
</tr>
<tr>
<td>40. Hiram Walker/Gooderham &amp; Worts Ltd.</td>
<td>1,417,708</td>
<td>—</td>
</tr>
<tr>
<td>41. Nozema Chemical Co. of Canada Ltd.</td>
<td>1,338,334</td>
<td>1,338,334</td>
</tr>
<tr>
<td>42. Kimberly-Clark of Canada Ltd.</td>
<td>1,303,512</td>
<td>591,288</td>
</tr>
<tr>
<td>43. Mattel Canada Ltd.</td>
<td>1,296,866</td>
<td>1,181,802</td>
</tr>
<tr>
<td>44. Ontario Government</td>
<td>1,252,892</td>
<td>680,445</td>
</tr>
<tr>
<td>45. Royal Bank of Canada</td>
<td>1,285,842</td>
<td>822,863</td>
</tr>
<tr>
<td>46. H. Corby Distilleries Ltd.</td>
<td>1,283,148</td>
<td>—</td>
</tr>
<tr>
<td>47. Bell Canada</td>
<td>1,259,942</td>
<td>654,564</td>
</tr>
<tr>
<td>48. Pepsi-Cola Canada Ltd.</td>
<td>1,255,818</td>
<td>1,063,997</td>
</tr>
<tr>
<td>49. Canadian International Paper Co.</td>
<td>1,200,475</td>
<td>1,165,222</td>
</tr>
<tr>
<td>50. Beecham Products Ltd.</td>
<td>1,237,235</td>
<td>1,233,470</td>
</tr>
<tr>
<td>51. Alberto-Culver of Canada Ltd.</td>
<td>1,236,730</td>
<td>1,193,412</td>
</tr>
<tr>
<td>52. Gilbey Canada Ltd.</td>
<td>1,222,420</td>
<td>—</td>
</tr>
<tr>
<td>53. Cadbury-Schweppes Ltd.</td>
<td>1,216,648</td>
<td>1,202,607</td>
</tr>
</tbody>
</table>

Source: Elliott Research Corp.
London agency becomes part of KM&G operation

Ketchum, Macleod & Grove, the Pittsburgh-based ad agency, has purchased an 85% interest in David Williams & Partners Ltd., a London-based agency, for approximately $1.2 million. David Williams & Partners will become part of a newly created organization, Ketchum International Inc., with offices in Pittsburgh and New York.

The new company will also include the London and Tokyo facilities of Botsford Ketchum Inc., with its 23 affiliate agencies throughout the world. Botsford Ketchum Inc., was acquired by Ketchum, Macleod & Grove last year. Ketchum International is also expected to announce shortly the acquisition of a West German advertising agency.

The Williams agency is said to have a comparable though smaller client roster than Ketchum, Macleod & Grove, which handles about half consumer, half industrial accounts. David Williams & Partners billed $7.2 million in 1969, and approximately 16% of that figure was spent in television. Ketchum, Macleod & Grove billed $95.2 million last year, and is now billing at an annual rate of $100 million.

About 20% of that agency’s billings are spent in broadcast.

The American agency expects Ketchum International will serve the needs of its clients who are international advertisers, among them Japan Air Lines.

Latest Intelsat bird

The new Intelsat 3 satellite, launched last month, was placed in regular, commercial service over the Atlantic Ocean on May 8 and has been assigned to handle communication services for the National Aeronautics and Space Administration, the International Telecommunications Satellite Consortium announced last week.

The satellite was launched April 22 from Cape Kennedy (Broadcasting, April 27) and is capable of handling 1,200 voice circuits or four TV channels, or other combinations of voice and TV communications.

Oral session set on U.S. space stance

The FCC last week scheduled an oral argument for May 19 on its inquiry in preparation for a conference on radio astronomy and space services. The conference, titled the World Administrative Radio Conference of the International Telecommunication Union, is scheduled to be held at Geneva, in June 1971. The argument is actually a preliminary meeting to decide on a U.S. position on international space communications.

Parties participating are: Joint Council on Educational Telecommunications; National Association of Educational Broadcasters; Alaska Educational Broadcasting Commission; National Educational Association of the U.S.; U.S. Office of Education, Department of Health, Education and Welfare; Lister Hill National Center for Biomedical Communication, HEW; Association of Maximum Service Telecasters; CBS TV Network Affiliates Association; Aerospace and Flight Test Radio Coordinating Council; Aeronautical Radio Inc.; Communications Satellite Corp., and AT&T.

The commission asked all parties with similar views to coordinate their presentations and appoint joint spokesmen to make full use of the time available. The commission added that any party may reserve a part of his allotted time for rebuttal purposes.

BookNotes


Some newsmen and new organizations play the role of "sweetheart." Their ties to business, government or individual news sources are consistently reflected in their news coverage—sometimes consciously, sometimes by reflex. The result may be subtle distortion or omission of pertinent information, clear favoritism or, conversely, a knee-jerk posture of opposition—the "our enemy, the government" syndrome.

William L. Rivers, one of the more respected academic critics of mass communication, dedicates his latest book to the proposition that none of these tendencies which he detects have any proper place in the reporting and writing of news. Instead, he champions the "adversary relationship...a subtle balance of tact and antagonism, cooperation and conflict" as the appropriate stance for those who purport to offer honest, probing news coverage.

In The Adversaries, Mr. Rivers defines and explores this relationship, with particular reference to press-government relations. He finds that the goal of "adversarity" is honored more in the breach than in the observance—and broadcast news gets the lowest marks.

"There is no hope that commercial broadcasting will ever serve as a proper adversary to society’s institutions," he says. "On the few occasions when bold men have attempted to make broadcasting an adversary, they have felt a little pressure and collapsed obligingly—or their superiors have collapsed for them." Mr. Rivers traces some of this timidity to the fact that broadcasters are licensed by government, but he refuses to accept that fact as an excuse. "Broadcasters," he says, "are not brave. They can teach us little."

Mr. Rivers does not teach adversarity as an abstract ideal. He examines in detail the practical difficulties of maintaining this delicate relationship. One problem is the government itself: "In theory," he says, "America’s leaders have wanted a free and independent press as a check upon government. In
practice they have wanted no such thing."

Other difficulties are explored in numerous case studies by Mr. Rivers's present and former graduate students at Stanford University. Several of these suggest ways in which the press itself betrays the ideal of adversity. For example, reporter James McCartney laments that far too many reporters are "ins" (those who "play along with the news sources, handle it their way, tend to overlook minor indiscretions, and in general, protect their sources") and far too few are "outs" (those who "fight their sources, or at least needle them" and "get the news by insisting on their right to it or by sheer perseverance").

These problems only make it all the more imperative that we establish and even expand the concept of adversity, Mr. Rivers says. When government is entangled with every other social institution, and when those institutions grow larger every day in their own right, he says, "the question . . . is: Should the press be an adversary to government alone? Must not those elements of the press which have accepted their role as adversary take the next step and range themselves in an adversary position with respect to all the institutions of society? Not belligerently—but questioning, probing, requiring that society's institutions provide the society with the information which alone can enable us to organize our lives."


Early in this account of conflict between government and the press, Dale Minor, a former newsman for Pacifica Foundation stations, credits his adversary with almost infinite resources. Quoting a 1967 study, he puts federal spending for public information at more than double the combined costs of news-gathering by the two major U.S. wire services, the three TV networks and the 10 largest U.S. newspapers.

A large part of this book is devoted to the war within the war, the information war in Vietnam. And, as seen from the point of view of an opponent of the Vietnam war, government attempts at news management seem doubly repellent. Mr. Minor reviews other recent confrontations closer to home, in the conflict between government and the press and in particular, the broadcast-news organizations: the debacle in Chicago surrounding the 1968 Democratic convention; Senator Pastore's crusade to rid the media of violence and bad taste; Vice President Agnew's criticism of the media. Mr. Minor pays special attention to the application of the First Amendment to broadcast news and the controversy over anti-Semitic remarks aired on WBAI(FM) New York—a challenge the broadcasting industry met with "thunderous silence," according to Mr. Minor. Also examined are the industry's internal conflicts: multimedia ownership's effect on news coverage, and television's contradictory role as a commercial-entertainment medium and as a news medium.


The general reader seeking an introduction to the history of political broadcasting will find it here. The author, a history professor at the University of Texas, traces the development of campaigning over the airwaves from the earliest days of radio to the 1968 elections, with separate chapters on broadcast editorializing and problems of censorship. The treatment is historical in a strict sense: objective, detailed, and not highly analytical. For those who want to pursue the subject, Mr. Chester provides what appears to be the most extensive bibliography yet compiled on political broadcasting.

Focus On Finance

Computer to be apple of RCA's eye

Company's profits for quarter down; emphasis to be changed, but set-making, broadcasting will continue major roles

Broadcasting "has passed the era of [its] most vigorous expansion," Robert W. Sarnoff, chairman of the board and president of RCA, told the RCA annual stockholders meeting last Tuesday (May 5) in New York.

This was how Mr. Sarnoff informed the stockholders of RCA's increasing emphasis on the computer industry.

He noted that "a decline in consumer buying intent has hit color television and other home instruments very hard." But, he said, "broadcasting and color-television manufacturing should continue to generate substantial volume and profit for years to come. . . ." RCA is the parent of NBC.

Mr. Sarnoff reported a decline in RCA's first-quarter sales for 1970 of 5% and a profit decline of 36%. In 1969, RCA's sales hit new highs (Broadcasting, March 9).

Mr. Sarnoff would not amplify on his projections for the broadcasting industry or elaborate on just how he believes broadcasting operations might be affected. He made it clear in his talk however, that his projected priorities for RCA resulted from the erratic economy.

"Because of uncertainty about the profit outlook," he said, "advertisers have been cautious about making major broadcasting commitments. Meanwhile all the basic costs of doing business have risen sharply while profits have fallen," he said.

"Until recently," he added, "our business had been largely oriented toward the consumer products market. It derived the most substantial part of its volume and profit from the sale of electronic home entertainment instruments and from radio and television broad-casting.

"It is our goal—and we are well on our way to its attainment," he con-tinued, "to make RCA a major multinational industrial enterprise doing business principally in computer-based information systems, and diversified consumer and commercial services. While we intend to maintain a leading position in the consumer electronic products market, we expect this activity ultimately to account for a lesser share of RCA's total volume and profit."

Discussion of growing problems of student dissent on college campuses came up at the stockholders' meeting.

In connection with a resolution that RCA limit its support of charitable causes to ones "in direct furtherance of the business interests of this corporation . . ." the terms "hippies," "long hair," and "Black Panthers" were bandied about by stockholders. One share owner suggested that NBC News end coverage of demonstrations as a way to stop the strife shown on TV.

R. Sarnoff reported that in 1969 RCA had contributed $1.8 million to charitable institutions, much of it to col-
leges in the form of scholarships and grants. The resolution to limit future contributions was defeated.

Another resolution, asking that incentive payments to corporate officers be limited to $300,000 a year, also was defeated. One participant said Mr. Sarnoff should take a pay cut.

Mr. Sarnoff stressed the need for RCA to continue to diversify its operations and cited several steps taken in that direction:

* Acquisition of the F. M. Stamper Co., St. Louis, producer of frozen Banquet Foods, as a wholly owned RCA subsidiary (Broadcasting, April 6).

Howard A. Stamper, chairman and chief executive officer of Banquet Foods, was elected last week to the RCA board of directors.

* Establishment of a new company, ServiceAmerica, to provide nationwide servicing for all brands of TV sets and other home entertainment products.

Mr. Sarnoff also announced plans to acquire and operate the Alaska Communications System as a subsidiary of RCA Global Communications. Besides improving and lessening the cost of telephone service in Alaska, the new firm, RCA Alaska Communications Inc., is expected to provide live transmission via satellite of programming from the U.S.

An earth station is now being built at Talkeetna, near Anchorage, with its operation and management expected to be shared by the Communications Satellite Corp. and RCA Alaska Communications.

RCA officials emphasized that live transmission of programming will be available only if Alaska TV stations are able to pay the freight.

Purchase price of the Alaska Communications System was estimated at $28 million, with another $28 million needed to improve and expand Alaskan service under the new setup.

Mr. Sarnoff, also reported that RCA is becoming more active in production of equipment for cable-TV operations.

Company reports:

**Times Mirror Corp., Los Angeles**, whose operations include newspapers, magazines and cable television, reported a 30% decline in net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.12</td>
<td>83,900,000</td>
<td>$3,900,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.96</td>
<td>70,700,000</td>
<td>$1,700,000</td>
</tr>
</tbody>
</table>

Note: Profit for the 1969 quarter excludes an extraordinary gain from the sale of an investment in the Sun Co., San Bernardino, Calif., amounting to $4.6 million or 36 cents per share. Earned-per-share figures for both periods reflect inclusion of 88.888 shares which may be issued in 1970 as additional consideration in connection with an acquisition.

**Pacific & Southern Broadcasting Co., New York**, group broadcaster, reported a 20% increase in gross revenues for first-quarter 1970 while per-share earnings were doubled in comparison with the first three months of 1969.

For the period ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$2.12</td>
<td>2,970,006</td>
<td>$187,533</td>
</tr>
<tr>
<td>1969</td>
<td>$0.90</td>
<td>2,464,067</td>
<td>$93,727</td>
</tr>
</tbody>
</table>

Note: The 1969 figures are restated to reflect year-end accounting adjustments. The net income per share on a fully diluted basis (based on 1,946,000 shares of common stock in 1970 and of 1,973,000 in 1969) comes to 10 cents in the 1970 quarter and five cents in the 1969 period.

**Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported increased sales and net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$2.21</td>
<td>75,646,000</td>
<td>$1,526,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.23</td>
<td>66,646,000</td>
<td>$1,329,000</td>
</tr>
</tbody>
</table>

Note: Net income is before extraordinary items. Figures for 1969 are restated to include a pooling of interests basis businesses acquired in 1969 and 1970 and year-end adjustments applicable to the first quarter of 1969. Extraordinary losses were one cent per share for 1969.

**Walt Disney Productions, Burbank, Calif., reported a 25% increase in revenues and related increases in net income and per-share earnings for the first fiscal half. Donn B. Tatum, president of Walt Disney Productions, noted that the company had a "very good year primarily because of outstanding box office results." He said that all areas of activity were operating in a highly satisfactory manner.

For the six months ended April 4:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.45</td>
<td>68,710,000</td>
<td>$3,043,000</td>
</tr>
<tr>
<td>1969</td>
<td>$1.02</td>
<td>55,043,000</td>
<td>$2,217,000</td>
</tr>
</tbody>
</table>

Note: This year's first six months consisted of 27 weeks compared with last year's 26-week period. The additional week fell during Easter and contributed earnings of approximately seven cents per share.

**Walter Reade Organization Inc., Oak- hurst, N.J., group motion-picture theater owner, distributor of films for theaters and television and permitted of wxytv (ch. 68) Newark, N.J., reported increases in revenues and net income for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$1.61</td>
<td>42,026,990</td>
<td>$3,351,000</td>
</tr>
<tr>
<td>1968</td>
<td>$1.66</td>
<td>28,759,000</td>
<td>$3,193,000</td>
</tr>
</tbody>
</table>

**Rahall Communications Corp., St. Petersburg, Fla., group-station owner, in its first financial statement since going public in January (Broadcasting, Jan. 26), reported an increase in revenues and net income for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.62</td>
<td>3,053,452</td>
<td>$254,453</td>
</tr>
<tr>
<td>1968</td>
<td>$0.62</td>
<td>3,410,430</td>
<td>$354,614</td>
</tr>
</tbody>
</table>

**Cypress Communications Corp., Pacific Palisades, Calif., CATV company serving 56,000 subscribers in six states, reported losses for the six-month period ended Dec. 31, 1969, in spite of increased revenues over the previous year (Broadcasting, May 4).

The earnings report was delayed, according to the company, because of audit undertakings in connection with the firm's announced reorganization and exchange of stock with Harriscope Cable Corp., Los Angeles (Broadcasting, Jan. 19, et sec). The pending merger awaits FCC approval of Cypress' plans for the separation of its 60% interest in KTLK-TV Sacramento-Stockton, Calif., one of the conditions impeding consummation. Resolution of the problem is expected through stock distribution this month to Cypress common-stock shareholders. After the merger occurs, Cypress will serve approximately 120,000...
CATV big loser in April slump

But it wasn't only one as market losses touched nearly all issues

Broadcasting's index of 99 selected stocks took a beating in April as all six categories of issues performed worse than the Standard & Poor's 500-stock index.

The S&P was down 9.4% for the month. But then so was the over-all market. The New York Stock Exchange headed toward its lowest level in six years; the American Stock Exchange retreated close to a level held two-and-half years ago. Broadcasting index issues, as expected, followed the trend.

CATV stocks paced the losers with a 26.7% decline followed closely by broadcasting issues, down 26%. The programing group was off 19.4%; broadcasting-with-other-major-interests stocks slumped by 16.5%. Service issues were down 12.7% and the manufacturing category dropped by 10.6%. The total Broadcasting index decline was 13.5%. The sole gainer in April was Wometco which posted a modest 2.1% increase. Westinghouse registered

The Broadcasting stock index

A weekly summary of market activity in the shares of 101 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 7</th>
<th>Closing April 30</th>
<th>% change Month of April</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>107,771</td>
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</table>

60 (FOCUS ON FINANCE) BROADCASTING, May 11, 1970
the least decline with a 1.7%. The overall misery is amply detailed in the tables below.

Two additions to the index this month are Ridder Publications and LaRoche, McCaffrey and McCall. Ridder is a New York-based group newspaper and broadcast owner with interests in WDM-TV Superior, Wis.-Duluth, Minn.; WCCO-TV Minneapolis-St. Paul; KDON (AM) Aberdeen, S.D.; KSSS (AM) Colorado Springs, and CATV systems in San Jose, Calif., and Rice Lake, Wis. It is traded over the counter and is listed in the index under the broadcasting-with-other-major interests category. LaRoche, McCaffrey and McCall is a New York advertising agency, trading over the counter. It is listed in the service group.

O&M looks for more advances in income

David Ogilvy, board chairman, Ogilvy & Mather International, last Thursday (May 7) predicted a 15% rise in earnings for 1970, continuing the steady increase O&M has enjoyed the past several years. In 1969, O&M recorded a 15% hike over 1968.

Mr. Ogilvy painted the rosier picture during a 33-minute annual stockholders meeting in New York that included seven 30-second prize commercials.

Mr. Ogilvy reported that O&M’s over-all net income in 1969 reached $2.3 million, or $2.08 a share. Billings, he said, increased to $229.5 million, a 12% hike over 1968 (Broadcasting, March 16). The year 1969, stockholders were told, was “our most profitable year.”

Itemizing the 1969 gains, Mr. Ogilvy reported increased billings by the U.S. operation of $152.3 million, or 10.1% over 1968, and an increase of 68% for O&M’s international operations—in England, Canada, Germany, Australia, Austria, Latin America, Holland and Belgium.
PKL Co.'s suffer poor 1st quarter
Terminating it a "poor start," PKL Co.'s last week reported gross billings of $971,180 in the first quarter of 1970, a drop of $6.9 million in the $7.9 million reported for the same period last year.

But Frederic Papert, chairman of the board and chief executive officer, was optimistic about prospects of the advertising-agency division. "It is now operating profitably and we expect the loss to be eliminated by the end of the year," he wrote stockholders.

According to Bernard Dolan, PKL treasurer, the decrease in billings "reflects a drop in clients," particularly National Airlines, Miami, and Warner Lambert Pharmaceutical Co., Morris Plains, N.J. Mr. Dolan, however, said he still anticipates over-all billings by the end of the year of $5 million to $6 million.

Loss per share for the first quarter of 1970 was $0.133. In 1969, PKL reported gross billings of $20,484,285, or 32 cents a share (Broadcasting, April 27).

For the three months ended Feb. 28:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1970</th>
<th>1969</th>
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</thead>
<tbody>
<tr>
<td>($0.133)</td>
<td>$0.133</td>
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<tr>
<td>Gross billings</td>
<td>971,180</td>
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<tr>
<td>Net income</td>
<td>7,953,300</td>
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<tr>
<td>Average shares outstanding</td>
<td>742,320</td>
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</table>

Financial notes:

* LIN Broadcasting Corp., New York group station owner, reported a net loss of $6.5 million on net revenues of $18.2 million for the year ended Dec. 31. This compares with a net loss of $2.4 million on net revenues of $12.2 million in 1968. Preliminary figures for the first quarter of 1970, it was reported, show that LIN was profitable compared to the same period of 1969.

* Transamerica Corp., San Francisco, has declared a 2% stock dividend on common stock, payable June 5 to stockholders of record April 8. The dividend is equivalent to one additional share for each 50 shares held. Transamerica also declared its regular dividend of $1.12 1/2 per share on 4 1/2% convertible preferred stock, payable June 1 to shareholders of record May 15.

Firm buys Reeves subsidiary
Reeves Telecom Corp. has sold Realtron Corp., its wholly owned subsidiary, to a newly organized corporation for notes aggregating approximately $2,722,000 and warrants for 150,000 shares in the company. Hazard E. Reeves is board chairman and a substantial stockholder in Reeves Telecom and is also the organizer of and a substantial stockholder in the new corporation. Realtron supplies computerized real-estate information services to the real-estate industry.

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_Fates & Fortunes_

Broadcast advertising

George J. Simko, associate director of media management, Benton & Bowles, New York, named senior VP.

J. G. L. (Gordon) Smith, VP-associate creative director, Hoefer, Dieterich & Brown, San Francisco, resigns to form Joint Venture Development Holdings, new firm in Orinda, Calif., which will specialize in product, market and corporate innovation services and market development on ventures with existing companies. Address: 328 Village Square, Orinda 94563. Telephone: (415) 254-1001.

Eric Bogedal, Norman F. Bierman and Stephen D. Clow, account supervisors, Stuart Hyatt, associate creative director, and Richard E. Snider, TV supervisor, all with BBDO, named VP's. Mr. Snider is in San Francisco office, others are in New York.

Ronald J. Moss, principal in New York law firm of Blumenthal, Barandes, Moss, Matson & Arnold, joins Kenyon & Eckhardt Inc. there as VP, general counsel and senior administrative officer.

Robert E. Lethbridge, VP, Ogilvy & Mather, New York, joins VPI Services. Post-production facility for commercials there, as director of administration. He serves in same capacity with VPI Color Center, post-production service to educational, industrial and religious audio-visual markets.

Ben Maidenburg, with WAKR-TV Akron, Ohio, appointed sales manager.

Parker Ekren, VP, Doremus & Co., appointed manager of agency's Chicago office. He succeeds Charles C. Greene who retires but will continue as consultant to firm.

Marc Mayhew, executive director, art and television department, Reach, McClinton & Co., New York, elected senior VP.

Nine getting new posts in Metromedia radio
As part of a re-structuring of radio operations at Metromedia Inc., George H. Duncan, has been named president of new Metromedia Stereo Division, which will include the five progressive-rock stereo FM stations of the company. The appointment was effective last Monday (May 4). Mr. Duncan has been VP and general manager of Metromedia's WNEW-FM New York. A successor to Mr. Duncan will be announced shortly. His area of responsibility will include Metromedia's FM rock outlets—WNEW-FM; WMMR Philadelphia; WMMS Cleveland; KSAN San Francisco and KMET Los Angeles.

David Croninger, president of Metromedia Radio, will continue to have jurisdiction over WASH-FM Washington, a contemporary middle-of-the-road outlet, as well as the company's AM stations. Mr. Croninger announced the following changes effective June 1:

Donald Kelly, VP and general manager of WCBM (AM) Baltimore, named VP and general manager of WIP (AM) Philadelphia, succeeding Richard Carr, who will assume a new but still to be disclosed post with the company. Clifford Barrett, news director of WIP, becomes general manager of the station.

William Dalton, VP and general manager of WASH, has been named vice president and general manager of KLAC (AM) Los Angeles, succeeding Richard Janssen, whose plans will be announced shortly. Succeeding Mr. Dalton will be Sydney Abel, currently sales manager at WASH.

Kenneth Gaines, VP and general manager of WHNK (AM) Cleveland, has been named VP and general manager of KNEW (AM) San Francisco-Oakland, replacing Robert Klein, who left company several weeks ago to join an Oakland bank. Richard Bremkamp, sales manager of WHK, has been designated to succeed Mr. Gaines as general manager.
VP and appointed creative director.
Sheldon Friedman, producer with MPO Videotronics, New York commercial production firm, joins The Communications Group there, engaged in commercial and program production and post-production services, as VP-executive producer.
Charles Wendy, associate creative director, Leo Burnett Co., Chicago, appointed creative director.
Ed Hunt, with Rumrill-Hoyt, appointed copy chief of agency's Philadelphia office.
Kenneth F. Meng, senior art director, Winius-Brandon, St. Louis, named VP.
Irving N. Ivers, national sales manager, KHJ-AM-FM Los Angeles, joins KFRC (AM) San Francisco as general sales manager. Both are RKO General stations.
J. Donald Cena, with KBQI(BM) Burbank, Calif., joins KGHS-AM-FM Los Angeles as local sales manager.
Gene C. Robinson, with WMBD-TV Peoria, Ill., appointed sales manager.
Barry A. Noll, radio regional sales manager, WSOO-AM-FM Charlotte, N.C., appointed director of sales and assistant manager.
Martin H. Kreston, VP and senior account supervisor, Doyle Dane Bernbach, New York, appointed management supervisor.
Frank J. Kopec and Diane Counter, with Needham, Harper & Steers, Chicago, appointed media supervisor and supervisor of media research, respectively.
Wes Hotchkiss, formerly VP and creative director, Braun and Miller Advertising Agency, Philadelphia, appointed creative supervisor at Lewis & Gilman there.
Al Gates, former operations manager, WRKO(FM) Boston, joins WNF(AM) Manchester, Conn., as sales manager.
Roy T. Weber, account supervisor with Conahay & Lyon, New York, joins The Advertising Council there as campaign manager.

Media
Mark Hurd, general sales manager, KFRC(AM) San Francisco, appointed general manager.
Stuart A. Kovar, general manager, WHRH(AM) Rochelle, Ill., joins WCNY(FM) Cleveland Heights, Ohio, as general manager.
Arthur D. Heinay, VP and general manager, Valley Cable TV, Pittsburgh, joins Garden State TV Cable, Vineland, N.J. as general manager. Garden State TV Cable is service of Reeves Cable Division of Reeves Telecom.
Edwin Goodman, director of economic development, Bedford-Stuyvesant Development and Services Corp., New York, joins noncommercial WBAI(FM) there as general manager.
Roger Kummer, manager, corporate analysis and reporting, International Telephone & Telegraph Corp., New York, joins NBC there as director, financial planning and budgets.
T. Michael Barry, assistant to VP for broadcasting, KING-AM-FM-TV Seattle, joins National Association of Broadcasters, Washington, as member of government affairs staff.
Linda Stern, assistant to sales promotion manager, WCBS(AM) New York, appointed research manager.
Fred Sorrell, regional sales manager, CKLW(AM) Windsor, Ont.-Detroit, appointed general manager of CKLW-FM. He succeeds Robert Buss who resigns to pursue private interests.

Programming
Michael Elsner, director of feature and program development, East Coast, ABC-TV, New York, appointed to newly created position of director of program planning and executive assistant to VP in charge of programming. David Hanson, agency producer with Leo Burnett Co., New York, joins ABC-TV there as manager of children's programming.
Robert Harper, program director, WSAL(AM) Cincinnati, joins KQV-AM-FM Pittsburgh in same capacity.
Jack A. Thayer, VP programming for ABC Radio, New York, joins Metromedia Program Sales there as northeastern sales manager.
Dave Gale, special projects manager, Metromedia Program Sales, New York, joins Triangle Television, New York office, as director of special projects. His main responsibility will be for development of direct sales to advertisers.
Toby Martin, director of television and motion pictures, Aaron Spelling Productions, Los Angeles, joins Hanna- Barbera Productions there in similar capacity.
Michael Fenton, executive assistant to president, Qualis Productions, Los Angeles, appointed director, literary and business affairs.
George Greaves, director of public affairs, KTVU(TV) Oakland, Calif., joins KRON-TV San Francisco as assistant director of public affairs.
Dick Graham, with WPBS(FM) Philadelphia, appointed director of public affairs.
Jerry Jackson, production manager, KOGO(AM) San Diego, appointed program director. He succeeds Dick Roberts who joins WASH(FM) Washington as program director.
Terry Gehrke, with KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, appointed producer.
George C. Patterson, with WAVM-AM-TV Louisville, Ky., for 36 years, retires. During his career, which began as announcer, Mr. Patterson has served as both program director of AM and program manager of TV.
James J. Ridlings, from noncommercial WSUX-FM Richmond, Ky., joins WSAV(AM) Savannah, Ga., as program production manager.
Michael C. Parker, assistant FM operations manager, WMBD-FM Peoria, Ill., appointed program director, WMBD-AM-FM.
Jack Stockton, assistant program director, WBBM(AM) Chicago, appointed program director of WBBM-FM there.
David N. Caldwell, associate director,
Stereo.

Robert C. Mayo, VP of Electronic Video Recording Division, CBS-TV New York, appointed to newly created position of director of news programming sales.

Richard C. Floyd, assistant news director, WHEC (AM) Rochester, N.Y., joins KOB (AM) Albuquerque as news director.

Jim Lee, executive TV news producer, KOA-TV Denver, appointed news director of KOA-AM-FM-TV.

Paul Roberts, newsmen, KONC-AM-FM-TV Amarillo, Tex., also appointed news director for stations.

Joe Croghan, former sports commentator, WBAL (AM) Baltimore, joins WIOD (AM) Miami, as sports director.

John Drury, formerly with WGN-TV Chicago, joins WLS-TV there as newscaster.

Bob Allen, general manager, Milwaukee Bombers boxing team, joins WEMP (AM) and WEMP (FM) as sports programming coordinator for WEMP and account executive for both stations. He also has public affairs responsibilities.

Wayne Thomas former operations director, KTKR-TV Houston, appointed news and public affairs director, WNAC-TV Boston.

Marc Howard, reporter and newscaster, WPX-TV New York, resigns; to join staff of Howard Samuels, candidate for Democratic nomination for governor of New York.

Mike Ungersma, WTTV (TV) Indianapoliis-Bloomington, Ind., elected president of Indiana AP Radio and Television Association.

Rebecca Bell, from WTOP-TV Washington, joins WRC-TV there as new producer.

Ronald J. Sweig, PR director and coordinator of summer programs at Bishop's School, La Jolla, Calif., joins KGLO-AM-FM San Diego as radio news writer.

**News**


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**Addenda and corrections to 1970 ‘Yearbook’**

The following are corrections to the 1970 Broadcasting ‘Yearbook.’ They appear by page number in the same order that they are in the ‘Yearbook.’

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**Equipment & engineering**

Robert W. Kuhl, VP, marketing, Tele-}


antennas, reception aids and master antenna TV systems, Jerrold Electronics Corp., Philadelphia, appointed manager of distributor sales division and educational and communication systems division. Al Kushner, also with Jerrold Electronics Corp., appointed DSD/ECSD sales manager.

Promotion

Jeffry M. Goldstein, from CBS-TV, New York, joins Ruder & Finn there as director of agency's television-film department. Functions of department include development of feature material for incorporation into radio and TV news and entertainment programs, PR films and multi-media presentations.

International

Jack R. Stewart, general manager, CJOR(AM) Vancouver, B.C., also named VP of CJOR and CFRW(AM) Winnipeg, Man., commonly owned stations.

Eugene F. Cassidy, VP and account supervisor, Foote, Cone & Belding, New York, appointed general manager and a director of Foote, Cone & Belding Pty. Ltd., Australia. He will head-quarters in agency's Melbourne office.

Allied fields

Alvin N. Felzamen, director of film production and acting editor-in-chief of Encyclopaedia Britannica Educational Corp., Chicago, named VP, editorial. He will continue to supervise editorial and audiovisual activities. Mr. Felzamen is VP and treasurer of Broadcasting Foundation of America.

Frank Tooke, area VP of KYW-AM-TV Philadelphia appointed adjunct professor of communications at Temple University there.

Deaths

Jerome H. Adler, 55, trustee of Recording Industries Music Performance Trust Funds, was among those missing and presumed dead in crash of Dutch Antillean Airlines plane off St. Croix on May 2. He was responsible for expenditures of funds, acquired through assessments for union performances, which were used to promote live musical performances for public. Survivors include wife, two sons, mother and two brothers, one of whom is Norman A. Adler, VP and general executive, CBS Inc.

James Randolph, 39, national program manager of Tracy Broadcasting Co. and KGJF(AM) Los Angeles, died May 3 of heart attack in Los Angeles. He is survived by his wife, Lillian, and six children.

Inger Stevens, 36, TV and movie actress, died April 30 in Los Angeles of acute barbiturate intoxication. Miss Stevens was twice nominated for an Emmy award, first in 1961 for her performance in The Price of Tomatoes and then in 1963 for The Farmer's Daughter series in which she starred. She also was hostess of her own special in 1965 and was scheduled to begin a second series. The Most Deadly Game this fall. Miss Stevens is survived by her parents and one brother.

Irwin Johnson, 64, air personality with WINS-AM-FM Columbus, Ohio, for 35 years before retiring last year, died April 30 there.

Helen King Mitchell, 65, who played Em of Clara, Lu and Em, died May 1 at Augustana hospital, Chicago. Program began on WGN Chicago in 1930 and later was on NBC and CBS. Her husband, John, and three children survive.

As compiled by BROADCASTING, April 28 through May 5 and based on filings, authorizations and other FCC actions.

New TV stations

Action on motion

* Chief, Broadcast Bureau on request of Alpha Broadcasting Corp. extended through May 7 time to file reply comments in matter of amendment of TV table of assign- ments (Terre Haute, Ind.) (Doc. 18808). Action April 30.

Other action


Rulemaking action

* Marquette, Mich.—FCC authorized change in educational TV reservation at Marquette from ch. 12 to ch. 13 (Doc. 18796). Change proposed by Northern Michigan University and supported by National Association of Educational Broadcasters. Action April 29.

Existing TV stations

Final actions

* Broadcast Bureau rescinded actions of April granting renewal of licenses for WYBF-TV Tuscaloosa and WALA-TV Mobile, both Alabama. Action April 24.
* WUKM(TV) Louisville, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 21. Action April 27.
* KLFY-TV Tyler, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 28. Action April 28.
* WZZM-TV Grand Rapids, Mich.—FCC denied request of West Michigan Telecasters Inc. for waiver of mileage separation require- ments of rules, and application or change in trans. site to other changes dismissed. Action April 29.
* KDAL-TV Duluth, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 28. Action April 28.
* KOMU-TV Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 29. Action April 29.
* WNFC-TV New York—Broadcast Bureau granted mod. of license covering reduction in aur. ERP to 2.5 kW; granted license covering auxiliary trans. Action April 28.

Actions on motions

* Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC KNBC(TV)) and Voice of Los Angeles Inc., TV proceeding, granted petition of NBC for leave to amend application to reflect filing of civil antitrust action by Management Television Systems Inc. against National Football League. —a number of companies operating professional football teams, CBS, ABC, NBC and others on condition that facts relating thereto shall be deemed included within ambit of issues in proceeding as provided in review board order January 9, upon further condition that Voice of Los Angeles Inc., shall have right to submit facts relating to such suit for consideration under designated standard comparative issue. (Docs. 18802-4). Action April 27.

* Chief Hearing Examiner Arthur A. Gladstone in Norwich, Vt. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Tele- vision Corp.). TV proceeding, granted re-quest of Hampton Roads Television Corp.
### Summary of Broadcasting

Compiled by FCC, April 1, 1970

| Commercial AM | 4,250 | 7 | 17 | 4,280 | 70 | 4,351* |
| Commercial TV | 2,000 | 0 | 87 | 2,125 | 122 | 2,233 |
| Commercial TV-VHF | 492 | 5 | 15 | 509 | 15 | 524 |
| Commercial TV-UHF | 131 | 0 | 49 | 180 | 120* | 300 |
| Total Commercial | 864 | 2 | 140 | 1,002 | 142 | 1,144 |
| Educational FM | 382 | 2 | 34 | 406 | 49 | 455 |
| Educational TV-VHF | 75 | 0 | 5 | 80 | 0 | 80 |
| Educational TV-UHF | 96 | 0 | 12 | 108 | 11 | 119 |
| Total educational TV | 171 | 0 | 17 | 188 | 16 | 204 |

* Special Temporary Authorization
1 includes 25 educational AM's on non-channelized services.
2 includes two licensed UHF's that are not on the air.

### New AM stations

#### Actions on motions
- **Hearing Examiner Ernest L. McCalmon in Alexander City and Clinton, both Alabama (Martin broadcasting Corp., ABC). AM proceeding. GRANTED by review board action affirmed by review board appeal to FCC May 2 (Docs. 18753-4).** Action April 26.
- **Hearing Examiner Frederick W. Denniston in Los Crusos, N. M. (Marvin C. Hane). AM proceeding. GRANTED by review board action affirmed by review board appeal to FCC May 2 (Docs. 18753-4).** Action April 26.

#### New AM stations

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>State</th>
<th>Frequency</th>
<th>Power (W)</th>
<th>License Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>WULY</td>
<td>Utica</td>
<td>New York</td>
<td>960</td>
<td>1,000</td>
<td>Jan 1, 1970</td>
</tr>
<tr>
<td>WLVW</td>
<td>Scranton</td>
<td>Pennsylvania</td>
<td>950</td>
<td>500</td>
<td>Nov 1, 1969</td>
</tr>
</tbody>
</table>

### Other actions
- **Waseca, Minn. — FFC denied petition by American National Broadcasting Corp., Inc. for reconsideration of order denying application for renewal of license for WSBM, Waseca, for operator to file petition within 30 days.** Action May 5.
- **Review board in Portage, Ohio. AM proceeding. GRANTED by review board action affirmed by review board appeal to FCC May 2 (Docs. 18753-4).** Action April 26.
- **Review board in Blackstone, Va. (King Broadcasting Co.). AM proceeding. GRANTED by review board action affirmed by review board appeal to FCC May 2 (Docs. 18753-4).** Action April 26.

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*FOR THE RECORD*  
Designated for hearing
- Buffalo, Minn.—FCC designated for hearing three mutually exclusive applications for CP's for new AM's at Buffalo. Applications are filed by: (1) Northland Broadcasting System Inc. v. WBAI-FM, WICN, WCCF Inc., WBDL and WBP. (2) WJKS Inc. v. WWMS, WLOD and WJPM. (3) Westlake Broadcasting Inc. v. WBAI-FM.

Call letter applications
- Sioux Empire Broadcasting Co. Sioux Falls, S.D. Requests KCTE, KDKC and KSHE.
- New Era Broadcasting Inc. Cedar City, Utah. Requests KBRE.

Call letter action
- Grayling Broadcasting Co., Grayling, Mich. Granted WGHY.

Existing AM stations

Applications
- WJLD, Homewood, Ala.—Seeks CP to change location to Fairfield, Ala., and change station, location to Garrison Avenue at 30th Place, Birmingham, Ala. Application filed March 28.
- KBBT-AM-FM, Humboldt, Iowa.—Seeks CP to be granted for the opportunity to move to trans. as auxiliary for main trans. at Winneshiek, Iowa. Application filed March 30.
- KFHI-AM, Appleton, Wis.—Requests to be assigned CP, location to 111 N. Washington Ave., Sheboygan, Wis. Application filed March 30.

Final actions
- KAWC(AM), Yuma, Ariz.—FCC granted application by Arizona Western College for CP to be granted to add frequency 1560, trans. as auxiliary for main trans. at new location 8 miles north of Yuma. Authority granted April 29.
- KFIF, San Jose, Calif.—FCC granted CP to facility 1030 kHz. Authority granted April 29.
- KNCL-AM, Las Vegas, Nev.—FCC granted CP to add frequency 1430 kHz. Authority granted May 1.
- KHBT, Houston, Tex.—FCC granted CP to add frequency 1290 kHz. Authority granted April 29.
- KGTO, Branson, Mo.—FCC granted CP to add frequency 920 kHz. Authority granted April 29.
- KBIT, Morehead, Ky.—FCC granted CP to add frequency 1340 kHz. Authority granted May 1.

New FM stations

Applications
- WGNR-FM, Oneonta, N.Y.—Requests new FM CP to be assigned. Authority granted May 1.

Final actions
- WGGG, Houston, Tex.—FCC granted CP to add frequency 970 kHz. Authority granted April 29.
- WGGG, Houston, Tex.—FCC granted CP to add frequency 970 kHz. Authority granted May 1.
- KTVI, Waco, Tex.—FCC granted CP to add frequency 970 kHz. Authority granted May 1.
- KVSH, Connersville, Ind.—FCC granted CP to add frequency 970 kHz. Authority granted May 1.
- WSWD, Monticello, Fla.—FCC notified a Bureau of apparently illicit forfeiture of $100 by Frank Gatewood for an application within time specified. Licensee has 30 days to pay or contest the forfeiture. Authority granted April 29.
- WBOE-AM, Franklin Park, Ill.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- WWMD, Monticello, Fla.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- WWSW, Houston, Tex.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- KJZQ, Longmont, Colo.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- WYSO, Knoxville, Tenn.—FCC granted CP to add frequency 90.5 kHz. Authority granted April 29.

Call letter action
- KTOO, KTOO Broadcasting Inc., Henderson, Nev. Granted KVOV.
- KKOM, Omaha, Neb.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- WDJJ, Topeka, Kans.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- WSSW, Monticello, Fla.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.
- WSWD, Monticello, Fla.—FCC granted CP to add frequency 1490 kHz. Authority granted April 29.

Review board actions
- Review board in Culpeper, Va., FM proceeding, Docs. 18764-65, granted joint petition for approval of settlement agreement to reimburse expenses and grant of CP to FM Radio Stations, Inc. Agent, file April 28. Authority granted April 29.

Rulemaking decisions
- FCC amended section 1.519(a) of rules relating to use of new AM's for noncommercial educational purposes and amended section 1.519(c) of rules relating to use of new FM's for noncommercial educational purposes in comparative hearing to determine if another channel is available. Applications are now being received in both proceedings. Under Section 1.519(a), the FCC is now assigning channels on a first-come, first-served basis. After the first 10 AM's are granted, applications for new or modified facilities will be granted on a first-come, first-served basis subject to the availability of a channel for the new or modified facilities. The FCC has also granted permission for the Bureau to reopen and to remain open for an indefinite period any such application pending in the 1.519(c) proceeding.

Call letter action
- Alfred Dienert & Walter F. Bennett, WGNR, Oneonta, N.Y. Granted KJJZ.
- Bowie County Broadcasting Inc. New Boston, Tex. Granted KNBO-FM.
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted $25 per word—$2.00 minimum.
Applicants: If tapes or files are submitted, please send for
forwarding instructions. All transcriptions and tape
copies, etc., addressed to box numbers are sent at sender's risk.
BROADCASTING
excludes responsibility for their consignment.
Deadline for copy: Must be received by Monday for publication
next Monday. Please submit copy by letter or wire. No
telephone calls accepted without confirming
write or letter prior to deadline.

RADIO

Help Wanted Management

Unusual opportunity for general manager with
proven sales background for suburban New Jersey
station. Complete details at Box E-110, BROADCASTING.

N.E. suburban chain wants to buy more stations.
Need hard working selling manager who should be
trained in combines operations. Personnel selected
will receive stock in station he manages. Box
E-127, BROADCASTING.

Need manager for new Southernest market station.
Prefer applicant with first class license or capable of
air work. Want person ready to establish in small
community. Box E-135, BROADCASTING.

N.C. small market station near metro needs a
good all around manager. Sell, air work, produc-
tion, sales and all community relations. We
want someone that wants a job not just a position.
Must have a good past record and furnish refer-
ences. Apply Box E-166, BROADCASTING.

Sales

Muxz is ripe and saleable. Clean, booming, eastern
area needs sell starter. Great opportunity. Box
D-188, BROADCASTING.

Somewhere there's a sales manager and a
salesman for one of the stations listed above who
have management potential. Send full information
with first reply to Box E-1, BROADCASTING.

Looking for man that wants to grow in radio sales.
Salesman should have thousand plus business
and Blue Cross paid. Do sports for another $500.00.
Could be done in a small community with a lot of
opportunities. Great experience in very small markets and
wants to move up. You can do it with us. This AM-
FM station is in community of 12 thousand. Pleasant
year round climate. If you are a small market
salesman and want to move into an opportunity
write a detailed letter to Box E-113, BROADCAST-
ING. I'll phone you and arrange for a personal interview.

St. Louis. Salesman with track record, Managing
new or capable of. Top opportunity. Unique situa-
tion. Good sales, starting salary. Box E-142, BROAD-
CASTING.

Wanted: Experienced radio salesman for... 

Salesman—With grass roots experience, come
to the city. New station has openings for four
salesmen to sell and service 1M plus market. Get
in on the first part of these new accounts.
Contact: Bill Maciver, General Sales Manager,
WEA, 1114 3rd Ave, Chicago 9, Illinois.

Marvellous opportunity at modern country/western
station, St. Louis area. Write Larry Wade, WCNU,
Chesterfield, Ill.

Madison, Wis. — Get AM music/news—get FM MOR
stations have career opportunities for young salesman on
way up, strong on creativity. Six station Mid-
West group seeks man with management potential
to sell AM/FM combination. Our people earn far
more, enjoy excellent living conditions, opportunity
for management and stock interest. WISM, Macison,
Wts. A Mid-West Family station.

NEW — Excellent opportunity for broadcast equip-
ment salesman. Sales experience desirable but not
necessary. A strong technical background in television
broadcasting required. Apply Box E-201, BROAD-
CASTING or write Communications Sales Group,
c/o Gravo Sales Incorporated, Station Plaza
East, 201-992-1311, N.Y. phone 516-487-1311.

All replies confidential.

SALES CONTINUED

Help Wanted Sales—Manufacturer Reps.—CCA Electronics has
several stations in the U.S. on which we are
required as a result of our substantial expansion.
Please provide our sales manager, Mr. Rober
Baltzly, 1751 Market St., Philadelphia 36, Pennsylvania,
in which you have an interest in covering. CCA Electronics,
16 Jersey Avenue, Gloucester City, N.J. 08030.

Announcers

Experienced announcer in top 50 market, Northeast.
MOR format. Immediate opening. Rush tape, re-
sume. Box D-81, BROADCASTING.

Announcer-salaries for upper New England net-
work station. Excellent opportunity. Box D-147,
BROADCASTING.

Announced by operator in top 50 market, Northeast.
MOR format. Immediate opening. Rush tape, re-
sume. Box D-81, BROADCASTING.

Top 40 personality with 1st class ticket. Must
know today's trends in singles and albums. Very
little engineering, sales, profit sharing, vacations.
Good salary. Excellent opportunity. Box E-109,
BROADCASTING.

DJ and/or newcomer, 1st class ticket, up tempo
MOR, major New England market, salary open
depending on quality and experience. Rush tape and
resume, please. Box D-130, BROADCASTING.

New Jersey MOR seeks experienced announcer who
can write local news. Salary commensurate with
ability. Send tape, resume to Box E-139, BROAD-
CASTING.

Is there an ambitious first time top 40
jock who'd like to join one of the midwest's top
top rated medium market stations? We offer top
pay and fringe benefits. We're also in the market
for a top-rated new man to join our expanding
news team. Send photo, tape and resume to Box E-139,
BROADCASTING.

NE, top rated, bright MOR station seeks pd/dj or
experienced dj ready for pd. Full fringe benefits,
good working conditions. Send tape, resume, picture,
starting salary requirements. Box E-174, BROAD-
CASTING.

FARM DIRECTOR with experience wanted at
KOLT, Scottsbluff, Nebraska. High school and some
college needed Good salary. KOLT is a 5 kilo-
wave CBS affiliate.

Immediate opening, top wages to experienced top
announcer. Send tape, picture and resume to Box
1300, KOLT, Dak.

Phoenix, Arizona is America's most beautiful city
and KOV, Arizona's number 1 station is looking for
a good voice top 40 or up-tempo MOR jock for
the allnight show. We are number 1 in the
nation's fastest growing cities (one million
market). We offer top pay, stability, 3-week
vocation, free life insurance, free medical insurance,
and the finest living and working plan in broadcasting.
All talented jocks considered. Send tape and resume
to Jim Heath, KUTY, Phoenix, 85004.

Houston is America's sixth largest city and
KHTV, Houston is on a talent hunt. We are an aggres-
sive, contemporary, MOR station (one of the na-
tion's finest facilities). You qualify if you have
a good voice, something to say (briefly), and
en-
ten. All top pay, full fringe benefits. Man power
necessary. Excellent salary and many company bene-
fits. Housing in an action city—you can get here
by sending a tape and resume to Nat Stevens,
KHTV, 2100 Travis, Houston 77002 fall tapes will
be heard.

Los Angeles area. Country KdW wants a pro
who can move a morning show with humor. Send
resume, picture and audio tape. KdW.

ATW, 1203 Van Ness West, San Francisco 19.

$1000.00. We must add one man to a strong and stable staff
of responsible broadcasters. If you do
command MOR music, or can write the
music, the Catskill has a position for you.
Salary open. Call: WAWC, Terra Haute,
Indiana (812) 234-2791. Real opportunities
are rare.

Announcers Continued

Professional announcer: desiring employment in ex-
cellent and promising future at FM operation located in fine small
community. Must be good air man to handle
sign-on with several years experience. Preferably
钱财 man desiring good community with excel-
FAX, 16th Street, Dallas.

WANTED: BEATS, FM/AM, 8th Adams, Bay City, Mich.

Wisconsin MOR AM/FM in Milwaukee area needs
background and opportunity of with excellent salary,
1-3 years experience. WBKW, West Bend, Wisconsin.

Immediate opening, rock, jock, first phone, #1
station Midwest market. Send photo, resume,
manager, WITY, Danville, Illinois.

Salesmen—announcer, experienced for good medium market
AM-FM operation. Excellent working condi-
tions, fringe benefits and salary. Send audition
tape, snap shot and personal data in confidence.

A. Gallagher, WSNW, Seneca, S.C.

Michigan 5kw MOR daytimer has immediate open-
ing, sales and service experience desired. Salary
to fit ability, hospitalization, vacation plan. WMHS
Frankfort, 313-664-8955.

Looking for bright and personable top 40 jock;
Zips with medium market experience who is ready
to take over the line. Newspaper openings. Resumes
to: P.O. Box 5193, San Diego, California 92105.

Need two announcers immediately, both heavy
in production. One needs first class ticket. Send tape
and resume to: Bob Thorburn, P.O. Box 566, Car-
rolton, Georgia.

Technical

Chief engineer needed, experienced AM/FM stereo
disc jockey. References required. Box C-408, BROAD-
CASTING.

Openings for first-class disk jockeys for trans-
cast stations operating modern equipment. AM and FM, Send name and
phone number to Box D-140, BROADCASTING.

COMBINATION AM AND FULL POWER STEREO FM.
Agency needs talented Technical personnel. Top oppor-
tunity for beginner with first class ticket to learn all aspects of radio engineering. Send information
and salary requirements to Box E-19, BROAD-
CASTING.

Staff technician: Needed at once for an aggressive
growing, top 40 radio station. Great Mid-Western
city, number one station. Must have first phone,
no announcing. Reply to Box E-67, BROAD-
CASTING.

First class engineer wanted for low pressure, north-
est, 18kw operation. Totally adult working atmo-
sphere. Please apply only if confident you can handle all aspects of engineering problems. Box
E-134, BROADCASTING.

Chief Engineer for well established non-directional
AM station. One of the largest in the West, city of
30,000. Good pay and working conditions with
fringe benefits. Must be thoroughly experienced in
studio and transmitter maintenance and opera-
tion. No air work. This is a permanent position.
Send resume to Box E-149, BROADCASTING.

Jackson, Miss. 50kw directional has opening for
first class ticket holder. Maintenance experience
not necessary, but preferred. Contact
Bill Gabbert, chief engineer, WOKJ Radio, 801-
866-1572.

WANTED—Experienced radio chief engineer/announc-
er. Send resume and photo. Box D-130, BROAD-
CASTING. Engineering Engineer only $7280.00. Announcer only from $7200.00.

Call: VZQV, 'Laredo.

BROADCASTING. May 11, 1970 69
Announcers continued

Personality, first phone. Looking for top 40 or FM rock: Box D-249, BROADCASTING.

Beginner, Trained, but no experience. Determined and eager. Third phone: Can run tight board. Box E-13, BROADCASTING.

Young announcer seeking position with rhythm and blues or FM music. Has live experience. Available immediately. Box E-39, BROADCASTING.

Announcer, twenty-six, nine years experience, military completed. Desire to settle in Western United States. Will send tape, resume. Box E-51, BROADCASTING.

DJ-format, permanent, 8 years experience, third, draft free. 27, Box E-78, BROADCASTING.

Top 40 personality, heavy voice, solid production, tight board. Send resume, sample to Mr. Manager, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030. Salary commensurate with ability.

Announcers continued

Announcer sportscaster/newscaster; fully experienced to play-play-play anywhere. Tape available. Box E-164, BROADCASTING.

Experienced, young, single, MOR/rock announcer is looking. Prefer mid-day slot. Currently living in suburban Atlanta, Ga. Phone: 404-765-8989.

DJ limited experience, can relocate, college grad, Bill Wade Grad, draft exempt, third phone, tight board. Box E-167, BROADCASTING.

Contemporary or MOR up-tempo, 3rd endorsed. Experienced, with military and college background. Ambitious. Knowledge of pop music dating back to middle 60's available immediately. Box E-165, BROADCASTING.

Announced for fine arts station, M.A. degree in German. Box E-171, BROADCASTING.


Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

AFRTS trained, looking to settle in northeast Ohio with family. Also worked in stereo, FM Third. Phone 314-733-2159, Box 1493, APO Seattle 98742.


20 yrs. Broadcasting, seasoned professional, all phases including sales. Candidate available immediately. Leeds Scofield, 2181 Sunset Lane, Pueblo, Colorado 81005, 303-545-6004.

1st phone, talented, humorous announcer with 6 more years experience wants to express himself on a top 40 station in Texas, Louisiana. Jon Pennell, 713-462-1375.

Top 25 markets! Young, seven year radio pro available. Heavy voice and rather good soul. Ready to sock it to em. AM or rock & roll production. Phone 515-828-5259.

First phone, recent broadcast school graduate, will relocate. A.C. 714-279-2569.

Mature broadcaster, 15 yrs all formats, authoritative news. Brown's graduate, third endorsed, references, start immediately. 406-252-3956.

Black DJ/announcer/news/sales, broadcast school grad, some experience, very entertaining, third endorsed. Musical background, college, veteran, dependable, no drug problems, can relocate anywhere. 312-225-4039, mornings or write Del Robinson, 500 E. 33rd St. 1708, Chicago, Ill., 60616.

Announcer, D.J., news, broadcast school graduate, 3rd endorsed, single, draft exempt. Tape and resume for interview. Request Byron Turner, Box 181, Sunset Lane, Philadelphia, Pa. 19143. Phone (215) 6A 3-3850.

Nine year veteran seeks annr; or PD position with secure station in West or mid-west. Prefer top 40 or country western operation. Strong production and news. If you're looking for a hard worker, call Bill Scott at 503-865-1915.

Annoouncing school graduate third endorsed, tight board, draft exempt. Wann's start in radio, MOR/rock. Contact: Don Drew, 223 Jones Drive, Bridgeville, Pa., 15017.

Ambitious, young journalism graduate seeks broadcast career anywhere. Announcing, news experience, first phone. David Silverbrand, P.O. Box 181, Putnam, Ct. 06260.

Attention: CJs and PJs. Need your help. Inexperienced broadcast school grad, looking for MOR/contemporary MOR gig. Good college station experience. Has his start in radio. Prefer Pacific coast—will consider elsewhere. Third endorsed; married; mature; warm and personable. Delivery. If you can help,—Thank you—write: Chuck Mathes, 6522 Anthony Avenue, Venice Beach, California 90241. If you can't help—Thank you.

News

Attention South, Southwest, West Coast majors: newcomer 12 years experience—dependable—college degree earns air shift or writer-editor slot. Box D-197, BROADCASTING.

I know how to write, edit, produce and deliver a creative, professional newscast. Now producing and anchoring news. Full experience at radio and TV. If your station needs a news director—anchorman, write now. Box D-231, BROADCASTING.

College graduate with major market station position seeking position: Morning show (1st phone). Available immediately. Box E-1, BROADCASTING.

First phone wants news, sports, DJ, prefers California, Arizona, New Mexico. Box E-96, BROADCASTING.

News director, small station, college graduate. For challenging news assignment. Box E-106, BROADCASTING.

Attention news directors: Are you looking for a news writer/director who will not need his level of incompetence (see, The Peter Principle) in your organization? A person who will make $2000 per week will buy. Available: Mid-July or later. North Carolina or California only. Box E-114, BROADCASTING.

Broadcast journalist, 6 years experience. Ready for major market. Polished performer: indepth analytical reports, hard news—editor with 1st phone. Box E-140, BROADCASTING.

Twelve years radio, last three solid news. Available now. 711-755-2743 or Box E-156, BROADCASTING.

Radio news, commentary and talk pro will leave top ten market for right news director or program director position only. Can take charge only. Box E-166, BROADCASTING.

Newsmen, sportscaster, community-oriented producer, Texas and New England news award winner. Proven record. Will make $3000 per week. Available: Middle America or California. Box E-119, BROADCASTING.


Technical

Seattle area-native wishes to return. Eight years experience, first phone combo, heavy maintenance. Five years as chief. Radio technical position: light announcing if needed. 25, family, draft deferred. Write: Box E-100, BROADCASTING.

Combo 1st phone and telegraph with experience all powers wants something in Southeast only, directional or non directional, some announcing preferred. Box E-158, BROADCASTING.

Chief engineer/anouncer wanting to relocate six years experience. Please country or MFR dormitory to Hilly and wooded areas. Box E-120, BROADCASTING.

Available: Good maintenance engineer. Currently chief at medium market station. Need a decent salary with chance to work with professional chief at a larger station. Box E-147, BROADCASTING.

Chief engineer—announcer, Negotiation by telephone, verification. 1-215-748-8640.

Programming, Production, Others continued

Talk show personality. Low key. Own show 3 years 50kw. Background announcing. Steady and reliable. Available immediately. Considersume replacement. (703) 428-7025, ext. 309 or Box E-99, BROADCASTING.

Talented major market rock jock with background in program direction. Box E-126, BROADCASTING.

Progressive? Underground? Not any more. Album rock is today’s popular music. Experienced PD, offers something more to ‘psychogeographically young.” Major market FM write Box E-170, BROADCASTING.

Program director—now leading #1 contemporary in large market. Seek challenge. All replies considered in strict confidence. Will travel. Box E-176, BROADCASTING.

Program director and morning announcer, 18 years, top record. Desire either position, or both. 100,000 market or larger. Need $10,000. Call 816-232-6105.

Rating problems? Experienced professional broad- cast-er in top 10 market looking for program director—operations manager position in a large mar- ket. Will take big numbers and are willing to pay for top talent with a first phone let me hear from you: 413-442-1283.

Manager of public radio and university instructor seeks on-camera, on-air personality and/or director or talent. Mike Opliata, 418 13th Ave., Brookings, S. Dakota.

Television Help Wanted Sales

Wanted: Young, aggressive professional TV sales- man for VHF affiliate in top 25 markets—must be able to produce results and have management potential—15-18,000 first year. Understanding of production techniques helpful. Write Box E-101, BROADCASTING.

Announcers

Opportunity open with progressive television station in top 30 mid-south market for youthful experienced on-camera commercial talent with some weather reporting experience. Send resume and tape to Box D-242, BROADCASTING.

Two first class engineers for radio-TV operation in medium Wisconsin market. Experience desirable. Good salary and sound and dependable. Send 8 line resume, reference, box or phone number. Box D-240, BROADCASTING.

Immediate openings for several experienced TV studio managers with expanding market in southeast. Full fringe benefit plan. Excellent benefits. Box E-128, BROADCASTING.

New York-Binghamton. Dependantable person with first class license and College Television production. Good health for the right position. Salary commensurate with experience. Call chief engineer, WJBA-TV, or program director, WJBA-TV, Binghamton, N.Y., 15-274-1212.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Amplex, GE and Norcom camera equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WHNC, 135 College Street, New Haven, Connecticut 06510.

New south Florida Public/TV station building engi neering staff. First class engineers familiar with all phases studio and transmitter operation. Excellent pay and benefits. Send complete resume to George Borchetta, WPBT, 1410 N.E. 2nd Ave, Miami, Florida 33132.

Studio maintenance supervisor for New York City UHF station. Must be thoroughly familiar with Ampex 1200 VTR’s and color terminal editor. Union scale with salary commensurate with experi ence. Send resume, including salary requirements, Chief Engi neer, WXTV Channel 41, 641 Main St, Patterson, New Jersey 07550 or call (201) 345-0011. An equal opportunity employer.

Television Engineer—Progressive Junior College needs CTV engineer starting July 1, 1970. Two year electronics certification program and broad cast experience required. Will assume maintenance and operations responsibilities. Knowledge of 1st format, vidicons, all phases of TV production, and willing to learn more. Ground floor oppor- tunity. First year salary $10,000, increments to $15,000. Write or contact The Junior College, Dartmouth, St. Louis, Missouri 63105, Phone 708-542-6096.

Technical continued

New AM directional needs top flight engineer to grow with group. Future has corporate stability. Call Jack, 717-243-5818 days or 717-243-1741 evenings.

News

Need TV news and weatherman with personality plus for Southeastern states VHF. Prefer college graduate. Experience optional. Excellent fringe benefits. Box E-108, BROADCASTING.

Come to California and join a great news team as co-anchor, noon news. You are looking for is attractive, knowledgeable, good interviewer, fine reporter. Excellent fringe benefits. Write for top 25 market CBS affiliate that’s moving up. Mike Callow, human, program manager, 916- 441-4041.

Programming, Production, Others

PD for KOMU-S. Will consider radio man ready for big jump to TV. Need new ideas, no yes-man. Write station manager, Columbia, Mo.

Producer-director for Midwestern Award Winning public television station to start July 1, 1970. Must have television and film production background and be capable in studio and remote assignments. Salary to $9000 with a twelve month contract depend- ing on experience. Masters degree necessary. Uni- versity fringe benefits. Writing letter and resume or requests for additional information to Director, Publicistar, Green State University, Bowling Green, Ohio 43002.

Producer/director experienced in switching fast paced news block. Send resume and salary requirements to producer. Write: Ten-17/TV, P.O. Box 18, Albany, New York, or phone area code 518-436-4814.

Television

Situations Wanted Management

Heavyweight, Local/regional retail sales. Mature, personable, professional broadcaster. No place to grow in present top 50 market seeks change. Box E-249, BROADCASTING.

Program manager-producer-director. Age 35, major market experience in setting up programming—production—sales—affiliates, public affairs, CATV programming slot in West. Box E-60, BROAD- CASTING.

Operations manager in medium market area wants advancement opportunity. 10 years experience. All phases of programming, promotion, production. Box E-63, BROADCASTING.

Young professional executive who can cut costs and improve quality. Experience and desire efficient op- erations, saleable programming and creative pro- duction. Box E-125, BROADCASTING.

Aggressive general manager strong on local and national sales. An up through the ranks profes- sional with extensive experience in programming, film programming, sales, and engineering. Col- lege degree. Excellent industry references. Box E-144, BROADCASTING.

Announcers

May college graduate, Experience on school FM, TV, and newspaper. Looking for job in sports, radio, or TV. Good knowledge and initiative to develop pro- gramming. Play-by-play experience. Political science major so can help with news. Box E-112, BROADCASTING.


Technical

N.Y.C. trained, FCC 1st class licensed technician available now. Will relocate. Prefer TV station. Box E-131, BROADCASTING.


News

Still photographer, 8 years experience (all phases television). Can learn most equipment. Excellent TV newsroom photographer. Available July when military complete. Resume. Box E-62, BROADCASTING.

Experienced female newsmen-reporter. MDC-OF- features. College graduate. Presently employed— seek. larger market. Box E-82, BROADCASTING.
Television continued

Situations Wanted News

Price-winning news editor, reporter, TV broadcaster, 40 seeks challenge in TV and/or newspaper reporting. Candidates with group or single-newscast concept. Box 201. Please supply comprehensive résumé. We'll relocate, prefer Northeast, Southwest, or VTR clips. Available Waukegan, 220-539-3969 or write Box E-138, BROADCASTING.

Top test market radio pro wants TV. Versatile news, commentary, public affairs and talk. Radio-TV spot considered. Box 753, BROADCASTING.

Network quality. Sports, weather, director, talk show. Major markets only. Box E-157, BROADCASTING.

Former NBC staff cameraman in Vietnam seeks position in news or documentary field, John Coates, 703-22nd St., Santa Monica, Calif. 90402.

3 years news, 10 years meteorology experience. Leaving June 1st. Bill Pollock, 419 Janet Drive, Orange Park, Fla. 32073.


Programming, Production, Others

College television administrator desires association with developing community college, university or junior college television department. Commercial television-teaching experience in all facets of TV, management, sales, programming, news, public relations and production. Box E-97, BROADCASTING.

Producer, assistant or other television position wanted. Summer or permanent. Box E-122, BROADCASTING.


Young enthusiastic director with experience seeking staff or senior producer-director position. B.S. in Broadcast Journalism from major Midwestern university. Well versed in all phases of tele-production. Family man; military completed. Salary requirements open. Willing to work all of work available on request. Box E-154, BROADCASTING.


FOR SALE

Equipment continued

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts. Collins, unspecified, 2850-551-2190 or write Box E-148, BROADCASTING.

C & T 611 S. W. 4th Ave., San Antonio, Texas 78210.

FOR SALE

Equipment

Coastal-cable—Hall, Strozoff, Soprolley, etc., and fittings, huge stock—plus surplus. For price list W. S. Elec. Co., Box 4668, Oakland, Calif. 94623, phone 415-833-2977.

Miscellaneous continued

Contemporary Comedy now in 9 out of the top 10 cities. It's got to be seen or heard. For $3.50 brings this month's jam-packed issue. Contemporary Comedy, 726 Chestnut Street, Suite B, Philadelphia, Pa. 19106.

Current Comedy—60-65 original, topical one-liners, each issue, twice a month, for entertainers, dealers, radio-station programs. Send for free sample. Box 148, 303 New Jersey Ave., E., Washington, D. C. 20003.

Coverage, maps—accurate, effective, copyright-free, including art, trade classification, retail market samples and costs write Ed Feller, Box 141, Ambler, Pa. 19002.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Granum Schools, 1505 N Western, Hollywood, Calif. 90028.

First Class FCC License theory and laboratory training in six weeks. Be prepared, let the equipment in the nation's largest network of first class FCC licencing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institute (107) in Texas, 2503 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.


Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-954-8731.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-352-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.


Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-221-2910.

Elkins*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins*** in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.


Elkins*** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins** in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1868.


Amplifying, programming, production, newscasting, radio advertising, console operation, and jockeying and all phases of radio and TV broadcasting. All taught by our own personalization, production, and the nation's finest and most complete facilities. Live on-air broadcast or our own brochures. For veterans and accredited member of NATTS*. Write or phone the location most convenient to you. Dallas*—Atlanta*—Chicago*—Houston*—Nashville*—Minneapolis*—New Orleans***—San Francisco**


Columbia School of Broadcasting. 33 offices and enrollment studios in U.S. and Canada. Home schools at 305 12th Avenue West, Seattle, Washington 98116. (Not affiliated with CBS, or any other institution.) Free catalog.

Radio Engineering Incorporated Schools have the finest and fastest courses in the U.S. First Class Radio Telephone License famous 5 week course total tuition $360. Classes begin at all R.E.I. Schools May 25, June 29, July 23, August 27, September 24, 1970. 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 34237. Call (813) 955-6922. Fully approved for Veterans Training.

R.E.I. in Fascinating K.C. at 3123 Glenhil Road, Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.
INSTRUCTIONS continued

R.E.I. In Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. In Historic Frederickburg at 809 Caroline St., Frederickburg, Va. 22401. Call (703) 233-1441.


Licensed by New York State, veteran approved for 2nd Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) 5X-5245.


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 Leonan Road, Nashville, Tennessee 37214. 615-889-0469.

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 Bailie School of Broadcast, 560 S.W. Oak St., Portland, Oregon 97205. Phone 206/682-3696.

San Francisco F.C.C. first class license, 5 weeks with Ron Bailie School of Broadcast. Phone 415/343-1151.

RADIO HELP WANTED

Stop • Look • Listen

If you’re looking for an announcer, time salesman, disc jockey, newscaster, first phone, let MIKE KLEIN help you find a qualified broadcaster.

CRAIG M. BARRETT is a professional employment agency specializing in broadcasting personnel. MIKE KLEIN, a professional broadcaster, supervises this division.

Write or call MIKE KLEIN for further information.

CRAIG M. BARRETT ASSOCIATES, INC.
527 Madison Ave., New York, NY 10022
• (212) 758-8890

"The most important thing is what comes out of a microphone."—Edward R. Murrow.

SALES MANAGER

For N.Y. metro classical format, heavy N.Y. agency and local sales experience.

Box E-48, Broadcasting.

Help Wanted

Need IMMEDIATELY

Sales

Several reverse record sales representatives both radio and TV. Will consider all applicants although degree in Journalism preferred. Good pay, good benefits, good company to work for. Call Collect:

Mitch Stanley, WFME Broadcasting, Youngstown, Ohio 44511.

We are an equal opportunity employer.

need immediate

DIRECTOR

The most important thing is what comes out of a microphone."—Edward R. Murrow.

Help Wanted

PRODUCER

for TOP CONTEMPORARY. Must be experienced in fast paced, tight formatted sound of top market. The studio is a key part of the operation. Send resume. Box E-71, Broadcasting.

Producing, Production, Others

**ALL-ROUND BROADCASTER**

**HEAVY TECHNICAL**

21 y/o old, clean cut, all-American type, English degree grad. desires position with small to medium market station that operates 24 hrs. New York City. Heavy, heavy emphasis on technical training and ability. Must be able to work at all normal hours. Send resume. Box E-133, Broadcasting.

BROADCASTING, May 11, 1970
TELEVISION
Help Wanted

Management

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
- Marketing 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.

V.P./General Manager
Immediate opening for executive capable of assuming management of Midwest TV station grossing approximately 2 million. Only experienced General Managers or Sales Managers will be considered. Salary up to 40M with good incentive and opportunity for partial ownership. Send resume to Dr. White, Management Consultant.

Box E-118, Broadcasting.

All replies will be thoroughly investigated and shall remain confidential.

Announcers

TV PERSONALITY
We are seeking a TV personality for our operation in a top SO Market. Background in weather and news helpful. Must be pleasant in approach. Major group company.

Box E-64, Broadcasting.

1970
PRO FOOTBALL
Play-by-play man
Top NFL Team

Send resume, tape, and confirmation information to:

Box E-141, Broadcasting.

Technical

LIGHTING DIRECTOR
Mississippi ETV Authority Seeks Experienced Lighting director for all Color Production: Challenging present floor opportunity for National quality productions. 8 Station Network. Send resume to:

Director of Engineering
MAET P.O. Box 1103
Jackson, Mississipi 39205

Programing, Production, Others

Professional Director
Group VHF operation seeking Professional director strong on creativity with thoroughness. Opportunity for syndication work as well as local. Minimum of 5 years experience in field.

Box E-63, Broadcasting.

INSTRUCTIONS

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San Francisco

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5 WEEKS
$300.00

Class begins June 22
Phone (213) 484-0281
for reservations

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Sherrie Barish, Director

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Stations

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SMALL GEORGIA DAYTIMER
$88,500.00. Ideal owner-operator. Principals only.

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small
daytime
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Neb.
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daytime
120M
terms

Wash.
small
fulltime
75M
14.5M

South
medium
CATV
230M

terms

East
major
FM
500M
29%

Download

La.
small
daytime
$70M
50%

Ind.
small
(2)
FM
$220M
29%

Wash.
small
daylight
75M
14.5M

South
medium
CATV
230M

terms

West
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TV
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2045 Peachtree Road
Atlanta, Ga. 30305

BROADCASTING, May 11, 1970
Work is something the handicapped can do. Hire them.

The President's Committee on Employment of the Handicapped
Washington, D.C. 20210

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   Price $75,000. Terms.
2. CALIFORNIA. Major market. $400,000. Terms.
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   Price $70,000. Terms.
4. ROCKY MOUNTAIN. Full time. $126,000. Terms.

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6381 Hollywood Blvd.
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FOR SALE SOUTHERN CALIFORNIA

from the Mexican border to Santa Barbara via two powerful FM outlets held by the original owner. Available individually or in an attractive combination buy.

Excellent sites, (some property), equipment, staffs and prestige. No brokers, no commissions.

Box E-175, Broadcasting.

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1601 Ave. of the Stars
Los Angeles, Calif.
Century City, Suite 501
310/297-1067

BROADCASTING. May 11, 1970
(Continued from page 68)

KRKD-FM Los Angeles—Broadcast Bureau granted CP to install new trans.; change type trans. and ERP 17 kw to 49 kw; change antenna height 680 ft. Action April 30.

KHOF(FM) Los Angeles—Broadcast Bureau granted license covering changes. Action April 27.

KBB(L)FM Riverside. Calif.—Broadcast Bureau granted license covering new educational FM; trans. location approximately 300 nautical miles southeast of campus on side; ERP 1.4 kw: change type trans. Action April 27.

*KLLU(FM) Riverside. Calif.—Broadcast Bureau granted license covering new educational FM; trans. location approximately 300 nautical miles southeast of campus, change type trans. Action April 27.

KHTZ-FM Jacksonville. Fla.—Broadcast Bureau granted license covering changes. Action April 27.

WBUS(FM) Miami Beach—Broadcast Bureau granted license covering changes; ERP 45 kw; change antenna height 170 ft. Action April 27.

WLCY-FM Tampa, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action April 27.

WTXL(FM) Monticello, Ind.—Broadcast Bureau granted license covering changes; ERP 3 kw; change antenna height 135 ft. Action April 27.

*KBJC(FM) Great Bend, Kan.—Broadcast Bureau granted license covering new educational FM. Action April 27.

WHIC-FM Hardinsburg, Ky.—FCC granted full permit to Broadcast Bureau, Inc., to change trans. site to location of WHIC(AM) about 1.75 miles southwest of center of Hardinsburg, and to decrease antenna height from 300 to 250 ft. Action April 29.

WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 3. Action April 27.

WPCP-FM Boston—Broadcast Bureau granted license covering changes; ERP 100 kw; change antenna height 500 ft. Action April 27.

WJON-AM St. Cloud, Minn.—Broadcast Bureau granted request for SCA on 67 kc. Action April 29.

KFMU(FM) Kansas City, Mo.—Broadcast Bureau granted license covering use of former CBS antenna. ERP 77 kw; change antenna height 390 ft. Action April 27.

WJAG-FM Norfolk, Neb.—Broadcast Bureau granted request for SCA on 67 kc. Action April 29.

WKBR-FM Manchester, N. H.—Broadcast Bureau granted license covering changes; ERP 10.5 kw; change antenna height 930 ft. Action April 27.

*WRPI(FM) Troy, N. Y.—Broadcast Bureau granted license covering permits for station; change antenna height 30 kw; change antenna height 370 ft. Action April 30.

*KJEN-FM Henryetta, Okla.—Broadcast Bureau granted CP to change ERP to 26 kw. Action April 30.

*KBYE-FM Oklahoma City—Broadcast Bureau granted request for SCA on 67 kc. Action April 29.


WPMN-FM San Juan, P. R.—Broadcast Bureau granted CP to change trans. location to 0.2 mile south southeast of Cerro La Santes (2.5 miles south southsoutheast of Huckleberry Place) near La Plazas, in Barrio De Farsiall, Puerto Rico: studio location to Main and North Street. Online services Northern Capus. P. R.; operate by remote control from proposed CP location. Change type trans. and and; make changes in ant. system; ERP 25 kw; change antenna height 800 ft. Action April 27.

WLBG-FM Laurens, S. C.—Broadcast Bureau granted CP to install auxiliary; ERP 3.2 kw; change antenna height 220 ft. remote control permitted. Action April 29.

WRVC(FM) Norfolk, Va.—Broadcast Bureau granted EA to change ERP to 14.5 kw. Action April 30.

*KACA(FM) Proctor, Wash.—Broadcast Bureau granted license covering license to change ant.; change antenna height 375 ft. Action April 29.

KUOW(FM) Seattle—Broadcast Bureau granted request for SCA on 41 kc and 87 kc. Action April 27.

WLVE(FM) Baraboo, Wis.—Broadcast Bureau granted CP to operate by remote control from WBUO(AM) studio, 2 miles south southeast of Waukau, on ferry service. Contract for lease, $50,000; change type trans. and and; ERP 37 kw to 60 kw; change antenna height 600 ft. remote control permitted. Action April 29.

Other actions

Following FM's notified FCC of stereophonic operation:
KWIN-FM Parsons, KANS. (to KWIN-TV)
KLVQ-FM Las Cruces, N. M. (to KLVQ-TV)
KXAO-FM Oklahoma City (to KXAO-TV)
WUSO-FM Lebanon, Me. (to WUSO-TV)
WJTH-FM Yuma, Ariz. (to WJTH-TV)

Following FM's notified FCC of change ERP:
KBRU-FM Portland, Oreg. (from 22 kw to 10 kw)
KJJB(FM) St. Louis, Mo. (from 1,000 kw to 500 kw)
WXBS-FM Ann Arbor, Mich. (from 300 kw to 10 kw)
WJRR(FM) Bakersfield, Calif. (from 10 kw to 5 kw)
WWGN(FM) Chicago, Ill. (from 3,000 kw to 30 kw)
WJRT-FM Jackson, Miss. (from 25 kw to 2 kw)
KFWT-FM Verona, Wis. (from 10 kw to 5 kw)

Other actions

Application for license to build a new station on location:
WJDN-FM Mocksville, N. C. (to WJDN-TV)
KCFN-FM Fort Smith, Ark. (to KCFN-TV)
KTBZ-FM Burbank, Calif. (to KTBZ-TV)

Filing of specific objections, protests or complaints:
WJQX-FM Tuscaloosa, Ala. (against WJQX-TV)
WXFM-FM Seadrift, Texas (against WXFM-TV)
KWEY-FM San Angelo, Texas (against KWEY-TV)
KSTN-FM Big Spring, Texas (against KSTN-TV)
WALK-FM Fort Walton Beach, Fla. (against WALK-TV)
WJSM-FM Nashville, Tenn. (against WJSM-TV)

Modification of CP's, all stations


Call letter applications


Call letter action

*KBCR-FM, University of Northern Colorado, Greeley. Colo. Granted *KUNC-FM.

Renewal of licenses, all stations


ruling on necessity to furnish data was deferred until after action on merits of
Midwest's Petition for reconsideration; rescheduled to June 29 (Doc. 1969). Ac-
tion April 29.

7 WCHO (AM) Minneapolis--FCC referred petition by Midwest Radio-Television
Inc. for reconsideration and grant without hearing to Midwest Radio-Television
TV to Hearing Examiner Herbert Sharfman, president of previous report. Sharfman recommended report analyzing data submit-
ted by petitioners and a rebuttal to petition. New petition for reconsideration and appeal by Midwest September 22. Action April
30.

8 Approved renewal of licenses for following VHF translators: KOXM-TV Kirkwood, IA; KOXV (TV) and KOXF (TV) all area, South. Lake of the Woods, Wink.; K1F-X (TV) Bakersfield, CA and K1F-Z (TV) all area. Action April 30.

9 Other actions, all services
• FCC revised seven day rule implementing Section 315 of Communications Act
(equal opportunity) to require political can-
didate for specific office to request time for
equal opportunity within one week from day on which candidate first appeared
on air. Candidates who join race late must submit their requests for equal oppor-
tunity within one week after first appear-
ance by each candidate, following filing of
entry lists (Doc. 1876). Action April 29.

10 License actions
• California.--FCC granted application of Malibu Communications Corp., as Malibu Trainco, Inc., to re-transmit
Cyprus Communications Co., Pacific Falls,
Calif., and similar application of Hawaii-B
translator Corp., to transmit to Chipley, FL
KOLN (TV) Lincoln, and rebroadcasting
KOLN-TV Lincoln, Action April 29.

• Lincoln, Neb.--FCC granted applications by Cornhusker Television Corp., licensees of KOLN (TV), to re-transmit
KOLN-AM, Lincoln, Action April 29.

• Williamsport, Pa.--FCC set aside January 1968 Order granting without hearing a new translator UHF translator to serve New Job and
Wynnewood, Action April 29.

11 Renewal actions
• Nebraska.--FCC granted applications by
WSN TV Inc., licensees of WSN TV and WLAG
TV, Inc., licensees of WLAG (TV) and WSN
TV, for new translator UHF translator to serve Bowling Green, KY, on ch. 10 and ch. 11, respectively, using specially de-
designed common antenna. Requests for waiver of rules which provides that adjacent channel assignments will not be made to translators issued in same area also granted. Action April 29.

CATV Applications
• C & H Video Cable Corp.--Seeks distant signals of WABG-TV, Altoona, PA and
WAFY (TV) both Bloomington, Ind., to Howard County, Ind. to Kokomo, Ind. (Indiansapolis, Ind.) Action April 29.

• Valley Cablevision.--Seeks distant signals of WAGN-TV, Madison, WI (TV); (Waukomis, Ind., to Des Moines, IA (Des Moines, IA) Action April 29.

• Capitol Cablevision.--Seeks distant signals of WABG-TV, Altoona, PA and WAFY (TV), Bloomington, Ind., to Des Moines, IA. Action April 29.

• Bartlesville Video Inc.--Seeks distant signals of KJJO (TV), Bartlesville, Okla., and

Fayetteville, Ark.--KCTV-TVs Kanso City, Mo.; KFWT (TV) and KFVT Fort Worth, Tex., to Bartlesville, Okla. (Tulsa, Okla. Action April 29.

Final actions
• Bulan, Ky.--FCC denied request by Duane
TV, Relay Inc. CATV system, for waiver
of franchise and proposed to reschedule
Action April 30.

• Ohio.--FCC granted petition by Sandor
Cablevision Inc., DeVille, St. Mary's, Ohio, for
off-the-air, distant signal of WGTW-TV
Toledo, Ohio, on systems. Action April 29.

Action on motion
• Chief Hearing Examiner Arthur A. Glad-
man, Jr. (Hampton Roads Cablevision Co.), CATV proceeding, designated Edward L. Trudeau, Sr., treasurer of
waste Cooper as presiding; and scheduled
prehearing conference for June 8 and hear-

Ownership changes
Applications
• WLPF (FM) Mobile, Ala.--Seeks assign-
ment of license from Mobile Broadcast Serv-

• KRLN (AM) Canon City, Colo.--Seeks trans-
fer of control of KRLN Inc. from Joel H. Women, to Nor-
ton E. Warner (50% before, none after). Con-
sideration: transfer, for that interest, $5.50
per annum, from 1966 to 1970, and $5.00
per year, thereafter. Action April 30.

• WAFD (AM) Grand Rapids, Mich.--Seeks assign-
ment of licenses from Mutual-Meadow-
croft Inc. to Great Lakes Broadcasting Corp.
for $1,000,000. Owners: WAFD (AM) Corp.,
president, and Bob Beatty. Proposed new
assignee to Great Lakes Broadcasting Corp., (each 50%). Action April 30.

• KYRO (AM) Potomac, Mo.--Seeks assign-
ment of license from Frankin County Cable,
Inc. to Central Broadcasting Inc. for $10,000.
Owners: Robert E. Falke, president; and
Jerry P. Falke, secretary (each 50%). Action
April 30.

• KOUF (FM) Potsdam, N.Y.--Seeks assign-
ment of license from Fred W. Deitzler to
W>>>>

Cable television actions
The following are activities in com-

minuity-antenna television reported to
the Broadcasting through May 5. 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.

• Wynne, Ark.--Wynne Cable TV Co. has been awarded a franchise. Charges for use are $1.50 per month plus $5.50 per month. The franchise was awarded by a petition, and the company is to pay the city $100 per year, plus 2% percent of gross revenues.

• Okeechobee, Fl.--Peninsula Cablevision
Corp., St. Petersburg, Fla. (multiple
CATV owner) is awarded a franchise. The rates are $4,450 per month plus an
announced installation fee. The corporation is to pay $1,500 per year for the first five years of the 15-year franchise.

• Wendell, Idaho--Idaho Video Inc., Jerome,
Idaho (multiple-CATV owner) has applied
for a franchise.

• Revere, Mass.--Cablevision Corp. of Amer-
ica, Boston (multiple-CATV owner) has ap-
pied for a franchise.

• Webster, Mass.--Webster Cable TV Inc.,
Webster, Mass. (multiple-CATV owner) has applied for a franchise.

• Fairview, Tex.--Mid-County Broadcasting
Co., Inc. (multiple-CATV owner) has been
awarded a franchise. The proposed subscriber fee would be $5.50 and the company would pay a $3 pole rental. The city would pay $19,600 per year to the city plus approximately $1,400 a year.

• Southern Pines, N.C.--Sandhills Commu-
nity Cablevision Inc., Southern Pines, N.C., has been awarded a franchise. The proposed subscriber fee would be $5.50 and the proposed minimum is to be two percent of the gross revenue for the first 350 customers.

• Freelandtown, N.J.--D. J. Cable Co., Nazer-
eth, N.J. has been granted a franchise. None of the financial aspects were
announced.

• Black Brook, N.Y.--Au Sable Communications
Inc., Au Sable Forks, N.Y. has been
granted a franchise. The financial
particulars have been announced.

• Toledo, Ohio--WBTU Systems Inc., Mount Carmel, Ohio (multiple-CATV owner) has been awarded a franchise. The monthly basic fee rate is $1.50 and no installation fee. The company agreed to pay the city the value of the revenues after the first 350 customers.

• Red Lion, Pa.--Garden Spot CATV, Lan-
caster, Pa. (multiple-CATV owner) has been
awarded a franchise. A $15 installation fee and a $3.50 per month rental fee have been levied. The municipality will receive a four percent annual franchise fee.

• Harbor Heights, Tex.--Killer-athon-Com-
peters Cove Corp. has been awarded a fran-
anchise. The initial franchise fee is $24.

• Strasburg, Va.--Luray Trans-Video, Luray,
Va. has been awarded a franchise. Terms of the franchise include a $15 per month rental fee, a monthly charge of $5 per subscriber and a charge of $5 for each additional connection. The company will pay the city $120,000, as well as three per-
cent of its annual gross revenues.

Acquisitions
• WUHF-TV Hartford, Conn.--FCC granted
assignment of license of CP from Adams Television
Corp. to Evans Broadcasting Corp. for $48.

• WOBL-TV Fort Worth, Tex.--FCC granted
assignment of license of WOBL (TV) to the
president of WOBL (TV) as president of
WNOB Corp., Inc. (each 50%). Owners: R. W. Ocean, sole owner. Mr. Evans is the
president, and Louis and own KMEC-TV Dallas. He also has agreed to purchase WZJZ-TW Worcester, Mass., and WBZ

• KCTK (AM) Childress, Tex.--Broadcast
Bureau granted transfer of control of Golden
Valley, Tex. (multiple-CATV owner) to execu-
tive of estate of Malone Hogan, de-
ceased (multiple-CATV owner).

• KOPA (AM) northern Calif.--Wards

76 (FOR THE RECORD)
Speed won a track scholarship for Tom Judge nearly 30 years ago. Since then, he has continued to run hard—and continued to win in just about every field of endeavour. This particularly includes TV sales, about which he says: "You give me the name of a town with a television station and I can tell you the best way into town from the airport and the best hotel," he says.

And his 20-odd years in TV sales has not lessened Tom Judge's energetic approach. He smokes slim cigars and littered ashtrays with the plastic wrappers. He wears a weighted belt to stay slim — lest the tennis, touch football, water skiing and snorkeling not be enough.

Not long ago he gave up his short-cropped hair for a longer, more fashionable style, but he is not sure he made the right move.

The vice president and general manager of RKO Television Representatives is an opportunist in the positive sense of the word. He has been watching the spot market soften, rate cards cave in, agencies put the heat on. And while he won't tell you that the ratings of RKO stations have given them the edge, he will tell you updated programing and 18-to-49 demographics have saved them: "If we were where we were a year and a half ago, we'd be down the tube like everybody else."

As co-chairman of the sales advisory committee of the Television Bureau of Advertising, Mr. Judge puts a great stock in TVB's work. "Advertisers are beginning to understand spot for the first time—largely because of the efforts of the Television Advertising Bureau."

Competitive is the word that best characterizes Tom Judge—and that quality surfaced early. Mr. Judge won a track scholarship to Indiana University in Bloomington, at the age of 16. He ran for two years, winning the National Amateur Athletic Union Junior 1,500-meter championship in his freshman year, and qualifying for the All-American Cross-Country Team.

In 1943, after two years at Indiana, he joined the Marine Corps, which sent him to Purdue University to train as a naval aviator. His training completed, he served as a flight instructor in Pensacola, Fla.

After his discharge, he returned to Indiana University, where "they wanted me to change my major so I could qualify for a couple years of track." As luck would have it, Mr. Judge came down with one of the first diagnosed cases of mononucleosis—that scourge of the student—in medical history. His college sports career was sharply curtailed. One more lecture course gave him his degree.

He went into the war-surplus business and "did very well" for a time. In 1949 he went to New York to look around at advertising. He discovered that's the business I wanted to work in." Life Magazine made him retail representative ("greatest education I ever had") working in Kentucky and Indiana.

Although "I'd never been inside a station before," he landed a sales job with WBZ-TV Boston in 1950. A year later, he was talking with a "guy I didn't even know" about a job with CBS-TV sales in New York. He was impressed with the salary, which later proved to be mere "cigarette money" compared to commissions, he recalls.

Tom Judge became part of an elite group of men being groomed for succession at CBS—Frank Shakespeare, and John Schneider among them. From 1952 to 1956, Mr. Judge and his young colleagues rode the crest of a wave. The doting corporate parent set grand plans and fat paychecks before its minions.

But Mr. Judge was transferred to Chicago as midwestern sales manager, and eventually the elite company dissolved. Mr. Judge returned to CBS in New York after a year. In 1958 he joined Westinghouse, where he helped establish Television Advertising Representatives (TVAR).

Two years later Mr. Judge was drawn back to CBS. He became director and general manager of CBS TV Production Sales, where the plan was to "sell unused production facilities to non-CBS customers." If there was a flaw in the plan, it was that CBS had hired too good a salesman; the facilities were oversold and the enterprise became bogged down in "fantastic overtime problems" and other labor difficulties.

Mr. Judge is proud of some of his sales accomplishments, and in conversation he holds them up for view like track and field trophies. He remembers persuading a skeptical Department of Defense that CBS could best produce a film on Communism for showing to the armed forces. "I knew these military guys," he says confidently. The film, "The Road to the Wall," was later nominated for an Oscar.

While at CBS, Mr. Judge and several associates "in a very hush-hush way" formed National Television Sales "to attempt to introduce into independent representation some of the things that make the group-owned representatives superior." That superiority, Mr. Judge says, is grounded in an "intensely, highly concentrated effort." In one year's time at National Television Sales, he flew every scheduled airline in the U.S., Mr. Judge recalls. NTS was a noble effort, but underfinanced, he says in retrospect. Thus it happened that in 1968, he threw in with RKO.

Mr. Judge met his wife Betty at Indiana, where she was a beauty queen (elected by his fraternity—he counted the votes).

His two youngest children, Bill and Lisa, are still at home in Greenwich, Conn., while his two oldest boys are at college. Clark is at Indiana University, majoring in history. He has his eye on Republican politics. Tom S. Judge is at Wesleyan University, Middletown, Conn., where he plays lacrosse and was a quarterback on the freshman football team.

In TV sales the early bird has to be fast too

**WeeksProfile**

Center ring

The little band of lion tamers that have made careers out of the FCC's network study, which has been going on since, oh, 1950-something, have at last cornered the beasts. They have persuaded a majority of FCC members to vote out regulations cutting the television networks back in prime-time programing and all but out of program syndication.

The result, according to word from the cage, will be a profusion of uplift in television programing everywhere. It remains to be seen.

All the signs we can see point toward a shifting of local news programs into early prime time in the major markets, and a groping for affordable syndication product to play in early prime time in the markets too small to supply an hour or more of local news every day.

If enlargement of the supply of quality programing is the FCC's objective, this provides little promise of attainment. The commission is right to say the subject merits review.

Do it now

An agonizing war goes on, stirring violence on college campuses, and the economy sags. But government and business must carry on as close to "as usual" as they can.

This isn't the ideal climate in which to raise questions about the FCC, which, some 16 months since the change in administration, is still dominated by four Democrats and an executive staff that has remained almost intact. Two new Republican appointments made by President Nixon are outstanding, but they have failed to shift the political balance or the hard line on regulation.

It is becoming an open secret now that the White House has a plan. As far back as last July names were being named to deliver a fourth Republican to the FCC, but because a Democratic vacancy doesn't occur until near June 30, there has been no formal move.

There is nothing to prevent an announcement now of the President's intentions. With the term of Commissioner Kenneth Cox expiring on June 30, the White House could say that incumbent Commissioner Robert Wells, the broadcaster from Kansas who has made such a hit, will be asked to accept a full seven-year term to succeed Mr. Cox. That, whether or not Mr. Wells chose to stay that long, would be a vote of confidence by the administration. It would leave a vacancy for the unexpired portion of the Wells term, which runs until June 30, 1971.

To implement the rest of the FCC plan would entail nomination of someone to fill the one-year tenure to be vacated by Mr. Wells. Under consideration for some months has been George S. Smith, chief of the FCC's Broadcast Bureau. This would be a merit promotion for a 69-year-old attorney, who had been in private communications practice. Mr. Smith would be prepared to retire June 30, 1971, or earlier if it suited the convenience of the President.

President Nixon is on record in favor of appointment of women to high public office. Last July (BROADCASTING, July 7, 1969) Representative Charlotte R. Reid (R-Ill.) was first mentioned as a likely appointee to the FCC, but it was discovered that under the Constitution she could not be named during this (the 91st) term of Congress, which voted the FCC a pay raise. She will be eligible next year, however, after this Congress expires.

When this plan, now in the hands of Peter Flanigan, the Nixon administration's top talent scout, is implemented, FCC Chairman Dean Burch will be in a position to resolve his "balance of power" problems, which extend also to hold-over staff heads. An announcement of the President's plans should not be unduly delayed.

The squeeze

A showdown may be in the making over the FCC's authority—and disposition—to second-guess broadcasters in their news judgments. To the credit of its news department and of all broadcast journalists, NBC has refused to roll over at a recent command of the FCC staff.

The NBC resistance came in response to a ruling last month that the Huntley-Brinkley program had been unfair to private aviation in five pieces it did on the larger subject of air safety. William B. Ray, the FCC's chief of complaints and compliance, pointedly implied that NBC could make things right by doing something nice for the private fliers.

As reported here a week ago, NBC answered with a 21-page defense of its—and all of broadcast journalism's—rights to independence of choice in news matter and presentation. The network indicated it would carry its appeal as far as necessary.

It will be interesting to see whether the FCC staff or the FCC itself is willing to go to the mat on this. Here it has been challenged by an enterprise that is big enough to fight back. It has not won as easily as it did in another case that Mr. Ray got into at about the same time. In that one Mr. Ray asked kwix(MO) Moberly, Mo., to justify its announced policy of suppressing news about "kooks and radicals." As we commented at the time, no broadcast interest is too small to escape the FCC's relentless editing.

Well, it turns out that kwix did the politic thing. It advised Mr. Ray that it had changed its policy and would present stories of dissent if they were of "true national importance." That was good enough for Mr. Ray who, as a story elsewhere in this issue recounts, has given the Moberly station his bureaucratic blessing.

The kwix exchange of correspondence is graphic refutation of the argument that the government has no wish to influence the editorial content of broadcast journalism.

"The trouble is, by the time television gets around to depicting nudity, everyone will be sick and tired of it."

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BROADCASTING, May 11, 1970
Dexter Gardner is dead, a drug induced suicide at 19.

Before young Dexter took his life, he narrated a tape recording which voices the chilling despair of a drug addict. His parents want his story to be told in the hope that it will deter other young people from experimenting with drugs...or persuade users to seek the help they need to stop.

KTTV and Metromedia Television have created a series of powerful public service spot announcements showing pictures of Dexter, with his own words..."telling it like it is." These announcements are now being aired on Metromedia Television stations across the country.

Because the problem of drug addiction among youngsters seems to be everywhere, Metromedia Television is also making these announcements available to any station in the country.

Hitting hard at the roots of the drug problem through innovative concepts of communication is typical of Metromedia Television's active and totally dedicated involvement in the communities we serve.
How do you pick up sound without noise?

Pick up the new RE50 and the new RE85 quiet microphones.

Introducing two microphones that aren't "microphonic". That are unexcelled for hearing air-borne sounds, but shrug off contact noises. The new hand or stand RE50 and the lavalier RE85 dynamics.

Small, light, and just barely larger than the smallest microphones of their type. Yet both use a unique double-wall construction that is more effective in reducing microphone noise than any other we have tested.

Let's look into the RE50 first. A cutaway shows that inside each RE50 nestles the familiar 635A, case and all. It's shock-mounted at top and bottom to the outer case. Even the connector is isolated from the actual microphone. And the problems of mass and resonance have been worked out (with the aid of our computer) so that contact noises and cable rustling never reach the Acoustalloy* diaphragm.

The result is remarkable isolation from all but air-borne sound, even in hand-held applications where microphone movement is uncontrolled. And when you add the extra protection of the built-in Acoustic foam* blast and pop filter, this is one of the quietest omnidirectional microphones you can find. Yet response, output level, and polar pattern are essentially the same as the 635A (one of the most popular professional microphones of all time).

But if noise can be a problem with hand-held and stand microphones, it is a plague to lavalier types. Clothing rustle, cord noise, and accidental contact with hard surfaces are common troubles. Except with the new RE85. Again, we have created a microphone within a microphone. But we've gone even farther. A special low-noise grille, for instance. And even the hard, smooth paint finish was chosen to reduce small rubbing noises.

The result is virtually noise-free operation even with inexperienced performers. And at no expense to sound quality. Like all E-V lavaliers, output of the RE85 is peak-free and natural. Each RE85 comes complete with neck cord, tie clip, and a belt clip to help control the cable. The RE50 is supplied with a Model 300 stand clamp.

Both the RE50 and the RE85 are now available at your E-V microphone headquarters. In this noisy world, it's a relief to know that help has quietly arrived.

*E-V Trade Mark
ELECTRO-VOICE, INC., Dept. 501BR
660 Cecil Street, Buchanan, Michigan 49107

Electronic systems and speakers • tuners, amplifiers, receivers • public address loudspeakers • microphones • phone needles and cartridges • aerospace and defense electronics