FCC to fashion one big package of cable controls. p17
Resistance to enforced divestitures shapes up. p25
New series and faces grab the Emmy spotlight. p38
TV networks buck slumping business trends. p46

WIIC-TV
PITTSBURGH, PENNSYLVANIA    CHANNEL 11-NBC
announces the appointment of
as national sales representative
Effective July 1, 1970
I'd like to thank the industry... this has to be the friendliest industry there is.
Our music speaks everybody’s language

A lot of European hit songs rise to the top of the charts in the U.S.A. 72% of the ones that have since 1960 are licensed by BMI. Call us the Transatlantic Hitmaker.

BMI
BROADCAST MUSIC INC.

All the Worlds of Music for All of Today’s Audiences
Housewives first choice

To sell food items, health and beauty aids, hosiery, or any of the multitude of products purchased principally by the housewife, select the station that delivers more. In the nation’s 12th ranked television market, KRLD-TV reaches 17.4% more housewives per average quarter-hour than the 2nd station.*

Contact your H-R representative for a most efficient schedule on the housewives’ preferred station.

*ARB Feb./March 1970
Television Audience Estimates
Day Part Summary
Total Survey Area
Sunday-Saturday
9:00 a.m. to Midnight
Average Quarter-Hour

KRLD-TV
The Dallas Times Herald Station
CLYDE W. REMBERT, President

Represented Nationally by

BROADCASTING, June 15, 1970
Evolution
Credit—or blame—for most unconventional aspect of FCC's still-unpublished CATV “Public Dividend Plan” apparently is being given to wrong source. General Counsel Henry Geller is regarded as chief author. But genesis of idea to require CATV systems to strip commercials from imported distant signals and replace them with commercials of local stations can be traced back to CATV Task Force (now Cable Television Bureau) and, ultimately, arrangement kcoy-tv Santa Maria, Calif., had with local CATV system for several months in 1968. Because of reported poor quality of kcoy-tv signal, station agreed to permit CATV to import network programing from distant station but with substitution of KCOY commercials.
Arrangement fell apart, but in meantime, word of experiment reached CATV Task Force, which, in midst of preparing for major CATV rulemaking, suggested adaptation as general rule. Idea never attracted support, until it was resurrected in dividend plan, which will be up again at FCC this week (see page 17).

Hard and soft
Agency buyers of network television say they are surprised to find that summer period (third quarter, July-September), “which we all believed was very soft,” has suddenly begun firming up. Broadcast head of leading agency says one of his major clients has been “having difficulty” placing his business—substantial money—for desired positions in prime time. Though show prices have come down for the summer, networks “just don’t have enough availability,” some said.
Agency buyers say, however, that network movies continue to be soft. It's estimated that sales in movies for both third and fourth quarters of 1970 are averaging 25%-30% behind last year at this time. Some agencies say they are concerned over the caliber of some motion pictures offered by the networks. In general networks are having fourth-quarter sales problems (see page 46).

More of Cox?
FCC Commissioner Kenneth Cox's delivery of farewell address last Tuesday before Federal Communications Bar luncheon in Washington (see page 30) doesn't necessarily mean he will leave commission June 30, date his term expires. Law allows him to serve until his successor is qualified. With no successor yet named and taking into account time usually entailed for confirmation hearing, Senate would be hard-pressed to approve new commissioner before expiration date even if successor were nominated now.
Meanwhile, not much was surfacing from White House on successorship. Commissioner Robert Wells presumably now would be willing to accept appointment to seven-year term and Broadcast Bureau George S. Smith is willing, indeed anxious, to accept remaining year of present Wells tenure and to step out for new appointment next year when he will have reached retirement age of 70. Circulating is report of appointment to major staff post (probably Broadcast Bureau should Mr. Smith move up) of Dean Frank Walsh of San Francisco Law School. Dean Walsh, in late 40's, Georgetown Law School graduate, was candidate for FCC itself before Dean Burch and Mr. Wells were nominated. Chairman Burch knows Mr. Walsh and reportedly conferred with him last week.

30-second time bomb
First TV campaign of any magnitude for sanitary napkin may be attempted by Scott Paper Co. for Confidets brand. Thirty-second spot created by BBDO, Scott agency, is now in limited number of markets, while results of audience testing are being gathered and evaluated. Plans for national campaign will be made within 60 days.
Spot, which stresses product convenience, shows female hand opening discreet Confidets package and removing disposable bags which accompany napkins. NAB code authority reviewed spot but has made no exception to ruling that outlaws entire sanitary napkin product category. Spot has been accepted by some stations that are outside code and is under scrutiny by others.

Cooling it
Is there chance that entire maze of suits, claims and counterclaims over TV-network music licenses will be straightened out in one big round of compromises? Some people close to issues think it's not out of question—if only because they despair of seeing it all settled any other way. Nobody expects it to happen quickly—that all, last negotiations took almost eight years. Privately there appears to be widening support for rationale of compromise.
Rationale runs this way: (1) CBS and NBC felt compelled to seek restricted licenses because of huge back payments they had to ante up for American Society of Composers, Authors and Publishers and because they could see no end to year-after-year escalation of costs under old system. (2) ASCAP believes licenses CBS and NBC are seeking pose threat to its existence, and Broadcast Music Inc. presumably has similar fear. (3) If assured of "reasonable" music costs for period of years with no escalation, networks might abandon costly litigation for new forms of licenses. (4) To avoid new-license threat, ASCAP might ease up its own demands in interests of future security and BMI might take similar deal if its share reflected extent of networks’ use of BMI music.

Candidate
Being mentioned for position of general counsel of FCC is David P. Buckson, attorney general of Delaware, one-time lieutenant governor of state. Mr. Buckson was elected top legal officer of state in 1962, has law firm in Dover, state capital, and is president of Dover Downs race track. Incumbent FCC general counsel, Henry Geller, is expected to move to chairman's office as special assistant once successor is picked.

Test case
Odds may still be against it, but there is at least reasonable chance that FCC Chairman Dean Burch will suffer reversal this week in his campaign to crack down on stations broadcasting four-letter words. Petition of noncommercial KRAB(FM) Seattle for reconsideration of commission action in February hitting it with one-year renewal in case involving broadcast of allegedly offensive language is on agenda this week. And, although only Commissioners Kenneth A. Cox and Nicholas Johnson voted for full license originally, officials say there is chance they may pick up two more votes.

Back to the lab
CBS's Broadcast Electronic Video Recording (BEVR) may be sidetracked indefinitely. Work on its refinement had been described as "put on the back burner" while CBS Labs, which developed it, concentrated on getting BEVR, from which BEVR is derived, on market this summer. New word from highly placed source suggest that "there doesn't seem to be any future for BEVR." Sources in CBS EVR division acknowledge some "uneven quality" showed up in BEVR field tests.
ROUTE TO:

ALL A.E.'S
Media Dept.

Fresno's KMJ-TV
#1 on the charts.
78.1

--- NSI ---

KMJ-TV #1 with 7 of the top 10 prime-time shows in total homes.

Fresno NSI
Feb. 12 - Mar. 11, 1970

--- ARB ---

KMJ-TV #1 with 10 of the top 15 prime-time shows in total homes.

KMJ-TV #1 in more ½ and ¼ hour rating periods in total homes than the next two stations combined.

Sun-Sat Sign On to Sign Off: KMJ-TV 190 Firsts
Station A 78 Firsts
Station B 51 Firsts

KMJ-TV #1 in news with an average 50% more news audience than the next station. (Total survey area—total households.)

--- Footnotes ---

Fresno ARB Feb 11 - Mar. 10, 1970
Based on ADI Ratings when all three stations are on the air ½ hour and ¼ hour time segments.

Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

Make a few sales records for yourself. Get on KMJ-TV—the pick of the pack in Fresno's six-county, $2.1 billion market.

Sales Management Survey of Buying Power, June 1969
(Effective Buying Income)

McCLATCHY BROADCASTING
BASIC NBC AFFILIATE • REPRESENTED NATIONALLY BY KATZ TELEVISION

BROADCASTING, June 15, 1970
In series of tentative votes, FCC begins blueprinting ownership and technical structure of CATV industry. If pattern holds, commission would bar CATV-television cross-ownership and network ownership. See...

One big package of cable controls...17

Delegates to last week's NCTA convention leave Chicago still uncertain over whether their industry is going. One certainty which grated with many operators: origination of programing at beginning of 1971. See...

Program originality is CATV's challenge...18

Eight licensees who would be directly affected by FCC's proposal to break up multimedia ownerships in same market urge commission to establish industry-government task force to determine optimal policy. See...

Resistance to divestitures shapes up...25

FCC Commissioner Kenneth A. Cox, known for his hard-line approach to regulation, regrets leaving with major questions unresolved but hopes to continue in related field after his term expires June 30. See...

Cox in reluctant farewell...30

Justice Department steps into KHJ-TV Los Angeles case and tells FCC it should deny license renewal if commission upholds finding that station's parent engaged in anti-competitive conduct benefiting KHJ-TV. See...

TV-ad ties hit by Justice...35

Old, established winners look to their laurels as new series and faces steal spotlight and Emmy awards at 22d annual presentation last week. NBC edges out ABC, CBS with nine winners. See...

Emmy puts on a new face in 1970...38

Broadcasters voice their adamantly opposition to FCC's prime-time access rule in many petitions, most citing problems and expense involved in procuring suitable independently produced programing. See...

Prime-time rule complaints roll in...40

Federal court suggestion that NBC pay ASCAP $4.32 million a year pending outcome of rate-making proceedings gains initial acceptance by parties, but final decision may hinge on details other than interim fee. See...

NBC-ASCAP seek interim solution...42

Network-TV sales are running nearly 6% ahead of last year and although advertisers are holding back on fall commitments, increases are expected for fourth quarter and year. However, costs are causing TV to tighten belts. See...

TV networks buck business trends...46

FTC Chairman Caspar W. Weinberger leaves post to be deputy director of new Office of Management and Budget, assured by President his reorganization and attention to consumer protection at FTC will be carried on. See...

Winds of change sweep the FTC...47
"As through a glass, darkly..."

St. Paul's phrase, describing the way in which people of Biblical times viewed their spiritual world, applies quite literally today to the smog-fouled world of too many Americans. Although an aroused public is just beginning to fight back, Storer stations have been at it for years. In early 1968, WJBK-TV "named names" of major violators in Detroit. KGBS Radio detailed not only discomforts but actual health hazards of Los Angeles smog. In Cleveland, Atlanta, Toledo, Milwaukee - Storer stations joined up. Today New York's WHN Radio cites industry's accomplishments in correcting abuses. Cleveland's WJW-TV has cooperated in a unique "Mother's Campaign" to clean up the air their children breathe. WJBK-TV has continued in the van of Detroit's anti-pollution efforts using time-interval films to show constancy, and a "MURC-Index" to show density of pollutants.

Storer's continuing barrage of documentaries, editorials and in-depth news features, aimed at reclaiming "America, the Beautiful", takes a lot of doing. But Storer's reward comes in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."
Rep pioneer dies
Edward Petry, 73, founder of station-sales representation as it is known today and one of its leading figures for more than 30 years, died Friday (June 12) at hospital near his home at Spring Lake, N.J. He had been ill since late last summer, when he underwent first of series of operations for throat cancer.
Mr. Petry founded Edward Petry & Co., original station-representation firm Feb. 1, 1932, and built it into one of dominant radio-TV sales firms before selling it to company employees in 1963 and retiring from board chairmanship in 1964.
There were station "representatives" before Ed Petry, but they operated as brokers, often representing competing stations and tried to drive station prices down to increase their own shares. Mr. Petry, buying time for Biow Co. on Bulova Watch Co. account, shunned brokers, dealt directly with station managers, found many of them receptive to his idea that fair rates, rate enforcement and representation of only one station per market would make unique combination valuable both to stations and to man who could make it work. On that basis he opened Petry company with 13 major radio stations, core of what later came to be known as "the Tiffany list" of station representation.
His company also claimed other firsts under his leadership—in setting up separate TV division (1947), separate promotion-research-sales service unit for TV (1949) and new spot-TV pricing concept (1963) that is still referred to as "the P card."
Mr. Petry was one of key figures in formation of station-representatives association in 1945. Its first major project was to try to drive networks out of representation of independently owned stations. Although he supported that effort, he also put company on record in support of networks when their right to option-time came under attack. "The fact is," he once said, "I've never been a pronetwork man and I've never been antinetwork. I've been pro-broadcasting."
Mr. Petry was born in Brooklyn, N.Y., July 10, 1896, went through eighth grade and held variety of jobs before enlisting in Navy in World War I. Afterward he sold newspaper space, joined what was then WGL (AM) New York in 1926 and originated what was said to be first daily one-hour local participation program. He joined NBC later that year as salesman and conceived and produced what was described as first daily participating radio-network program, Dr. Royal S. Copeland Food Hour.
At Biow, from 1926 to 1932, he administered one of biggest radio budgets of that period—more than $1 million annually in production and placement of Bulova time signals broadcast average on nine times daily on 140 radio stations.
He is survived by wife, former Elizabeth Kehoe; two daughters, four grandchildren and sister. Funeral services will be held Tuesday (June 16) at 11:30 a.m. at Frank E. Campbell funeral home in New York.

Networks hit prime-time rule
In Friday (June 12) filings on FCC's prime-time rules (see page 40), CBS and NBC denounced new regulations as unworkable and self-defeating, while ABC gave them qualified support.
CBS said prime-time access rule—limiting affiliates to three hours of network-fed programing in prime hours—violates First Amendment and Communications Act, and that rules barring network syndication and use of previously aired network material to fill open time were "arbitrary and capricious." All rules, it added, violate Federal Administrative Procedure Act.
Network said access rule would prevent stations from making own program choices and deprive viewers, stations and advertisers of benefits of free competitive choice.
CBS observed that network shows most likely to be replaced by "pale syndicated imitations of successful network program types" would be more diverse forms of programing, which it said attract smaller audiences and generate lower spot revenues. Network said rule would have effect of inhibiting type of programing commission champions, such as news, public affairs and documentaries.
CBS affirmed it would not offer programing in prime time beyond three-hour limit if access rule is sustained by commission and courts.
Network said rule would have effect of inhibiting news programing and could force networks to discontinue some of news and public affairs shows they now offer, especially specials that pre-empt regular schedules.
Restrictions on syndication, network said, would "result in virtual expropriation of property of network-company syndicators and deprive producers of their contractual rights to have their programs distributed by companies they have freely chosen."
NBC said commission had ignored facts presented to it showing adverse effect of rule upon stations, networks, producers and public, and had also ignored "undisputed economic data" showing rule will not achieve its objective. It noted last hearings in proceeding were held eight years ago and that published staff report is "both obsolete and irrelevant to rule."
"No reasonable standard of public interest can justify adoption of rule having such widespread impact on [the] American viewing public without any factual basis for judgment as to what substitute product will be," NBC told commission.
Urging reconsideration of rule, NBC said committee should "develop contemporary evidence" regarding way rule would work. Commission should "face up to fact that record in this proceeding cannot support rule," network asserted.
NBC said it would be "compelled" to reduce its prime-time schedule by eight half-hours per week if rule is sustained.
ABC said it felt it could adapt its operations to function within framework of access rule, but urged that "commission expressly recognize that rule is intended to operate for interim period, pending fuller development of UHF."
Network said restrictions on network syndication were based upon conjecture and speculation and should be deleted.
ABC said it would "not be feasible" to program one-half hour per night "for an essentially ad hoc network made up of independent stations in top-50 markets and regular affiliates below top-50."
Both CBS and NBC requested stays
of effective date of rule till beginning of fall broadcast season beginning 18 months after order becomes final and is no longer subject to judicial review.

More heat on divestiture plan

American Newspaper Publishers Association moved ahead Friday (June 12) in battle against FCC's proposed divestiture of multimedia holdings. Its task force, meeting in Washington, authorized "substantive program of research" into history and facts concerning effects of multimedia and crossownership of communications.

Study will include case histories of previous bouts newspapers have had with Justice Department on antitrust issue. Task force, headed by Grover C. Cobb of group broadcast-newspaper owner Gannett Co. (see page 25), instructed counsel Donald Beal and Aloysius McCabe of Washington firm Kirkland, Ellis, Hudson, Chaffetz, Masters & Rowe to seek six-month delay in commission's deadline (now July 15) for comments on proposed rulemaking.

ANPA committee will maintain close liaison with National Association of Broadcasters' committee. ANPA group had lunch Friday with NAB President Vincent T. Wasilewski, NAB chairman Willard E. Walbridge, and Paul Comstock, vice president for government affairs and general counsel. NAB's committee (see page 26) meets today (June 15) on same issue.

Details of ANPA research into fields of public service, economic impact on employees and owners, and legal implications will be worked out by Mr. Cobb and top ANPA officials. Mr. Cobb said ANPA strongly feels that all elements in broadcast and newspaper field are involved in proposed rule—newspapers, CATV. He said research would be aimed at "preserving right of newspapers to equal treatment in ownership of electronic media, now and in future." ANPA's historic position has been that FCC rules regarding ownership, limits and divestiture are unconstitutional. ANPA committee will meet again at end of July, Mr. Cobb said.

Cambodia claims newsman

Body of CBS News reporter-producer Gerald Miller was found Friday (June 12) in Cambodia at same place searchers earlier found body of CBS News correspondent George Syvertsen (BROADCASTING, June 8). CBS officials also reported issuance of Cambodian death certificates for two bodies believed to be those of CBS News cameraman Rammik Lekhn, and Cambodian driver Sam Leng. Messrs. Miller and Syvertsen and the other crewmen were among eight newsmen reported captured by communist forces in Cambodia on May 31. Others, including NBC News correspondent Welles Hangen still are missing, but are believed to be prisoners.

Meanwhile, NBC News correspondent Wilson Hall was one of 32 hostages released by Arab guerrillas in Amman, Jordan, Friday (June 12) after three days (see page 33).

WHEC strike settled

Operations were to return to normal today (June 15) at WHEC-TV Rochester, N.Y. where walkout of National Association of Broadcast Employees and Technicians' members began May 27 (BROADCASTING, June 8). Operations had been curtailed by strike. New contract is for three years and includes wage package of $36 weekly increase over three years. Settlement was announced last week by Glover DeLaney, vice president and general manager of WHEC Inc.

In another broadcast strike, some progress was indicated at WBOC-AM-FM-TV Salisbury, Md. where American Federation of Television and Radio Artists' members have been on strike since April 18. Federal mediator got talks going several weeks ago and they have continued. Another bargaining session was to be held Sunday (June 14).

Week's Headliners

Aneil H. Payne, VP of broadcasting division of King Broadcasting, Seattle, and general manager of King's KOWAM-TV and KINK(FM) Portland, Ore., named executive VP of King Broadcasting. As executive VP, he becomes company's chief administrative officer and all operating divisions report to him. This includes King's broadcast properties in Seattle, Portland, Ore., and Spokane, Wash.; Seattle magazine, King Screen Productions, and real-estate properties, among other interests. Forest W. Anusden, news manager with KOWTV, appointed general manager.

Arthur W. Schultz, chairman, Foote, Cone & Belding Advertising, Chicago, elected chairman of parent firm, FC&B Communications Inc. succeeding Richard M. Tully who resigned in April. John E. O'Toole elected president of FC&B Communications succeeding Charles S. Winston Jr. who becomes vice chairman. Mr. O'Toole is president of FC&B Advertising, New York. Mr. Winston's headquarters are in Chicago.

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

Appeal on antismoking spots

Eight Kentucky tobacco farmers, whose suit against ABC, CBS and NBC aimed at limiting scope of antismoking TV commercials was dismissed by federal judge in Lexington, Ky. (BROADCASTING, June 8), will appeal ruling, it was learned Friday (June 12). Basis of appeal, according to attorney Gladney Harville, will be same issues raised in trial suit. Crux of that action was claim that no evidence exists as to "any causal connection" between cigarette smoking and death peril—as charged in antismoking commercials. Appeal must be filed by July 1.

War critic demurs on offer

Senator J. William Fulbright (D-Ark.) is reportedly "appreciative" but disinclined to accept unusual offer of time on stations owned by Springfield Television Broadcasting Corp.

Sources said Friday (June 12), however, that no final judgment had been made on offer by Springfield President William L. Putnam. In discussions and letter to Senator Fulbright's office, Mr. Putnam had offered to provide time on WWL(TV) Springfield, Mass., or WKEF(TV) Dayton, Ohio, for presentation of senator's opposition to President's war policies. Tape of appearance would then have been made available to other stations around country.

What sparked letter was controversy over President's extensive use of television time. Senator Fulbright has called for legislation that would put Congress on equal footing with President in obtaining network time (BROADCASTING, June 8).

In making offer, Mr. Putnam commented: "There are times when a nationally televised appearance by the President of the U.S. is neither news nor a public event of overriding importance; but instead constitutes an exposition of divisive policy in defense of programs that are espoused only by our executive bureaucracy. . . . The Communications Act clearly requires me, even if my own conscience did not, to seek out a competent spokesman for opposing views."

Sources close to senator said tentative thinking is that plea for equal time was based on principle that applies to all Congressmen, not just to Senator Fulbright and his views. He is trying not to make personal issue out of it, sources said. Additionally, taping by individual station in Springfield or Dayton is not regarded as most "practical" approach.
It's 1985 and Metromedia Television is telling it like it is... (and asking for help).

“1985” is Metromedia Television’s fictionalized news documentary depicting an overwhelming national pollution crisis. The United States and most of the world has been plunged deep into a major environmental catastrophe caused by polluted atmosphere, earth and seas. The total extinction of man is likely.

Metromedia Television’s news men are reporting on simulated emergency conditions across the nation:


“President orders rationing of food supplies” . . . anchorman Mark Evans in nation’s capital.

“9,000 are dead in Mexico City dysentery epidemic” . . . Alan Smith from WTTG in Washington, D.C.

“Governor of Illinois declares martial law in Chicago—only 12-hour water supply remains; mid-America’s breadbasket now a barren dustbowl” . . . Glen Hanson of KMBC-TV, Kansas City.


“Plague near in D.C.’s garbage crisis” . . . Maury Povich of WTTG.

“Killer smog traps 3 million ... Dead in homes uncounted ... highways jammed ... escape from basin impossible” . . . George Putnam, KTTV, Los Angeles.

On June 1, Metromedia Television stations preempted two hours of prime time. Immediately following the hour-long “1985” dramatized newscast, Metromedia stations in New York, Washington, D.C., Kansas City and Los Angeles presented in depth one-hour programs covering current pollution problems at the community level. During this local hour, environmental experts and scientists pointed out solutions and active citizen groups confronted these authorities to develop the alternatives and obligations we all must assume immediately.

In “1985” Metromedia Television hopes to dramatically underscore to an apathetic nation the deadly seriousness of the problems of pollution. The unusual format—a “fictionalized” newscast—was selected as perhaps the most effective method of blasting through today’s public apathy.

Each Metromedia Television station is dedicated to seeking out the problems and solutions that will make our communities better places in which to live, now and in the future. The pollution problem is already critical in our country. To any station in the country wishing to join us in the effort to prevent the pollution catastrophe of “1985,” Metromedia Television offers the program free of charge.
Thanks from VISTA

Editor: Your generous contribution of an entire page for a VISTA advertisement serves us doubly. Without the cooperation of media we could not recruit VISTA volunteers. Having a full page in Broadcasting means not only publicity for VISTA, but a direct and most effective way of reaching radio and television stations. Your generosity helps a great deal. We are very grateful.—Francis J. Mathews, director of recruitment, VISTA.

Another version

Editor: Some time ago, in reading Broadcasting's special report, "The David Sarnoff Era Ends at RCA" [Jan. 12], I noticed several statements that apparently overlooked important facts of broadcast history. These seemed to be no point then in suggesting corrections, but it has since occurred to me that you might be interested, because I am sure you would want to avoid these inaccuracies in the future.

For instance, let's take the following statements from the first page of the report: "... dominant figure in the growth of RCA since its foundation in 1919."

Contemporary records provide much testimony to the fact that it was Owen D. Young of General Electric who was the dominant figure of RCA, not only at its foundation in 1919 but for quite a number of years after that. These records also show that David Sarnoff was certainly in the picture, and became
The CBS Laboratories' Dynamic Presence Equalizer solves these and other problems — enhances the presence of your broadcast signal — gives your station more punch and penetrating sound.

Speech programming frequently lacks presence due to inadequate amplitude of speech consonants caused by such factors as poor mike technique, incorrect equalization or excessive recording levels. The results — boomy signal and poor intelligibility.

The Dynamic Presence Equalizer analyzes the spectral balance of the program to determine the proportion of energy falling in the presence band of 2 to 4 kiloHertz. This proportion is then compared against a predetermined value and the amplitude of the presence band is then boosted as required until the optimum proportion is reached.

Try the Dynamic Presence Equalizer — absolutely FREE for 30 days. Prove to yourself that it solves your problems.

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McHUGH and HOFFMAN, INC.
Television & Advertising Consultants
480 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

McHUGH

"WE KNOW THIS YEAR, WHAT NEXT YEAR'S RATINGS WILL BE LIKE"

We didn't say that, but one of our clients did and several others confirmed it. The truth is that facts accumulated in our depth studies, are usually strong indicators of rating trends as far as a year away.

Ratings lag behind actual behavior when a market is in transition. Even though audiences are in the process of changing attitudes, when faced with a diary, they often tend to "vote" the way they used to behave, or still usually behave.

This phenomenon is much more evident in attitudes toward programs under the station's control, i.e., news, weather, sports, children's and women's programs, than toward network programs.

If you want to learn more about next year's ratings, or why this year's ratings turned out the way they did, give us a call for a no obligation presentation.

By the way, we still work with you for a whole year beyond a study—because we are more than just a research company. There is a lot more to making successful improvements than just having a research document handy. Don't write—call!

increasingly influential, but that in the early years he mostly worked behind the scenes.

"He created NBC in 1926 as the country's first radio network."

Without a shadow of a doubt, the country's first radio network was established by the AT&T in 1923. When NBC was formed in 1926, AT&T turned over its network, as a going concern, to General Electric, Westinghouse and RCA.

I feel that omission or suitable modification of these two points would in no way dim David Sarnoff's great record of accomplishment in the field of broadcasting, and it would avoid unfairness to others who were also mighty laborers in the field.—E. P. H. Janes, consultant.


(AT&T had no network in the modern meaning of the term. It had WEAF New York [now WNBC] which it connected to other stations in occasional hookups. NBC was the first network to begin regular scheduling.)

Jefferson claim challenged

Editor: Your June 1 issue carries a very interesting article about Jefferson Productions setting a new television pricing for agencies and advertisers. In your story it is noted that Jefferson [calls itself] the first major independent production company to offer a flat daily rate.

Not so. From the day of our inception [at National Teleproductions Corp.] two years ago, we have been operating on a flat daily rate. . . .

—Howard J. Zuckerman, president, National Teleproductions Corp., Indianapolis.

EVR coming in 1970

Editor: One of the many exciting features of CBS Electronic Video Recording is that it is first. In Broadcasting for June 1, covering the Avcop Corp. announcement, it is stated that EVR is expected to hit the market in summer of 1971. As those of you who were at the . . . unveiling of color EVR reported (Broadcasting, Dec. 16, 1968), we gained a year and will see delivery of color EVR players and cartridges late this summer, 1970. . . .


Another editorial voice

Editor: In your June 1 article on Chicago editorializing, it is stated:

"Before that [1962] only WTVJ(TV) Miami had editorialized on a regular basis. . . . WTVI(TV) Tampa, Fla., has been editorializing each weekday since Oct. 20, 1958.—Eugene B. Dodson, executive vice president and general manager, WTVI(TV) Tampa. (The statement was attributed to a Chicago journalist.)
Kal Kan tailors TV vehicle to reach its animal friends

In this age when the cost of sponsoring a weekly half-hour TV series on the network can range in the hundreds of thousands, what choice does the little advertiser have but to buy spot? None. Unless your name is Kal Kan ... and you're a California-based packer of quality foods for dogs and cats. And then you do the impossible. You beat the system.

First, you create a TV show around a programing subject that will pull in viewers and interest the networks. Second, you seek out a production house capable of producing the quality of shows you demand at the low cost you require. Then you finance a pilot filming excursion into Africa, and when you are satisfied with the results, pack off to New York, knock on a few selected doors (NBC, ABC and CBS), and wind up with your own network TV show.

As I said, you do the impossible.

The idea of having our own show first hit Kal Kan and its agency, Honig-Cooper & Harrington, Los Angeles, in 1967. But there was risk involved. For a small-budget advertiser it meant putting all its fiscal eggs in one basket. It took a sizeable chunk of corporate courage to buy the filmed product itself without even a predetermined time slot available at any network. Investing in network time costs, to get the show on the air, was an additional fiscal risk.

The real risk was in show content: It had to match the interest of product-purchaser demographics and profiles; it also had to provide strong family entertainment to keep viewers tuned in week after week. This risk rested with the advertiser; it was our dollar being invested. The show itself had to match the quality image of the products; ideally, it would provide a favorable environment in which to show commercials on behalf of those products.

In developing our subject, a decision was made which later proved to be a wise one—that was to portray the problems of animal survival in an adventure setting and in exotic locations. Our show topics built toward ecological and other national interests, which later emerged as national causes. Good timing!

And Kal Kan felt the possible benefits of such a show outweighed the risks. These benefits were: identification, prestige, and personality identification and endorsement.

Our first step was to approach Bill Burrud Productions with the basic show concept and hope we didn't get thrown out on our ear. We didn't. In fact our approach was met with enthusiasm. Since we already knew of Burrud's competence in filming and producing shows of this type (his wildlife photographers are second to none), the marriage was made and within a few weeks Burrud's team was on its way to Africa. It was a lean operation to be sure, but the filmed results proved what enthusiasm, planning and hard work can do.

Well ... we now had ourselves a show format; a name, Animal World; a spokesman, Bill Burrud; and enough episodes in the can or on the editor's bench to start a series. So off we went to New York.

Unhampered by protocol, we went straight to the people who count at each network and presented our plan. What we offered them was a pre-packaged show that dealt not with violence or sex, but with the real world and real problems in nature—topics, as it turned out, which have captured the public's attention.

The answer came only after several up-late months. But when it came it was good. NBC had accepted our proposal and had slated Kal Kan's Animal World for 10 weeks of airing.

Now we really had to get cracking. More shows were needed. And commercials. What should we use for commercials? We had nothing in the can. But we did have a spokesman, Bill Burrud. We did have some great locations around the world (where ever the Burrud camera crews pitched their tent), plus some great wild animals to work with. So why not? Why not devise a format that would utilize these wild, meat-eating animals in their natural setting, eating Kal Kan pet foods to prove that "Kal Kan is good meat protein and lots of it"? The answer is we did follow this format, and produced 26 different commercials that blended in with the look of the shows.

Well, by season's end Kal Kan had shown a significant sales increase. And Animal World had built up an impressive audience share. Success!

That was 1968. In 1969 we refined our concept—18 new episodes, 12 new commercials, 14 revised commercials. And we moved from NBC to CBS and from 6 p.m. Sundays to 7:30 p.m. Thursdays—in prime time! During that period, Kal Kan sales doubled and Animal World's share of audience averaged 27%. The show enjoyed the highest share of audience of any CBS program during the same eight-week period. Success again!

On Thursday, April 30, 1970, Kal Kan's Animal World began its third network season—same time, 7:30 p.m. Thursdays, but a different network, ABC. This year things are different. Instead of having to beg a network to take us on, the reception was more favorable because of the show's impressive track record. We were in the enviable position of negotiating with two networks! Our episodes are all new, and so are our commercials. Things are looking good.

It's nice to know the impossible really isn't.

Pete Goldish joined Kal Kan Foods Inc. in its Vernon, Calif., headquarters last year. He is director of marketing for this progressive pet-food packer. Prior to that, he was with the Green Giant Co., LeSueur, Minn., in product management for eight years. He holds a degree in marketing from the Wharton School of Finance of the University of Pennsylvania. In this Monday Memo he tells how Kal Kan selected a TV program vehicle for its gourmet pet-food products.
Men who can view PGW represented TV stations expect to buy 3,230,000 new cars this year.

Do you sell cars?

You can sell more with spot TV

...and we can show you how
...market by market
...season by season

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
One big package of cable controls
That's what FCC now sets out to fashion
after cable convention ends without getting word

The FCC has begun a concerted effort
to block out its newest and most comprehensive program for integrating the
dynamic CATV industry into the nation's mass-communications system.
The most fundamental aspect of the program, the so-called CATV "Public Dividend Plan," (Broadcasting, May 25) will be considered in a special meeting Tuesday (June 16). But in a series of tentative votes last Thursday (June 11), The commission began shaping the ownership and technical structure of the industry.

If the decisions taken in the special meeting hold, the commission will ban crossownership of CATV systems and television stations in the same market and prohibit the television networks from owning systems anywhere in the country. The ban would apply to existing crossownership situations.

The commission will also issue a notice of proposed rulemaking aimed at setting limits on the number of systems a company could own, or the number of subscribers its systems could serve. Three proposals will be offered for consideration.

And, in another notice of rulemaking receiving tentative approval, the FCC proposed technical standards for CATV systems that are designed to assure the development of the cable industry into something more than a television-signal retransmission system.

In another critical area—CATV program origination—the commission appeared to impose limits to the rule it adopted in October requiring systems with more than 3,500 subscribers to originate programing after Jan. 1, 1971. The rule does not prohibit per-program charges—in effect, a system of cable pay television. But an order disposing of petitions for reconsideration of the rule will, if given final approval, apply to systems charging on a per-program basis the same restrictions that are applicable to over-the-air pay television stations. For instance, they will be barred from showing feature films that are more than two years old and sports events seen on television in the preceding two years.

Officials stressed that the decisions taken Thursday will be considered again when the staff returns with final documents. However, although no votes were recorded, it was understood that each of the proposals was approved by wide margins.

The commission has set no deadline for completing action on the over-all package. But it is expected to issue all of the items at one time, possibly within two weeks.

Thus, if Chairman Dean Burch did not have much to report on definitive commission CATV actions in his speech to the National Cable Television Association, in Chicago on Wednesday (see page 18), the commission on Thursday helped give meaning to his statement that "the time is ripe for a breakthrough in your industry."

The most critical action was the vote on the crossownership ban. Originally, the commission considered including AM, FM and newspapers in the ban. But it decided to spin off consideration of crossownership of those media with CATV.

The commission will consider the CATV-newspaper matter in the pending rulemaking aimed at requiring multimedia owners to reduce their holdings in individual markets to an AM-FM combination, a television station or a newspaper (Broadcasting, March 30).

The commission is expected to state that it would be more appropriate to deal with the question of newspaper crossownership of all other media in one proceeding. However, some officials regard the decision as a lessening of the commission's interest in prohibiting newspapers from owning broadcast or CATV properties in the same communities.

The question of radio-CATV crossownership will be the subject of a further rulemaking proceeding. The commission decided on that course after failing to agree on various alternative bases on which such crossownership should be banned—for instance, in markets above or below the top 50.

Officials also said they did not consider the concentration-of-control question as pressing as that involving TV.

The divestiture requirement will have no effect on ABC, which has no CATV systems, and only a slight one on NBC, which has five. But CBS will feel it—CBS has interests in more than 10 systems.

It was not clear last week how long the networks and television stations would be given to comply with the divestiture requirement. Originally, the commission considered a three-year limit, but there was talk of extending that to four or five years.

The commission decision to ask for comment on three alternative multiple-ownership-rule proposals, as well as for suggested modifications of each of them, reflected considerable uncertainty.
Program originality is CATV's challenge

Conventioneers squirm as Burch says that's what FCC, Congress want, holds fast on Jan. 1 deadline

Cable-TV operators, 4,200 strong, went to Chicago early last week poised to break out of the doldrums they have been in for the last year primarily due to what they insist is a "freeze" imposed by the FCC.

They left the broiling city, the people-jammed elevators, the crowded exhibition halls and the long, long corridors of the Palmer House still uncertain which way their industry is to go. And, more important, when.

They know they have a friend in Washington—FCC Chairman Dean Burch—who has promised to lead them into the great breakout. But even their newly emerging champion asked them to have patience.

Still undecided as the 19th annual convention of the National Cable TV Association ended were the grave questions of CATV life: distant signals, copyright, regulation.

Certain at the moment, however, is one thing. Come Jan. 1 many cable operators are going to have to commence program origination—and many of them don't like it one bit even though the equipment exhibits glazed and gleamed with operating cameras, monitors, video-tape recorders, lighting fixtures, switchers, faders, special effects generators. Program suppliers lined the seventh floor of the hotel with long-legged, mini-skirted girls and Hollywood-type posters (see page 22).

The combination of studio equipment and program peddlers caused many broadcasters and former broadcasters who are in CATV to comment that the NCTA convention was beginning to look like an early National Association of Broadcaster convention.

The conventioneering cable-TV operators did have a long, hard look at the future of their business held on Jan. 15, 1970.

The Geller plan is based on market size. It would limit CATV owners to one system in the top-10 markets, two in the top-50 and four in the top-100. It would also prohibit an operator from owning more than five systems in the same state or adjoining state, and from owning two or more systems in the top-100 markets in the same state.

Officials who discussed the proposed technical standards made it clear the commission intends to see CATV develop as a provider of a wide variety of broad-band services, not merely as a transmission belt for off-air television signals. "The only advantage cable has is its multiple channel capacity," one commissioner said. "You can do things with it you can't do over television—provide minority-taste programming, serve educational needs, provide automated services."

The notice of rulemaking proposes a requirement that new systems operate with at least 20 channels, and it asks for a discussion of the technical and financial problems involved in constructing 40-channel systems. It also asks for comment on standards providing for two-way capability.

The draft notice of rulemaking incorporating the CATV Public Dividend Plan—a plan that has caught the fancy of at least the larger CATV systems—is said to follow the outlines contained in the general counsel's informal memorandum in which it was first described. It would permit the importation of distant signals into major cities of the country, together are their dominating goal.

Although Mr. Burch disappointed many in his audience—cable-TV operators had hoped he would be announcing the imminent issuance of a proposed Public Dividend Plan rulemaking—his appearance sparked the always latent hope that seems to permeate all CATV conventions.

Mr. Burch told his listeners that the commission was still deliberating on the proposals, as well as on such other matters as cross ownership, multiple ownership and technical standards, and that he was flying back to Washington to preside at a special Thursday (June 11) meeting of the commission on CATV matters—leading some to the expectation that an announcement might be issued Friday (June 12). Later, Mr. Burch told reporters that he did not anticipate anything coming out last week, and he was right.

Mr. Burch let cable operators know, however, that the commission is still expecting them to start local program origination by the beginning of next year. The chairman's remarks were obviously aimed at a number of re-

18 (LEAD STORY)
roadcasting's principal
take them to
cable television," he said, "are very likely
to have a direct relation to the ability
of your industry to prove that it will do more than merely shift the content
of broadcast television on to wires.

"We will not be moved," he said, "to much excitement by program origina-
tors hustling for the same piece of pie now shared by television broadcast sta-
tions—using the same program sources, soliciting the same advertisers and seeking
the same mass audience."

The same warning was sounded earlier
by Sol Schildhause, acting chief of the CATV Bureau. Mr. Schildhause also had told CATV operators that cable television is "in for a lot of regulation."

Mr. Burch warmed his audience, however, by telling them that the commission is ready to consider the question of state-utility regulations versus FCC pre-emption. NCTA's board, only

Commissioner Robert E. Lee, UHF's leading advocate on the commission, who provided the swing vote in the 4-
to-3 decision to instruct the staff to translate the plan into a notice of rule-
making. He has been under considerable pressure from UHF forces to change his position on the matter. Last
week Willard V. Putnam, long one of UHF broadcasting's principal spokes-
men, sharply criticized the plan in a letter to the commissioner. Mr. Putnam said the plan's "unworkability is so ap-
parent as to be laughable."

One modification which would meet
some of the objections raised by CATV operators, would exempt CATV sys-
tems more than 35 miles from a ma-

or-market city and small systems (with less than 300 subscribers) from the requirement to make payments to CPB.
The dividend plan also provides for a compulsory copyright license for all systems except those individually owned having fewer than 2,000 subscribers, and would require them to pay seven-tenths of one percent of gross subscription charges for each distant signal the cable system carries. However, this provision could not be im-
plemented without an act of Congress.

The proposed franchise-fee limitation is also regarded by some commission officials as requiring congressional ap-
proval. But whether or not it does, it opens the delicate and complex prob-
lem of federal pre-emption of authority exercised by state and local govern-
ments. And, although the commission	

received comments on the question in its last effort to overhaul the CATV rules—a notice of rulemaking issued on Dec. 13, 1968—the draft notice dealing with the CATV public dividend plan incorporates an inquiry into the proper relationship of federal, state and local governments in the regulation of CATV.

The commission is also set to con-
sider on Tuesday another proposal, one unrelated to the package of regulatory proposals that has attracted most at-
tention but one that would, if adopted, bring considerable cheer to CATV sys-
tems that are now barred from import-
ing signals from an overlapping mar-
ket.

Under interim procedures now in ef-
fect, a system within 35 miles of a major-market station but beyond the 35-mile zone of another may not import the second station's signal, even if it is within the station's grade B con-
tour, if a local station objects.

The Cable Television Bureau has pro-
posed an order eliminating the pro-
dure enabling stations to stay auto-
matically the importation of such signals. The draft order would provide for staff processing of CATV requests to import signals from overlapping mar-

kets and for grants of those where the commission determines a complaining station would not suffer serious eco-
nomies. There are some 100 CATV applications now pending that would be affected by the proposed change in the interim procedures.

Some officials say there is a good chance the commission will approve the order. They note that the dividend plan calls for a scrapping of the overlapping-
market concept.
ticipated seeing the FCC’s proposals in formal form in two weeks and that he expected to be able to live with them. He conceded that when the Public Dividend Plan was first publicized, he felt it would split the industry. But, he explained, after learning from FCC sources that it will not be applied as broadly as it seemed, he feels much better.

The substitution plan, whereby UHF stations would place their own commercials in place of deleted commercials from distant TV station programs, "won't fly," Mr. Demgen observed. He said he expected the National Association of Broadcasters to fight the idea "tooth and nail." And, he added: "NAB is pretty powerful, with friends in high places."

Mr. Demgen said that the NCTA is still in favor of the McClellan copyright bill, and that any change in that position will have to come after the latest FCC proposal is issued.

Mr. Demgen owns cable systems in Willmar and in Benson, both Minnesota. Together they have 3,500 subscribers. He also owns a microwave-relay system that serves 16 cable systems, including his two.

Provided restrictions are lifted, Mr. Demgen said he sees CATV quadrupling in the next decade, and that he expects to see two-way facilities (see page 54) in general use during that same time frame.

Perhaps the most upbeat speaker on CATV at the convention—aside from the industry's own members—was a one-time leader in the administration of former President Johnson. This is Eugene V. Rostow, now a Yale law professor who was chairman of the Task Force on Communications Policy for President Johnson. It was this group's finding that CATV held out the best hope for diversity in television programming.

Mr. Rostow, who was undersecretary of state in the Johnson administration, told the cablenmen that CATV's impact on broadcasting must be tested in the marketplace. "Why . . . should the broadcasters be protected against the competition of a new technology?" he asked. Radio wasn't protected against TV, he said. He questioned the authority of the FCC to require or forbid origination of the sale of advertising.

Mr. Rostow disagreed with the principle that CATV should pay copyright fees (putting himself on the other side of Chairman Burch). CATV, he said, improves the access and enhances the economic position of UHF stations, and they should welcome it. At another point, he painted the current copyright- regulatory proposals as "a cartel-like arrangement that would allow cable TV and the networks to work comfortably together."

The question of preemption by the FCC hung over the convention in various forms. M. William Adler, Weston, W. Va., operator who was the outgoing chairman, pleaded strongly for this move. ". . . the FCC is our best hope—almost our only hope—for relief from the restrictions on our growth and progress," he said.

In a separate session, Bruce E. Lovett, vice president of American Television & Communications Corp., Denver, and former general counsel of the association, declared it was "imperative" that the FCC assert sole jurisdiction over CATV to head off state regulation.

Mr. Lovett also suggested that the FCC also set standards for licensing that local governments would be required to follow. And, he added, he foresaw some form of "superintendence" over CATV rates by the FCC. Mr. Schildhause demurred at this; the commission he said has only 27 people in its CATV bureau; the broadcast bureau on the other hand has 250. Mr. Schildhause also sent a chill through his audience when he observed that licensing also means the right of revocation. And in another comment, he observed: "NAB and AMST just might be right that cable will kill off free TV. If I was a member of the FCC, I just might want to share the responsibility for that death with the Congress."

The only voice raised publicly against preemption was by Walter Katz, an Oakland, Calif. attorney who is general counsel of the California CATV Association. Mr. Katz felt that every time a CATV operator in California had a "little" problem, he shouldn't have to run to Washington.

Mr. Adler expressed pessimism that the pending McClellan copyright bill would pass this session of Congress. But, he stressed that the CATV industry has more to gain by paying a "modest" copyright fee than not—particularly if this is coupled with the right to import distant signals.

He was not optimistic either about the possibility of coming to any agreement with broadcasters.

Mr. Taverner repeated his call to CATV operators to put aside parochial concern and work for the good of the industry as a whole. He characterized the prospective Public Dividend Plan as representing "a favorable turn" on the part of the commission.

Herbert G. Klein, director of communications for President Nixon, called on cable operators and broadcasters to work together. Mr. Klein, who had just returned from an inspection trip to Vietnam and Cambodia, called on.

Half-million grant for cable-TV study

It's endorsed by Nixon, but Burch says FCC will act in its own way

A $500,000 study of the place and potential of cable television has been commissioned by the Alfred P. Sloan Foundation, New York, and endorsed by President Nixon.

The study is targeted for completion by the end of next year. It was said to have been gestating at the Sloan Foundation for some time but to have been precipitated by recent news reports of the imminence of FCC actions to liberalize cable television (see page 17).

FCC Chairman Dean Burch said last week, after the new project had been announced, that it would have no effect on FCC actions. He saw it as an inquiry into the long-range implications of cable development. The FCC, he said, is concerned with more immediate conditions.

The study commission set up by the Sloan Foundation will be headed by Dr. Edward S. Mason, former dean of the Harvard University Graduate School of Public Administration. Its members are from academia, business and politics.

President Nixon, in a letter to Nils Y. Wessell, Sloan Foundation president, said he hoped the commission "will be able to illuminate the tremendous potentialities" of broad-band communication as they "are made available on a large scale."

The President added: "The power of new technologies to impose change is beyond dispute. But
we have learned in recent years that there is nowhere any assurance that change will necessarily be beneficial. Perhaps for the first time in history, we are aware that the time to think about the consequences of a technology is before it has become so firmly fixed that it is very nearly beyond reconsideration. A new technology can take society down many roads, not all of which lead to agreeable consequences. Your commission, in attempting to explore some of those roads and set forth an account of the alternatives, will be performing an important public service.

"I look forward with considerable interest to your report. The distinguished group you have gathered to consider these matters provides every reason for confidence in the outcome."

Mr. Wessel predicted that "within a few years many or most city dwellers in the United States will be linked by cable-television systems that will constitute the most powerful communications system ever conceived."

He said cable would be heavily programmed with entertainment and news, "as indeed it should be," but its channel capacity would admit other services in profusion.

"It is now possible," Mr. Wessell said, "to imagine a revolution in the manner in which such urban necessities as health services are provided; health systems such as those which already exist in major cities might be made more effective and more efficient in manners of which we now have little or no conception. Systems of vocational education linked to employment services might contribute massivley to the economic well-being of the city. Cable television, uniquely capable of serving small cities and areas within the large city, might make a major contribution to community development."

Dr. Mason, chairman of the study commission, said an "assessment of the promises and threats" of cable was needed as a guide for city franchisers and state and federal regulators to "impose limits and develop goals for the system of the future."

A criticism of the commission's approach and composition was made public by Black Efforts for Soul in Television (BEST), Washington-based organization. In a letter to Dr. Mason BEST said that blacks are the majority in inner cities where cable will have "its greatest impact" but that blacks constitute "only a token percentage" of the Sloan commission membership, two of 15.

"The elite, corporate, research and university interests are well represented," said BEST, "but the people whose lives will be most affected are not."

In addition to Chairman Mason members of the commission are Ivan Allen Jr., former mayor of Atlanta; John F. Collins, former mayor of Boston; Dr. Lloyd C. Elam, president, Meharry Medical College; Kermit Gordon, president, Brookings Institution; William Gorham, president, Urban Institute; Morton Janklow, New York attorney; Dr. Carl Kaessen, director, Institute for Advanced Study; James R. Killian Jr., former White House science adviser, former chairman of the Carnegie Commission in Educational Television, and chairman of the corporation, Massachusetts Institute of Technology; Edward Levi, president, University of Chicago; Dr. Emanuel Piore, vice president, International Business Machines; Henry S. Rowen, president, Rand Corp.; Dr. Frederick Seitz, former president, National Academy of Sciences, and president, Rockefeller University; Franklin A. Thomas, president, Bedford-Stuyvesant Restoration Corp.; and James Q. Wilson, professor of government, Harvard University.

The commission will operate with its own professional staff, expected to number about a half-dozen.

The Alfred P. Sloan Foundation, established in 1934, has interests in science and technology, education, management and related problems. Assets at the close of 1969 were $302.8 million.

CATV to achieve its potential through "diversity, responsibility and maturity."

In what in previous years would have been a caustic session but which this year turned out to be remarkably even tempered, even amiable, the broadcasters' position was set out by John B. Summers, chief counsel of NAB, and Martin E. Firestone, general counsel of the All-Channel Television Society representing UHF stations.

Mr. Summers told an overflow meeting of cable operators that CATV is seen as a "great supplement" to broadcasting, but that where too many distant signals are imported it could destroy broadcasting. He said NAB also opposes interconnection of CATV systems, mass-audience programing and advertising on cable TV systems.

NAB's principal objection to the public dividend plan, Mr. Summers said, is that the proposal would strip from the broadcaster the exclusivity protection he pays for when he buys a program. He also said that NAB objects to the mandatory origination requirement, to the 5% contribution to the Corp. for Public Broadcasting, as well as any ban on broadcasters owning CATV systems in their own markets.

The prospective public dividend plan also drew opposition from Mr. Firestone. He noted that the commercial substitution proposal would cost WABTV in Wilkes-Barre, Pa., more than $1 million to implement in order solely to install equipment to accomplish the substitution on the 10 cable systems in its area. There would be other costs too, Mr. Firestone said, that makes the idea impracticable.

A. Harry Plotkin, Washington lawyer who represents a number of CATV clients, termed the plan " harebrained," especially the substitution proposals. He also termed the prospective contribution to educational broadcasting dangerous; if CATV must pay 5% for public broadcasting, he asked, how long will it be before broadcasters are asked to make a similar contribution?

Mr. Plotkin drew some amusement from his generally sympathetic audience in replying to Mr. Summers's observation that broadcasters would not object to local public service programs, without advertising. This means, Mr. Plotkin said, "it's all right to originate programs people don't watch."

E. Stratford Smith, also a Washington lawyer who represents CATV clients, stated that broadcast TV is not capable of meeting the public demand for program diversity. CATV can meet those demands in the smaller markets, he said, and has "a fighting chance" in the major markets.

Frederick W. Ford, former president of NCTA now in private law practice in Washington, urged as he has previously that the FCC hold an open hearing on CATV regulations before it sets rules in order to learn all it can about the industry.
Can programming pay on CATV?

That's what the larger systems are going to find out come Jan. 1

Cable-television operators got down to the fine pencil work in Chicago last week, counting up the costs of going into local program origins and, many of them began wishing Jan. 1, 1971, would go away—at least for a little while longer.

They were romanced by film and program-syndication salesmen, equipment makers and the purveyors of various specialized services who told of the new subscribers and added revenue from advertising that the local programming could produce. But they also were warned of economic and other problems by those who have ventured it.

The effect: Many candidly admitted they were confused and would wait until they could go home, sit back and give origination a hard, cold look.

Others, especially the operators of bigger systems (3,500 subscribers and up) that must start originations on the FCC's deadline next Jan. 1, were serious shoppers of the considerable displays of new color cameras, tape recorders and associated equipment. They carefully canvassed the program suites too.

Teleprompter Corp. came off as the big spender of the show. The systems giant signed with RCA for $1 million worth of compact one-tube color cameras and related gear.

Despite the growing amounts of feature film, off-TV product and other syndication shows that are beginning to be offered to CATV, operators in talks last week frequently denigrated the quality of what is available, mentioning especially some of that offered them initially at the Chicago program conference several weeks ago (Broadcasting, May 4).

Their attention focused upon production of their own local shows, live or tape, perhaps using some syndicated format materials. This attention was particularly encouraged by FCC Chairman Dean Burch, who warned them against merely copying commercial TV (see page 17).

It was encouraged, in part, by several major advertising agency observers at the convention, two from J. Walter Thompson Co. and one from Kenyon & Eckhardt, who affirmed national accounts interested in cable advertising if adequate, clearly defined and quality audience segments are achieved through specialized programming on the systems.

Roger Morrison, broadcast supervisor, and Richard Ressler, media department attorney, both from JWT, sat in on the meetings as did David Scholes, account executive, Kenyon & Eckhardt.

"I would like to see cable programs highly segmented," Mr. Scholes told a session on advertising.

But making a buck at all in cable advertising is an arduous, expensive and sometimes perilous venture, two systems experts told the session, considering the small dollar units involved compared to regular TV. Barry Stigers, Athena Communications Corp., New York, and Gregory J. Liptak, LVO, Tulsa, Okla., observed that so far every system is approaching it in different ways.

Mr. Liptak said of LVO's 20 systems, 11 are programming locally, eight are selling advertising, two are "making money" and four are "breaking even," but the remaining two are "losing their shirts." A LaSalle, Ill., system at Grand Junction, Colo., selling commercials for about five months, "is up to $500 to $600 a week in billings." Best results, he related, are in selling programs, not run-of-schedule spots.

Mr. Stigers said cable operators will have to hire good salesmen at competitive rates if they want a piece of the local media pie. They will also have to learn how to create and produce good local commercials very cheaply, say $20 for a 30-second spot.

Floor discussion disclosed Montgomery Ward and similar major retailers are very interested in cable advertising and are testing. One chain might even wish to "buy" a full channel, programming it from their local stores, it was learned.

Best preparation for going into advertising: becoming first involved in total community-type programming, thereby winning recognition and acceptance. Case histories were given by Xenophon Mitchell, Ottawa (III.) TV Cable Co., and Edward Drake of the LVO group.

Frank Herman, now with CBS Enterprises, recalled running Foote, Cone & Belding's FCB Cablevision System at Newport Beach, Calif., a color opera,ton, with an hourly program cost of about $50 for some 100 hours a month. Simple "neighbor-to-neighbor" formats are used, taped, rotated and repeated.

Production costs for covering local high-school football can easily run well over $100 per game in man-hours alone if done on a multiple-camera scale at all approaching regular TV, Gary Weik, TV Transmission Inc., Lincoln, Neb., reported from his experience.

Tony Accone, program director, Palm Desert (Calif.) TV Co., reported even an hour or so daily live local can be costly. The Palm Desert system, serving 11,000 subscribers, put $100,000 in color gear into a $40,000 custom studio building and started local color last December.

Despite the costs and problems, cable operators "would lose substantial support" in high places such as among government leaders and educators if they now were to collectively seek any delays in the origination deadline from the FCC, John D. Matthews, Washington attorney, advised one management session on local cablecasting.

Individual operators might seek exemptions, another attorney, Arthur Scheiner, explained, but he advised doing so "sparingly."

Another Washington attorney, Arthur Stambler, reminded the cable operators that the FCC is a government agency "with high spiritual attitudes" that functions with a "holy grail" complex and is very conscious of "the great public trust they have given you—so they expect a lot of you."

Barbara Ringer, assistant register of copyrights, Washington, also on the legal panel, did not feel copyright law revisions will unduly hamper local origins, but urged caution whenever covering high-school plays or similar performances. Music may give cable its most problems, she suggested, urging a blanket license approach similar to broadcast.

Cablemen touring the program exhibits found a variety of live format properties plus an increasing assortment of film product with selling formulas equally diverse. A system of say 4,000 subscribers could buy live format packages at flat fees of $6 per half hour and up to as much as $195 per month for a daily vehicle, some including local sales assistance.

Telemation Program Services Inc., a veteran group film buyer in both broadcast and cable, was host at its own program seminar at NCTA. The firm cautioned operators to be aware that their first film buy would be the most critical of all because it would be the bench mark known throughout the trade for all future negotiations. It also would be the lowest price the system would ever be able to buy product, at least on its own, it was added.

Monitel Inc., backed by the Reader's Digest, producer of a 24-hour information channel service that functions in minute cycles of news and commercials, said 36 systems have been signed, including Cox Cablevision, Jerrold and Columbia Cable, group owners. Monitel said four national advertisers already have been obtained, including Reader's Digest and Singer Co. Test operations start soon on four systems.

The regular news service suppliers reported high interest too, especially for the first local news insert capability features. AP said its CATV service is now used by more than 100 systems while Television Presentations Inc. said some 40 systems are airing its 24-hour serv-
Was Red Lion a paper tiger?

A Yale law professor who was a key telecommunications adviser to President Johnson took issue last week with last year's U.S. Supreme Court affirmation of the FCC's fairness doctrine.

Eugene V. Rostow, who was chairman of President Johnson's Task Force on Communications Policy, said the Supreme Court was wrong in the now-celebrated Red Lion case. He said its decision was based on an erroneous premise: that there is a shortage of spectrum space.

"There is in fact," he said, "no inherent shortage of spectrum space. There are few markets where all available spectrum space is used by radio and television. More rational and flexible spectrum management could eliminate such shortages as do survive."

And he continued, the court's second justification—fear of the power of the medium—"should have no place in our constitutional universe."

"Fear of the power of ideas," he stated, "does not, and in our society cannot, justify censorship. The men who wrote the First Amendment knew the power of ideas. Television has not yet mastered the force which fell in behind the words written in the Declaration of Independence, or in the pamphlets of Tom Paine. The founding fathers believed that freedom of thought was the only principle on which to organize a free society. For them licensing was incompatible with freedom."

Freedom of thought and speech, he added, "will be truly protected not by censorship, however delicate, but by a multiplicity of tongues, no one of which can dominate the market place for ideas, and by rules and conditions that guarantee unrestricted entry into that marketplace."

Mr. Rostow, who was speaking in Chicago at the annual convention of the National Cable Television Association, added: "Well conceived network and licensing regulation, antitrust enforcement, and the full and free development of cable television should produce a communications environment in which concentration is impossible. In such an environment the public interest could be served by freedom without fear."

He also suggested that the government force television networks to give up program production, under the 1949 Paramount antitrust decree that required Hollywood producers to divest themselves of their ownership in theaters.

Vikoa exhibited a black and white viewfinder TV camera, using a 1-inch Vidicon, priced at $500. Telemation offered a complete color film chain, including Bell & Howell color camera and 16mm film projector and Kodak slide projector for $14,165, and a complete color production package, including in addition to the film chain, two color studio cameras, lightline and other accessories, for $69,643.65. Both units were specially priced at the convention; the film chain for $11,500 and the studio package for $56,751.

Court upholds FCC stay rule

CATV's must wait for commission approval of importation requests

The legal underpinning of the automatic-stay provision of the FCC's CATV rules, which had been wobbly, has been strengthened by a decision of a federal court in Philadelphia in the ongoing Bucks County Cable TV Inc. case.

The Circuit Court of Appeals for the Third Circuit, in a unanimous decision, upheld the automatic-stay provision as it had been applied in a move to block
Bucks County from importing New York signals into Falls township, in the Philadelphia market.

The decision overturns a ruling of a federal district-court judge, who decided last year that the provision had been unconstitutionally applied to Bucks County. Judge Ralph C. Body had also enjoined the government from prosecuting the system for ignoring the stay (Broadcasting, April 21, 1969).

The automatic stay prohibits CATV systems from providing a service to which local stations object until the commission has considered the matter and issued a ruling favorable to the cable system. The rules say the commission will "expedite its consideration and promptly issue a ruling...."

Two Philadelphia UHF's, WBF-TV and WPHL-TV, invoked the provision against Bucks County in June 1968, after it disclosed plans to import the signals of the four New York independent stations. Two months later the matter was ripe for action by the commission. But when the commission had not acted by the following December, and after it had proposed new rules and adopted new interim procedures, on Dec. 13, that would bar Bucks County from importing the New York signals, the system began operating with those signals, on Dec. 19.

The new interim procedures, which implement the proposed rules, permit CATV systems to import distant signals into major markets if they obtain retransmission permission from the stations involved. But in adopting the procedures, the commission said it would "grandfather" under existing rules all systems operating in compliance with them as of Dec. 20, 1968.

Bucks County began operating with the New York signals without the permission of the New York stations but with the hope that, if it won a subsequent court test, it would qualify for grandfathering. It also sought a declaratory judgment that the district court later provided.

The circuit-court decision clears the way for the commission to order Bucks County to stop carrying the New York signals—unless the system petitions the Supreme Court for review and obtains a stay of the circuit court's ruling. The attorney for the system last week said no decision had yet been reached on whether to continue the court fight. Besides the New York programming, the system carries the signals of the Philadelphia stations and a Wilmington, Del. educational station.

At the time of the lower court's decision, there was some question as to whether it applied only to the facts in the case, or to the stay provision itself. Bucks County had claimed that the commission denied it due process by delaying consideration of its request for permission to import the New York signals.

But the ruling of the circuit court, which took the case on appeal from the government, upholds both the stay provision and the manner in which it was applied. The court called it "a vital part of the FCC's total regulatory concept" aimed at giving the commission time to determine whether proposed CATV service would have harmful impact on existing television service.

And in considering the "complex public-interest problems involved," the court added, the commission is not bound by the same limitations applying to courts that impose temporary restraining orders—that is, 10 days. In contrast to such orders, which are used to halt service already begun, the commission's stay provision, it added, is designed to permit an advance determination as to whether a proposed service should be allowed.

Bucks County, which obtained a preliminary injunction from the Philadelphia area, began building a system in Falls township in September 1966, six months after the commission's CATV rules had been published. It invested $267,000 over the next two years.

However, the court said that the system's decision to invest funds "was made with the full awareness of the substantial risk that, if objected to, its proposed carriage of New York City signals would not be permitted." The court added that Bucks County could have avoided the risk simply by giving notice of its proposed service before beginning construction.

The decision makes clear that the stay provision can be legally applied to overlapping market situations. Falls township is within the Grade B contour of the New York stations involved. In addition, the court cited, as evidence that Bucks County should have been aware of the risk it was running in building without getting prior approval, the commission decision in July 1966 staying the importation of Los Angeles signals into San Diego even though the systems were in the Los Angeles stations' service area.

In view of the commission's apparent intention to take a wholly new approach to CATV regulation—one that would permit CATV systems to import signals into major markets (see page 17)—the decision does not have the significance it would otherwise. However, the automatic-stay provision will be critical in barring the importation of distant signals until the adoption of rules anything like those now under consideration—and such action is months, possibly more than a year off.

In addition, commission lawyers feel the decision will be helpful in discouraging other CATV systems from attempting to override the automatic-stay provision with a claim it was being unconstitutionally applied against them.

Carson/Roberts
Happy Day Award
⇒ MERRILL BARR ⇐
whose one-man campaign is carrying the Happy Day alternative to broadcasting stations throughout a nation beset by problems, but still responsive to the good sense of humor.
Resistance to divestitures shapes up

Group of groups asks FCC to establish study force while NAB, ANPA get down to planning defenses

Broadcasters' skepticism of premises on which FCC rulemaking proposals are based is not new. Nor are broadcasters' suggestions for studies to examine those premises. But eight broadcast licensees were skeptical of the assumptions on which the commission's proposal to break up multimedia ownerships within communities are based. They have come up with something new in the way of a research-project suggestion.

The members of the group, most of whom would be directly affected by the commission's proposal, urged the commission last week to establish a task force that would include representatives of the commission as well as industry and would formulate a program of study and research. The program would be designed to determine the regulatory policies that would "yield the optimum, quantitatively and qualitatively in service to the public."

And it would include "a careful re-appraisal of certain a priori assumptions on which current and proposed policies are based." The suggestion was offered in the form of a petition for joint study that was filed with the commission by the licensees' Washington law firm, Pierson Ball & Dowd. And it came at a time when broadcasters, through the National Association of Broadcasters, and newspapers, through the American Newspaper Publishers Association, were establishing committees to lead their opposition to the proposal to break up cross-ownership within individual communities.

Executives of two of the station groups represented in the Pierson, Ball & Dowd filing are also members of the special NAB committee that was appointed last week (see below). They are Norman P. Bagwell, WKY Television System Inc. (WKY-AM-TV Oklahoma City and other stations), and Edwin K. Wheeler, Evening News Association (WWJ-AM-FM-TV Detroit and other stations).

In the filing last week, a task force on which both the commission and broadcasting was represented was held out as a way of eliminating any doubt as to the objectivity of the study undertaken. The pleading said that past industry studies of commission proposals have been discounted by the commission partly on the theory that industry sponsorship makes industry bias a certainty and partly because the commission experts who analyzed the studies were convinced of the validity of the a priori assumptions on which the proposals were based. And commission studies would not be fruitful "if the a priori assumptions embraced in the past as a point of departure still control the commission's program of study," the pleading added.

The commission proposal that has alarmed the broadcast and newspaper industries would give present licensees a five-year period to reduce their holdings within individual markets to an AM-FM combination, a television station or a newspaper. It was issued for comment three months ago, on the same day that the commission adopted rules barring the owner of a full-time station from acquiring another one in the same market (BROADCASTING, March 30).

The petition for a joint study was withering in its criticism of the assumptions on which the commission based its actions aimed at diversifying media ownership within markets.

The presumption—"that meaningful diversity of voices flows from more
AFTRA points to network gains

Performers' union ratifies new contract to cover three years

The American Federation of Television and Radio Artists has reached agreement on a new three-year contract with the TV-radio networks providing for increases in wages and improvements in working conditions, according to an announcement to be released today (June 12) by Sanford Wolff, national executive secretary of the union.

The contract, which was ratified by the AFTRA membership throughout the country, provides rates and other provisions retroactive to last Nov. 16 and runs to Nov. 15, 1972. Mr. Wolff said that in every instance a 6 1/2% pension and welfare contribution has been achieved, compared with a 5% contribution in the old contract.

In the television code, rates for programs other than dramatic strips or "soaps" were jumped by 10%; dramatic strips or soaps were increased from $165 to $175 for one-time rate and from $715 to $790 for five-time rate and announcers' rates for on-camera raised by 10%.

In the transcription code, dealer commercials and spot rates were boosted by 20% as of Nov. 16 and will go up an additional 18% on May 16, 1971. For the first time, provision has been established for re-use payment for commercials made in the U.S. and used outside the U.S.

The base pay of network staff news men has been increased from $350 to $375 weekly and will be raised to $400 in November 1970 and to $410 in November 1971. In the tape commercial code for TV negotiated jointly with the Screen Actors Guild, rates and sessions fees have been boosted by a minimum of 10% to 15%, while rates for wild spots and dealer commercials have been increased by 18% and 30% respectively.

In the network radio code, according to Mr. Wolff, a mandatory clause for singing groups of nine or more has been achieved. There have been increases in the news rates and sportscaster rates, but they were not specified in the contract.

Mr. Wolff said there were, in addition, agreements on local TV and radio codes and new contracts covering staff newsmen in New York, Chicago and Los Angeles, providing increases in wages and improvement in working conditions. He added that Mutual and AFTRA have approved new agreements in New York and Washington containing improvements in rates, fees and guarantees.

the study should proceed to an examination of the problems presented in reaching the goal "and then the development of regulatory policies" needed to achieve it. But in discussing this route, the petition reflects an assumption of the licensee-signatories—that the results of the study would indicate that there is no basis for the kind of limitation on media ownership the commission is contemplating.

The petition suggested the construction of models of the future capacity of various hardware systems to provide the public with multiple aural, video and record channels and of the ideal organization and industry structure which would have the ability to use the technical capacity for optimum service.

The petition said a model of multiple mass-communications channels possible by 1975 or 1980, even based on "conservative technical assumptions," would show that, with all modes of delivery considered, routes of access to the public that are technologically feasible "will far exceed what we now have and will be many times more than existed three decades ago."

Indeed, the petition said, the model might show that the problem of public access to the media is not hardware but software—the economic and human resources needed to make use of the technology. It added that the study should seek to determine the kind of an organization needed to meet the public's need for information and culture. And in connection with culture, at least, the petition represents the licensee-signatories as believing "there is a definite relationship between the size of an organization and its ability to achieve an adequate response (e.g. network and group owners)."

The signatories, who say they will support and participate in the proposed project, are Atlass Communications Inc.; Eller Telecasting Co. of Arizona, Ktak Broadcasting Co. and Southwest Broadcasting Co., all owned by Combined Communications Corp.; the Evening News Association of Detroit and its subsidiary, Universal Communications Corp., and Wxv Television System Inc.

Chairman of the NAB committee, which was named a Special Working Group on Media Structure and Service, is Douglas Mansh, president of Wbrz-tv Baton Rouge, owned by the Baton Rouge Broadcasting Co. which also owns The Baton Rouge Advocate and State Times.

Chairman of the ANPA task force is Grover C. Cobb of Gannett Co. which publishes the Rochester (N.Y.) Times-Union and Democrat & Chronicle, other newspapers in New York, Connecticut, Illinois, California, New Jersey and Florida, owns Whec-AM TV Rochester, N.Y., and has additional broadcast properties.

Both groups have vowed an all-out fight against the FCC proposal. Stanford Smith, manager of ANPA, said last week the proposal is considered the "most serious threat to publishing today." NAB's executive committee authorized President Vincent T. Wasilewski to appoint its group which will report to its board of directors.

The two committees are expected to work closely together. Mr. Wasilewski was to have lunch with the ANPA group Friday. Mr. Cobb is a former chairman of the NAB board as is John F. Dille Jr., also a member of the ANPA committee.

The committees are:

For NAB—Mr. Mansh, Mr. Bagwell, Mr. Wheeler, Clair R. McCollough, Steinman Stations, Lancaster, Pa.; James M. Moroney, Wfdaa Dallas: Ward L. Qual, Wbn Continental Broadcasting, Chicago; J. Leonard Reinsch, Cox Broadcasting Corp., Atlanta; and E. R. Vadeboncoeur, Newhouse stations, Syracuse, N.Y. All are with stations that have newspaper ties. In addition members of the NAB executive committee, with the exception of Mr. Cobb who heads the ANPA counterpart, will be ex-officio members of the group.

The ANPA committee:

Use your imagination.

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

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

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

EASTMAN KODAK COMPANY
If you fill in the reservation form and return it—along with your payment—you will save at least $2 a copy. And you may wish to order several copies. If so, just indicate this on the coupon.

Most Complete and Up-to-Date CATV Data Available:
The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:
- Operator's name and full address
- Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable—O-A for picked off the air, or Mc for microwave—Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and owners, with ownership percentages—Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

A Complete CATV Guide

But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:
- Group Ownership of both U.S. and Canadian Systems
- Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada
- FCC Rules and Regulations for CATV, including ARB top 100 markets
- CATV Suppliers and Equipment Directory
- CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies Important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be at least $8.00.
FCC shuts door on black FM bid

It says Howard University was simply too late in filing for D.C. outlet

Howard University of Washington, the largest predominantly Negro institution of higher learning in the country, has been turned down a second time by the FCC in a bid to join Pacifica Foundation and another applicant in a contest for the last vacant FM channel in the Washington area.

The order last week was based on a strict interpretation of the commission rules barring acceptance of applications for frequencies which have already become part of a subject of hearing orders. And no separate opinions were issued.

However, the close vote—4-to-3—and the line-up of commissioners suggested that the strong feelings stimulated by the free-wheeling programing of Pacifica's controversial listener-supported stations played a major role in the commissioners' decisions.

Commissioners Kenneth A. Cox and Nicholas Johnson, who were in the majority along with Commissioners H. Rex Lee and Robert T. Bartley, who concurred, are the most active commissioners in promoting rights of minority groups appearing before the commission. But they are also the most vigorous defenders of Pacifica stations against complaints about their irreverent and, to some, offensive programing.

And they were outraged last summer at what they regarded as the staff’s foot dragging in processing the long-pending Pacifica application that, they said, permitted National Education Foundation to get into a contest with Pacifica for the frequency, channel 207. The rule waiver requested by Howard would have lengthened considerably the odds against Pacifica; it would have opened the hearing to a predominantly black institution seeking a channel in a predominantly black city.

The minority consisted of three Republican members, Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells. They are understood to have argued that waiver was justified principally on the ground that Howard was entitled to an opportunity to compete for the last FM vacancy in the area. If their position had prevailed, the commission presumably would have invited all other Washington institutions without broadcast outlets to compete for the frequency.

Whatever the three commissioners' concern for Howard, observers noted that none of them had ever expressed much enthusiasm for Pacifica. Indeed, Commissioners Robert E. Lee and Wells have indicated grave misgivings about some of the programing on the foundation's stations.

The stations are KPFK (FM) and KPFA (FM), both Berkeley, and KPFK (FM) Los Angeles, all California; WBAI (FM) New York, and KPFT (FM) Houston, which was knocked off the air last month by what was believed to be a dynamite explosion (Broadcasting, May 18).

The commission last week denied Howard's petition for reconsideration of an earlier decision, on Feb. 4, rejecting the university's request for a waiver of the rule barring the acceptance of applications for frequencies already the subject of hearings. The request was made Oct. 1, 1969, six weeks after the Pacifica and NEF applications were designated for hearing.

In requesting reconsideration, Howard said that the communications industry has been traditionally closed to blacks, depriving them of their First Amendment rights and an opportunity to learn the commission's procedures. Accordingly, it said black applications should be given special consideration by the commission.

The commission, while pointing to its awareness of the need for increased employment of minority groups in broadcasting—it has adopted rules requiring stations to follow equal-employment programs—said it “cannot establish operating stations on its own volition, but must wait until an applicant steps forward and is then required to treat all applicants equally. Howard simply failed to step forward.”

The commission did not dispute Howard's assertions that the university's proposed school of communications would help alleviate a national shortage of black broadcasters and journalists and that it would be appropriate to establish such a school in Washington, where a large portion of the population is black.

WGL(AM) to join CBS

CBS Radio has announced that WGL(AM) Fort Wayne, Ind., 1250 kc, 1 kw unlimited and owned by the News-Sentinel Broadcasting Co., will return as a CBS Radio affiliate on Aug. 17. The station was affiliated with CBS from 1928 to 1936 when it switched to ABC Radio. Wot has been affiliated with ABC's entertainment network service, which is being switched to WPTH (FM) Fort Wayne. The FM station formerly carried ABC's FM network service for which ABC will obtain a new affiliation. WLYV(AM) there carries the ABC's American Contemporary Network service.

House unit searches for viable CPB bill

Subcommittee rejects plan of administration, shows irritation at stop-gaps

Someone is going to give Congress a plan for permanent financing of the Corp. for Public Broadcasting—and quickly—if the House Communications Subcommittee has anything to say about it.

The subcommittee turned on the pressure last week by throwing out an administration bill that would have provided a three-year extension of CPB. In its place is a new bill (H. R. 17982) that would provide only a one-year authorization.

Meanwhile, the search is on for concrete funding proposals. CPB is expected to submit one to the Commerce Committee within a couple of weeks. The FCC also has been asked for comment, although that agency is known to regard CPB financing as somewhat out of its bailiwick.

The subcommittee has grown increasingly exasperated over the unwillingness of the executive branch to propose anything more than temporary doles for CPB. The feeling boiled over this year during hearings on CPB funding, when a representative of the Department of Health, Education and Welfare conceded that this year's administration bill was the only "permanent financing in sight. The congressmen would have their heads in disbelief and turned elsewhere for solutions.

The reason was that the bill was not "permanent financing" by any accepted definition of the phrase. It would have provided annual authorizations—with part of the money to come as a straight appropriation, and part of it to be based upon matching funds from nonfederal sources. Noncommercial broadcast representatives backed the bill without great enthusiasm, but none of them regarded it as more than an interim approach.

In monetary terms, the new subcommittee bill is actually more generous to CPB than was its predecessor. The new version which retains the concept of matching funds, could provide as much as $40 million: It would authorize a flat $30-million appropriation, plus up to $5 million to match nonfederal contributions. The pending budget calls for a $15-million appropriation plus up to $7.5 million in matching funds, which could total as much as $30 million.

Although the subcommittee proposal would undoubtedly be whittled-down in time, it illustrates the fact that CPB is not the target of the subcommittee's ire. The members are simply fed up

BROADCASTING, June 15, 1970
Cox in reluctant farewell

As term nears ends, he hopes to find a way to go on stiffening regulation

After more than seven years of being what has generally been described as a hard-nosed regulator, Democratic FCC Commissioner Kenneth A. Cox is finding it difficult to accept the prospect of being an ex-FCC commissioner. His term expires June 30, and the Republican administration is eager to take advantage of that occasion to give the commission its first Republican majority since 1961. But Commissioner Cox's head remains a-buzz with questions about the future of broadcasting, and he aches to continue the battles in which he has participated as a commissioner.

Commissioner Cox made all this clear last week in what amounted to his valedictory as a member of the commission—a speech at a luncheon meeting of the Federal Communications Bar Association. The luncheon, which had been sold out for two weeks, was heavily attended by commission members and staff as well as FCBA members.

The audience heard him restate the basic ideas which have governed his decisions over the years and which have given him his reputation as an advocate of strong regulation:

- Broadcast stations should be local institutions, "firmly rooted in their communities," and provide a local service to supplement the national programing they present.

- Ownership of media—broadcast stations, newspaper and CATV—within communities should be widely distributed, and regional or national concentration of control of media should be avoided. (However, he conceded, at two points in his speech, that he had little empirical evidence to support his view that such conditions would permit the nation's democracy to function best.)

- There should be the widest possible diversity of entertainment-programing sources. Radio presents no great problem. But television, he feels, has become "homogenized." He hopes the new prime-time access rule will open the market to new ideas and talent that will provide greater choice of programing and result in a better product.

- The commission should provide opportunities for new technologies. But in citing pay television and CATV as examples, he said that since "it is conceded" they will not serve the public as broadly as the advertiser-supported system does, they should not be allowed to impair that system.

- Stations should recognize that their obligation to operate in the public interest requires them to adopt some practices that will produce less than maximum profits. The commission, furthermore, should not hesitate to adopt policies affecting profit levels—setting limits on commercials, for instance, or requiring "some time to be devoted to more serious entertainment" in order to serve minority audiences.

But all of these aims, he feels, should be pursued "without censorship by the FCC, the Congress or the administration, whether in the form of prohibition, pressure or punishment." This is especially true, he feels, in the areas of news and public affairs, but important also in connection with the need "to serve all major tastes in entertain-ment."

The commissioner expressed regret at leaving the commission at a time when "none of the great questions have been resolved." But he endorsed the idea of a forum in which he might continue to urge the policies in which he believes.

Three months ago, Donald H. McGannon, president of Westinghouse Broadcasting Co., urged the commission to set up a blue-ribbon committee of social scientists and others from inside and outside of broadcasting to develop "effective and challenging goals and objectives which would be our national

with the continued absence of any plan that would permit the corporation to stand on its own feet, three years after the issuance of the Carnegie Commission Report on Public Broadcasting. The new bill, and the maneuvering that has accompanied it, serves notice that the subcommittee is disinclined to wait three more years.

Conspicuous by its absence from the bill was a Senate-passed provision that would have required noncommercial stations to keep audio records of their news and public-affairs programs, in order to resolve disputes about the "objectivity" of ETV broadcasts. The members were more concerned about money, and the Senate amendment reportedly never even came up in executive session.

The subcommittee measure was endorsed by Chairman Torbert H. Macdonald (D-Mass.) and Representatives Lionel Van Deerlin (D-Calif.), Richard L. Ottinger (D-N. Y.), Robert O. Tier- nan (D-Mass.), Fred J. Rooney (D-Pa.), James T. Broyhill (R-N. C.) and Donald Brotzman (R-Colorado). Two members declined to put their names on the bill: Representatives Clarence J. Brown (R-Ohio), who felt the authorized sum was too high, and James Harvey (R-Mich.), who has never put his name on any measure dealing with noncommercial broadcasting.

CAB bureau favors Storer airline merger

Storer Broadcasting Co. has received support from a bureau of the Civil Aeronautics Board for the proposed merger of its Northeast Airlines subsidiary with Northwest Airlines (Broadcasting, Nov. 17, 1969, et seq.).

The CAB's Bureau of Operating Rights has filed a brief with CAB Hearing Examiner Robert L. Park recommending that the merger be approved. The board argued that the merger would result in improved service to the public and would not jeopardize other air carriers. The board represents the public in cases involving air routes.

Bill Michaels, president of Storer and its 86.1%-owned Northeast subsidiary, said Storer is pleased with the bureau's recommendation, but added it is only the first of several procedures involved in obtaining final CAB approval for the merger.

The hearing examiner must now submit an initial decision to the CAB board, which will make the final decision. CAB hearings, in which 13 other airlines and a number of other groups took part, were held last April.

Also remaining is approval by the stockholders of Northeast. Mr. Michaels

30 (THE MEDIA)
charter or our national policy" (BROADCASTING, March 16).

Perhaps because of his frustration at leaving work undone, Commissioner Cox said he agrees “at least in broad outline” with the proposal, and he expressed the hope his colleagues would seriously consider sponsoring such a project.

He ticked off a number of the specific questions with which such a conference might deal. What is the future role of radio? Can it inform, inspire and motivate the public, or should it be regarded, realistically, simply as a means of entertainment and as a sales tool?

And what is the future of radio networking?

As for television, what balance should be struck between national and local programing, and between commercial time and service to the audience? Can television achieve its journalistic goals and contribute to the solution of the nation’s problems with a commercial base? How can television serve both the mass audience and significant special audiences fairly? What is the proper role for cable, satellite and pay television?

How can the FCC enforce the public’s rights in broadcasting without slipping into censorship or burdensome overregulation?

Commissioner Cox said he does not know what he will be doing after he leaves the commission.

The commissioner said only that he hopes to remain in the Washington area “and in some phase of communications” where he could continue to concern himself “with the problems of the fascinating industries which the commission regulates.”

explained that under Massachusetts law (Northeast’s headquarters are in Boston) approval of a merger by stockholders is valid for 60 days prior to the actual consummation.

Mr. Michaels said Northeast is waiting for “reasonable” assurance the merger will go through before holding its meeting.

Under the agreement, according to the CAB bureau’s brief, Storer will exchange $23.8 million in Northeast stock for $18.7 million in Northwest stock (based on May 20 market closing prices) at the rate of five shares of Northeast for one share of Northwest. And under terms of a Northwest-Storer agreement, Storer will receive $4.6 million in Northwest stock in full settlement of a $10 million loan advanced to Northeast by Storer. Northwest will assume $46 million in Northeast debt, the brief stated.

Tulsa VHF acquired by Scripps-Howard

KVOO-TV purchase, for reported $7 million, fills buyer’s quota

Scripps-Howard Broadcasting Co., Cincinnati, a group owner long inactive in station buying, has announced an agreement in principle to buy KVOO-TV Tulsa, Okla., subject to FCC approval. The price of the channel 2 NBC-TV affiliate is understood to be about $7 million.

The station is being sold by Central Plains Enterprises Inc., principally owned by its president—Harold C. Stuart. Mr. Stuart also owns 98% of Southwestern Sales Corp., licensee of KVOO(AM) Tulsa.

The acquisition, which is also subject to approval by Scripps-Howard’s board of directors and to final agreement, will complete Scripps-Howard’s chain of VHF outlets. It already owns WNEWS-TV Cleveland; WCPO-TV Cincinnati; WNCX-AM-FM-TV Memphis; WPTV-TV West Palm Beach, Fla.; and WNOX(AM) Knoxville, Tenn. The company’s last broadcast acquisition was in December 1961 when it bought WPTV from John H. Phipps for $2 million.

Jack R. Howard is president of Scripps-Howard, which also owns 49% of a CATV system serving suburbs of Cleveland. Group newspaper publisher E. W. Scripps Co. owns about 67% of Scripps-Howard.

Texas group gains control of two TV’s

A group of Texas broadcasters and Allan Shivers, former governor of the state, have acquired control of the permits of KSEL-TV Lubbock and KVET-TV Austin, both Texas.

The FCC last week approved assignment of the construction permit for the Austin channel 24 facility by KVET Broadcasting Co., owned by R. B. and Bill B. McAllister and others, to Channel Twenty-Four Corp. It also approved the transfer of control of McAllister Television Enterprises Inc., permittee of KSEL-TV (ch. 28).

The buyers—Mr. Shivers, Tolbert Foster, W. E. Dyche Jr. and Edgar B. Younger—will own 54.4% of the permittees of both stations. The present stockholders of McAllister Television Enterprises will continue to own their shares and new stock will be issued to the buyers. The price for the permit for unbuilt KVET-TV is $44,138; $200,000 for the KSEL-TV transfer. In addition, the buyers will pay $300,000 to Channel Twenty-Four Corp. for their stock in the corporation.

Mr. Shivers was governor of Texas from 1949 to 1957; Messrs. Foster, Dyche and Younger have interests in KVET(AM) Palestine and KDOX(AM) Marshall, both Texas. In addition, Mr. Foster has interest in KVET(AM) Center and owns CATV systems in Center and San Augustine, both Texas.

The McAllister group owns KVET(AM) and KASE(AM), both Austin, Tex.

In approving the assignment and transfer, the commission also granted a request for extension of time to construct KVET-TV and waived the three-year holding rule for KSEL-TV because the ABC-TV affiliate has suffered losses since it went on the air in November of 1968 and the present stockholders were unable to obtain further capital.

The vote was 4-to-1 with Acting Chairman Robert T. Bartley dissenting. Commissioner Nicholas Johnson abstaining and Chairman Dean Burch not participating.

CBS says its team is not for sale

A London investment group was reported last week to have offered CBS Inc. $25 million for the New York Yankees baseball club. But CBS, which paid $14 million for the Yankees in 1964, denied that it was negotiating with the firm—International Investors Group Service Ltd.—and insisted that the team is not for sale.

“Obviously if someone comes in with a tremendous offer, you’re going to have to listen,” said a CBS spokesman, “but there’s no ‘For Sale’ sign out.”

International Investors Group’s board chairman is former New York Mayor Robert F. Wagner. There was speculation that the Yankees would be moved from Yankee Stadium to share Shea Stadium, built during the Wagner administration, with the New York Mets. In addition to the club, the investment firm was reported to be interested in the real estate on which Yankee stadium is built, property which is owned by the Knights of Columbus.

Lee gets its FM in Billings, Mont.

The FCC last week announced that the initial decision April 15 granting Lee Enterprises Inc.’s application for a new FM station in Billings, Mont., became effective June 4.

The commission, noting that Lee owned the only newspaper in Billings and four others in the state, and held interests in 11 others as well as in 12 radio and television stations in the Midwest, last year set Lee’s application for hearing on a concentration-of-control issue (BROADCASTING, April 7, 1969).
Cable merger moves one step closer

CPI entity agreed upon by principals of Tower, Communications Properties

Final agreements were signed last week merging Communications Properties Inc. with Tower Communications Inc. into a single firm under the CPI name that will include 43 CATV systems serving more than 60,000 subscribers in six states, as well as private microwave systems.

The merger involves the transfer of Tower Communications, now owned by Citizens Financial Corp. of Cleveland, to CPI in exchange for one-million shares of CPI common stock and 100,000 shares of $2 cumulative, convertible preferred CPI stock, making Citizens Financial a 65% owner of CPI (Broadcasting, May 18).

CPI has headquarters in Austin, Tex., and is in a joint venture to build CATV in Mexico City with Mexican principals. It has also filed for FCC permission to build a 1,000-mile microwave system for Data Communications in Texas. It also is seeking, Jack R. Crosby, president of CPI said, active ownership of additional CATV, as well as broadcast, newspaper and independent telephone companies.

Mr. Crosby will remain as president; other officers and board members will be Robert W. Hughes, financial vice president; Benjamin J. Conroy Jr., operations vice president; James Cullen and Nathan Avery, of CPI. Also named to the board will be J. P. Cozzens, chairman; Richard P. Johnston, president, and George Batsche, vice president, all of Citizens Financial, and Claude M. Stevanus, chairman, and Paul Snyder, executive vice president, both of Tower Communications.

Tower Communications is based in Coshocton, Ohio, and owns 23 CATV systems as well as microwave systems in Ohio, Pennsylvania, West Virginia and Kentucky.

CPI owns 13 cable systems in Texas and seven in New Jersey. The Tower Communications properties will operate as the eastern division of CPI. Citizens Financial bought the Tower Communications group in 1969 in an exchange of stock valued at over $10 million. CPI stockholders are scheduled to vote on the merger late in August. Both CPI and Citizens Financial are public companies.

TVC and Music Makers have marriage plans

Television Communications Corp., New York, cable systems and broadcast station owner, and Music Makers Group Inc., New York, have agreed in principle for TVC to acquire Music Makers, it was announced last week.

Under terms of the acquisition, TVC would exchange about 419,000 shares of its capital stock for approximately 534,000 outstanding shares of Music Makers common stock. On the basis of quotations on the over-the-counter market last Thursday (June 11), the transaction is valued at about $3 million. It is subject to an agreement of merger and subsequent approval by both boards of directors, stockholders of Music Makers and the FCC. Music Makers, which produces a variety of programming, production and commercials services for TV-radio stations and owns nine movie theaters, has a 21% interest in WFEA(AM) Manchester, N.H. TVC owns and operates 17 CATV systems and owns KXNA(FM) Fayetteville, Ark., and WBTV-CT Charlotte Amalie, Virgin Islands.

FCC consolidates tariff hearings

The AT&T program transmission and private line-Telpak rate cases have been consolidated into a single hearing, the FCC announced last week.

In combining the two proceedings, the commission noted that all of the services involved are sub-classifications of private-line services covered by a single AT&T tariff. In addition, the commission said, many parties are simultaneously involved in both proceedings and there are questions of fact and law common to both cases.

The hearing examiner presiding over the new single proceeding was directed by the commission to certify the record to the commission, with the chief of the Common Carrier Bureau instructed to issue a recommended decision before the commission issues its final decision.

The commission said the combination of the program transmission and private line-Telpak cases would be "a convenience to parties participating in both proceedings."

Changing Hands

Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities see "For the Record," page 60).

- Kwoo-TV Tulsa, Okla.: Sold by Har-
House group affirms newspaper legislation

The House Judiciary Committee last week approved a bill that would clear a legal path for joint operating agreements between newspapers in the same city.

The "newspaper preservation bill," which has already been approved by the Senate, was modified only slightly by the House committee.

Both bills permit continuance of existing agreements in 22 cities; both would permit future agreements only with the approval of the attorney general, and both require separate editorial operations.

Where the bills differ slightly is in their formulations of the criterion for approval of future joint operations. Under the House version, at least one of the newspapers must be in "probable danger of financial failure"; the Senate bill carries the less restrictive stipulation that an agreement can take effect when one paper "is unlikely to remain or to become a sound publication."

The minor difference is not expected to have a serious effect on congressional approval of the measure. Hill sources anticipate that the bill will get through the House and that the two versions will be reconciled with little difficulty.

The bill would negate Supreme Court rulings which have held such joint operating agreements to be unconstitutional when they involve profit-pooling and fixing of advertising rates. It is expected to be the only judgment on media ownership to emerge from the 91st Congress ("Closed Circuit," May 25).

NAB still searching for broadcasting's identity

A study of broadcasting's public image and how to improve it, begun several months ago (Broadcasting, May 4), appears certain to continue beyond the June 23-26 board meeting in Washington, although a progress report will be presented to the board.

NAB officials said it was doubtful recommendations, other than to continue the study, would be made at that time.

The committee completed a day and a half of meetings with individuals associated with broadcasting last week.

The sessions were confidential and the committee members entered into a free discussion, it was reported, with the various guests.

Willard E. Walbridge, NAB board

INTRODUCING

LESTER VIHON as a new associate headquartering in our Washington Office. Les' primary territorial brokerage assignment is Northeast U.S.A. Twice a successful radio station owner, and also the innovator of TV Guide, eminently qualifies him to talk shop either regarding broadcasting or publishing. Whether you have thoughts of selling, buying or perhaps an appraisal, Les is a good man to know—call him.
chairman and head of the ad hoc committee, will deliver the committee’s report to the board. The committee’s aim has been to study the whole image problem including NAB’s public relations efforts and related efforts outside NAB or contributed to by NAB. The committee hopes eventually to come up with at least a 10-year plan for promoting the industry to the public.

The NAB and related efforts now cost an estimated $900,000 a year and the study is expected to recommend even more expenditure, but foremost has been the problem of coordinating now fragmented efforts. The $900,000 figure includes the Television Information Office budget of around $700,000, to which NAB contributes only $75,000. The rest of the TIO budget is supplied by the networks and member stations. NAB’s own budget is estimated at nearly $200,000 but President Vincent T. Wasilewski says this figure does not include printing and mailing costs. NAB also has under quarterly contract, just renewed (Broadcasting, June 8), Phil Dean Associates to handle special publicity in connection with NAB’s fight against CATV encroachments on broadcasting. Dean reportedly gets $2,500 a month plus expenses.

New ABC Radio affiliates


Legislature honors WWJ

In recognition of the 50th anniversary of Radio Station WWJ Detroit the Michigan state legislature has passed a resolution presenting “WWJ Radio one . . . tribute on its golden anniversary in recognition of superior management and performance in all its many facets throughout an admirable record of 50 years . . .” Don F. DeGroot, center, general manager of radio and television and Nat A. Sibbold, right, station manager of radio for the station accepted the resolution from Representative Joe Snyder.

Fund backs private studies of media

Analyses will focus on local, national media plus underground press

The Twentieth Century Fund announced last week it is sponsoring three research studies on local media ownerships, control of the flow of news, and the underground press.

The study on news control will examine the extent to which the TV-radio networks and the major wire services dominate the daily flow of news. It will be conducted by Arthur E. Rowe, director of Consumer News, a Washington-based newsletter, and former assistant city editor of the Washington Post.

He will investigate the extent to which the AP, UPI, other wire services and the networks compete with one another in news coverage; the effect of internal and external pressures on their content and the quality of their output. He will interview present and former employees of news organizations; observe the operations of new organizations and study the handling of several key issues in the news. The project is expected to be completed in a year.

The study on local media ownership will focus on outlets in three Ohio cities: Zanesville, Steubenville and Portsmouth. Guido H. Stempel III of the Ohio University school of journalism will supervise the project, assisted by a team of graduate students from the university.

The three cities have similar populations and economies but have different patterns of media ownership, according to the fund. The fund said that Zanesville has one newspaper, one TV station and a radio station, all owned by one man. In Steubenville, the only newspaper has one owner, and the radio and TV stations another. In Portsmouth, a chain owns the only newspaper and a radio outlet, while another radio outlet and a TV station are independently owned.

The study will consist of an analysis of the news content of the selected media over a two-week period and a survey of the attitudes and the intelligence of their audiences. It will investigate whether monopoly situations have an effect on news coverage; whether reporting by the media is competitive and what their audiences learn and retain.

Lawrence A. Learner, a former associate editor of Newsweek, will conduct the study on the underground press, analyzing its impact and significance.

Press users granted rate-change extension

The deadline for termination of preferential private-line rates extended to press users by AT&T and Western Union was extended from June 17 to Sept. 1 last week by the FCC.

The postponement was sought by a number of newspaper groups, who pointed out that AT&T has filed a tariff permitting joint use of voice-grade channels. The groups said their use of such channels could lessen the injury they allege would result from elimination of the preferential rates (Broadcasting, May 4).

Western Union opposed a delay, arguing that press users would not suffer irreparable injury merely because they are required to pay the same rates charged other users, and that they should not receive favored treatment while possible realignments in service are considered.

The commission observed that the joint use of voice-grade channels “would significantly mitigate any hardship which might be caused by its decision terminating the special press rates” and said the time extension would serve the public interest.

Stations fund courses in broadcast for blacks

WXYZ-AM-FM-TV, the ABC-owned stations in Detroit, are participating in the development of a radio and TV workshop for the black community. WXYZ Inc. has contributed almost $70,000 worth of radio and television...
TV-ad ties hit by Justice

If KHJ-TV and present RKO engaged in reciprocity, then department says license shouldn't be renewed

RKO General Inc. has a new factor to contend with in its effort to hold on to its license for KHJ-TV Los Angeles—the Department of Justice.

The department last week told the FCC it should deny KHJ-TV's license-renewal application if it upholds a hearing examiner's finding that RKO and its parent concern, General Tire & Rubber Co., had engaged in anticompetitive conduct that benefited KHJ-TV.

The alleged conduct involved is reciprocity, in which a company uses its purchases of services and supplies in a way designed to promote the sale of its own products. The department noted that the examiner, Thomas J. Donahue, found that advertising was placed with KHJ-TV on a you-buy-from-me-and-I'll-buy-from-you basis.

The examiner published his findings in August in an initial decision in which he recommended that the channel 9 facility be given to a competing applicant, Fidelity Television Inc. Mr. Donahue cited not only the reciprocity matter, but KHJ-TV's "poor record" and, "secondarily, Fidelity's "marked superiority" in areas of local ownership and diversification of ownership of media (Broadcasting, Aug. 18, 1969).

The department, which made no recommendation as to whether Fidelity's application should be granted, said that no licensee who engages in reciprocity—a practice the department said violates the antitrust laws—can be regarded "as 'substantially' meeting its public responsibilities under the Communications Act of 1934 or of being free of 'serious deficiencies.'"

The department was referring to the Jan. 15 policy statement, in which the commission said it would favor a licensee who was being challenged for his license at renewal time if he had "substantially" served his area and was free of "serious deficiencies" (Broadcasting, Jan. 19).

Even if reciprocity does not violate the antitrust laws, the department said, it constitutes a form of anticompetitive conduct that warrants denial of a license-renewal application. It is the question of whether a licensee's practices comport "with the general public policy of promoting competition which the commission must consider, and not whether the actions were strictly legal or illegal," the department said.

To the extent that a broadcaster can expect to sell advertising time on the basis of purchases he or a related company makes from suppliers, the department said, he "may cease to try to provide the quality of product and service which he would have had had he been faced with competition."

Indeed, the department said the examiner's finding regarding reciprocal-trade practices on the part of RKO General and General Tire, if true, could indicate the reason for the poor programming the examiner found that KHJ-TV had offered.

The department's pleading could have an effect beyond KHJ-TV. RKO is engaged in a comparative hearing with two applicants seeking to displace it as the licensee of channel 7 in Boston, where WNET-TV now operates.

The reciprocal-trade practice issue grew out of an antitrust suit the department brought against General Tire and several of its subsidiaries, including RKO, in March 1967. The case is still pending, and the department, in the pleading it filed with the commission, said it was relying only on Examiner Donahue's findings, as expressed in the initial decision.

Rex Lee takes dim view of FCC land-mobile plan

FCC Commissioner H. Rex Lee feels commission actions aimed at alleviating land-mobile spectrum crowding (Broadcasting, May 25) are "no more than feeble efforts; and certainly do not arise to the merited distinction of being called solutions." The actions also hold "especially disastrous" implications for educational broadcasting, the commissioner warns.

Commissioner Lee made his remarks in a dissenting statement to the commission's order permitting land-mobile sharing of one or two of the lower seven UHF channels in the 10 largest urban areas, subject to commission review at the end of five years. He said the action leaves both land mobile and broadcasters "sharing not only channels but doubts and uncertainty."

The commission should have imposed an "early" time limit on the sharing arrangement and insisted on land mobile's early operation in the upper part of the UHF band, the commissioner suggested.

Observing that the commission had

BROADCASTING, June 15, 1970
How Hill can counter FCC's 'shifting sands'

Outlining dire trends in the regulation of broadcasting, Paul B. Comstock, vice president and general counsel of the National Association of Broadcasters, has again urged that the industry increase its efforts to make its views and interests known to Congress.

The need for broadcasters to maintain close relations with their congressmen long has been stressed by NAB.

Mr. Comstock last week, speaking before the Florida Association of Broadcasters, said that the challenges that have multiplied against broadcasting can be fought if broadcasters in every state are assured that their congressmen are dedicated to the principle that basic communications policy should be made by the Congress of the United States and not left to the shifting sands of a four-man majority in an appointive agency.

Mr. Comstock reviewed actions of the FCC during the past several years that have gone against what NAB considers broadcasters' best interests. And he reviewed the one case, on license renewal practices, where pressure from Congress appears to have brought a change for the better, from the broadcasters' point of view.

Mr. Comstock said "last year the commission, in an aberrant case [Broadcasting, Jan. 31, 1969] indicated that the incumbent licensee at the time of renewal would receive no preferential treatment. Apparently reversing a long-standing policy, the indication was that every license would be up for grabs every three years even though the incumbent had invested much in the future development of the stations and even though his record of service to the public was good. Broadcasters rejoiced as if Congress, without regard to political party, was prepared to enact legislation to preserve broadcasting from this kind of chaos, the FCC, with only one commissioner dissenting, adopted a policy that a broadcaster who renders substantial service to the public consistent with the law and regulations of the commission may reasonably expect renewal of his license [Broadcasting, Jan. 19]. To be sure legislation would be better insurance against a policy shift in the future, but the commission has acceded to the will of Congress and that is a most significant lesson for us."

Mr. Comstock cited the many issues facing broadcasters, in which rulings have been unfavorable, such as proposed increases in license fees, projected AT&T rate increases, the political broadcast bills, a pending rule to require divestiture by owners of more than one station or medium of communication in a single market and the increasing danger to free broadcasting posed by cable TV.

Mr. Comstock told the FAB delegates "we are not opponents of all change. We are not defenders of every element in the present order, either in broadcasting or in the world at large. Change is inevitable and necessary. We should not stop it even if we could." The FAB held its three-day session at Key Biscayne, Fla., with a record attendance of 175.

Vermont sessions seek another media approach

An Alternative Media Project is being held this week, June 17-20, on the 600-acre campus of Goddard College, Plainfield, Vt.

The project was initiated to facilitate direct communication among innovative broadcast and record-industry people, looking toward a permanent alternative way to inform and entertain (Broadcasting, April 20).

Topics for discussion in various workshops include: drugs; electric media and the rediscovery of "sacred, free form and progressive programming"; community involvement; trade publications; freedom of speech, obscenity and censorship; lasers and holographs; new approaches to advertising, and the possibilities for creating an alternative radio-news network, TV programs and media publications.

Included in the festivities will be live music and theater performances. Phone is (802) 454-8311, Ext. 341.

Law students to study issues for commissioner

FCC Commissioner Robert E. Lee is looking to two Georgetown University law students for help this summer on two controversial issues—the broadcast of popular music of questionable taste and newspaper ownership of broadcast properties.

David H. Mamanx, of Painted Forest, N.Y., is making a study of alleged obscenity, indecency and drug glorification in rock music played on the air.

Commissioner Lee has long urged the commission to take action against the airing of such records, and the commission is now seeking a test case to determine its authority to police the air of indecent or obscene material.

Jack J. Clifford, of Albuquerque, N.M., is attempting to test the commission's long-held theory that newspapers should not be banned as a class from owning stations. He feels that any abuses of such ownership should be handled on a case-by-case basis. The commission, in a decision approved by Commissioner Lee, initiated a rulemaking proceeding aimed at banning newspaper-broadcast station crossownership in the same market (Broadcasting, March 30).

AFTRA wins most points in Nashville labor case

A National Labor Relations Board panel has ruled that Central Broadcasting Co., licensee of WENO(AM) Madison, Tenn., engaged in unfair labor practices in interfering in a union-bargaining election and has ordered a new election.

The panel upheld a trial examiner's finding, issued Dec. 2, 1969, in the action brought by the Nashville local of the American Federation of Television and Radio Artists. The election in question, which the AFTRA unit lost in a 5-to-5 vote, was held June 4, 1969. The second election must be held within 30 days of the June 2 date of the order.

The NLRB has ordered offers of reinstatement and the awarding of back pay to three discharged employees.
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Emmy puts on a new face in 1970

‘Welby,’ ‘Room 222,’ other first-time winners dominate competition; NBC edges out ABC, CBS

New series and new faces took much of the spotlight away from old, established winners at the 22d annual Emmy awards presentation of the National Academy of Television Arts and Sciences. Room 222 and Marcus Welby, M.D. led the pack with three awards each, while the canceled My World and Welcome to It and the thriving Sesame Street won two apiece. Meanwhile, such seasoned items as Get Smart and Rowan and Martin’s Laugh-In were nowhere to be found.

Additionally, The David Frost Show took the award for best variety or musical series in its first crack at the honor (it was the first nonnetwork show to receive that award). And The Forsyte Saga, NET’s acclaimed import from Britain, chalked up one major Emmy when star Susan Hampshire was chosen best actress in a dramatic series.

In all, the June 7 telecast was notable for smooth technical quality—with effective switching between the East-Coast and West-Coast locations (Carnegie Hall in New York and the Century Plaza hotel in Hollywood)—as well as sharp wit from Dick Cavett in New York and Bill Cosby in Hollywood. Mr. Cosby managed to generate considerable comedic capital out of his own frustrating evening: He was nominated in five categories and won in none. Mr. Cavett let the industry enjoy some laughs at its own expense, beginning with his opening assessment of the Emmys themselves: “This is the show that each year asks the question, ‘Is radio really improved by the use of pictures?’”

Largely absent from the festivities were individual fluffs and animosities. There were a few exceptions, however: Michael Constantine collected his Emmy as best supporting actor in a comedy series for Room 222, started to thank all the people a winner generally thanks, then suddenly found himself unable to remember the name of his producer (Gene Reynolds). When Gail Fisher won as best supporting actress in a dramatic series for her role in Mannix, the camera closed in on series star Mike Connors while a super identified him as “Chuck Connors.”

And, in an unusual episode, Patty Duke accepted her Emmy with a vacant and glassy-eyed stare and took what seemed like several minutes to deliver a very few, very incoherent words. Miss Duke was judged best actress in a single performance for her role in NBC’s World Premiere movie “My Sweet Charlie,” which also won an award for writing achievement.

Although the winning series were new, a couple of old pros repeated as individual winners. Robert Young won his third Emmy for his new role in Marcus Welby (which also captured honors for best dramatic series and best supporting actor, James Brolin); and Peter Ustinov became a third-time winner for his performance in the special, A Storm in Summer (which was also chosen as outstanding single dramatic program).

The three awards to Room 222 went to the program itself (best new series), to Mr. Constantine, and to Karen Valentine (best supporting actress in a comedy series). My World and Welcome to It scored in the categories of best comedy series and best comedy actor (William Windom).

Special trustee citations were awarded by academy president Robert F. Lewine to the National Aeronautics and Space Administration and the 3M Company. Seymour Berns, chairman of the board of the television academy, presented a trustee award to the three presidents of the network news departments (see box, page 39).

Included among the presenters were Astronauts Charles Conrad and Frank Borman. Mr. Conrad, appearing alone, presented the news and documentary winners with their awards. They had been announced by the academy on May 18 (Broadcasting, May 25). Mr. Cavett presented Astronaut Conrad and fellow moon-walker Alan Bean with two silver bowls for their “color camera work in black and white.” (Following their first steps on the moon’s surface, the astronauts’ color TV camera failed, resulting in cancellation of scheduled TV transmissions.)

By network, NBC took nine awards, ABC was a close second with eight, CBS received five Emmys and NET, four.

Of the four Emmys NET received two went to its children’s program Sesame Street, as the best in that category and to its writers for the episode titled “Sally Sees Sesame Street.” Susan Hampshire won for NET’s The Forsyte Saga while that network’s presentation of Cinderella by the National Ballet of Canada was selected as the best classical-music program.

The awards presentation was carried by ABC-TV. Next year it will be shown on ABC-TV, under a system of rotation among the three networks.

* Outstanding comedy series: My World And Welcome To It; Sheldon Leonard, executive producer, Danny Arnold, producer (NBC).

* Outstanding dramatic series: Marcus Welby, M.D.; David Victor, executive producer, David J. O’Connell, producer (ABC).

* Outstanding dramatic program: "A Storm In Summer" on Hallmark Hall of Fame; M. J. Rifkin, executive producer, NBC.

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Agnew reported miffed over Emmys to newsmen

Vice President Spiro T. Agnew, in an address last week to a Los Angeles Republican booster club, reportedly expressed some displeasure with the Emmy awards presented to the presidents of the three network-news operations. In a speech behind closed and locked doors, Mr. Agnew is quoted as having said that praise of some media personalities at the awards was “unjustified” because these newsmen had not been "objective."

A film clip of the November 1969 Des Moines, Iowa speech by Mr. Agnew that criticized network-news departments was shown during the awards presentation June 7. Both-Emmy hosts Bill Cosby and Dick Cavett joked about the Vice President during the awards ceremony last week (see this page). Mr. Agnew would not pose for pictures or speak to newsmen either on arrival or departure at the hotel where he gave his talk. An aide said the Vice President was on a “tight” schedule.
producer, Alan Landsburg, producer (ABC).

- Outstanding variety or musical series:
  - The David Frost Show; Peter Baker, producer, David Frost, host (syndicated).
  - Outstanding variety or musical program:
    Variety and popular music:
    Classical music:
    Cinderella (National Ballet Of Canada); John Barnes and Curtis Davis, executive producers, Norman Campbell, producer (NET).
- Outstanding new series:
  Room 222; Gene Reynolds, producer (ABC).
- Outstanding single performance by an actress in a leading role:
  Peter Ustinov for "A Storm In Summer" on Hallmark Hall of Fame (NBC).
- Outstanding single performance by an actress in a leading role:
  Patty Duke for "My Sweet Charlie" on World Premiere (NBC).
- Outstanding continued performance by an actor in a leading role in a dramatic series:
  Robert Young for Marcus Welby, M.D. (ABC).
- Outstanding continued performance by an actress in a leading role in a dramatic series:
  Susan Hampshire for The Forsyte Saga (NET).
- Outstanding continued performance by an actor in a leading role in a comedy series:
  William Windom for My World And Welcome To It (NBC).
- Outstanding continued performance by an actress in a leading role in a comedy series:
  Hope Lange for The Ghost And Mrs. Muir (ABC).
- Outstanding performance by an actor in a supporting role in drama:
  James Brolin for Marcus Welby, M.D. (ABC).
- Outstanding performance by an actress in a supporting role in drama:
  Gail Fisher for Mannix (CBS).
- Outstanding performance by an actor in a supporting role in comedy:
  Michael Constantine for Room 222 (ABC).
- Outstanding performance by an actress in a supporting role in comedy:
  Karen Valentine for Room 222 (ABC).
- Outstanding writing achievement in drama:
  Richard Levinson and William Link for "My Sweet Charlie" on World Premiere (NBC).
- Outstanding writing achievement in comedy, variety or music:
  Gary Belkin, Peter Bellwood, Herb Sargent, Thomas Meehan and Judith Viorst for Annie, The Women In The Life Of A Man (CBS).
- Outstanding directorial achievement in drama:
  Paul Bogart for "Shadow Game" on CBS Playhouse.
- Outstanding directorial achievement in comedy, variety or music:
  Dwight A; Hemion for "The Sound of Burt Bacharach" on Kraft Music Hall (NBC).
- Outstanding achievement in children's programing:
  Sesame Street; David D. Connell, executive producer, Sam Gibbon, Jon Stone, Lutrelle Horne, producers (NET).
  Jon Stone, Jeffrey Moss, Ray Sipherd, Jerry Juhl, Dan Wilcox, Dave Connell, Bruce Hart, Carole Hart and Virginia Schone, writers for "Sally Sees Sesame Street" on Sesame Street (NET).
- Outstanding achievement in daytime programing:
  Today; Stuart Schulberg, producer (NBC).
- Outstanding achievement in sports programing:
  The NFL Games; William Fitts, executive producer (CBS).
- Wide World Of Sports; Roone P. Arledge, executive producer (ABC).
- Special classification of outstanding program and individual achievement:
  Mutual Of Omaha's Wild Kingdom; Don Meier, producer (NBC).

Network news chiefs honored on Emmy night

The presidents of the three network news operations were given special recognition during the June 7 telecast of the 22d annual Emmy awards. Elmer Lower (r) of ABC, Richard S. Salant (c) of CBS and Reuven Frank (l) of NBC were joint winners of the National Academy of Television Arts and Science trustees' award for "their leadership ... against forces which strike at journalism's duty to preserve the free flow of information," in the words of academy board chairman Seymour Berns.

In presenting the award, Mr. Berns commented: "The central issue facing broadcasters is the right to broadcast news freely without interference or intimidation, with maturity and perception, with standards and responsibility of objective reporting." At a time when the press is under widespread attack, Mr. Berns said, "television's journalists have steadfastly safeguarded the public's right to full information, their right to know."

In recognition of the network news chiefs' contribution to this effort, he said, "the academy extends this vote of confidence, encouragement and support. . . ."

Two other special awards were given on Emmy night—tribute citations to the National Aeronautics and Space Administration and to the 3M Co. NASA's award honored the many "selfless technicians, controllers and specialists" involved in bringing back to earth the television pictures of man's first steps on the moon.

The 3M Co. award was for presenting "art, cultural, scientific and entertainment programs in the public interest" while subordinating its interest "in television as an advertising medium" to its interests in its "capacity to inform . . . on the highest level."

Both citations were presented by academy president Robert F. Lewine.
Prime-time rule complaints roll in
ABC's live-with-it stand creates split with affiliates; diversity result doubted

Broadcasters pelted the FCC last week with a barrage of petitions seeking reconsideration of its "prime-time access rule." The rule bars major-market television stations from taking more than three hours of network programming between 7 and 11 p.m. and prohibits networks from engaging in domestic syndication.

Many of the filings were directed to FCC Chairman Dean Burch—who has expressed disaffection for the rule—and most emphasized the difficulties and expense involved in obtaining independently produced programming to fill time now occupied by network feeds.

The prime-time rule, adopted May 7 (BROADCASTING, May 11), is premised on the desirability of presenting such independently made material in prime viewing hours.

Evidence of a schism between ABC and its affiliates was apparent as the ABC Television Affiliates Association disavowed the network's acceptance of the prime-time rule and asked that the rule be deleted by the commission.

The association said the affiliates had not learned of ABC's position until just before last month's annual network-affiliates meeting, when it was first disclosed that the network would not oppose the rule. The association said it did not agree with ABC's acceptance of the rule and felt it would have an "extremely deleterious effect" on the ability of network affiliates to serve the public interest.

The association said it had "no confidence in the success of the experiment or [the] chances of securing equivalent program product" to replace present network-supplied programming, and that "contrary to the commission's obvious intent, the rule will have the greatest adverse impact upon those stations least able to afford it." The rule would have a "catastrophic result" upon ABC's UHF and smaller-market affiliates, the association added.

Hughes Sports Network told the commission its rule would "utterly frustrate HSN's efforts to become a fully competitive alternative source of prime time television programming." Hughes said the rule was predicated upon an examination of the operations of the three major networks and thus discriminated against other existing or future networks. Such alleged discrimination "must be removed by a revision of the rule which will relieve HSN, or any other nonmajor network, of its operation," Hughes argued.

In joint comments, groups including The Evening News Association, Time-Life Broadcast Inc. and Wusu-tv Inc. asked the commission to delete the prime-time rule on the grounds that it would harm UHF's. The groups said the rule would require network affiliates to acquire 600 additional non-network hours of programming annually, putting them in competition with UHF's for a "relatively scarce" supply of first-run syndicated material and for local advertising during prime time.

Also, the groups said, the rule would have an adverse impact on affiliated stations not located in the top-50 markets, despite their exemption. They maintained it would be "unrealistic" to assume that such stations could re-capture the loss of network compensation and the loss in value of "adjacent" programming by finding new advertising support for an additional one-half hour of programming per night when in most markets the stations already have an unsold inventory of availabilities.

Yes R. Box, vice president and general manager of KRLD-Tv Dallas, observed that top-quality, first-run programing, if and when available through syndication, "will be tremendously expensive," adding that the additional expense to stations will not be off-set by additional revenue as a "broad" of added availabilities will result in a general spot price drop "that would seriously affect the future of our industry."

Kosa(TV) Odessa, Tex. said it had "sincere doubts" that suitable syndicated programing material would become available. It estimated it would incur a $54,496 total annual loss resulting from the prime-time rule ($23,296 in loss of network revenue; $31,200 for new programing) and would have to generate $287,000 in added business to maintain its present profit structure.

The Houston Post Co. said the rule would result in an "inevitable decline in program quality." The licensee said it had sought independent syndicated programing in the past unsuccesssfully and that the "quality control of syndicated film series is lacking . . . . The networks on the other hand have proved that they can maintain quality control of a series."

The Houston Post said the mere act of making a half-hour available to individual stations in the hope that this will lead to the production of quality programing by independent syndicators "does not take into consideration past experience with syndicated film production, the economic realities of cost of programing and the current state of the economy, particularly the declining availability of risk capital."

Ktvb Inc. said concern over the growth and development of independent program sources "should not be accorded a priority over the desires of the television viewing public who prefer and support the high quality network program fare."

S. W. McCready, vice president and general manager of Kyal-Tv Eugene, Ore., observed that "because stations in the first 50 markets generate impressive profits it seems to be assumed by the members of Congress and by some of the commissioners that all stations are similarly profitable. This is not the case. . . ."

Mr. McCready further noted that little first-run syndicated programing had been offered in the past several years and that prices were "simply beyond our means (over double what we pay for off-network programing)."


Responding to a petition for stay of the rule's effective date filed two weeks ago by Mca Inc., a major program supplier (BROADCASTING, June 1), Westminster Broadcasting Co. observed that MCA had remained silent during the rulemaking proceeding and that the threat of lost sales due to the possibility of reduced network program purchases "falls far short of the requisite showing of irreparable injury to MCA's or other program producer's interests."
Westinghouse faces antitrust suit

WAST(TV) asks $1 million-plus damages in dispute over tie-in selling of programs

Westinghouse Broadcasting Co. and its subsidiaries, Group W Productions Inc. and Group W Program Sales Inc., were sued last week for treble damages totaling $1.05 million on charges they violated antitrust laws. The suit was brought by Van Curler Broadcasting Corp.

In a complaint filed in the U.S. District Court for the Southern District of New York, Van Curler, owner and operator of WAST(TV) Albany, N.Y., and a subsidiary of Sonderling Broadcasting Corp., accused the defendants of "tie-in selling" or "block booking" of syndicated programing. Specifically, Van Curler claimed that Westinghouse and its subsidiaries attempted to license "the highly desirable and unique syndicated television program, the Mike Douglas Show to TV stations throughout the U.S., including the Albany market, on the condition that the licensee also acquire a license for additional, less desirable and unwanted TV programing, such as the David Frost Show and/or certain David Frost and Mike Douglas television specials."

Donald H. McGannon, president of Westinghouse Broadcasting Co., issued a statement that the action by Van Curler was "without basis in fact."

Also last week, Sonderling, the Van Curler parent, cited the antitrust suit in support of a petition seeking FCC reconsideration of the prime-time access rule (see page 40). The rule prohibits major-market television stations from taking more than three hours of network programing between the hours of 7 and 11 p.m. and bars them from filling with off-network programing.

Sonderling said the rule would result in intense competition for what it said would be an inadequate supply of desirable syndicated programing. This in turn, Sonderling said, would produce frequent cases of producers engaging in the kind of anticompetitive practice of which it was accusing Westinghouse. The rule is based on an suggestion offered by Westinghouse.

Van Curler said that WAST had carried the Douglas series for four years prior to the 1969-70 season. But when it sought to renew the program, it claimed, "the defendants arbitrarily and unreasonably refused to negotiate with the plaintiff for such a license unless the plaintiff would also negotiate for and accept a license for the David Frost Show as a 'package'." Named as co-conspirator in the suit was General Electric Broadcasting Co., owner and operator of WRGB(TV) Schenectady, N.Y., described as a competitor of WAST and the station that bought both the Douglas and Frost programs. Van Curler asserted that WRGB bought the series as a "package."

The complaint stated that on one occasion the defendants quoted a price to the plaintiff of $2,500 per week for the Douglas show alone and added: "Such price was outrageously and unreasonably high, being $1,400 per week more than the $1,100 per week that plaintiff was paying for said show during the 1968-69 television season and, upon information and belief, $300 per week more than the price the defendants subsequently licensed both said show and the David Frost Show for as 'a package' to WRGB. . . . On subsequent occasions, defendants denied having quoted any price to plaintiff for the Mike Douglas Show and refused completely to quote any price on that basis, repeatedly insisting that defendants would only license the Mike Douglas Show in a 'package' with [the] David

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FOR SALE:

IDEAL SPOT IN WESTERN MICHIGAN SURROUNDED BY THESE NEW PERSONABLE NEIGHBORS — Johnny Cash; Roger Miller, Tammy Wynette, Glen Campbell, Eddie Arnold, June Carter, Roy Clark, Loretta Lynn, Jean Taylor, Bobby Gentry, Marty Robbins, Porter Waggoner, Hank Snow, Roy Acuff, David Houston and more.

Top Nashville deejay Ralph Emery on hand with four hours daily of top contemporary country music in stereo.

Half a million watts, the most powerful commercial stereo station in the US.

Michigan's biggest outside-Detroit market 25,000 sq. mile coverage City-grade signals in Muskegon, Kalamazoo, Grand Rapids, Battle Creek.

See your Avery-Knodel man for details.
Frost Show.

The complaint stated that the defendants did license both programs for the 1969-70 season to General Electric Broadcasting for WRGB, but only on the condition that it also accept the Frost program.

Van Curler said General Electric neither wanted nor needed the Frost program and "did deliberately bid for, receive and acquire in a license from defendants for both shows on a 'package' basis for the 1969-70 television season, thereby, together with defendants, completely foreclosing and depriving plaintiff of the right to negotiate for and obtain a renewal of its license for the Mike Douglas Show alone."

The complaint accused the defendants of engaging in a combination and conspiracy in "unreasonable restraint of trade and commerce in various sections of the country, including the Albany market." It said that as a result of losing the Douglas series, the plaintiff "sustained and continues to sustain a substantial loss of profits; has suffered and continues to suffer an immense loss of goodwill and reputation and the value of its business has been and continues to be substantially reduced."

The suit claimed the plaintiff has suffered damages of "not less than $350,000" and asked for damages of three times that amount—$1,050,000—as provided by the Clayton Antitrust Act.

Mr. McGannon's statement was as follows:

"The action commenced against Group W by a subsidiary of Sonderling Corp. is without basis in fact. There have been no infractions of law by Group W and that fact will be established beyond doubt."

Mr. McGannon continued: Group W will defend this suit vigorously and will hold plaintiff liable for all damages resulting from its malicious institution. We understand that copies of the complaint were distributed by plaintiff's lawyers to various news media prior to the service of the complaint on Group W. Since the action is demonstrably without merit, we are led to suspect that Sonderling's essential purpose in instituting the action was a desire for publicity and to attempt to mask management failure."

NBC, ASCAP seek interim solution

Whether they consent to $4.32 million rate may depend on the nature of court order

NBC and the American Society of Composers, Authors and Publishers tentatively accepted last week a federal court's suggestion that, pending the outcome of rate-making proceedings, NBC-TV pay ASCAP at the rate of $4.32 million a year (Broadcasting, June 8).

Whether they will definitely agree on the interim fee is considered more apt to revolve around the provisions of the court order incorporating it than around the dollar figures themselves. A clearer view of the outcome may evolve this week. Both are preparing proposed orders for submission to the court and are due to exchange their proposals during the week.

NBC-TV is seeking a new form of ASCAP license—one covering only about 2,200 specific compositions—and ASCAP is opposing the move as strongly as NBC is pressing for it. If the tentative acceptance of the $4.32-million interim fee falls apart, the limited-license issue may be at the heart of the breakup.

Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, who made the $4.32-million proposal in a session in his chambers two weeks ago, suggested that this interim fee give NBC-TV blanket rights to the entire ASCAP repertory.

But he also suggested that NBC might have a right to give ASCAP 20 days' notice that the network was switching from use of the full repertory to use of only the limited list of specified tunes. In that case retroactive adjustments of the interim fee, if NBC were ultimately held entitled to the limited license, would take into account the network's limited use of the repertory during the interim period.

ASCAP counsel reportedly showed little favor for that provision when it was first proposed and presumably will build into their version of the interim-fee order as many safeguards as they can.

ASCAP counsel on the other hand presumably will insist that this provision be retained, since they were seeking—and had Justice Department support for—an interim license based on the limited list rather than the full repertory of ASCAP music.

The Justice Department and the courts are involved because ASCAP operates under an antitrust consent decree. Judge Ryan presides over court matters involving the decree.

The $4.32 million annual interim fee proposed by Judge Ryan would be payable at the rate of $360,000 a month until final resolution as to NBC's right to a limited license—a matter that could take years if, as seems likely, the losing side appeals Judge Ryan's ruling, whichever way it goes.

If $4.32 million is set as NBC-TV's annual interim fee, it seems likely that CBS-TV will be invited to take the same sort of interim deal. Judge Ryan indicated in the chambers session that he would favor a similar deal for CBS-TV, and also indicated he would like to have CBS attorneys attend the next session. They were not present at the one two weeks ago.

CBS-TV is seeking still another form of license—one under which it would pay only for the music it actually used—from both ASCAP and its main competitor, Broadcast Music Inc., in a suit bought under the antitrust laws and assigned for trial by another New York federal district judge, Morris E. Lasker.

Although CBS attorneys had no comment on the subject last week, they gave no appearance of enthusiasm about accepting a license requiring CBS-TV to pay a $4.32 million annual fee. Observers noted that Judge Ryan could order them to accept it, however.

Argument on still another issue—BMI's motion to require CBS-TV to pay it 70% as much as CBS-TV pays ASCAP, until CBS's per-use case is decided (Broadcasting, June 8)—meanwhile has been set for July 1. That motion was filed in the suit pending before Judge Lasker.

Bulls get full season airing

WIND (AM) Chicago last week announced a new three-year radio rights agreement with the Chicago Bulls, National Basketball Association team, covering the complete 82-game home and away schedule. WON (AM) Chicago, which was part way through a six-year contract chiefly covering home games, gave the team a release. WGN-TV, however, will continue to air a minimum of 20 games per season. The Wind-Bulls arrangement is understood to involve a promotion package instead of money for the rights. The WGN Stations contract involved "modest" financial terms plus promotion, it was said, but the team indicated it preferred full season exposure.
RTNDA-FCC meeting is due next week

But representatives of the networks won't be on hand in Washington

FCC has agreed to meet on June 26 with the board of directors of the Radio-Television News Directors Association for a "four-part presentation on the role of broadcast news in today's society."

The session agreement was announced in New York last week through Time-Life. John W. (Bill) Roberts, RTNDA president, is chief of Time-Life Broadcast's Washington bureau.

A spokesman for Mr. Roberts said the meeting was sought by RTNDA's board in the belief "that [broadcast] news should be put before the FCC, where the board can emphasize the importance of news. RTNDA is the prime organization in news, and we took the initiative."

The session with FCC is reminiscent of a meeting with Vice President Spiro T. Agnew the RTNDA board held last winter following the Vice President's Nov. 13 speech attacking network news presentations. That meeting was also held in Washington but reportedly failed to settle any issues (Broadcasting, Dec. 8, 22, 1969).

Conspicuous by their absence in the meeting with Mr. Agnew were most of the invited network representatives and, similarly, the network people will not be on tap for the session with the FCC.

Network authorities indicated that RTNDA, in their belief, represents individual newsmen or individual stations but not the network news organizations. As one network news official in New York put it: "We are not licensees and FCC is a regulatory body. Should we have anything to say to the FCC it would be as the network and not through another group, such as RTNDA. Its board will not be speaking for this network."

At the meeting with Mr. Agnew, ABC did not respond to Mr. Roberts' offer to send a representative, though James A. McCulla, ABC News, Los Angeles, and a member of the RTNDA board, did attend. But Mr. McCulla, who was confirmed last week, will not be at the FCC meeting. Also invited to attend, but not accepting the invitations, were Bill Small, past president of RTNDA and chairman of its freedom of information committee, who is manager of CBS's Washington news bureau, and Bill Monroe, also a past president of RTNDA, who is with NBC's Today show.

RTNDA said "individual papers" will be presented on the "modern challenge to journalism, the effect of newsmen on events, the relationship between broadcast newsmen and station management, and the reporting of political news."

A question-and-answer period will follow the formal part of the session, with FCC said to have granted from two to two-and-a-half hours for the entire meeting. "Panelists" for RTNDA will be news directors Bob Johnson, WABATV Huntington, W. Va.; Travis Linn, WFAA-TV Dallas, and Eddie Barker, KRLD-TV Dallas, and another news director to be selected. Mr. Roberts will lead off the conference with an explanation of RTNDA's objectives. RTNDA counsel W. Theodore Plierson will summarize the presentation papers. RTNDA spokesmen said the meeting aimed at making the FCC commissioners "more acquainted with broadcast news."

Fairness complaint is a dead issue to FCC

An attempt by the National Committee for an Effective Congress to continue a fairness-doctrine case against NBC was aborted last week. The FCC refused to review its ruling that the network was innocent of fairness violations in its broadcast concerning a Senate hearing on the proposed Campaign Broadcast Reform Act of 1969.

In its original complaint to the commission, NCEC alleged that NBC's Huntley-Brinkley Report of Oct. 22, 1969, violated the fairness doctrine by failing to give a balanced presentation of the issue and limit coverage to opposition expressed by NBC President Julian Goodman. The commission's Broadcast Bureau maintained that the matter was one involving only NBC's journalistic judgment (Broadcasting, Feb. 16).

NCEC, in its application for review, asserted that the subject of campaign costs is a controversial one of public importance and that NBC has submitted no evidence it had covered opposing views in its over-all programming.

NBC opposed the application, stating it had broadcast three programs containing contrasting views on the subject featuring prominent public figures.

The commission, in turning down NCEC's application by a vote of 6-to-0 (Chairman Dean Burch did not participate), said the Oct. 22 newscast consisted of material NBC considered to be of news value and did not involve a fairness violation.

Program notes:

On the reservation ~ The way of life for young and old American Indians is the subject of a Westinghouse Broadcasting Co. special for the week of June 29. Ho Ka He, titled from the war cry of Sioux Indian Chief Crazy Horse, will study the plight of the American Indian through the eyes of the Oglala Sioux. Also planned by Westinghouse is a 30-part series of half-hour programs on the history and culture of Black America entitled A Matter of Pride. Series will be presented on the five Group W television stations through the summer and fall.

National Geographic specials ~ Air dates for the one-hour specials being prepared by Metromedia Producers Corp., Los Angeles, for the 1970-71 season on CBS-TV, have been announced. The first of four National Geographic specials, Zoos Of The World, is scheduled for Oct. 13 at 7:30 p.m., NYT. Ethiopia; The Hidden Empire, will be seen Dec. 9; Journey To The Arctic on Feb. 9 and The Great American Desert on April 14.

Newport and all that jazz ~ The College-Palmolive Co., New York, for Ultra-Brite toothpaste, and STP Corp., Des Plaines, Ill., for its gas, oil and radiator treatments, will co-sponsor the annual Newport Jazz Festival in July. The special, on NBC Radio, will be produced by Reams Communications Corp., effective June 8, switched from a format of 75% contemporary, 25% country-and-western to 100% contemporary. The change follows "after seven months of experimentation with the combined format," the licensee told the FCC.

Changing Formats

The following modifications in program schedules and formats were reported last week:
- KENT(AM) Prescott, Ariz. ~ Central Arizona Broadcasting Inc., effective June 1, changed format from country-and-western to "sweet instrumental music for the mature with no more than five minutes of talk at any one time," General Manager Sam E. Pendleton said. The switch is consistent with the instrumental format of Central's KDOT-AM-FM Scottsdale, Ariz., and KSET-AM-FM El Paso.
- WVOK(AM) Cumberland, Md. ~ Reams Communications Corp., effective June 8, switched from a format of 75% contemporary, 25% country-and-western to 100% contemporary. The change follows "after seven months of experimentation with the combined format," the licensee told the FCC.
Come up and look at our scrapbooks some moments of our editorial quality. And so may time, or better yet, come up and help us to paste clippings. We fall behind, it's hard to keep up when they're coming from points random in our current scrapbook. We regard these clippings as endorse-
TV networks buck business trends

Though billings up so far, advance sales falter; word goes out to cut fat from programs, operations

Network-television business thus far in 1970 is running almost 6% ahead of year-ago levels despite the soft general economy, and although advance sales on the new fall season are currently below par, both the fourth quarter and the full year are expected to end up with increases.

The report on business to date came last week from the Television Bureau of Advertising. The predictions for the fourth quarter and full year came from a sampling of both agency and network executives.

TVB said figures compiled for it by Broadcast Advertisers Reports placed network-TV billings for May at $135,086,200, up 6.5% from May 1969, and for the first five months of 1970 at $743,611,400, up 5.9% from the comparable 1969 period. The figures are estimates of net revenues from time and program sales.

Sales for this year's fourth quarter, embracing the opening of the 1970-71 season, are generally acknowledged to be below normal levels at this point, though the estimates of how much below tend to vary with the estimator.

A number of agency sources keeping tabs on fourth-quarter prime-time availabilities estimated the networks currently are anywhere from 65% to 75% sold, with CBS-TV's sales pace apparently lagging somewhat behind ABC-TV's and NBC-TV's.

Agency and network sources agreed, however, in predicting that although advertisers are currently tending to hold back on fall commitments—partly as a hedge against unpredictable turns in the economy but probably more in hope of getting bargain rates later on—"the money will be out there" and will be committed before the selling season ends.

Some agency sources speculated that even with fewer unit sales, higher rates in many cases may have pulled the networks even with or perhaps ahead of their year-ago positions in terms of dollars already committed.

Network sources in particular appeared to expect a resurgence of sales in July and August to pull the fourth quarter up to and above 1969 levels. Even slight increases for the year, some executives stressed, would not remove the pressure on profits. As one official put it: "Costs are horrendous, particularly in the unions and programing areas, and they keep going up without regard to revenues. We have to have a substantial increase in revenues just to stand still."

Like most businesses, all three network organizations are watching their expenses and trimming them wherever they feel they can. NBC launched an economy program about three months ago; ABC is cutting out "unwarranted" expenses without making a formal "program" of it, according to authorities there, and CBS is launching what appears to be the most extensive campaign of all.

In television, CBS's includes a reduction in the number of original episodes in "eight or nine" series from 26 to 25 (in some cases from 25 to 24) and a probable reduction in number of specials that may include greater use of 16 mm rather than 35 mm film, and possibility CBS-TV may open its 1970-71 season ahead of the scheduled mid-September starting date.

These steps and possibilities are in addition to conventional economy-drive elements such as delaying the replacement of departing employees whenever possible and maintaining closer watch on entertainment expenses and expenditures for various services.

There's no ax, no panic button, no slaughterhouse approach," one key official said last week. "What we're watching is the money that does not contribute to what is finally seen on the screen. If anything is essential to quality, there is no cost-trimming. Program development, for instance, is certainly not being cut. But where we find that in some areas we can travel as efficiently by Volkswagen as by Rolls Royce, then we'll go by Volkswagen."

He said it had been decided that some series could be one original episode shorter without hurting their audience appeal, and that CBS-TV would be "quite circumspect" about scheduling specials only if they "deserve to be called specials" and "don't merely interrupt the regular series without advancing our program objectives." But he said about a dozen specials have already been scheduled from September through December and that he was sure others would be added.

The official said CBS-TV had already conducted some experiments with using 16 mm instead of 35 mm film and found no loss of quality. The question of an opening date for the new season is under review, he said, with an earlier opening attractive as a means of adding momentum to fourth-quarter sales. But other factors may also be involved, he noted, asserting that no final decision had been made.

The CBS economy program apparently is company wide, but in broadcasting, the TV network and the TV owned-stations divisions, being the biggest, presumably will be more affected by it than the CBS Radio and CBS News divisions.

Authorities said that "to some very limited extent in some operations" some people were being let go, but that any personnel cutback would be achieved primarily "through attrition — when people leave, we'll look at the opening and try to see whether we can delay

<table>
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<th>Network Television Time and Program Billing Estimates by Day Parts and by Network (add 000)</th>
<th>May 1969</th>
<th>May 1970</th>
<th>% Chg</th>
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<td>Daytime</td>
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<th>May 1970</th>
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Source: Broadcast Advertisers Reports (BAR)
Winds of change sweep the FTC

Weinberger exits after six months as chairman, but leaves revamping plan

Two days after he announced a sweeping plan to reorganize the Federal Trade Commission, Chairman Caspar W. Weinberger found himself reorganized right out of the agency.

In a move that apparently stunned Mr. Weinberger as much as anyone else, President Nixon named the FTC chairman to be deputy director of the new Office of Management and Budget. The office was created under a presidential reorganization plan that abolishes the Budget Bureau and transfers its functions to an expanded operation within the White House.

The move is a step upward in the government hierarchy for Chairman Weinberger, but he has mixed emotions about leaving the FTC. After only six months in office, the chairman has given the much-maligned trade commission a new look and a steady focus on consumer protection. He reportedly felt that more needed to be done, but received assurances from the President that his work of the past six months will be carried forward.

The reorganization plan announced last week represents a major part of that effort. One of the chairman's primary goals has been the revitalization of the FTC staff through both reorganization and recruitment ("Closed Circuit," April 20).

The plan itself is still slated to take effect July 1, but the status of the appointments that would be necessary to implement it remains uncertain. Under the reorganization, all present bureau chiefs were to be reassigned or sent packing unless specifically reappointed.

Also up in the air is the identity of Mr. Weinberger's successor. The chairman is scheduled to assume his new post Aug. 1, and the only generally unanimous speculation right now is that the new chairman will not come from the ranks of the present FTC commissioners. Commissioner Mary Gardner Jones, the only other Republican on the trade commission, has already expressed certainty that she will not be the appointee.

The FTC reorganization contemplates the abolition of five of the six existing FTC bureaus. Effective July 1, their functions are to be consolidated into two major offices—the Bureau of Competition and the Bureau of Consumer Protection.

The plan would not commit the FTC to any new ventures. It simply represents an effort to make the trade commission more effective in its assigned tasks. However, the new setup does reflect Chairman Weinberger's oft-repeated conviction that the FTC must concentrate its attention upon the two primary jobs of maintaining competition and protecting the consumer against fraud.

At a news conference last week, the chairman acknowledged that harsh criticism of the agency by Ralph Nader's "raiders" and by the American Bar Association contributed to an "internal examination" of the agency. He added, however, that "a combination of factors," including the President's stated desire to bolster the agency, had led to the reorganization. No one criticism was responsible, he said.

Chairman Weinberger said the shake-up would increase the agency's responsiveness but would not point it in new directions. "There's no office or job set up here to take care of a special problem that we haven't worked on before."

Other secondary changes are included in the reorganization. They include:

- Establishment of an economic adviser and office of congressional relations.
- Both would report directly to the chairman.
- Creation of a deputy executive director for operations and a deputy executive director for management. Both would report to the executive director. The two new offices would assume the duties of the comptroller and office of administration, which would be abolished.
- The Bureau of Competition would have seven assistant directorships: evaluation, accounting, compliance, general litigation, industry guidance, small business, and special projects.
- The Bureau of Consumer Protection would have nine assistant directorships: consumer education, food and drug advertising, evaluation, compliance, industry guidance, general litigation, scientific opinions, textiles and furs, and special projects.

S.J. Reiner Co. becomes an independent buyer

S. J. Reiner Co., Lake Success, N.Y., which has specialized for 21 years in barter, consumer promotions and trade incentive programs in the broadcast field, has announced it is moving into the areas of independent media buying, planning and marketing.

As part of this move, Mort Keshin, executive vice president for planning and administration at Lennen & Newell, New York, is joining Reiner as executive vice president of its broadcast division.

A 13-year veteran of the L&N media department, Mr. Keshin will oversee a division that will offer advertisers and agencies such services as planning, negotiating and buying of broadcast media.
Antiwar appeal is via local TV time

Congressional group seeks TV outlets for 30's and 60's in some 100 markets

Congressional advocates of legislation that would end the Indochina war are attempting once again to use television as their vehicle of persuasion. This time, the emphasis is on spot announcements and individual stations.

The Committee for a Vote on the War, comprising nine senators and nine House members, has sent telegrams to stations in about 100 markets across the country, seeking availabilities of 30-second and 60-second spots. Its objective is to generate more public support for an amendment that would end American involvement in Southeast Asia by cutting off the money that supports the war. Under the committee's proposal, only funds used for troop withdrawals, prisoner exchanges and related activities would be permitted after the end of this year.

The lawmakers are paying for their announcements with funds generated by a nationwide television appeal last month. At that time, Senator George McGovern (D-S.D.) and four of his colleagues bought 30 minutes of program time on NBC.

Professional help is coming from Charles Guggenheim Productions, which is putting together about nine spots, and from unnamed "agency people in New York who are sympathetic to the cause," one source said last week.

Reportedly, none of the spots involve actual appearances by the senators and congressmen.

Ultimate authority over the entire process rests with the lawmakers themselves, but two Senate aides—acting upon the advice of supporters within the industry—are supervising the every-day business of approving purchases and paying bills: Gordon W. Weil, an aide to Senator McGovern, and Wes Michaelson, an assistant to Senator Mark Hatfield (R-Ore.).

The first spots are reportedly set for broadcast this week. Sources declined to comment on the early success of the appeal except to state that response was "generally favorable."

Meanwhile, the committee is engaged in a concurrent effort to get more program time on the networks. It has reportedly been turned down once since the broadcast last month, and is now renewing its request. A report that the committee had initially requested spot time on the networks was denied by Senate sources.

Admen band together in antiwar campaign

"Advertising People Against the War," a New York-based volunteer organization, last week announced formation of a committee of top creative advertising personnel to "prepare an all-media campaign which will be distributed free to responsible, patriotic groups across the country."

According to Robert S. Colodzin, president, Colodzin Productions Inc., New York, organizer of the antiwar organization, the ad material would be placed in local media, including radio-TV, around the U.S. Details of the plan were reported last week as Mr. Colodzin appealed to the advertising industry for funds.

Officers of "Advertising People Against the War" in addition to Mr. Colodzin, are Carl Alley of Carl Alley Agency, William Bernbach of Doyle Dane Bernbach, Lawrence Dunst of Daniel & Charles, George Lois of Lois & Callaway, and Dick Lord of Lord, Geller, Federico & Partners.

Among the committeemen are Bob Gage of DDB, Dick Earle of Grey Advertising, and Gordon Webber of Benton & Bowles.

MJ&A gets chunk of Colgate business


The soap and shampoo re-assignment is effective Sept. 1. In addition, several new products under development in Colgate's household and toilet-articles division have been assigned to MacManus effective immediately.
20th Century's plan on campaign costs

Says politicians should get time at half lowest rate; opposes top limit

A special task force set up by the Twentieth Century Fund has recommended that broadcasters be required to sell "reasonable" amounts of time to congressional candidates.

In a report released last week, the group also said that legally qualified aspirants to the Senate and House should be allowed to buy time at 50% of the lowest rate charged to any commercial advertiser for a comparable advertisement. Under this proposal, broadcasters would be allowed to deduct the discounts from their taxable income.

The recommendations were part of a study of financing in congressional campaigns. The report's basic conclusion was that candidates should be permitted to spend without limit as long as they make a full, public accounting of their expenditures.

Most current proposals for reform of campaign spending, including the political-broadcasting bill now before the House Communications Subcommittee (see page 29), call for some kind of ceiling on spending. The Twentieth Century Fund study, however, concludes that limitations cannot be enforced. It said mandatory and well-enforced disclosure would be a more effective disciplining force in campaigns.

The task force also urged the FCC to "take due regard of the tremendous political value cable television will provide in campaigns within limited geographical constituencies." It noted that CATV is more "flexible" than over-the-air broadcasting because it can deliver programs to specific audiences, such as the residents of a particular district.

The report is unlikely to have much influence on this Congress. Its broadcast proposals, in particular, will probably not have much impact on a political-broadcasting bill that is already more than halfway through the legislative mill. However, the task force members—including Russell Hemenway, director of the National Committee for an Effective Congress, and Herbert Alexander of Princeton University's Citizens Research Foundation—hope to kindle some interest in the next Congress.

The Twentieth Century Fund is the nonprofit research foundation that also backed a study last year of broadcasting and presidential campaigns. That special commission, headed by former FCC Chairman Newton Minow, recommended the establishment of simultaneous, nationwide broadcast on all stations of campaign appearances by presidential candidates (BROADCASTING, Oct. 6, 1969). Nothing resembling that proposal is under active consideration at the moment.

DART is D'Arcy system used in media planning

A new system for using a computer in media planning has been announced by James B. Orthwein, board chairman, D'Arcy Advertising Co. Though speeding up the media function and enabling greater efficiencies, the system does not replace human judgment, he said.

Tested until now in the St. Louis and New York offices of D'Arcy, the new system is now available in all of the agency's offices, he said. The system is called "DART" and involves use of D'Arcy's General Electric model 415 computer.

DART, Mr. Orthwein explained, consists of a three-part series of modular computer programs for the analysis of the complex variables involved in the development of a media plan.

The first series involves a reworking of consumer survey data to provide a demographic profile of product users. With this output the planner further can qualify product users by adding constraints that give a more refined definition of the target group.

After the target group is defined, a second series of programs is used to analyze the set of media vehicles that are considered for the media plan. The programs give measures of average audience size and cost efficiency for each medium. The programs also have been designed to permit the incorporation of spot vehicles in both television and magazine media.

Another unique feature of this second program series, Mr. Orthwein said, is a "buy-sequencing" model that develops the optimum sequence for adding vehicles to a plan in order to achieve the maximum reach at the least cost.

The third program series of DART, he continued, provides for evaluation of media plans in terms of the reach, average frequency and the frequency distribution achieved against the target group. By using the outputs of the vehicle analysis programs, he said, the planner normally develops several media plans that are possible. These then are given an effectiveness evaluation and the best of them is selected.
Building public trust in all advertising

Where ever they turned last week at the World Advertising Forum of the International Advertising Association, 350 advertising executives from 35 nations were forced to face up to what they were told was a fact of life: They are not the most beloved, trusted, respected people on earth.

And, where ever they turned, they were implored to do something to polish their image—from assuming a greater commitment in solving social problems, to improving their image for their professors and their journalists were failing away at business.

Asked Mr. Seymour: “Where were we? Where were our spokesmen, our own intelligensia, our historians and dialecticians and teachers, tirelessly correcting the lies, admitting our mistakes, but also describing our motives, our successes, our usefulness to society?”

“. . . We were selling products, promoting brands, pushing trade-names . . . we were working. But we weren’t thinking, or watching the trends . . . Almost too late we heard about social responsibility . . . .

“Of course,” Mr. Seymour acknowledged, “a good number of companies engaged in a broad spectrum of socially beneficial activities over the years.

And, implying that television is the catalyst for “a new kind of international communications utility,” Mr. Seymour urged that business embrace the medium in an effort to better world conditions. “The one thing we cannot afford any longer,” he emphasized, “is silence.”

No rate-cut pledge is given at KPRC-TV

KPRC-TV Houston has decided to “put the fine print on the face of the contract” to emphasize to advertisers that the station does not engage in rate cutting.

Jack Harris, president and general manager, has instructed that the face of all KPRC-TV contracts be stamped in red ink with the time-rate provisions of the contract. The provisions state that the rate specified in the contract is the lowest made by the station for like broadcasts and that if KPRC-TV makes a lower rate for that program, the contract will be completed at that lower rate. “There shall be no secret rates, rebates, or agreements affecting rates,” it states, adding that all time rates will be published by KPRC-TV and will be furnished to advertisers and agencies if requested in writing.

How young adults go for FM

The value to advertisers of using FM radio in New York to reach the young adult audience is underscored in a study conducted by the American Research Bureau for RKO Radio Representatives Inc., FM sales division and WOR-FM New York. The study shows that 70.5% of all adult FM listeners in New York are 18 to 49 years old, compared with 59.2% for the average of all radio (AM and FM) listeners, while 44.2% of all adult FM listeners are between 18 and 34, as against 31.5% for the average of all radio listeners.

In contrast, the information showed that AM was successful in reaching its highest circulation among the 50-64 and 65 and over age groups (93.0% and 91.7% respectively) for both men and women.

Rep appointments:

- WNEU (formerly WBBZ(AM)) Wheeling and WVT(AM) Charleston, both WV; VA: AAA Representatives, Rockaway Park, N.Y.
- KJL(AM) Lake Jackson and KBZ(AM) Freeport, both Texas: Mario Messina Co., Dallas.

Office switch

RKO Radio Representatives Inc., Chicago, has moved to new offices on the 22d floor of 111 East Wacker Drive. Phone remains (312) 527-5300.

Business briefly:

National Presto Industries, Eau Claire, Wis., through BBDO, Minneapolis; Sunbeam Appliances, through KPOK, Charleston, W.V.; and American Cyanamid Co., household products, Wayne, N.J., through Sales Service Inc., New York; ADolph's Ltd., Burbank, Calif., through Foote, Cone & Belding, Los Angeles-New York; Lever Bros., through Ogilvy & Mather, both New York; Swift & Co., through McCann-Erickson, both Chicago; Singer, through J. Walter Thompson Co., both New York, and Volkswagen, Englewood Cliffs, N.J., through DDB, New York.

Philo-Ford Corp., Philadelphia, through BBDO, New York, will sponsor eight programs from June through August in ABC News Now series of specials broadcast Monday (10:30-11 p.m. EDT).

General Electric Co., through BBDO Inc., both New York, will sponsor an encore telecast of "GE Monogram Series: Once Before I Die" on NBC-TV Thursday, Aug 6 (8:30-9:30 p.m. NYT). Original broadcast was on May 5.

Mrs. Paul's Kitchen, through J. M. Korn & Son, both Philadelphia, had announced its association as either one-half or full sponsor of one-hour American special for the fall (BROADCASTING, June 1), will back the entire show on CBS-TV, Sept. 10, 8-9 EDT.

BBDO division - BBDO has set up a direct response division to operate as an independent profit center within the agency. The division is equipped to serve independently the marketing counsel, creative work and media placement needs of direct response clients.

Also in advertising:

New ad agency - Keith Lockhart, formerly creative director and partner in Howard Sanders Ltd., New York advertising agency, has opened his own agency, Lockhart Advertising Inc., same city. Located at 655 Madison Avenue, the firm will specialize in general and ethnic-oriented accounts.

Name change - Allied Advertising Agency Inc./Fox Video Productions have announced a corporate name change to Fox & Associates Inc. Executive offices are in the Standard Building in Cleveland, (216) 621-8520. New York office is located at 137 East 36th Street at Lexington Avenue, (212) 889-7230.
National General says year to show profits

National General Corp. board chairman Eugene V. Klein told stockholders that the company expects to show earnings of $2.50 per share by the end of the year compared with a loss of $1.452 last year. Speaking at the annual meeting, Mr. Klein based his prediction on five points:

- Increased box office.
- Record sales from the subsidiary publishing group coupled with a 32% increase in earnings.
- A successful year by the banking subsidiary, Columbia Savings and Loan Association.
- The significant profit potential of negotiations conducted by its new investment division, NGC Capital Management Corp.
- Greater inroads in television syndication and network sales.

First quarter revenues, previously reported, were up more than $15 million from last year. In response to a stockholder's question, Mr. Klein discounted the possibility of raising the dividend paid on common stock "for at least a year or two."

Gross up, net down for Telemation's quarter

Telemation Inc., Salt Lake City manufacturer of television and CATV equipment, reported a 32% increase in sales but a decline in net income for the first quarter.

Lyle O. Keys, Telemation president, attributed the decrease in earnings to start-up costs of several new operations involved in sales to foreign markets and to increases in expenditures for research and development.

The company also announced it has acquired the video-systems division of Ward/Davis Associates, a California television-systems distributor, for "cash in excess of $1 million."

For the three months ended March 31:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.04</td>
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<tr>
<td>Sales</td>
<td>1,711,413</td>
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<tr>
<td>Net income</td>
<td>49,060</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,081,390</td>
</tr>
</tbody>
</table>

Starch posts half-year loss

Daniel Starch & Staff Inc. and its subsidiaries have reported a net loss of $498,000 for the six months ended Feb. 28, down dramatically from a net profit of $43,200 a year ago, despite a 65% increase in revenues.

Starch President Oscar Lubow in a report to stockholders cited inclusion of the operations of two subsidiaries, C. E. Hooper Inc. and Roper Research Inc., as one reason for the sharply increased sales figure. Hooper, which was operating at a loss at the time of acquisition in June last year and which continued to operate at a loss through the last six-month period, contributed to the decline in net income, Mr. Lubow said. General improvement and expansion of Starch business and technical operations have required large capital outlays, adversely affecting first-half profits, Mr. Lubow added.

For the six months ended Feb. 28:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income (loss) for share</td>
<td>($0.91)</td>
</tr>
<tr>
<td>Sales</td>
<td>$1,865,400</td>
</tr>
<tr>
<td>Net Income (loss)</td>
<td>($98,800)</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>548,090</td>
</tr>
</tbody>
</table>

Company reports:

Rollins Inc., Atlanta-based diversified company and group broadcaster, reported a 9% increase in revenues and an 11% increase in net income for the year ended April 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.18</td>
</tr>
<tr>
<td>Revenues</td>
<td>119,047,630</td>
</tr>
<tr>
<td>Net income</td>
<td>9,982,009</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>8,034,142</td>
</tr>
</tbody>
</table>

Note: Figures for 1969 have been restated to reflect pooling-of-interest acquisitions during 1970.

Republic Corp., Los Angeles, with film processing interests, reported increases for the six months ended April 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.88</td>
</tr>
<tr>
<td>Revenues</td>
<td>126,896,000</td>
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<tr>
<td>Net income</td>
<td>7,728,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>8,523,000</td>
</tr>
</tbody>
</table>

Note: 1969 restated to show operations of acquisitions accounted for as pooling of interests. Previously reported net sales and income for 1969 were $65,718,000 and $6,-422,000, respectively.

Sorry, wrong numbers

The closing bid-price quotations for Telecommunications Inc. were incorrectly listed at 1 3/4 in Broadcasting's May 27 and June 4 stock index; those quotations belong instead to Telecommunications Industries. The correct bid-price quotations for Telecommunications Inc. should have read 9 ¾ for May 27 and 9 4/ for June 4. And there was no percentage change in bid price for the firm during the month of May.

This announcement appears as a matter of record only.

$15,000,000

Taft Broadcasting Company

Notes due 1986

(with Warrants to purchase 200,000 common shares)

Taft Broadcasting Company has entered into agreements pursuant to which Institutional investors will purchase the Notes and Warrants at various dates to January 13, 1972.

The agreements with respect to these securities were negotiated and arranged by the undersigned.

Loeb, Rhoades & Co.

June 9, 1970
Default claimed in Visual notes

Visual Electronics Corp. reported last week that holders of 90% of Visual notes totaling $2 million have notified the company of a default under a note agreement.

Their actions result from the previous disclosure that Visual is in technical breach of an indenture covering its 5 1/4% convertible debentures due Sept. 1, 1982, in the amount of $2.5 million. In early April Visual said it had incurred more debt than was permitted by the debenture and said it would ask debenture holders to waive the breach. The company is now awaiting Securities and Exchange Commission clearance on this request.

The new announcement concerns $2 million in 15-year notes that were issued with warrants to buy 700,000 common shares, and requires Visual to comply with the debenture indenture. If the default is not remedied in 30 days, the note holders may declare the notes due and payable and may take legal action. A Visual spokesman said last week that the company intends to clear up this matter within the 30 days.

Who traded stock during April

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

- American Television & Communications

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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 June 11</th>
<th>Closing June 4</th>
<th>Closing May 27</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tbody>
<tr>
<td>A</td>
<td>N</td>
<td>144</td>
<td>19</td>
<td>14</td>
<td>254</td>
<td>124</td>
<td>11,469</td>
<td>160,566</td>
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<td>B</td>
<td>M</td>
<td>128</td>
<td>17</td>
<td>12</td>
<td>224</td>
<td>105</td>
<td>7,073</td>
<td>116,215</td>
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<td>131</td>
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<td>9,167</td>
<td>131,342</td>
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<td>104</td>
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<td>1,789</td>
<td>6,262</td>
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The Broadcasting with other major interests

<table>
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<tr>
<th>Stock symbol</th>
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<td>90</td>
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<td>1,000</td>
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CATV

<table>
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<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 11</th>
<th>Closing June 4</th>
<th>Closing May 27</th>
<th>High 1970</th>
<th>Low 1970</th>
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<tr>
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<td>12</td>
<td>90</td>
<td>10</td>
<td>1,000</td>
<td>2,500</td>
</tr>
</tbody>
</table>
Corporation.—E. N. Agresti bought 100 shares, giving him a total of 600.
- Ampex Corp.—C. W. Anderson exercised option to buy 850 shares, giving him a total of 6,980. W. A. Gross sold 550 shares, leaving 2,422 held personally and 10 held by daughter. A. H. Hausman sold 3,300 shares, leaving 8,600 held personally and 10 held indirectly. W. F. Weber sold 800 shares, leaving 770.
- Avco Corp.—O. F. Grubham sold 400 shares, leaving 2,010 held personally and 1,437 held by family.
- Bell Media Corp.—Herbert Winter purchased partnership sold 15,500 shares and as co-trustee sold 5,000 shares, leaving 100. Capital Cities Broadcasting Corp.—F. Arcara sold 1,500 shares, leaving none. John Labatt Ltd. through Labatt Breweries bought 9,500 shares, giving it a total of 704,276.
- CBS—J. A. Schneider exercised option to buy 13,000 shares, giving him a total of 17,542. J. F. Simons exercised option to buy 547 shares and sold 500 shares, giving him a total of 118,650.
- Cohn Electronics Inc.—H. W. Cohn sold 5,000 shares, leaving 9,000.
- Cox Broadcasting Corp.—J. Allen Jr. bought 1,000 shares. L. A. Swanson bought 250 shares, giving him a total of 270.
- Creative Management Associates—L. M. Rosenthal through one trading account bought 37,620 shares and sold 31,300 shares, giving him a total of 7,220 shares, through that trading account and total of 2,500 held through two other trading accounts.
- Walt Disney Productions—Nolan Browning exercised option to buy 1,900 shares, giving him a total of 7,000.
- Doyle Dane Bernbach—J. H. Leonard sold 100 shares, leaving 700 held personally, 50 held by wife and 200 held as custodian.
- Filmway Inc.—R. M. Austin sold 7,182 shares, leaving 14,916.
- Harris-Interctype Corp.—G. S. Dively sold 2,500 shares, leaving 45,787.
- H & B American Corp.—W. J. Brennan bought 2,817 shares, giving him a total of 3,317.
- Jack Kent Cooke sold 140,625 shares, leaving 1,445,866.
- Kaufman & Broad Inc.—B. J. Fenner exercised option to buy 2,400 shares. L. H. Golman sold 2,250 shares, leaving 45,787 held personally and 720 held as custodian.
- S. N. Levine sold 900 shares, leaving 2,315.
- Kinney National Service Corp. — H. L. Berger exercised option to buy 2,000 shares, giving him a total of 44,850. Alford Golden sold 900 shares, giving it a total of 795 held personally, 510 held through Lamb Enterprises Inc. and 63,876 held through Trust.
- Lam Communications—E. H. Lamb bought 300 shares, giving him a total of 975 held personally, 610 held through Lamb Enterprises Inc. and 63,876 held through Trust.
- LIN Broadcasting—W. Clifford sold 100 shares, leaving 2,514.
- MCA Inc.—A. A. Durkind sold 2,600 shares, leaving 34,905 held personally and 450 held by family members. Daniel L. R. bought 9,500 shares of 5,000.
- Memorex Corp.—P. C. Hale through wife's estate sold 2,600 shares and through trust

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### BROADCASTING, June 15, 1970

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### Table: Broadcasting Personnel and Stock Exchange Changes

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing June 11</th>
<th>Closing June 12</th>
<th>Closing May 27</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Programing**

<table>
<thead>
<tr>
<th>Corporation</th>
<th>Symbol</th>
<th>Closing Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Pictures</td>
<td>CPS</td>
<td>11.14</td>
</tr>
<tr>
<td>Disney Corp.</td>
<td>DIS</td>
<td>18.84</td>
</tr>
<tr>
<td>Filmways</td>
<td>FWY</td>
<td>9.75</td>
</tr>
<tr>
<td>Four Star International</td>
<td>O</td>
<td>5.25</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>GW</td>
<td>15.55</td>
</tr>
<tr>
<td>Kinney National</td>
<td>KNS</td>
<td>25.55</td>
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**Service**

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**Grand Total**

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**Standard & Poor Industrial Average**

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<tr>
<td>A-M     X</td>
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**Shares outstanding and capitalization as of May 27.**

**Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.**

**New addition to index.**
CATV may soon play postman

That's some at NCTA meeting see in store for cable systems

An $8.6-billion-a-year market, delivering mail electronically, was held out to cable-TV operators attending the annual convention of the National Cable Television Association in Chicago last week (see page 18).

This potential for nonprogram services—a subject that engaged the excited interest of CATV operators looking to the future—was suggested by William B. Gross of General Electric Co. at a session on tomorrow's business for CATV. Mr. Gross envisaged a charge of 10 cents a letter, with near future handling of business transactions. He also foresaw the need of from 5,000 to 50,000 cable systems to handle what he termed the electronic mail business of tomorrow.

Other speakers at this session talked of meter reading (Herman Moeller, a consultant from West Paterson), a two-way system that uses digital-computer techniques as part of the cable system to furnish merchandising, shopping and property protection; stock market and pay-TV services, by E. Edward Harmon of Subscription Television Inc., South Pasadena, Calif.; and a laser system using frequency modulation that holds out the possibility of 50 channels on a single beam at an extremely low transmission-installation cost of $15,000 to $20,000. This was related and demonstrated by Dr. William J. Thaler, a Georgetown University, Washington, physicist. Dr. Thaler emphasized that the laser system primarily would take the place of present microwave-relay links, but expressed the possibility that someday a CATV system might be completely laser-equipped, with small, dish-antennas on home rooftops to receive the myriad signals.

It was, however, the discussion about special nonprogram services that held a prime interest for CATV operators in the exhibit halls.

Among those showing two-way, or principally trunk amplifiers, were HTV Systems Inc., East Rochester, N.Y., which showed its first bi-directional amplifier in 1968, and whose equipment is said to be in use in 10 CATV systems, including Hudson, N.Y., and Lewiston, Me. HTV also showed extended-band amplifiers permitting up to 27 channels on each system.

Anaconda Electronics Inc., Anaheim, Calif., showed its new two-way system based on dual amplifiers that are now being made, the company said, using hybrid, thin-film integrated circuits for improved quality and reliability. Jerrold Electronics Corp., Philadelphia, also showed a two-way system, including system extender permitting up to 27 channels on each system.

Vikos Inc., Hoboken, N.J., presented a two-way system called "total concept," based on the use of frequency-division multiplexing. CAS Manufacturing Co., Dallas, showed a "total communications" bi-directional system with a potential of from 25-to-36 channels that uses digital-computer techniques. GE announced it was offering an "extended services" concept that would include switching and interroga- tion gear as well as trunk line and bridging amplifiers that would permit the use of up to 275 mc out of the 300 mc potential of CATV coaxial cables, and that would allow the sampling of up to 10,000 homes per second.

Cascade Electronics Ltd., Port Moody, B.C., showed its new two-way amplifiers that, it said, already are in use in CATV systems in Vancouver, B.C.; Tacoma, Wash.; Clear Lake, Calif., and Monmouth, Independence and Bend, all Oregon.

Kaiser CATV showed line amplifiers that provide up to 36 channels, or 32 channels plus FM.

Implicit in two-way operation is the coordinate need for a device that provides extended channels for the 12 VHF slots on TV receivers. Most companies have converters available that provide these extra channels, designed to sit on the top or be attached to the back of existing TV sets.

One company, however, has taken a...
different route. Electrical Industrial Engineering Inc., North Hollywood, Calif., showed a two-way, 24-channel converter that is designed to be placed outside as part of the trunk-line equipment. Each converter, priced at $1,596, is said to be capable of serving up to 300 homes.

The extended-line-system concept was not, however, totally unanimous. Advanced Research Corp., Atlanta, plunged for the use of two cables to acquire two-way capability for CATV systems. It noted that the second cable could be a low-cost one to handle such narrow-band services.

**NAB group will examine automatic transmitters**

The National Association of Broadcasters' Engineering Advisory Committee, Washington, has taken the first step to develop automatic transmitters using computer techniques. Action approving the creation of a subcommittee to work with broadcast equipment manufacturers on the problem followed a two-day meeting at NAB headquarters last week.

The engineering committee also reviewed several pending actions of the FCC and heard reports on a wide range of engineering projects. The committee revised an NAB petition to be submitted to the commission requesting it to adopt amendments regarding remote pickup stations, aural broadcast studio transmitter link and inter-city relay stations, and television auxiliary stations.

**New cable venture**

A new cable-systems department has been formed by RCA Commercial Electronics Systems, Camden, N. J., for cable-TV and related industries. The new department will provide a complete line of live, film and video-tape equipment for cable-TV program origination. W. Thomas Collins, manager, operations plans, was named department manager and Vroman Riley was appointed manager, engineering and product management.

**Technical topics:**

New color tubes • Sylvania Electric Products Inc., Electronic Tube Division, has introduced a new line of Color Bright 85 TV picture tubes in 19-, 21- and 25-inch sizes. The tubes, the company said, provide an improved viewing area.

Double-take • Lewron TV Inc., New York, has installed two custom-built RCA 5-channel audio-mixing consoles adaptable to tape or mikes. Equipment has AGC compressor-type controls on 5th channels and switchable in and out graphic equalizers.

Dual capstan recorder • Tape-Athon Corp., Inglewood, Calif., has developed a tape recorder/ reproducer that is equipped with three motors and two solenoid controlled capstans. This configuration is claimed to provide separate movement of each capstan, reducing flutter. Also featured is a tape-lift mechanism that lifts the tape towards the pickup heads or away from them automatically or manually. The machine, Model 1000, is available in three versions. Address: 502 South Iris Ave.

**More companies enter home TV-tape arena**

The promising home cassette-cartridge TV market last week gained a new aspirant, Time Inc.; a new manufacturer, Emex International Inc.; and a new package of feature-film product through United Artists Corp.

Andrew Heiskell, Time's board chairman, announced formation of Time-Life Video "to develop the company's programming, sales and participation in cartridge television," which he called a "rapidly developing new medium." Richard M. Clurman, a Time Inc. editorial vice president, will head the new organization. Bruce L. Paisner will be general manager.

Emex, New York, is a joint venture of Teletronics International Inc., a New York-based video-tape production and services company, and Audio-Communications, Dover, N. J., a company engaged in manufacturing both cassette and audio-tape through duplication and distribution.

George K. Gould, Teletronics president, said the new firm would "manufacture and distribute video-cassettes throughout the world in every available format and for every TV standard." He also reported that Emex is negotiating with producers for everything from feature films to "how to" shorts. Emex also is expected to distribute all tapes of cartridges for home players.

Also announced last week was an agreement between Avco Corp., New York, and United Artists Corp., a Transamerica Corp. subsidiary, to lease 50 UA movies, previously shown in movie theaters, for use in Avco's Cartrivision system (Broadcasting, June 1).

**CATV-only receivers planned by CAS**

A color-TV receiver, built for CATV only and presumably to be leased by cable-TV operators to subscribers, is under development. The move, long talked about but never undertaken in the U. S. is being planned by CAS Manufacturing Co., Dallas, a subsidiary of Anvet Corp. (In other areas of the world like Great Britain and Hong Kong where cable TV is in existence, the leasing of TV sets to customers is a regular practice.)

CAS said at the convention of the National Cable Television Association in Chicago (see page 54) that it has plans to build a special, 25- to 36-channel color receiver to be owned by CATV systems for lease to subscribers. The set would not only handle regular TV signals, but also a number of special services as well as include provision for pay TV. CAS said that CATV operators could look forward to a return of from $15 to $25 a month per subscriber with this type of instrument.

**Sarnoff awards given**

RCA has presented David Sarnoff Outstanding Achievement Awards for 1970 to a scientist, two engineers, and two teams of the RCA research and engineering organization. The presentations were made by Robert W. Sarnoff, chairman and president of RCA and Dr. James Hillier, executive vice president, RCA Research and Engineering. Winners of individual awards were Dr. P. Niel Yocom, RCA Laboratories; Jarrett L. Hathaway, NBC, and Abraham Lichowsky, RCA Electromagnetic and Aviation Systems, Defense Electronic Products.
Long-range planning urged in electronics

A major conference to explore how electronics will fit into the social, economic and technological environments of the coming decades is to be held in the fall of 1971 under the sponsorship of the Electronics Industry Association.

The concept for such a far-reaching conference was approved in Chicago Thursday by the EIA board of governors during the association's annual meeting there. A special study committee on the implications of global marketing of electronic products today also was voted. Details of both projects are to follow later.

The trend toward one-world marketing was noted by EIA Chairman Mark Shepherd Jr. in his annual report. He called for renewed attention to the problems that such trends include, i.e., diverse international standards, unequal tariffs, growth of trading blocks and shrinking technological leadership.

Urging that EIA undertake better long-range planning, Mr. Shepherd suggested the association would be in a position to make significant contributions to the solution of urgent national social problems as well as those concerning industry members.

Plans for the EIA Consumer Products Division to expand into a broader operation to be known as the Consumer Electronics Group also were announced at the annual meeting. The group concept would enable many smaller firms to participate more effectively in the EIA programs, as well as expand the group's interest field, it was explained.

Mr. Shepherd, president of Texas Instruments Inc., concluded his two-year term as EIA chairman at the Chicago meeting. EIA's new chairman, elected earlier this year, is J. Frank Leach, vice president-group executive, Amphenol Components Group, Bunker-Ramo Corp. New chairman of the Consumer Products Division of EIA is William E. Boss, Sylvania Electric Products, succeeding Charles N. Hoffman, Admiral Corp.

The Poniatoff award

The first annual Alexander M. Poniatoff award for technical excellence has been presented to Charles E. Anderson, video engineering section manager, Ampex Corp. video products division, Redwood City, Calif. The award is given to Ampex scientists or engineers who make important contributions to technical progress at that company.

Mr. Anderson is credited with developing the FM modulation system which led to the development of the first practical video-tape recorder by Ampex. He received a gold medal and a cash award.

The award is named for the present board chairman and president of the company. The 78-year-old Mr. Poniatoff, who was also a founder of the company, announced earlier this month that he plans to retire.

Broadcast advertising

Walter W. Bregman, executive VP, Norman Craig & Kummel and president of NCK/Europe, returns to New York in fall as chief operating officer of NCK/New York. B. David Kaplan, agency president and president of NCK/International, will assume Mr. Bregman's functions in Europe aided by augmented staff.

Edward F. Walters, former account supervisor with Young & Rubicam, joins Gross, Pera & Rockey, San Francisco-based advertising and PR firm, as VP and manager of agency's Los Angeles office. Richard S. Macedo, with Y&R in Los Angeles, appointed marketing/media director there.

Patrick Smith, account supervisor, Dodge & Delano, New York, named VP.

Jerome B. Samuelsohn, TV production group head, and George E. Jaccouna, art and copy group head, Grey Advertising, New York, named VP's.

Barry Biederman, Sam Dana, Guy Durham, Mort Scharman and Elmer Shaham, associate creative directors, Needham Harper & Steers, New York, appointed creative directors of five creative divisions of newly restructured department. Mr. Biederman appointed department's general manager.

Stanley Birnbaum, former VP of media systems, Media Information Services, New York, joins Kenyon & Eckhardt Advertising there as associate director of information management for all accounts.

Edward A. Grey, president and chief executive officer, Teknamedia, New York media-buying service, named president of advertising sales division of Monitel, newly formed programing and advertising service for CATV. Mr. Grey will provide national advertising-representation service for CATV systems.


Jack C. Lawrence, formerly with number of agencies including Leo Burnett, New York, and Clinton E. Frank in Chicago and New York, joins Advertising Associates, Jacksonville, Fla., as VP in area of creative and account services.

Thomas J. Scanlon, executive VP-marketing, Jeno's Inc., Duluth, Minn., producer-marketer of hot snacks, joins IFI Advertising Agency there as executive VP.

William F. Abbott Jr., sales manager, WICC(AM) Bridgeport, Conn., joins Avery-Knodel, New York-based representatives, as VP in charge of radio sales division.

Paul F. Kahn and Rudy Norris, account supervisors, Foote, Cone & Belding, New York, named VP's.

Alan Brentano, president of Keller-Crescent Co., Evansville, Ind., agency, elected president of Affiliated Advertising Agencies International, network of independent advertising agencies. He will serve with AAAI President Louis Benito, Louis Benito & Prestiging, Tampa, Fla., for the coming year and assume office at 1971 annual meeting.

Connor T. Flynn, Lessing-Flynn Advertising, Des Moines, Iowa, elected treasurer of AAAI.

Kevin Cox, former VP and manager, Metro Radio Sales Philadelphia office, named VP and Midwest sales manager with headquarters in company's Chicago office. He succeeds Robert Williamson, now president of Metro Radio Sales. James McCaffrey, with WIP(AM) Philadelphia, becomes manager of Metro's office there succeeding Mr. Cox.

Ray Schoenfeld, media director, Barick-
man, & Selzers Advertising, Kansas City; Mo., joins Bernstein/Rein & Boasberg Advertising there as marketing director.
Ruth Burke, media buyer, B/R & B Advertising, appointed media director and elected assistant secretary to board of directors.

Theodore G. Heck, former VP of Redd-Wip Inc., division of Hunt-Wesson Foods, Fullerton, Calif., joins Lewis & Gilman, Philadelphia advertising and PR agency, as VP and account group supervisor. He will be responsible for accounts in food and grocery field.

Thomas C. Neely, formerly with Katz Television, New York, joins WFGA-TV Jacksonvile, Fla., as national sales manager.


Paul Theriault, director of sales, WNEW-FM New York, appointed general sales manager.

Bernard Carr, executive VP, VPI, commercial production company in New York, resigns.

Ted Kangas, VP and agricultural director of Albert Sydney Noble Advertising, New York, joins Bozell & Jacobs there as copy supervisor of agricultural division.

Roy Curtis, with Leo Burnett, Chicago, joins Gert Bunchez & Associates, station representatives, as VP and head of company's Chicago office.

Robert G. Baal, former VP and general sales manager, Television Advertising Representatives, New York, joins WTVJ-TV Miami as national sales manager.

Harold Frank, media planner-buyer, Warren Muller, Dolobowsky, New York, appointed media supervisor.

FCC Bar officers elected

Howard C. Anderson, VP and general counsel, Chesapeake and Potomac Telephone Co., was elected president of Federal Communications Bar Association at association’s 34th annual meeting last week. Other officers elected were Thomas H. Wall, first VP; Eugene F. Mullin, second VP; John P. Bankson Jr., secretary; Grover C. Cooper, treasurer; Peter D. O’Connell, assistant secretary; Charles A. Miller, Alan Y. Nafatali and Michael H. Bader, executive committee members. Paul Dobin, Jack P. Blume, Herbert E. Forrest and Morton H. Wilner, past president of FCBA, remain on executive committee.

M. J. (Bud) Rifkin, former president and chief executive officer of Metromedia Producers Corp., becomes consultant to Los Angeles-based MPP on non-exclusive basis for next three years. He has also formed his own independent production and distribution company, M. J. Rifkin Productions, to be located in New York. He left MPP in January after serving as its president for three years.

Sol Radam, consultant specializing in creation, development and sales of TV shows whose clients have included Encyclopedia Britannica and Tel Ra Productions, joins Time-Life Films, New York, as national sales manager. Ed Samuels, assistant director, National Urban League, New York, and former news director, WLIB-FM New York, joins WNBC-FM there as manager, community relations.

Walter Kempley, comedy writer who has written for NBC-TV’s The Tonight Show and Wheelhouse Broadcasting Co.’s syndicated The David Frost Show, appointed creative consultant for CBS-TV’s The Merv Griffin Show.

William S. Martens Jr., a news program director with WWJ-TV Detroit, appointed program and production manager, WWJ-FM there. Dave Jeffreys, with KJH-FM Los Angeles, appointed program director.

Deane Parkhurst, air personality, WNYR (AM) Syracuse, N.Y., also appointed program director.

Michael J. Ziegler, director of development, noncommercial WRTF-TV Hershey, Pa., appointed assistant manager for programming and administration. Thomas H. Cheronese Jr., production manager, appointed assistant manager for production and engineering.


Len Talbot, former program director, WOR (AM) Worcester, Mass., joins WFEA (AM) Manchester, N.H., as program director and air personality.

News

H. Martin Haag, formerly news director, KTTV (TV) Los Angeles, appointed to newly created position of assistant director-news operations, WCBS-TV New York, where he will be in charge of technical personnel and facilities and administration of budgets and planning for news.

Mike James, with WFTV (TV) Orlando, Fla., appointed to head TV sports department. He succeeds Don Jones who resigns to play professional football in Canada.


Phil Hayes, news director, KGV (AM-FM) Pittsburgh, joins WLS (AM-FM) Chicago, in same capacity.

David Calef, with WQVT (AM) Brattleboro, elected president of Vermont AP Broadcasters Association.

Cari Eckels, news director, WSAI (AM) Cincinnati, joins KGW (AM-FM) Pittsburgh in same capacity.

Zamba, broccoli, bed bugs, and 34th annual meeting were also noted in weekly column by Frederick I. Zamba, of Chicago.

Programing

James T. Fowler III, with The TM Communications Co. of Florida, appointed programing coordinator. His duties will include development of programing for TM’s Florida CATV systems and studio design and production training for local origination programing. TV Communications is wholly owned subsidiary of The Times Mirror Co., publishers of Los Angeles Times.
appointed manager of editorial services for GE in Lynchburg, Va. He is responsible for planning national press and publications programs for GE's communication-systems division.

Frank Saunders, senior VP of Ruder & Finn, New York PR agency, and president of agency's subsidiary, R&F Intermedia, specializing in institutional and financial advertising, joins Philip Morris Inc. there as director of corporate relations.

Edward J. Pfister, assistant to executive director, National Instructional Television Center, Bloomington, Ind., joins National Association of Educational Broadcasters, Washington, as director of information services, newly created NAEB department.

Henry Rieger, director of network press and publicity NBC-TV West Coast, appointed press officer of the national awards committee for the Television Academy of Arts and Sciences. Mr. Rieger will be responsible for coordination and dissemination of announcements of Emmy award nominees and winners. He will work media sources in both electric and print areas on both East and West coasts.

Jesse Taub, with Irving L. Straus Associates, New York PR firm, joins John De Nigris Associates, also PR firm there, as group supervisor.

Delemon-Benjumblin, with WCTN-TV Minneapolis-St. Paul, joins WDAP-TV Kansas City, Mo., as advertising and promotion manager.

Michael L. Greenwald, director of community services, noncommercial WRTV Hershey, Pa., appointed assistant manager for promotion and development.

Kathleen Rainier, assistant promotion manager, WXW-TV Cincinnati, appointed promotion manager.

Equipped & engineering

Robert S. Burgess, VP and general manager, home-products division of Union Carbide, New York, named VP-marketing, for company's consumer-products division. He will head advertising and marketing service groups.

James Dangremond, product sales manager, Sylvania Electric Products, New York, appointed product marketing manager for CATV equipment and special products. He will be responsible for marketing CATV communications equipment.

James E. Cusson, with JFD Electronics Corp. Systems Division, New York, appointed western regional manager. He will supervise equipment firm's factory-representative organizations and will work directly with JFD system installers.


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International

Edward D. Brown Jr., with Doyle Dane Bernbach, New York, as consultant to management of DDB-Mexico, appointed general manager of Doyle Dane Bernbach (Canada) Ltd., Toronto. Doug Hughes, acting general manager, returns to his job in charge of account services.

Leslie H. Peard Jr., general manager, Channel TEN, Sydney, Australia, elected to executive board of Federation of Australian Commercial Television Stations (comparable to NAB in U.S.). Mr. Peard was sent to Channel TEN in 1966 by NBC International as management consultant with seat on board of operating company and was later made general manager.

Donald Dentzer, programing manager for management systems, CBS Television Stations Division, New York, appointed director of management systems for division. He succeeds Wesley P. Melling, who joins Island Data Processing Services Ltd., Freeport, The Bahamas, in similar capacity.

H. Hart Kirch, operations manager and air personality, CKDA(AM) Victoria, B.C., joins CJME(AM) Regina, Sask., as program director.

Deaths

Carol Reed, 44, TV weather reporter and air personality, died June 3 at her home in Mamaroneck, N.Y. She served for 12 consecutive years as weather reporter on WCBS-TV New York’s Rain or Shine weather program and was winner of Emmy award for most popular female personality. She is survived by her husband, Hamilton, and one son.


Murray Dyer, 63, former news writer with NBC and CBS radio, and author, died June 5 in Loudoun Memorial hospital, Leesburg, Va. During World War II he worked for psychological warfare and Office of War Information. He is survived by his wife, Anna.

Sanford S. Klein, 63, executive editor of Boise (Idaho) Statesman, died June 4 in Boise following long illness. He had served in number of bureaus of United Press (now UPI) and was once chief of UPI's House of Representatives staff. He also served as news editor for CBS in 1930's. He is survived by his wife, Edith, and four children from previous marriage.

Fred W. Steln, 64, member of board of directors of Gannett Co., Rochester, N.Y.-based diversified communications company, and editor-publisher of Gannett's The Binghamton (N.Y.) Evening Press, died June 7 in Binghamton of cardiac arrest after short illness. Publisher of paper is licensee of Gannett's WNR-AM-TV Binghamton. He is survived by two sons and one daughter.

Stuart Cochran, 41, VP-sales, Programming db, Hollywood, died June 8 in Milwaukee. Prior to joining Programming db, he was VP in charge of Chicago office of Blair Radio. He is survived by his wife, Shirley, and four children.

Barry James Holloway, 66, PR director, Korean American Federation, died June 8 in Wappingers Falls, N.Y., nursing home after long illness. Mr. Holloway had formerly been with AP in St. Joseph, Mo., and later with UPI and NBC News. He is survived by his wife, Jane, and one son, James H., AP newsman in Denver.

Aladdin Abdullah Achmed Anthony Pallante, 57, singer on The Lawrence Welk Show, died June 9 in Van Nuys, Calif. He left show in 1967, after heart attack. He also appeared in character roles on several TV shows. Mr. Pallante is survived by his wife, Lori Hunter.
As compiled by Broadcasting, June 2 through June 9 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aural.—aural, CATV—community antenna television, Day.—daily, DA.—directional antenna, ERP.—effective radiated power, Kc.—kilocycles, kw.—kilowatts, L.S.—local station, Mag.—magazines, mod.—modulation, N.—night, P.S.A.—presurre service authority, S.A.—subsidiary communications authorization, SH.—specified hours, S.S.—special service authorization, STA.—special temporary authorization, trans.—transmitter, UHF.—ultra high frequency, U.T.—unlimited time, v.—visual, w.—watts, ——educational.

New TV stations

Starts authorized
- KTVY-TV(7) Butte, Mont.—Authorized program operation on ch. 6, ERP 100 kw vls, ant height above average terrain 1,540 ft. Action May 11.

Actions on motions
- Hearing Examiner Iadoore G. Elberg in Jackson, Miss. (Lamar Life Broadcasting Co.) TV proceedings, granted petition by Civic Communications Corp. for leave to amend application to include copy of credit agreement (Docs. 18846-9). Action May 28.

Other action
- Review board in Jackson, Miss., TV proceedings, Docs. 18842-18849, granted joint petition for extension of time to file oppositions to petitions to enlarge issues, filed June 4 by Dixie National Broadcasting Corp., Civic Communications Corp., Jackson Television Inc. and Channel 3 Inc. Action June 5.

Call letter action
- University of North Carolina, Winston-Salem, N.C. Granted WUNL-TV.

Existing TV stations

Final actions
- KUBL-TV Yuma, Ariz.—Broadcast Bureau granted license to renew application for renewal of license at existing station. Action May 27.
- WMAL-TV Washington — FCC granted Black United Front and other groups and individuals who filed petition to deny application of E.W. Bok Co. for renewal of license of WMAL-TV, extension of time to file response to petition and to amend application to reflect minor changes in stockholders of record on or before May 15. Action June 3.
- WTTG-TV Washington and KTTV (TV) Los Angeles, Calif.—Broadcast Bureau granted petitions of WTTG-TV for period June 8 through Sept. 8, for transmission of special coded signals in visual transmissions of WTTG-TV, ch. 5 and KTTV (TV), ch. 11. Transmissions are to assist Naval Observatory and National Bureau of Standards in conducting precise time dissemination experiments in Washington and Los Angeles areas. Action June 3.
- KYAY-TV West Monroe, La.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 6. Action June 2.
- WOSF (TV) Newark, Ohio.—Broadcast Bureau accepted engineering's data submitted pursuant to order and order adopted Jan. 14 to specify ch. 28 in lieu of ch. 28; change ERP to 4.68 kw vls., 833 w.aur.; change type ant.; make changes in STL structure; and change height 500 ft. Action May 27.
- WMTU-TV Memphis.—FCC granted petition by Memphis Telecasters Inc. for renewal of license of WMTU-TV, and Springfield Associates, Inc. (King Broadcasting Co.) petition for renewal of license of KFBC-TV. Action June 3.

Actions on motions
- Chief, Office of Opinions and Review in New York (WFIX Inc. (WPIX(V) and Foam Corporation), granted petition of Forum Communications Inc. to extend time to file responses to petitions to enlarge issues, filed June 4 by Dixie National Broadcasting Corp., Civic Communications Corp., Jackson Television Inc. and Channel 3 Inc. Action June 5.
- Office of Opinions and Review in Montgomery, Ala. (Cosmos Broadcasting Corp.) granted petition of Forum Communications Inc. to extend time to file responses to petitions to enlarge issues, filed June 4 by Dixie National Broadcasting Corp., Civic Communications Corp., Jackson Television Inc. and Channel 3 Inc. Action June 5.

Motion picture negotiations
- Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Education- al Television Commission (WVTW(TV)) et al., TV proceeding, granted petition by Jameson Communications Company to amend application to reflect minor changes in stockholders of record on or before May 15. Action May 31.

Network affiliations

ABC
- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all network and affiliated programs available as program time occupied by network commercials. ABC multiplies the result by 40% network week and weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

WEAR-TV Mobile-Pensacola, Fla. (Rollins Broadcasting Co.) Contract dated Aug. 15, 1967, replaces one dated April 20, 1965; effective April 27, 1970 (or date station goes on the air, but not later than 1970), for two years. First call right. Programs delivered to station's control board in Mobile, network rate, $725; compensation paid at 30% prime time.
- KDKU-TV Dubuque, Iowa (Dubuque Communications Corp.) Contract dated April 24, 1970, replaces one dated Aug. 8, 1969; effective April 27, 1970 (or date station goes on the air, but not later than 1970), for two years. First call right. Programs delivered to station's control board in Mobile. Network rate, $725; compensation paid at 30% prime time.

CBS
- Formula: Same as ABC.

NBC
- Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the remaining figure is considered the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.
- KMKR-TV Palm Springs, Calif. (Desert Empire Television Corp.) Contract dated April 13, 1970, replaces one dated Mar. 20, 1968; effective May 1, 1970, for two years and self-renewable for two year periods thereafter. First call right. Programs delivered to KNBC-TV Los Angeles and WLIW-TV New York. Network rate, $75; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.
- KOAA-TV Pueblo, Colo. (Sangre de Cristo Broadcasting Corp.) Contract dated Dec. 15, 1967, replaces one dated Nov. 13, 1963; effective Dec. 15, 1967, for two years and self-renewable for two-year periods thereafter. First call right delivered to KOAA-TV Denver and picked up by KOAA- TV at its expense. Network rate, $304; com-
## PROFESSIONAL CARDS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers, 1812 K St., N.W., Washington, D.C. 20006, Phone: (202) 296-6400</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, Suite 402, Park Building 6400 Goldsboro Road Bethesda, Md. 20834, Phone: (301) 229-6600</td>
</tr>
<tr>
<td>COHEN &amp; DIPPELL</td>
<td>CONSULTING ENGINEERS, Formerly GEO. C. DAVIS, 527 Munsey Bldg., Washington, D.C. 20004, Phone: (202) 783-6111, Member AFCCE</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>EQUIPMENT CO., Everett L. Dillon, Gen. Mgr., Edward F. Lorenz, Chief Eng., PRUDENTIAL BLDG., 247-1319 Washington, D.C. 20005, Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS, 1771 N St., N.W., Washington, D.C. 20006, Member AFCCE</td>
</tr>
<tr>
<td>GAITNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS, 2922 Teletor Ct., (703) 560-6800 Falls Church, Va. 22042, Member AFCCE</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W., Washington, D.C. 20036, Member AFCCE</td>
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<tr>
<td>STUBER &amp; KOTZ</td>
<td>Consulting Engineers, Box 68, International Airport, San Francisco, California 94128, Phone: (415) 343-5308</td>
</tr>
<tr>
<td>JOHN B. HEFFELINGER</td>
<td>9208 Wyoming Pl., Hiland 4-7010, Kansas City, Missouri 64114, Member AFCCE</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS, 2029 K Street N.W., Washington, D.C. 20006, Phone: (202) 623-6664, Member AFCCE</td>
</tr>
<tr>
<td>VIRH. JAMES CONSULTING</td>
<td>RADIO ENGINEERS, Application and Field Engineering 245 Colorado Blvd., B-20206, Phone: Area Code 303-333-5562, Member AFCCE</td>
</tr>
<tr>
<td>STELL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS, 2029 K Street N.W., Washington, D.C. 20006, Phone: (202) 623-6664, Member AFCCE</td>
</tr>
<tr>
<td>JOHN MULLANEY &amp;</td>
<td>ASSOCIATES, Suite 71, 17th Connection Ave., N.W., Washington, D.C. 20036, Phone: 202-223-1180, Member AFCCE</td>
</tr>
<tr>
<td>ORRIN W. TOWNER CONSULT</td>
<td>ENGINEER, 11008 Beach Rd., Anacostia, Kentucky 40223, Phone: (502) 245-4673</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>and ASSOCIATES, Suite 71, 17th Connection Ave., N.W., Washington, D.C. 20036, Phone: 202-223-1180, Member AFCCE</td>
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<tr>
<td>A. E. Towne Associates</td>
<td>CONSULTING ENGINEERS, 727 Industrial Road San Carlos, California 94070, Phone: (415) 392-1394</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers, 427 Wyett Bldg., Washington, D.C. 20005, Phone: 202 927-9061, Member AFCCE</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME</td>
<td>contact BROADCASTING MAGAZINE, 1793 DeSales St., N.W., Washington, D.C. 20036, Phone: (202) 638-1022</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO., PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV, 108 S. Market St., Lee's Summit, Mo., Phone: Kansas City, LeClaed 4-3777</td>
</tr>
<tr>
<td>TIMO H. KELLEY</td>
<td>Consulting Engineer, 11008 Beach Rd., Anacostia, Kentucky 40223, Phone: (202) 245-4673</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE, 465 Concord Ave., Cambridge, Mass. 02138, Phone: (617) 876-2810</td>
</tr>
<tr>
<td>TELCOM, INC.</td>
<td>RTV International, Inc., RADIO PROGRAM CONSULTATION, Sheldon Singer, Vice President, 404 E. Avenue, New York, N.Y. 10022, Phone: (212) 421-0680</td>
</tr>
</tbody>
</table>
Compiling by FCC, June 1, 1970

Summary of broadcasting

Complied by FCC, June 1, 1970

On Air Licensed STA* CP's

| Commercial AM          | 4,267 2     | 12 4,285 79 4,361 |
| Commercial FM          | 2,073 0     | 51 1,214 126 2,290 |
| Cable TV-UHF           | 481 1      | 17 534 152 545 |
| Commercial TV-UHF      | 131 0      | 50 181 113 297 |
| Total commercial TV    | 672 2     | 67 651 126 821 |
| Educational FM         | 191 0      | 24 418 14 459 |
| Educational TV-UHF     | 75 0       | 5 82 4 86 |
| Total educational TV   | 90 0       | 17 102 12 120 |
| Total UHF              | 173 1      | 17 190 15 206 |

* Special Temporary Authorization
1 Includes 25 educational AM's on nonreserved channels.
2 Includes two licensed UHF's that are not on the air.

Compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

WTOG(TV) St. Petersburg, Fla. (Hubbard Broadcasting Co.) Contract dated May 1, 1970. Effective May 1, 1970. NS. No first call right. Programs delivered to AT&T testboard in Tampa. Compensation paid by WTOG at its expense. Network rate, $175; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.


WTTR-TF Wheeling, W. Va. (Forward Tele-Productions Inc.) Contract dated May 15, 1970. Effective June 1, 1970, for two years and self-renewable for two-year periods thereafter. NS. No first call right. Programs delivered to station. Network rate, $342 (forward). Compensation paid at 33 1/3% of all equivalent hours over 24 hours; 30% of all equivalent hours; 20% of all equivalent hours (May and August when compensation percents are 30%); multiplied by prime-time rate.

New AM stations

Starts authorized


WYAF Manchester, N.C.—Authorized program operation on 1470 kc, 1 kw-DA. Action May 25.

WFTN consults, Tenn.—Authorized program operation on 1550 kc, 250 w-D. Action May 15.

Final action

KQOV, Inc.—Kankakee Valley Broadcasting Co. FCC granted 1550 kc 250 w-D. P.O. address: 815 Bowen Building, Washington, D.C. 20005. Estimated construction cost $25,059.70; first-year operating cost $30,000; revenue $60,000. Principals: Thomas J. Bell, president, Michael J. Gurrado, treasurer, Andrew T. Gurrado, Jr., secretary, Frank D. Gurrado, Jr., etc. Mr. Smith has 5% interest in bank. Mr. Gurrado has 20% interest in t/f company. Motion to issue license Action June 3.

Actions on motions


Chief Hearing Examiner Arthur A. Gladstone in Nashville (Second Thursday Corp.). AM-AM proceeding, having under consideration petition filed by trustee in bankruptcy for Thursday Corp. and Shepard in proceeding in Nashville at a specific time and place to be designated. (Docs. 19704, 19715). Action June 1.


Other actions


Review board in Natchez, Miss. AM proceeding. Docs. 18040-41, granted to extend indicated and denied in all other respects supplementary motion to enlarge issues filed Oct. 10, 1969, by NBS. Action June 29.


Review board in Youngstown, Ohio, AM proceeding. Docs. 18785-18769, granted petitions to intervene. Interference filed by radio station Broadcasting Inc. granted to file additional pleadings. Filed by Media Inc. and granted to extend time to file additional pleadings and to file motion to enlarge issues, filed Jan. 8, by Jud Inc. Action June 5.


Call letter application

Norman Petty, Clovis, N.M. Requests WKWA.

Call letter actions

Lee Shoolen, Lake Havasu City, Ariz. Granted KFWJ.

Lawrence County Broadcasting Corp., etc., Granted KYYE.

Total Radio Inc., Appleton, Wis. Granted WYNE.

Existing AM stations

Application

KIXX Provo, Utah—Seeks CP to increase power from 1400 kw to 2500 w. AM-AM (Doc. 18297). Action June 8.

Finn Corp.

JKNP North Pole, Alaska—Broadcast Bureau granted CP to increase power to 50 kv by filing application for new FRP 3 kW. Action June 8.

KTOB Petaluma, Calif.—Broadcast Bureau granted time to file application for new FRP 3 kW; and height of 290 ft. Action June 3.

WTAM Gulfport, Miss.—Broadcast Bureau granted CP for new CP to file application for extension of time to cover installation of auxiliary trans. Action June 3.

KTWM Gulfport, Miss.—Broadcast Bureau granted CP for new FRP 3 kW; and height of 290 ft. Action June 3.

WQMA Marks, Miss.—Broadcast Bureau granted CP to file application for auxiliary trans. Action June 3.

WMLC Meridian, Miss.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action June 3.

WMLC Monticello, Miss.—Broadcast Bureau granted CP to file application for new AM. Action June 3.

WBBY New Castle, Pa.—Broadcast Bureau granted CP to file application for license covering use of former main trans. Action June 3.

WBAP Fort Worth—Broadcast Bureau granted CP to file application for new AM-AM (Doc. 18297) at Point Comfort, Texas. Action June 3.

WISM Madison, Wis.—Broadcast Bureau granted CP to file application for new AM-AM (Doc. 18297). Action June 3.

Actions on motions

Office of Opinions and Review in Jackson, Miss. (Mel-Lin Inc. (WBOB)). AM proceeding, granted CP to file application for new AM-AM (Doc. 18297) at Point Comfort, Texas. Action June 3.

For THE RECORD

BROADCASTING, June 15, 1970
flied May 20 by Mel-Lin Inc. and Greater Jacksonville Economic Opportunities Inc., Mary L. Singleton, councilwoman, Eleventh District, Jacksonville, and mayor of Jacksonville and Urban League of Jacksonville (Cite June 9).

- Chief, Office of Opinions and Review in Henderson, Nev. (1400 Corp. [KBMJ] and Josephine Fernandau AM proceeding: request for reconsideration of first-year operating permit by 400 Corp., and extended to June 10, 1970; reply to broadcast bureau's exceptions and brief filed May 7). Action June 5.

- Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KCTW-FM], Denver, Colo) AM proceeding: request for reconsideration of 400 Corp.'s complaint and determination of custody hearing scheduled for June 5 and, date of hearing canceled and continued evidentiary hearing now scheduled for June 2. Action June 5.

- Hearing Examiner Isabel G. Ehrig in Clare and West Branch, both Michigan (Bi-county Broadcaster Corp. [WCRM] and Omega Broadcasting Co., AM proceeding: sets certain procedural dates and postponed hearing to Sept. 22). Action June 5.


- Hearing Examiner Chester F. Naumowicz Jr. in San Juan P.R. (Radio San Juan Inc.) AM proceeding: request for reconsideration of first-year operating permit for Radio San Juan Inc. filed by licensees canceled hearing presently scheduled for June 5. Motion to disqualify approved at prehearing conference (Doe. 18849). Action June 5.


- Hearing Examiner Thomas B. Donahue in [initial decision proposed grant of license to 107-1 mc, 5 kw, in Lowell, Mass.]; hearing closed. Action June 5.


**CLASSIFIED ADVERTISING**

Payable in advance. Check or money order only. 
$1.00 per word—$25.00 minimum. 
Applicants: If tapes or films are submitted, please send for estimated return postage. No return necessary. Tapes, etc., addressed to box numbers are sent at owner's risk. BROADCASTING assumes no responsibility for their custody after publication notice Monday. 
Deadline for copy must be received by Monday for Friday. 
Please submit copy by letter or wire. No telephone calls accepted without prior writing. 

## Radio

### Help Wanted Management

Well established management consulting firm can offer an outstanding career opportunity in our exciting field of management consulting. We will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box E-283, BROADCASTING.

Manager-salesman wanted with opportunity to buy into franchise, Michigan—heart of tourist area. If interested send resume to 1005 Bank of Lansing Blvd., Lansing, Michigan 48933 or call 571-490-2003. 

Sales man for station in Michigan resort community. Prefer someone who can move $6,250 salary plus bonus, insurance, pension. Send resume & photo. Box F-165, BROADCASTING.

Opening for aggressive general manager—salesman—MOR—midwest—medium market. Send resume, snap- shot and salary requirements to Box F-232, BROADCASTING.

Need Aggressive Manager/Salesman for 10,000 watt south Alabama Country Music station just a few miles from resort area. Contact Bob Thurber, Box 569, Carrollton, Georgia 30117.

### Sales

Manager, salary plus commission. Medium market with university clientele. Leadership essen- tial. Must be outgoing and work well with stations, customers. Send resume, references, picture to Box F-205, BROADCASTING.

Midwest station in progressive city of 40,000 with minimal competition seeking experienced salesman with proven record. $10,000 per year guarantee against 15%, plus other benefits. Box F-206, BROADCASTING.


Wanted Sales Manager. Wonderful opportunity for 3rd year man on sales staff to become 1st man with top accounts. Track record required! Starting $10,000 with good benefits. Send resume Box 732, BROADCASTING.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs experienced salesman. Guarantee against 1970, Box 341, Worthington, Ohio.

Atlanta. Unusual part-time challenge. Small production firm needs reliable link in marketing chain—Atlanta representative who can develop client list in spare time. Our company has an excellent track record in production of radio commercials, syndicated programming, newspaper advertising, multimedia sales presentations. Our team is young, professional, and dedicated. If you are a working broadcaster, 23-35, adhere to the highest personal standards of integrity, and are willing to share the responsibility of our company's success, then join us. The Rolar Company, Box 1682, Athens, Georgia.

### Announcers

Ohio up-tempo MOR needs experienced personality for major market operation that swings. Must be a pro with something to offer. Send picture, tape and resume, Box E-249, BROADCASTING.

Northwest 550 daytimer, 60 miles from New York City. Opening September 1st. Seeking personality-type for MOR format. Experience necessary. Send resume, tape, and photo. Bill Creer Productions, P.O. Box 360, Mount Kisco, N.Y. 10549.

### Technical

Chief engineer for AM directional. Must be familiar with directional system and know audio well. Close to Pittsburgh for excellent opportunity. Box F-146, BROADCASTING.

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced, and have good engineering background. Send resume, picture, references to Box F-202, BROADCASTING.

### News

News director—announcer: 1st ticket only. Complete information. Send resume, tape and photo. Call 11:00 am-2:00 pm, No maintenance. Experience only. Salary range $8400-$9000 according to experience. Attractive housing in ideal market. Benefits. Send complete information to Box F-96, BROADCASTING or call 302-737-5200.

Bright Authoritative Newsman... One of Illinois' top-rated news departments is looking for a dedicated newsman who lives, thinks, eats and sleeps news. We offer a first-rate, full-time company car and a lot of fringe benefits. Send us a complete resume, news tape and photo, and we will send you full details in return. Box F-152, BROADCASTING.

Medium metro Alabama market has opening for news director. Award winning local news opera- tion. New, modern studios and equipment, mobile news units, portable two-way radio, everything needed for a first class local news job. Good pay, excellent fringe benefits. Send resume, tape and photo. WCOJ, Anniston, Alabama 36201. No phone calls please.

Southern Indiana. Need immediately an aggressive News Director with some play-by-play experience. Rush audition tape and resume to WITZ, Box 167, Jasper, Indiana.

Cleveland suburban radio needs seasoned writer-reporter with news director potential. Must be skilled in non-fictional affairs reporting. WPVL, Radio, P.O. Box 338, Chardon, Ohio 44024.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs announcer-engineer, emphasis news. Box 341, Worthington, Ohio.

### Programing, Production, Others

Bill Greer Productions: Please contact me. Need some work done in our area. Box F-191, BROADCASTING.

Wanted immediately—a combination program direc- tor and play-by-play sports announcer. Send re- sume, audition and photograph to Greely N. Hillson, WBLY-WLTM FM Radio, Lexington, N.C. 27292.

Continuity director. Experience in professional com- mercial radio work. Send forward sample copy with resume to Program Director, WOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

### Situation Wanted Management

Young station relations executive—major network seeks general managers position. Box F-168, BROADCASTING.

Duck wants back in the water! Young, aggressive, well-liked station general manager seeks administrative responsibility with organization that gives a damn. Experience in broadcast and print journalism, community affairs, graphics, photography, programming, pub- lications, business. All major market. Degree. Box F-222, BROADCASTING. No, Midwest preferred. Box F-188, BROADCASTING.
**Management continued**

Group radio stations owner available July 15-18 years of promotions, sales and management experience. 1000gq track record. Success in FM and format stations. Must have equity and/or stock option position. Past income for last year $40,000 plus per year. Box F-169, BROADCASTING.

**Sales**

Top 30 Markets only. Top Biller, top qualifications. 1/89, rook over depressed list (1968: $21,000) doubled. 1/90, lowest in area over 1000 ahead of 1969 (thus 5/31/70) with $7,000 Billing for May in 6 station, 160,000 market. Well experienced in daily employment history, top sales client, character references. RAB trained. Age 27, 12 years broadcasting background, 1965 major university grad. Minimum starting $18,000. Box F-159, BROADCASTING.

Experienced Salesman. Available mid July. Resume upon request. Box F-196, BROADCASTING.

**Anouncers**

Talented major market rock jock with background in program, sales, promotion and market pop post. First phone. Box E-126, BROADCASTING.

New Zealand announcer, 24, seeks position with U.S. station or agency. Copywriter. Background. First phone. Box F-62, BROADCASTING.

First phase heavy wants work in S.W. or S.E. Rock, MOR, CGW. Box F-74, BROADCASTING.

CGW, 1st phone, sales. Large market experience. Hard worker, 28, single. Box F-133, BROADCASTING.

Contemporary jock. Experienced. First phone. Major markets only. Box F-139, BROADCASTING.

Red head, drafted, fulfilling, 1st ticket, college, 23 yrs. IQC for 1st job in top 40-rock. Box F-112, BROADCASTING.

Wanted, station to help me prove that money can buy happiness. Twenty seven, eight years experience, First phone. Box F-176, BROADCASTING. Tape available. Box F-62, BROADCASTING.

I keep having this dream in which this young female country-music singer knows she can make good if she can just find some way to make her ad sound real to the MOR quick. . . . please. Box F-177, BROADCASTING.

Questionable talent wants great paying MOR-personality. First phone. Box F-179, BROADCASTING.

Unusual personality. 30 Family Professional. MOR only. please. Box F-179, BROADCASTING.

**Announcers continued**

First phone. Announcer, 25, looking for rock or up-tempo MOR format. Previous experience and references and tape upon request. Will relocate if right price. Box F-197, BROADCASTING.

Eager, intelligent, creative young man wants career in radio or TV. 2 years college graduate, D.J., newscaster, commercial writer and disc jockey, very confident. Box F-199, BROADCASTING.

Network vacation relief announcer desires, quality, straight announcing stint October 1st. Box F-203, BROADCASTING.

MOR/Country. D.J./newsmen. Tight board. Perma-

Ent. East, Box F-204, BROADCASTING.

First Class, two years experience, dedicated, hustler, play-by-play, basketball, football. Like sports, pro-

gramming. Prefer eastern Mirro, West or Northwestern Wisconsin Box F-215, BROADCASTING.

Play-by-play opening? Or combination? Tired of run-of-mill sportscasters? Receive refreshable tape from responsible, energetic, knowledgeable individual who has professional touch. Not interested if you don't place community and station responsibility first. Box F-216, BROADCASTING.

Sports announcer 1 yr experience in small market. Would like to move with sports minded station. Where sports and play-by-play are important part of programing. 23, married. Box F-224, BROAD-

CASTING.

Navy Vet—Third considered—seeking announcer or announcer. School—College. Box F-225, BROAD-

CASTING.

Top twenty million number one rated MOR after-

noon drive. Available now. 513-825-5472.

Timing money takes top jack into short ad. Want to hear from you. Dan Codis, 205-519-384. Box F-230, BROADCASTING.

Extremely sharp—28—married—college—honorable discharge—top NYC, announcing school graduate—

third. Seeks first announcing position. Excellent News, Conversation, D.J. Have great job in P.R. sales, but Radio-TV career a must. Personal interview essential. Metro NY, N.J. area Box F-231, BROAD-

CASTING.

Top twenty market number one rated MOR after-

noon drive. Available now. 513-825-5472.

Female D.J. 3rd. 3rd, top jock, bookkeeping continuity, radio or TV. Los Angeles area. Time to relocate . . . Donna Hastings, Maidstone, Michigan.

Experienced announcer. Third Phone. Draft exempt. Will relocate. Mike Johnston, 330 Elm Ave., Wood-

lyn, New Jersey. 609-962-9552.

First Phone: Announcer-DJ. Top ratings, mature, sober. Respected in community. CGW, MOR. Top-

40. Midwest phone 317-453-3222 after 10:00 AM or write PO Box 54, Kokomo, Ind. 46901.

Entertainment—put it back in radio. Personality announcer. Very capable assistant engineer. First phone. AM and FM announcing and engineering experience. Looking for 6 month morning wake-up show. Will relocate for right job. Call me the "Dragon Slayer." Box F-235, BROADCASTING.

Experienced Chicago, first ticket, seek disc jockey work, instant reply. (813) N-2724, James Flowers, 187 NW Glenlawn, Port Charlotte, Florida 33950.

Ambitious, dedicated first phone top 40 jock, tight board, etc. getting married in August. Draft free. Call for more—Dave (312) 446-4979.

Young, draft exempt, 3rd. Experienced. Smooth de-


College journalism major with 21 years radio experience needs Versatile Any format. Near area: S. Van Coor, 615 E. 18th St., Yakima, South Dakota 57078. Phone 605-665-

3369.

**Announcers continued**

Broadcasting school grad with 3rd exempt seeks MOR. Known music, and willing to relocate. Tight board. Interested in play-by-play. Do you have Tape, resume and photo request? Tom Weed, 303 Frederick Street, San Francisco, California 94117, (415) 982-9640.

**Technical**

Cable/1st phone: 20 years experience; AM/ FM/TV. W/atta, all power, RTM, tape, board, 55, single, good health. Excellent BC. Box F-101, BROADCASTING.

First phone. Radio/Television transmitter engineer.

Excellent experience. Reasonable pay: go anywhere. Box F-214, BROADCASTING.

Cable Engineer—All phases construction—mainte-

ance. Box F-225, BROADCASTING.

First phone technician, transmitter experience, available immediately. Married, draft exempt, car.

**News**

3 to 2.1 in just two months! Telephone talk show host did that and much more. I am interested in doing a TV and/or Radio talk show in major market. Attention 50 k's how to half talk half music all night to aid your A.M. ratings. There aren't many top talkers out there. I'm one of them. Salary open, all contacts in strict confidence. Box F-219, BROADCASTING.


Give the kid a break. Eager beginner from Newark, N.J. Call Mack Don, 301-923-7646 or 180 Pome-

ona Ave.

Responsible newsman, Graduated college, June 84, Degree in TV Advertising. Seeking start in small-medium market. Air experience, single, 25, veteran, thud. Resume, tape, photo upon re-

quest. James Huska, 15602 Pstrana Drive, La Mirada, Calif. 90638.

**Programing, Production, Others**

Copywriter, prefers New England area. 203-658-

6196 or Box F-21, BROADCASTING.

Sales/Promotional oriented FM-PD available. Cur-

rently with nationally recognized progressive adult MOR chain. Major/medium NE market. Box F-200, BROAD-

CASTING.

Sports play-by-play: dependable, good voice, 8 yrs. experience pro, college, prep basketball, base-

ball, football, hockey. College grad. Experienced in management, sales, programming. Box F-211, BROADCASTING.

I wear lots of hats: engineering, production, news, announcing, sales and talk show host. If you're looking for experience, com-

petent and a professional who is looking for you. Box F-234, BROADCASTING.

Gemini with multiple talents seeks challenging position at stable operation. Five years in Washing-

ton, D.C. Area, as Program Director, Disc Jockey, First Class operator, talent promoter, artist and ventriloquist. Will consider all good offers, John Derrick, Box 28116, Wash., D.C. 20006, or (202) 322-9786.

**Television Help Wanted**

Management

Leading southeast VHF seeking outstanding news-

men. Should be well versed in air writing, writing, reporting, and film work. Salary open for right men. Excellent opportunity. Contact AI Fleming, News Director, WTVT, Columbia, Ga., 404-322-

8826.

Sales

Young aggressive local professional TV salesman for 3rd, seeks local market. 50-SQ size market located in city of 300,000 in mid USA. Station recognized for award-winning creative ability or staff which means chance for profitable creative selling. Opportunity to work with established ac-

tive and good potential accounts. Sales bonus plan, profit sharing plan, excellent medical insurance program, paid vacations for advancement. Box F-195, BROADCASTING.

Cable TV salesman needed for local channel time sales. Small market. Lakeshore Broadcasting, Box 324, Oswego, N.Y.
Help Wanted Announcements

Wanted—aggressive, young TV Sports Director—play-by-play anchor for Top 50 network affiliate with offices in the Midwest. Experience with at least 15 years experience in sales and management and general management in radio and television. Presently employed as general sales manager. Ready for larger market? Box F-198, BROADCASTING.

Technical

Staff technician: Needed for a medium western TV station. Must have at least five years television experience, with at least three years of supervisory experience. Familiar with all aspects of TV studio and transmission. Must have strong ability to work in a technical environment. Send resume to Box F-149, BROADCASTING.

Midwest Public TV is a public television station in the Midwest. The station is seeking a technical staff technician with at least five years of television experience. The position requires strong technical abilities and the ability to work in a technical environment. Interested candidates are encouraged to send resumes to Box F-149, BROADCASTING.

Wanted experienced first class engineers for broadcast studios. All new equipment. Contact Dennis Dunbar, Chief Engineer, WQV T.V., P.O. Box 954, Binghamton, N.Y. 13902.

Wanted television studio technician for CCTV operation. Duties include lighting, TC camera, set up, operation, and maintenance. Work closely with television director. Interested candidates send resumes. Contact State University College, Oneonta, New York 13820, Telephone 607-431-3314.

Program, Production, Others

Experienced, creative director-producer for medium market, VHF network affiliate, one of the Midwestern capitals. Full experience, supervisory ability and creativity essential for direction of major local productions, documentaries and spot commercials. Must show evidence of producing and directing experience and creative assignments in TV or film as equal opportunity employer. Box F-147, BROADCASTING.

Midwest Public TV seeks talented, creative film editor, experienced in most film editing, sound equipment, and production. Must have strong interest in television broadcasting and directing experience. Send resume to Box F-174, BROADCASTING.

San Francisco Net V needs a Producer/Designer who can write a paragraph about your background and a page of your ideas. Program Manager, Box F-221, BROADCASTING. (M/F, An equal opportunity employer).

Television

Situations Wanted Management

General Manager, sales manager, mature, up through the ranks with at least 15 years experience in management and general management in radio and television. Presently employed as general sales manager. Ready for larger market? Box F-100, BROADCASTING.

General Sales or National/Regional Sales Manager available: Local TV station representative 3 years local TV station general sales manager years local radio sales. Experienced all phases TV/Radio broadcasting has head children. Prefer midwest. Telephone 606-22-2217.

Sales

Ready to go after my future. 8 years TV Production-Directing. 2 years Radio Announcing. College educated. No experience. Sales position or other with future. Box F-157, BROADCASTING.

Announcers

Pro TV-Announcer 12 year. Major!—Employed—seeks position—anchors of your interest. Reference, Box F-213, BROADCASTING.

Technical

First phone—maintenance or transmitter watch, field engineering. Box F-156, BROADCASTING.

News

Dedicated young professional will bring respect, loyalty, spirit and ability to your news operation. $1500 monthly. Good appearance, delivery, production and demographics. Inquires for news director—anchor—churn. Consideration and prompt reply. Box F-91, BROADCASTING.

Aggressive college graduate, former Army Information Officer, seeks young progressive news operation. Some talent desired. Box F-129, BROADCASTING.

Television news director—13 years experience—cameraman to administer 16 man department. Editorial, documentary, awards. Major market. Box F-130, BROADCASTING.

TV news reporter, experienced, currently employed. Sharp newswoman, competent writer and film editor. Female—but not a women's news reporter. VTR on request. Box F-168, BROADCASTING.

Television newsman presently employed in top 25 market—BA Degree in Communications Married. . . . 21. Experienced in all phases of broadcast news color. VTR and references on request. Box F-167, BROADCASTING.

Award-Winning 1969 Los Angeles Press Club newspaper reporter. 31 wishes to switch nearly three years independent experience to television news reporting. BA. MA. Will relocate. Box F-170, BROADCASTING.


Dynamic news producer, currently with group-owned station in top five markets. Seeks additional responsibilities as producer or news director of major market operation. Box F-201, BROADCASTING.


TV News Director/Anchorman available. 17 years experience and considerable production experience. Would consider anchor work only. Box F-220, BROADCASTING.

Programing, Production, Others


Programing, Production, Continues

Documents, numerous awards, cinematography, editing, ideas, producer. Box F-194, BROADCASTING.

Future desired. Age 39/College—no degree. 10 years Radio-TV Production, 8 TV—2 Radio. Want future opportunity in management. Box F-198, BROADCASTING.

Are you looking for someone who is an expert on station operations, who is a perfectionist in production, and a salesman to boot and best of all a Scottman when it comes to cash flow? Your in—reply to Broadcasting. Box F-217, BROADCASTING.

Director—4 years experience, some overseas, seeks PTV or commercial position that will challenge. Prefer sports but can handle anything. Box F-225, BROADCASTING.

Award-winning cameraman, 30, experienced reporter. Malcom Davies, Box 4054, Roanoke, Virginia 24015, 703-343-1180.

Gemi with multiple talents seeks challenging position at stable operation. Five years in Washing- ton, D.C., as Program Director, Disc Jockey, First class operation. Experience in artist and ventriloquist. Will consider all good offers. John Derrick, Box 29116, Washington, D.C. 20006, or 202 332-9766.

Wanted to Buy

Equipment

We need used 250, 500, 1 kw to 10 kw AM and FM transmitters. No Junk. Guaranteed Radio Supply Co. 1314 Ibidue St. Washington, D.C. 1934.

Wanted to buy—Amper VR 2000 or 1200 include options and asking price, Box F-92, BROADCASTING.

FOR SALE EQUIPMENT

Cassiope—Helix, Stroffles, Spirelli, etc. and fittings. Unused mail—large stock—surplus prices. Write for price list. 5-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 867-5219.


5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

Self-Supporting towers from 50 ft. to 500 ft. Bill Angle, 919-572-3090, Box 55, Greenville, N.C. 27834.

Background music studio system. Aeolothlum Laboratories Autoperser plus two 14" pepper door rack, $1200. Box F-195, BROADCASTING.


L.T.A. 10,000 D FM Transmitter. Excellent condition. Presently operating 101.5 mc. Reason for sale: Going to higher power. Spare parts and plate transformer can be generated at 5KW. Contact C. E. Edings, Box 100, Box W, Johnson City, Tennessee 37601, phone 615-926-6167.

FM Antenna, tower side-mounting type. RCA BFA-6A, horizontally polarized six-stack FM antenna for operation on 106.5 MHz, with driver equipment. Recently removed from tower and now available. WMM-FM, Baltimore, Md. Phone 301-377-2222.

For sale/lease: Color TV remote unit—U.S. and European standard. Complete included. Length 30 feet, width 8 feet, four cameras full complement of control and production control, 24 channel music audio console. All in excellent condition. View London. Further information from RPTA Ltd. 314 West 56th Street, New York City, 212-541-8730.

AMPLEX 351. Good condition. 7½-34" ips. Full screen 899.95. 419-7900, R. H. Malone, Box 482, Defiance, Ohio 43512.

Breeze video test generator, Model VTC28, produces long window, composite NTSC sync in small, 2½ lb. package, $395.00. Made in USA for VIF International, Box 1555, Min. View, California 93260.

66 BROADCASTING, June 15, 1970
FOR SALE Equipment continued
Tower fabrication, precision and maintenance; used tower equipment. Coastal Tower & Welding, inc. 5401 99th Ave W., Tallahassee, Florida. Phone 904-778-5757.

MISCELLANEOUS
Deyjast 11,000 classified gap lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edwin Omrn, Maripas, Calif. 95338.


"1970 Test Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. $5.00, Command Productions, Box 26348, San Francisco 94126.

D.J. One Liner Write for free samples and also read the June 1970 issue of California Anarchist Tapes. Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.


Mini AV/TV, 35 page alphabetical list of middle-old-of-the-road Oldies, 1960 through 1969. Included is the numerical highpoint of each oldie as indicated by it's national peak. Helps on how to program oldies successfully and how to build an Oldies music program for the 70's. Send $2.50 to The Music Director, Box 177, Chestnut Hill, Massachusetts 02167. M. R. M. "The 60's, necessary programming guide for the 70's.

In the June issue of Controversy Comedy—Spoo Agnew, Woodstock, Tony Curtis, Miss Vicky and the list goes on. $2.50 brings you the complete laugh-packed issue plus details on how you can be the funniest jokester in your market for pennies a day. Contemporary Comedy, 762 North 57th St., Suite B, Philadelphia, Pa. 19106.

$3.00 buys 25 pages of the best one liners! Send $3.00 to Shad Can, 3144 Apple Aire, Cincinnati, Ohio 45211.

INSTRUCTIONS
FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Gram- tham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training six weeks. Be prepared to sit the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veteran's benefits by the American Legion National Association of Trade and Technical Schools*. Write or phone the information shown below. For enrollment, contact: The School Institute**, in Texas, 2063 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.


Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8847.


Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Avenue, Minneapolis, Minnesota 55406. Phone 612-721-1887.


Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-1675.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

INSTRUCTIONS continued

Announcing, programming, production, newscasting, sporting events and disc-jockeying and all phases of radio broadcasting. All taught by highly qualified teachers. One of the nation's few schools offering 1st class FCC licensed broadcasting in 16 weeks. Approved for veterans, and all classes are graded "A & NATT". Write or phone the location most convenient to you. Dallas** - Atlanta** - Chicago** - Houston - Memphis** - Minneapolis** - Nashville - New Orleans** - San Francisco**.

Since 1946. Original course for FCC First Class Radio-telephone Operator Rapid License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrollment now for July 8 & Oct. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, Calif.)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Operator Rapid (5 week course) Total tuition $395. Classes begin at all R.E.I. Schools June 26 & Aug. 3. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.


R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California. Call 213-344-6777.

R.E.I. in Historic Fredericksvai at 809 Caroline St., Fredericksvai, Va. 22401. Call (703) 373-1441.


Licensed by New York State, veteran approved for FCC 1st Class license and announcing-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.


American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Instruct. Classes start every Monday. Tuition $300.00.


A.I.R. in Tennessee, 3622 Old Lebanon Road, Nash- ville, Tennessee 37214. 615-889-0349.

A.I.R. in Florida, Koger Building, Boulevard Center, 3906 Beach Boulevard, P. O. Box 16652, Jacksonville, Florida 32209. Phone 904-398-9600.

Are you interested in a professional announcing career in radio? Enter the School of Broadcasting Training in Artesia, N.M. Bonded! Approved by the New Mexico State Board of Education! Three months training on two commercial radio stations - KCSV AM and KCSV FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with Broadcast endorsement training included. Needed at many radio stations for employment as a disc-jockey. Room and board available and placement assistance after graduation. Six weeks course for first class FCC license theory and laboratory training beginning Sept. 2, 1970. Three months announcement training... Actual commercial radio announcing experience! Classes begin in Sep. 2 and Oct. 2, 1971. Write now... Dave Button, Manager, School of Broadcast Training, 209 East Grant, Artesia, N.M. 88210. Telephone 505-746-2751.

FCC License by taped instruction. Need elements 1, 5, 7, 2. Tapes—$120. Spectra, Box 356, State College, Pennsylvania 16802.

See our display ad under instruction on page 69. Don Martin School of Radio & TV, 1653 N. Cher- selle, Hollywood, California 90029.

RADIO HELP WANTED
Announcers

OUTSTANDING OPPORTUNITY
Top modern Country outlet in Midwest seeking one personality. Seeking mature, stable individuals with 1st class FCC license and Top 40—MOR or modern Country background. This is a rare opening in an outstanding group owned operation. Send full resume and tape to:

Box F-223, Broadcasting. An Equal Opportunity Employer.

News

FLORIDA CHAIN

Two major market radio stations in Florida seek experienced newscasters.

Reply if you:

1. Have at least 2 years experience.
2. Have mature voice and delivery.
3. The ability to re-write and ask questions.
4. Take pride in your work.
5. Have a background that will stand thorough examination.

We pay $7800 to start, paid vacations, bonus plans, group hospitalization. Reply with tape and resume to:

Box F-173, Broadcasting.

Programing, Production, Others

Radio Promotion Manager
Experienced in sales and audience promotion, publicity, merchandising, etc., writing. Must know graphics . . . excellent salary and benefits. Large Eastern market. Rush resume and samples.

Box E-292, Broadcasting.

Situations Wanted

We Can Provide Qualified Personnel

FOR EXECUTIVES, SALESMEN & TALENT AT SALARIES ABOVE $12,000.00.

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Hundreds of radio and television stations who have hired our graduates keep coming back for more.

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San Francisco / (415) 397-3000

IN THE EAST CONTACT: MARIJO RISON

Placement Director
Columbia School of Broadcasting
4641 Montgomery Avenue
Suite 401 / Washington, D.C.
(202) 357-3190

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Not affiliated with CBB, Inc.
or any other institution.

Situations Wanted
Management

EXPERIENCED
adult will create a favorable awareness of your station among listeners and advertisers.
Then, with more to sell, we'll make more money! SOUTH only.
Box F-207, Broadcasting.

Television Help Wanted
Sales

TV FILM SALESMEN
Young, aggressive film distribution and production company requires services of 2 men. One based in Midwest, the other in Northeast. Syndication and feature film background a "must." Want self-starters only, who enjoy travel. Good base and opportunity to make excellent annual income.
Reply to:

Suite 511
1717 N. Highland Ave.
Hollywood, Calif. 90028

Technical

OVERSEAS OPPORTUNITY

Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia.

BROADCAST ENGINEERS
Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.
Compensation: Salary—bonus—per diem or housing—equal to $18,500.00 plus transportation and all company benefits—liberal vacation policy.

Please send resume in confidence to R. E. Weirich, Manager, Industrial Relations.

Avco
Field Engineering
P. O. Box 41300
Cincinnati, Ohio 45241
(An equal opportunity employer)

Programing, Production, Others

Leo Burnett needs a
BROADCAST SERVICE SUPERVISOR

We need a bright guy with agency or station experience in broadcast business and traffic. Working knowledge of talent unions, local and network station operation, and their function as related to advertising agencies is desirable, but not necessary.

Experience in program and commercial production is a plus.
Interested? We're interested in hearing from you.
Write or phone:

TOM JOHNSON
Leo Burnett Company, Inc.
Prudential Plaza
Chicago, Illinois 60601
Phone: 312-236-5959

NORTH CENTRAL
TV Program Director

VHF network affiliate, top 50 market.
Must have strong background in local station production with programing and administrative experience. This established group broadcaster, with other entertainment interests offers excellent benefits and professional growth opportunity. Submit complete resume including salary, history and references to:

Box F-163, Broadcasting.

An Equal Opportunity Employer

Employment Service

JOB OPENINGS
that are not filled due to the lack of applicants. All formats.
Rush tape and resume to:

Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

MISCELLANEOUS

COMMUNITY NEEDS SURVEY
$25.00 buys a copy of mine, plus instructions for use in your market. Interview format in amendment form. Meets and exceeds FCC Price
requirements. My attorney's comment: "sensational!" Commission granted C.P. 18 days after submission.

SHOBLOM PRODUCTIONS, 5441 Paradise Rd., Suite 206, Las Vegas, Nevada 89109

NEWS

TV REPORTER/ANCHOR
If you are anchoring and can do a top field job or you are field reporting and can anchor, we need you in one of two five markets. Send tape/film with first resume. (Will be returned.) State present salary and full background. Pros only.
Box F-122, Broadcasting.

BROADCASTING, June 15, 1970
INSTRUCTIONS

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Results Guaranteed
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FOR SALE Stations

STATIONS FOR SALE
CALIFORNIA. Metro. $250,000. Excellent terms.
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(Continued from page 63)

is for business people
... too busy to plow through a stack of business papers each week.

BROADCASTING is the one journal that reports the complete business week of broadcasting ... edited and departmentalized for readers who need to know ... but fast.

 Renewal of licenses, all stations

• Hearing Examiner Chester F. Naumowiez Jr. in San Francisco (Chronicle Broadcast.
  Co.), renewal of licenses of KRON-FM TV, scheduled further hearing conference
  for June 16 (Doc. 18000), Action June 3.

 Modification of CP’s, all stations

• Broadcast Bureau granted mod. of CP’s to extend completion dates for following:
  KPLN(FM) Del Rey Oaks, Calif., Dec. 24: WFTV(TV) Orlando, Fla., to Dec. 1;
  WHSD(FM) Hinsdale, Ill., to Dec. 17: WHYN-FM Springfield, Mass., to July 16;
  WJDI(FM) Cleveland, to 15; WZLA(FM) Del Rey Oaks, Calif., to Sept. 1;
  WZ2AK, WBOAH and WBOAJ, all White Haven, Pa., to Dec. 1; WARD-TV Johns-

 Other actions, all services

• FCC adopted amended rule extending length of time permitted for construction of
  TV to 18 months and for construction of AM or FM to 12 months, effective July 15
  (Doc. 16760). New rule permits licensees to file progress report during
  six month after grant of CP. Action June 3.

 CATV Final actions

• Vista, Calif.—FCC authorized Vista Cablevision Inc. to carry signals of Los Angeles
  TV’s on system, and petition by Vista Cablevision for mod. of final order in proceeding
  on Midwest Television Inc. (San Diego market hearing, Doc. 16786) granted by FCC.
  Action June 3.

• Middlesboro, Ky.—FCC granted petition by Middlesboro TV Systems Inc., CATV
  operator, for waiver of hearing requirements of rules. Middlesboro TV operator

• Nebraska—FCC granted petitions by VTV Transmission Inc., CATV systems at
  Seward, Crete and Lincoln, all Nebraska, seeking for waiver of rules to carry signal
  of KHAT-TV Hastings, Neb., on systems at Seward and Crete, and to carry signals of
  KHTL-TV Superior, Neb., and *KXNE-TV Omaha, as well as KHAT-TV on system at
  Lincoln. May 27.

• Bellevue, Ohio—FCC granted petition by Continental Cablevision of Ohio Inc., CATV
  operator, for waiver of hearing requirements of rules. Continental authorized to

BROADCASTING, June 15, 1970

FOR THE RECORD) 69
carry distant signals of "WTVI-TV and WCTF-TV) both Cleveland; "WBOV-TV" both Boston, Mass., and "WKLH-TV" both New York, and "CKLW-TV" Windsor, Ontario. Action June 3.

Zanesville, Ohio.—FCC authorized Better TV of Zanesville Inc., CATV system, to carry distant signal of independent UHF WBTW-TV Erie, Pa., with same period, within same time, on progress in rewiring systems for higher channel capacity. Action June 3.

Oregon.—FCC directed Portland TV Communications Corp., CATV systems at Portland and Monmouth, Ore., to provide carriage and simultaneous carriage of television signals on system within thirty days for KOBV(TV) Medford, Ore., to respond, as certificate of reheat, within same period, on progress in rewiring systems for higher channel capacity. Action June 3.

Pennsylvania.—FCC directed Parkland Cable TV, Inc., operating in Whitehall Twp., Whitehall Twp., and Whitehall Twp., all Pennsylvania, to show cause for refusal to order a permit to carry distant signals April 30 in violation of mandatory stay provisions of rules. Action June 3.

Notwood News, Va.—FCC denied motion by Hampton Roads Cablevision Co., CATV system at Newport News, Va., to stay further proceedings under show cause order (Doc. 18841). Commission directed the CATV operator to show cause why it should not be ordered to cease and desist from further violation of certain testing TV signals April 30 in violation of mandatory stay provisions of rules. Action June 3.

Dayton, Wash.—FCC denied motion by Touchet Valley Television Inc., CATV systems at Touchet and Valley County, Wash., to show cause why order (Doc. 18825). Commission directed the CATV operator to show cause why it should not be ordered to cease and desist, pending action, from failing to carry signals of KIOTU(TV) Richland, Wash. Action June 3.

Actions on motions


Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.)—FCC granted, in response to Touchet Valley Television Inc. and extended period (Doc. 18825). Action June 3.

Hearing Examiner Robert J. Supinski in Burlington, N. J. (General CATV Inc.), CATV proceeding, granted, in response to request for use by community antenna television system, corrected transcript of further hearing held in conference held May 12 (Docs. 16932, 16943, 1708A). Action June 3.

Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.)—FCC granted, in response to hearing date of July 16 being unaffected by order (Doc. 18825). Action June 3.

Translator actions


KIGS Carson City, Nev.—Broadcast Bureau granted license covering changes in VHF translator. Action May 27.

K7MAL Gold Beach, Ore.—Broadcast Bureau granted CP to change type trans.; change in equipment; and make changes in ant. system of UHF translator. Action June 3.

KROU Vancouver, Wash.—FCC granted application of WHP Inc., licensee of WTVI-TW and WTVI-AM, both Vancouver, Wash., to change type UHF translator to serve Williamsport. Action June 3.

K2CV Dunmor, Puyallup, Steilacoom, University Place and North Wheel, all Washington, to change type trans. Action May 27.

Ownership changes

Applications

KCSJ(AM) and K10GD Mount Airy, Md.—Beck of Mount Airy (Gary Corrick), Cristo Broadcasting Corp. from William M. White Jr. (25.61% before, none after) to (none before, 25.61% after). Action June 3.


K1OB-FM West Yarmouth, Mass.—Broadcast Bureau granted license of ETV-1500, Inc. to WMPO-AM and WDSOAM Oneonta, N. Y.—Seek application of license from Otway Stations Inc., Potomac Broadcasting Inc. and Otway Stations Inc., respectively, to Sea-Mount Radio Inc., to sell $250,000. Action June 3.

Principals: James H. Otway and family; sole owners. Action June 3.


KTVI(AM) Missoula, Mont.—Seeks applications license of W.L. Holter (12.5% before, same after) and Stephen A. Schon (12.5% before, none after) to W.L. Holter and John S. Peterson (none before, 12.5% after). Action June 3.

Consideration: $16,600. Principals: Mr. Peterson is former station manager of KGTV(AM) Missoula. Action June 3.

KKNX-LP Las Vegas, Nev.—Seek application of license from John E. Karr to Commercial Transmitter Corp., to sell $500. Action June 3.


Consideration: $500. Principals: Mr. Adams has 65% interest in KNYC(AM) Nebraska City, Neb., and 35% the other stations. Mr. Adams has real estate interests and is real estate business and owns 50% of WYNG(AM) Goldsboro, N. C., and 25% of WPBR(AM) New York, N. Y. Action June 3.

WPHR(AM) and WWRW(FM) both Westfield, Mass.—FCC granted transfer of control of WPHR(AM) to Missoula, Mont. Action June 3.

Consideration: $250,000. Principals: Mr. Adams has 65% interest in KNYC(AM) Nebraska City, Neb., and 35% the other stations. Mr. Adams has real estate interests and is real estate business and owns 50% of WYNG(AM) Goldsboro, N. C., and 25% of WPBR(AM) New York, N. Y. Action June 3.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through June 9. 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.

Chelmsford, Mass.—Delco Co. has applied for a franchise. Further action will be taken by the state pending compliance with guidelines for licensing and regulating CATV.

Columbia, Mo.—A franchise has been granted to the city. The franchise must approve the franchise.

ATM Communications Inc. has applied for a franchise. Subscribers would pay a maximum of $12 for installation costs. The franchise proposes to pay the city 4% of annual total gross receipts and $250,000 on gross receipts above $250,000. (Corrected item.)
Leonard Goldberg always believed he should be in television programing. So, from his research-department post as director of special projects at NBC-TV in 1960, he would regularly send memos to Robert E. Kintner, then president of the network, with his suggestions for improving the caliber of programs. The results were hardly what he expected.

When he answered his phone one morning, the voice at the other end asked: "Len Goldberg?" "Yes," he replied. "This is Bob Kintner. Are you in research?" "Yes, I am," Mr. Goldberg answered. "Well, stay there" was the network president’s advice, and he hung up. "I figured my time with NBC was just about up," Mr. Goldberg says now.

Today, Leonard Goldberg is vice president in charge of network programing at Screen Gems Hollywood. He is starting his second year in the supervision of the studio’s present product and the development and sale of new shows. His freshman term must be counted as a strong opener.

Screen Gems has four new shows, totaling two-and-a-half hours, starting on the television networks this fall. The studio also produces on tape the Johnny Cash Show and its summer replacement, Johnny Cash Presents the Everly Brothers.

At 36, Mr. Goldberg has been injecting youth into his studio’s product. The four new shows involve young stars; one includes several pre-teen performers. But at 36, Mr. Goldberg has already been seasoned in network programing.

It wasn’t long after the Kintner phone call that Mr. Goldberg left NBC to head daytime television at BBDO. From there he went to ABC-TV, becoming vice president in charge of daytime programing. He brought new life to that schedule with The Dating Game and The Newlywed Game.

"We started a serial while I was there that I thought no one would turn down," Mr. Goldberg says. "Yet, when we showed the pilot to the network decision makers, I was almost run out of the office." There may have been some doubts as to the success of Dark Shadows when it first aired, but they have since proved groundless.

He brought The Mod Squad and Room 222 to ABC-TV, pointing up his belief that entertainment programs can contain a message and still be successful. "You stand a better chance of acceptance if you incorporate that message into the natural dialogue of the program," Mr. Goldberg says. "Regardless of how important the message is, you can’t make points—social or Nielsen—if you’re off the air, and to stay on, you have to entertain."

Now that he is producing and selling programs, his guidelines for staying on the air are couched in three questions in the fall."

An affirmative answer to those questions does not insure a successful series, as Mr. Goldberg is quick to emphasize. He says that his next step is to try to sign the best individuals for each show. This means the right star, but also includes producers and directors, writers, cameramen and grips.

As to any new programing tricks he may have, Len Goldberg says they involve taking old stories and treating them in a new way, either with a fresh interpretation or with new people. "Don’t let the desire to reach a younger audience fool you," he says. "Any show that programs strictly to the 18-25-year-old will go off the air under present standards because it can only muster a 20 share. We have almost reached the point of 'relevanting' the audience to death and I believe they are a little tired of it."

There may come a day, however, when a 20 share will be considered acceptable, Mr. Goldberg thinks. "I once asked an advertiser if he would be happy knowing that his program resulted in a million people buying his product," Mr. Goldberg relates. "He told me he would be happy with 200,000. What I think this means is that a program no longer has to have a 30 share or reach 25-million people to be successful. If I produce a show that reaches only eight or 10 million who would be highly susceptible to buying the advertiser’s product, I might only have a 15 or 20 share, but the program would be an outstanding success. This is the direction I think television is heading," he says.

Eventually, he says he would like to produce shows that appeal to highly segmented groups of the population, audiences that would be smaller in numbers but highly selective in their attitudes. "Television could reach its full creative potential and most effective advertiser usage if a program could successfully reach the four-million people who agree with your point of view. It’s not unreasonable to assume they will buy your product as a result, either," Mr. Goldberg believes.

Mr. Goldberg attributes his success both at the network and studio levels to a deep concern for the work he does. He gathers around him others who feel the same way. "My job is a very personal thing. The day it becomes just another vocation is my last."

The future, indeed, appears bright for Leonard Goldberg, who began in television at $65 a week checking station clearances and once turned an ABC studio parking lot into a beach for Never Too Young, a TV series. "I got into this business because I was absolutely fascinated with TV," he says, "and there is nothing else I would rather do."

The Goldberg story: one false start, steady climb since

he asks about every script he reads. "The first thing I want to know," Mr. Goldberg says, "is whether the show is distinctive. If someone says a script needs a young Robert Redford, or a variety show idea requires another Tom Jones, I’ll discard it. Why should an audience be expected to watch a copy if they can see the original somewhere else?" he asks.

"If a script is distinctive, I next question the idea’s durability. Can the show hold up for three years? I’m interested in what the script for the 63d episode is, just as much as the first or fifth or 20th," Mr. Goldberg notes. "Then I ask if the show gives the audience a different visual treatment. One of our new programs, The Young Rebels, is a costume drama," Mr. Goldberg points out. "This comes at a time when there are no other shows of this type on the air and I believe that it will be well received by the viewers.


BROADCASTING, June 15, 1970
Editorials

Two systems
All within the past month the FCC has initiated rulemaking
to enlarge the broadcasters' responsibilities under the fairness
doctrine, a group from Yale and the New Haven Black
Coalition has petitioned the FCC to commandeer broadcast
time for opponents of President Nixon's policies, and Senator J. William Fulbright (D-Ark.) has argued that
there ought to be a law requiring broadcasters to give time
to Congress, as well as to the President, on demand.

Each of these proposals is an extension of a doctrine that
started out innocently enough as a simple affirmation of the principle of fairness but that has grown into a monstrosity
of federal regulation. In its original form, as stated in 1949,
the doctrine said only that broadcasters ought to provide
reasonable opportunity for the presentation of conflicting views. As it is now being read, after 21 years of bureaucratic
accretion, it suggests that broadcast time must be made available to—indeed thrust upon—anybody with a
point of view on any issue of public consequence.

The difference in the two concepts can make a profound
difference in the nature of radio and television. As originally conceived, the fairness doctrine was applicable to broad-
casting as a form of journalism. Though even so harmless
an exhortation to be “fair” would probably have offended
the writers of the First Amendment, it at least implied that
broadcasting was in the charge of broadcasters, as the press
was in the charge of publishers, and that editorial judgments
would in the end be left to those in charge. As now cor-
rupted, the doctrine would turn broadcasting into one big
Hyde Park and broadcasters into nothing more than cus-
todians, tending the grass and arranging the soap boxes.

Broadcast journalism, as developed and now practiced by the stations and networks of the huge commercial radio
and television systems, can only wither under more regulation
of this kind. If it withers, the public will be the loser.

There is, however, a way to satisfy the regulators and the academicians and the politicians who want access to the air
and at the same time protect the vital journalistic function of radio and television. Why not use the government-subsidized
noncommercial broadcast system as everybody's Hyde Park? It could become the all-purpose platform.

Precedent with punch
Whenever the professionals argue about regulation they
invariably dig into legislative history to determine "congressional intent." It carries an omnipotence unexcelled by
any other authority save possibly that of the Supreme Court, and even the court is subject to congressional cor-
rection.

Of timely interest is pending legislation that would
exempt joint newspaper operating agreements from the antitrust laws. The Senate passed such legislation last
week the House Judiciary Committee, despite a hostile
chairman, approved the Senate bill by 13 to 8. There
remains Senate approval and presidential signature, both
of which are anticipated.

The legislation would protect joint agreements now in
effect in 22 cities, in which the newspapers have combined
their mechanical and business operations while maintaining
separate and competitive news staffs.

It seems obvious that what Congress does in the newspa-
per-hardship legislation should clearly convey its attitude
in regard to the FCC's proposed rulemaking on separation
of newspaper and TV-station ownership, not to forget cable TV. To force separation on the enlarged one-to-a
customer philosophy would diffuse ownership and make
individual operations more costly. This in turn could mean
curtailment of the public-service activities of the new
assentee owners. Moreover, it would be difficult for them to
spread their allegiance in such a way as to serve the new
communities with the same zeal as they served their old.
This is the very criterion the FCC pursues in its local
ownership quest under existing procedures.

When the joint newspapers in 22 cities were defeated
in the Supreme Court under the antitrust laws, they carried
their case to Congress. With the record and personnel of the present Supreme Court what they are, it might be
prudent for the joint broadcasting and newspaper commit-
tees, marshalled under the auspices of the National Associa-
tion of Broadcasters and the American Newspaper Pub-
lishers Association, to consider legislation as the first, rather
than the final, step in the attack upon what would be
usurpation of the legislative function by a regulatory agency
—itself a creature of Congress.

Sloan's liniment
At the same time that the FCC is considering ground rules
that would shape cable television, President Nixon has
endorsed an 18-month, $500,000 study of the future of
cable television.

The President's letter to the Sloan Foundation, sponsor of
the study, observed: "Perhaps for the first time in history
we are aware that the time to think about the consequences
of a technology is before it has become so firmly fixed that
it is very nearly beyond reconsideration."

It's hard to argue with that observation, and we don't
think the FCC should.

No one will be more hurt if government regulators
mark time for the next year and a half while the Sloan
commission does its work. Existing cable systems can go
on doing what they have been doing. Expansion can occur
under present terms.

Once the Sloan commission findings are in hand, the
system of regulation can be drawn more on projections
than on assumptions. It is the tidier way to proceed.
In Texas there's a saying: "If you don't like the weather, wait a few minutes." And the elements are often that changeable.

But when summer sets in, a man could almost broil a steak on a Texas street, day after day. Then in their spare time, Texans take refuge in lakes, on backroads and highways, in the air or under the air conditioning. Summer finds Texans relaxing. Watching TV. Receptive. And that's when advertising in this market of over one million households produces some hot sales.
A pack of dogs broke loose from a dog catcher's wagon and raced crazily through the fields of a well known tobacco plantation. Friends, does your cigarette taste differently lately?