A spotty 1970 is forecast for spot television. p23
But '69 was another billion-dollar year for radio. p30
SPECIAL REPORT: The many worlds of local TV. p50
NAB draws a bead on FCC's divestiture plan. p79

April 21, 1969
Screen Gems announced they had 364 feature films available for rerun that had never played on network television. As of today...
...these stations have already bought them

New York
WABC-TV; WOR-TV
Los Angeles
KABC-TV; KTTV
Chicago
WBBM-TV; WLS-TV
Philadelphia
WTLF-TV; WCAU-TV; WPIL-TV
Detroit
CHPL-TV
Cleveland
WKBF-TV; WUAB-TV
Pittsburgh
WTAZ; WPCH-TV
Dallas
WFAR-TV; KDTV
Hartford-New Haven
WNBC-TV; WHCT
St. Louis
KTVI; KDNL-TV; KPLR
Cincinnati
WXIX-TV
Atlanta
WATL-TV
Kansas City
KCTV-TV
Milwaukee
WISN-TV
Dayton-Springfield
WSNO-TV
Wheeling
WTRF-TV
New Orleans
WWL-TV; WVUE
Boston
WNAC-TV; WHDH-TV
San Francisco
KGO-TV; KHEO-TV; KTVU
Baltimore
WBFF-TV
Miami
WPLG-TV
Sacramento
KCSA-TV
Columbus
WBNS-TV
Tampa
WTOG-TV
Providence
WPRI-TV
Buffalo
WGR-TV; WKBW-TV
Norfolk
WVEC-TV
Raleigh
WRAL-TV
Grand Rapids/Kalamazoo
WJZZO-TV

SCREEN GEMS
Mr. Neal Edwards, General Manager
WMAL Television Network
4461 Connecticut Avenue, N.W.
Washington, D.C. 20008

Dear Mr. Edwards:

It is always a pleasure to thank one of our supporters for the efforts that they put forth on behalf of the Metropolitan Police Department. The skill and energy that you and your entire staff put into our current recruiting drive contributed in no small way to its success. Without a doubt many of the young men and women who have recently joined us first became aware of the opportunities that awaited them within our Department as a result of the imaginative "spots" that you produced and aired for us.

Again, thank you for your assistance, and you may rest assured that it has contributed immeasurably towards making ours an even better city in which to live and work.

Sincerely yours,

Jerry V. Wilson
Chief of Police
To herald the dramatic physical and psychological rehabilitative work of the world-renowned Lancaster Cleft Palate Clinic, WGAL-TV writers and cameramen covered the entire treatment process for a typical patient. Their work produced a sensitive, informative and encouraging documentary for showing in prime time. This is just one in a continuing series of special programs prepared by WGAL-TV as part of its good citizenship commitments to the communities it serves.
Power politics

It was on-again, off-again all last week on nomination of Indiana state treasurer, John Snyder, to succeed Kenneth Cox on FCC. There was also talk of his getting another federal job. Supporters of FCC Commissioner Robert Wells for seven-year Cox term and of FCC Broadcast Bureau Chief George S. Smith to get remaining year of Wells term stepped up efforts. Though maintaining silence publicly, FCC Chairman Dean Burch is reported to have put in word for Mr. Wells.

If move of Mr. Smith to short-term assignment should falter, there's chance C. Phyll Horn, engineering assistant to Chairman Burch and in similar job under former Chairman Rosel Hyde, would get that appointment. Mr. Horn is backed by Mormon interests in Republican party.

Via Western Union?

Where is Commissioner Kenneth Cox going after he leaves FCC? He hasn't said, but there may be clue in two recent actions: Last week, according to June 17 public notice, Mr. Cox did not participate in TWX transfer from AT&T to Western Union. On June 10, he did not participate in Telpac sharing case in which Western Union was complainant. It doesn't take FBI full-field search to deduce that, since Western Union is involved in both cases, his future may lie with that company or one of its law firms. (While Mr. Cox's term expires June 30 he can continue in office until his successor qualifies.)

Helping hand

Is it proper for agency of federal government to help citizens attack broadcast licensees? That's question raised by discovery last week that consultant furnished by Community Relations Service of Department of Justice assisted group of local citizens to serve demands on Nashville stations, including city's three VHF's. Middle Tennessee Coalition on Communications has followed pattern set by Georgia group that negotiated with Atlanta stations, with considerable success. Coalition wants more blacks hired by radio and TV and more broadcast attention to minority causes.

Washington spokesman for Justice's Community Relations Service said it would provide no legal assistance or monitoring for local groups. But, he said, one of its functions is to educate public to rights under laws, including those related to broadcast licenses (which expire in Tennessee Aug. 1).

Author as star

New name has cropped up in speculation over who is to be first director of new U.S. Office of Telecommunications Policy—Dr. Clay T. Whitehead, now White House staff member with responsibilities in area of telecommunications. He did major share of drafting of plan creating new office, also played principal role in preparing White House position on domestic communications-satellite policy.

Because of recent background he would probably go down easier with communications-industry representatives who were up in arms over complete lack of experience in communications matter of man previously mentioned for post.

Dr. William Niskanen, who is director of program analysis with Institute for Defense Analysis, is regarded as "dead" as far as OTP job is concerned— principally because of flack members of Congress took from communications industry on rumored nomination.

Tougher bill

House Communications Subcommittee will extend, not retrace, scope of Senate-passed political-broadcasting bill. New version of bill is expected to include spending limitations in primaries as well as general elections; extension of discounts to include some nonfederal offices; and tightening of enforcement provisions. Senate provision repealing Section 315 in presidential elections is just about assured of passage, now that House Subcommittee chairman, Torbert Macdonald (D-Mass.), has been won over (see page 28).

New outpost

J. Walter Thompson Co., New York, world's largest advertising agency, is understood to be implementing change in its TV-radio buying procedure, with its Washington office scheduled to place time on stations in Washington, Baltimore and Richmond, Va. Experienced media man from New York probably will be sent to Washington. This is believed to be first time TV-radio will be bought out of JWT's branch in nation's capital.

Execution

WXWR-AM-FM Media, Pa., owned by theological seminary headed by fundamentalist preacher and syndicated radio personality, Dr. Carl McIntire, faces death penalty. FCC is understood to be readying order denying stations' license renewals, principally on grounds station violated fairness doctrine and were used to advance religious, political and other interests of owner rather than needs and interests of community. Hearing examiner recommended renewals, but there is believed solid majority on commission prepared to override that recommendation.

Recovery

Mutual, which showed $1 million in operating losses last October, will turn corner and record first black-ink figures in year, radio network's board of directors was told at June 17 meeting in New York. Vic Diehm, WAZL (AM) Hazleton, Pa., who took over interim presidency of network last fall, reported network was "sold out" for July, with bookings insuring profit for quarter.

Inflation

Broadcasters and others regulated by FCC will be told to start paying commission's sharply increased filing fees by mid-August. Staff is scheduled to bring draft of final order incorporating new fee schedules to commission for final action on July 1; fees would become effective 30 days after publication in Federal Register. Reports indicate fees will be essentially as proposed by commission in rulemaking issued in February (Broadcasting, Feb. 24). Aim is to make commission self-sustaining—and agency is seeking $25-million budget for fiscal 1971. Broadcasters are targeted to bear major burden of that load.

Grown up?

Some key sales executives think spot TV has long been mature enough to abandon policy against selling more than 30 days in advance of start dates. That practice, they recall, was instituted when TV was young and growing rapidly and value of time could rise materially within just few months. Other side of coin is that advance selling calls for special care in selling intervening spots unless they are preemptible. Even so, some authorities think stations and reps have more than enough experience to cope and, since they set rates in advance, could profitably make it general practice to sell on them in advance too, as networks do.
When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.

WFAA-TV DALLAS-FORT WORTH
Although reports vary, industry sources—including stations and reps—indicate spot-TV business in 1970 is running about even with year-ago levels. General economy is being blamed for current softness. See . . .

A spotty year for spot television . . . 23

ABC announces policy change permitting network to sell time to Democratic and Republican parties to express point of view on controversial issue or solicit funds, if they can afford it. See . . .

More political air time ahead . . . 26

Local and national-regional radio advertising increased comfortable 7.6% in 1969, again topping billion-dollar mark with half of top-100 spot advertisers increasing expenditures. Network spending was down 10.7%. See . . .

It's another billion-dollar year for radio . . . 30

In draft report circulated to members of House Investigations Subcommittee, CBS's role in aborted invasion of Haiti is taken apart, put back together and found to evince little regard for 'accuracy or legality.' See . . .

CBS is censured for Haiti role . . . 36

SPECIAL REPORT examines sampling of locally produced public service TV programs that have garnered national and regional awards. Expensive? Yes. But community prestige carries no price tag. See . . .

Local TV: public service with a capital P . . . 50

Intensive re-evaluation of priorities over past few years at Advertising Council should bear fruit this summer, with one of projects—drive against drug abuse—set for kick-off date of July 8. See . . .

Ad Council reviews its priorities . . . 76

NAB girds itself for battle against FCC's proposal to ban cross-ownership of newspapers and radio-TV. Plan is to enlist industry support, conduct research and retain former Commissioner Lee Loevinger as counsel. See . . .

NAB draws a bead on divestiture plan . . . 79

San Francisco appeals court makes clear that while FCC has plenty of latitude in ordering CATV's to afford nonduplication protection to TV stations, it must consider possibly inferior signal to cable users. See . . .

Court insists on CATV quality . . . 82

Largest bundle of orders and proposals yet in FCC's on-going effort to develop CATV regulatory policy is due to be delivered this week by commission; 'Public Dividend Plan' already tentatively approved. See . . .

FCC puts final touches to CATV plans . . . 82

Black Efforts for Soul in Television, in relentless campaign for minority-group FCC member, suggests 11 names for vacancy to be created when Commissioner Kenneth A. Cox's term expires June 30. See . . .

BEST campaign for Cox slot continues . . . 84

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**Broadcasting**

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REPORT TO THE PEOPLE READS LIKE WHO'S WHO

REPORT TO THE PEOPLE, a weekly Sunday evening special affairs production of WFBC NEWS, questions business, political and civic leaders for a clearer, more concise picture of current issues for viewers.

Some of the headline guests during the program's three and one-half years existence have been Senators Mark Hatfield and Ernest Hollings; Governors Robert McNair, George Wallace and Lester Maddox; actress Celeste Holm, national Mental Health Association chairman; Postmaster General Winton Blount, Evangelist Billy Graham; Nobel prizewinner Dr. Charles Townes, inventor of the laser beam, and many other prominent figures.

REPORT TO THE PEOPLE reaches the concerned citizens of Georgia, South Carolina, North Carolina and Tennessee ... those who realize the importance of being well informed.

WFBC-TV 4!
GREENVILLE, SOUTH CAROLINA

A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WMAZ-TV, Macon, Georgia.

REPRESENTED BY KATZ TELEVISION

BROADCASTING, June 22, 1970
Bushnell expands in Canada

One of Canada's biggest radio-TV and cable-TV transactions, adding up to over $85 million in aggregate, is under consideration by Canadian Radio-TV Commission following three-and-half days of hearings in Ottawa that ended Friday (June 19).

Purchaser of 18 broadcast and dozen CATV properties is Bushnell Communications Ltd., Ottawa. It is buying Canadian Marconi’s radio communications Ltd., Ottawa. CATV properties Friday (June 19).

Bushnell firm now owns CJOH-TV (ch. 13) Ottawa, CJS-S-Tv (ch. 8) Cornwall, both Ontario, plus 75% of CATV in Hull, Que., and 33 1/3% of CATV in Ottawa (it has applied for permission to acquire additional 50%), as well as film and TV-production center in Toronto and station-sales representation firm, Independent Communications Sales Ltd., with offices in Toronto and Montreal.

Broadcast properties being bought are: CFCF-AM-TV, CFOR-FM and CFCX (shortwave), all Montreal, from Canadian Marconi Co.; CKWS-AM-FM-TV Kingston, CHER-AM-FM-TV Peterborough, CFCH-AM-TV North Bay, CKGR-AM-FM Timmins, and CJKL (AM) Kirkland Lake, all Ontario, plus three repeater stations, now owned by Thomson-Davis group.

Cable-TV purchases are: National Cablevision Ltd., Montreal, which is 75% controlled by CBS and which serves more than 80,000 subscribers: Metro Cable TV Ltd., Toronto, owned by Famous Players Canadian Corp. (in turn controlled by Paramount Pictures Inc., subsidiary of Gulf & Western), which has almost 40,000 subscribers; a group of five systems in British Columbia under name of Community Video Co’s, serving almost 35,000 customers, as well as cable-TV systems in Smiths Falls, Cornwall, Bellville, Aurora and Ceborg, all Ontario.

Bushnell sources say they expect final decision from CRTC “sometime this summer.” Bushnell had consolidated net earnings of almost $730,000 for fiscal year ended Aug. 31, 1969. Stuart Griffiths is president.

Cable pacts planned in N.Y.

Officials of Manhattan's two-cable-TV franchise holder, Teleprompter and Manhattan Cable Television, Friday (June 19) endorsed proposed city contracts which, if passed by Board of Estimants following public hearings on July 23. would grant 20-year CATV franchises to both firms and—for first time—allow city to offer on competitive-bid basis similar contracts in other New York City boroughs.

Proposed contracts with Teleprompter and Manhattan disclosed late Thursday would:

- Authorize them to construct and operate "broadband communications facility" in Manhattan. Companies also are permitted to offer other services, such as "burglar alarm and facsimile."
- Require them to expand their 12-channel service to 17 channels by July 1, 1971, and to 24 channels within three years. Of five new channels to be added by next July, two will be reserved by city, two for public use “by as many different persons as is practical,” and one for company, either for its own use or for leasing.

Rump movement

About half-dozen radio board members of National Association of Broadcasters meet today (June 22) to talk about creation of separate association. Meeting, in advance of NAB full board sessions beginning tomorrow (Tuesday) in Washington, will discuss charges that some NAB campaigns, including its financing of “free-TV” campaign against CATV through $2,500 monthly retainer to Phil Dean Associates Inc., dissipate "radio funds" without benefits to small-market stations. Resentment remains over cigarette ban which many feel should not have applied to radio. There's also fear that cut-rate political advertising may hurt smaller stations.

Among those to attend session today at Mayflower hotel: Vic Diehm, president of Mutual, and owner of WAZL (AM) Hazelton, Pa., (who twice has rejected offer to head independent organization); Edward D. Allen, WDPOR-FM Sturgeon Bay, Wis.; A. F. Sorensen, WKRL (AM) Waukegan, Ill.; John E. Hurlbut, WVMC (AM) Mt. Carmel, Ill.; and Ben A. Laird, WDUI (AM) Green Bay, Wis.

- Require both firms to subdivide within four years into 10 different subsidiaries, each capable of receiving community or neighborhood programs different from others. Firms also must provide "reasonable amount" of free time to political candidates.
- Each company must pay city 5% of its gross revenues from CATV service and 10% of its gross from all other services. No allowances are made for pay TV unless permission comes from FCC. If it does, city may collect as compensation up to 25% of gross receipts.
- Under proposed contracts city also has right to buy systems after 20 years instead of renewing contracts.
- Proposed contract also has several crossownership aspects. It bars, for instance, operators of CATV franchises "from owning stock in another CATV system in the city, a television network, or a local television broadcast station, radio or newspaper."
- Irving B. Kahn, Teleprompter president, called 20-year contract proposal "tough but fair.” Charles F. Dolan, president, Manhattan Cable, welcomed contract, but with reservations. “As a practical matter we believe the city may be demanding too much too soon from the companies,” Manhattan Cable and Teleprompter serve estimated 45,000 homes in Manhattan.

Treading carefully

Indiana broadcasters late last week avoided taking stand on FCC-appointment prospect. John Snyder, who is Indiana state treasurer. Reason? All state broadcast licenses are up for renewal Aug. 1. Officials of Indiana Broadcasters Association, which met in Indianapolis June 18-19, deemed it inappropriate to go on record regarding Mr. Snyder, who is hopeful for Kenneth A. Cox vacancy on June 30. It had been reported that IBA would oppose Mr. Snyder (Broadcasting, June 8).

Viewing termed up, not down

Critics keep saying people are watching television less, and people keep proving critics wrong. Latest viewing data compiled for Television Bureau of Advertising by A. C. Nielsen Co. shows that in first five months of 1970, average TV home spent six hours 15 minutes per day with television. That's gain of nine minutes over average for same period last year. But TVB authorities take position that minute gains, in themselves, are less important than regularity with which they occur and evidence
they give that, no matter what anybody says, people are viewing more, not less. Three of first five months—January, February, April—established all-time high marks in viewing for those months. And May's average, though second to one earlier May, was up five minutes from last year, to five hours 20 minutes per home per day.

**Internal dispute over 214**

FCC's Common Carrier Bureau has parted company with commission's Cable Television Bureau in recommendations to hearing examiner in case involving New York Telephone Co. applications for authority to provide channel service to CATV systems in New York City and in two upstate New York communities.

Common Carrier Bureau's principal recommendation, in reply brief Friday (June 19), was that Telco be given two-year authorization to provide service to Comtel Inc., which operates through telephone-company facilities in Manhattan, and is not franchised by city. Bureau would make temporary grant subject to renewal or regular authorization on showing that competition among CATV systems in city is in public interest.

Cable Bureau had also recommended grant, but said grant should be conditioned on Telco's agreement to refrain for nine months from filing additional applications to serve Comtel or any other system not franchised by city (Broadcasting, June 1). This freeze would be designed to give city time to obtain legislation it needs to regulate systems using telephone-company facilities. Common Carrier Bureau said city would have time before end of hearing to obtain needed legislation without additional nine months.

Common Carrier Bureau agreed with Cable Bureau in recommending grant of application to serve Sterling Information Services in Manhattan. But it would also grant applications to serve CATV systems in Hyde Park and Brookhaven, that Cable Bureau recommended denying. Cable Bureau based recommendation on its conclusion that Telco favored its own customers at expense of pole-attachment applicants in those communities. Common Carrier Bureau said that record does not support charge that CATV systems complaining about Telco "were unduly prejudiced" because of any Telco requirement. It also said there was no showing that Telco's CATV customers were parties "to any unlawful conduct" by Telco.

**Burch's view on rule**

FCC Chairman Dean Burch, speaking before Hollywood Radio and Television Society Friday (June 19), said commission ruling limiting prime-time network programing would not create higher quality shows. Chairman Burch also said he felt decision by FCC, which he voted against, would not result in healthy syndication market. "I would not be surprised," Chairman Burch said, "if poorer programing resulted from the decision."

Chairman Burch also believed FCC was "tinkering" with economic factors rather than programing ones. "When we do that," he added, "we are moving in the wrong direction." CBS also presented its views on economic affects prime-time rule would have in filing with commission last week (see page 43). He proposed three alternative areas where he felt commission should get involved more deeply: pay TV, cablecasting and public television.

"In the first two, because of the different economic base when compared to free television, a wider variety of program types can be presented. Those that want to view them can," he said. "With public television, a more substantial funding method is necessary. Their requirements will exceed $140 million. I think the commission should turn its attention to this alternative as well." Chairman Burch noted that when rule takes effect, he expected many new producers but few new programs.

**Week's Headliners**

Dick Lawrence, former VP and sales manager of syndication division, United Artists Television, New York, joins Independent Television Corp. there as director of syndicated sales. Mr. Lawrence also held executive sales positions with Economee Television, and served as general manager of World Broadcasting System, both predecessor companies of United Artists Television.

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

Washington to take Mr. Benti's spot. Mr. Benti's show was expanded from half-hour to full hour in March 1969.

**They're still talking**

Negotiations between Writers Guild of America and Association of Motion Picture and Television Producers continued Friday (June 19). WGA turned down late Thursday final AMPTP offer and instructed its negotiators to return to bargaining table. WGA also authorized walkout in event talks break down (see page 39).

**Another round on House access**

Proposal to permit broadcast coverage of House proceedings has been reported out by Rules Committee as part of legislative-reorganization bill.

Conditions placed upon broadcast coverage are same ones approved by committee last month (Broadcasting, May 1). Coverage limited to hearings, and then only with approval of majority of members; four television cameras, operating from fixed positions; no use of broadcast tapes and films for political purposes; no commercials.

Committee said it approved provision "in the firm belief that it is sound public policy." There were no minority views, although some congressmen are known to oppose admission of broadcast cameras to hearings.

Bill is expected to hit House floor during week of July 6. When it does, there is danger that entire bill will be buried under "dozens—even hundreds—of amendments." one source said. Those who oppose legislative reorganization are expected to approve amendment after amendment—in variation on Senate's practice of filibustering—in hope of eventually scuttling whole measure. Many of amendments themselves will be legitimate attempts to alter bill.)

One of amendments will be proposal to scuttle broadcast-access provision, which is anathema to many congressmen. Most likely source of proposal is Representative H. Allen Smith (R-Calif.)

**Sales up at Ampex**

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported 6% increase in sales for fiscal 1970, ended May 21.

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Shares outstanding</th>
<th>Net earnings and income per common share</th>
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</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.34</td>
<td>528,100</td>
<td>13,702,000</td>
<td>10,172,185</td>
<td>$1.33</td>
</tr>
<tr>
<td>1969</td>
<td>$1.35</td>
<td>528,100</td>
<td>13,702,000</td>
<td>10,172,185</td>
<td>$1.33</td>
</tr>
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Note: Extraordinary charge of $2.3 million (net of applicable taxes) equivalent to 21 cents (non-recurring) has been made against fiscal 1970 year income. Net earnings and income per common share after this extraordinary charge are $12,207,000 and $1.13. Extraordinary charge principally reflects estimated cost of transfer of production of closed-circuit video product to other Ampex manufacturing facilities.
This week families who can view PGW represented TV stations will spend $5,497,000 on regular soft drinks.

Do you sell soft drinks?

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.
Every democratic institution is nourished by the people. And its ultimate purpose is the people’s well-being. Seen in that light, broadcasting is one of the most representative of democratic institutions.

By law, a broadcaster must be actively committed to the public interest, convenience, and necessity.

In practice, moreover, broadcasting’s ability to bring a diversity of new ideas, opinions and experiences to the people is a prime safeguard of the democratic ideal.

Is it any wonder that freedom of thought and freedom of speech are today inseparably linked with freedom of broadcasting? And that in countries where dissent is not tolerated, broadcasting is state-owned?

What we must remember is that broadcasting is not a government power. Nor one to be used indiscriminately or lethargically by the broadcaster.

Simply and solely, it is the power of the people to communicate with the people.
from the people

and for the people

all springs

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

- Indicates first or revised listing.

June

June 21-24 — Convention of Rocky Mountain Association of Broadcasters. Featured speakers are FCC Chairman Dean Burch and NBC President Julian Goodman. RCA will present seminar dealing with "Broadcasting and Electronics in the '70s." Jackson Lake lodge, Wyoming.

June 22-24 — Annual convention of American Advertising Federation. Speakers include Arthur M. Wood, president of Sears, Roebuck & Co., Chicago; Sam Thurman, advertising VP, Lever Bros., and Henry M. Schacht, chairman of executive committee of J. Walter Thompson. Programs will include four advertising workshops designed to provide to creative, media, production (broadcast and print) and sales promotion. Pfister hotel, Milwaukee.

June 23-26 — Meeting of National Association of Broadcasters' boards of directors in Washington.

June 24 — Stockholders meeting, LIN Broadcasting Corp. WAWY-TV Portsmouth, Va.

June 25-28 — Annual spring meeting of Maryland-District of Columbia-Delaware Association of Broadcasters. Henlopen Hotel and motor lodge, Rehoboth Beach, Del.

June 26 — Annual stockholders meeting General Instrument Corp. Hotel Robert Treat, Newark, N. J.


June 26-July 1 — Summer meeting of National Association of Farm Broadcasters. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environmental and rural development. Shoreham hotel, Washington.


June 29 — Eighth annual Canadian Television Commercials Festival sponsored by the Broadcast Executives' Society and the Television Bureau of Canada, Toronto.

June 29 — State Department's National Foreign Policy Conference for editors and broadcasters. Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20520.

July


July 7 — Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with FCC.

July 8 — Meeting of New England Cable Television Association, Holiday Inn, Augusta, Me.

July 8 — Annual meeting of Technicolor Inc. Location to be announced.


July 12-14 — Annual management development seminar of National Association of Broadcasters, Harvard University, Cambridge, Mass.


July 13-15 — Workshop for middle management personnel, National Cable TV Center, Pennsylvania State University, University Park, Pa.

July 14 — Annual stockholders meeting, Taff Broadcasting Co., Cincinnati.

July 17 — Board meeting of Institute of Broadcasting Financial Management, WCCO-TV Townhouse, Minneapolis.

July 20 — POC evidentiary hearing in competitive proceeding for WPIX-TV New York, previously scheduled for May 4. Location to be announced.

July 21-29 — Seminar on system design for CATV technicians, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

August


Aug. 24-Sept. 4 — Animation workshop conducted by University Film Association in conjunction with Ohio State University. Workshop will be conducted by Dr. Roy Madsen, executive director, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.


September

Sept. 11-13 — Meeting of Maine Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

Sept. 15 — POC hearing on renewal of Frontier Broadcasting Co. for KFHC-TV, Cheyenne, Wyo.


October


Oct. 4-6 — Meeting of North Carolina Association of Broadcasters. Holiday Inn, Charlotte.


WGN
...the most respected call letters in broadcasting

WGN CONTINENTAL BROADCASTING COMPANY

Chicago: WGN Radio, WGN Television, WGN Continental Productions Company

Duluth-Superior: KDAL Radio and KDAL Television

Denver: KWGN Television

Michigan and California: WGN Televents, community antenna television

New York, Chicago, Los Angeles, San Francisco and Tokyo*: WGN Continental Sales Company

*We are proud to announce the opening of a liaison office in Tokyo's new 40-story World Trade Building to service Japan, Hong Kong, Taiwan and Thailand.
A little less character for a lot less money

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

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

Find out more. Talk to TeleMation.

TELEMATION, INC.

T-L Broadcast's strong support

Editor: I read with a great deal of interest your story in the June 15 issue on "Resistance to Divestitures Shapes Up." I noted particularly the attention you paid to the petition by Pierson, Ball & Dowd on behalf of a number of clients, asking the FCC to establish a study force on this broad and complicated question of media ownerships.

Time-Life Broadcast is particularly proud of that proposal and is one of the sponsors of the petition, and I was disappointed to see that your list of signatories did not include our name. I'm sure this was an inadvertence, but because we believe this petition is so important, I would like to call your attention and that of your readers to the fact that Time-Life Broadcast is very much one of the sponsors of the statement. —Barry Zorthian, president, Time-Life Broadcast, New York.

Oops

Editor: In your June 1 "Telestatus" report on CATV, Salisbury, Md., is not listed as a market. There are over 16,000 CATV homes available to WBOC-TV's service. But perhaps this is a Nielsen oversight?—Samuel S. Carey, WBOC-AM-FM-TV, Salisbury, Md.

(Salisbury, Md. was inadvertently listed in the report as Salisbury, N. C. Nielsen reports 13,700 homes as of November 1969.)

BROADCASTING TELEVISION

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Some newscasters can make an egg hunt on the White House lawn seem like the invasion of Normandy.

You know who we're talking about. You see or hear them every day on radio and television.

They are the "merchants of gloom." Guys who can take a nice sweet news story and twist it into an earthshaking calamity. They're nice guys. And most of them mean well. But the simple truth is they're so used to delivering bad news that when some good news comes along, they make that sound bad, too.

Unfortunately, if you watch these guys long enough, your outlook on life can get to be a lot like their delivery—gloomy.

At the ABC Owned Television Stations we think this is wrong.

We believe there's a way to give people all of today's news and still not make them feel like it's the end of the world.

You see, we don't have any "merchants of gloom" at our five ABC Owned Television Stations.

What we have are guys like Roger Grimsby and Tom Dunn in New York, and Fahey Flynn and Joel Daly in Chicago, to name a few.

They're tough, objective newsmen. They don't sweeten the news. They don't soften it. They're not Pollyannas. They give you the news, and we mean all the news, straight.

No holds barred.
No punches held.
That is their commitment as professional newsmen.

But they also have another commitment. A commitment to the people who have to listen to today's news.

So our men do it with a little more warmth.
A little more understanding.
And a lot more concern for the viewer.
That's their style. Their delivery. Call it whatever you like.

But the fact is, it's working.
Since the ABC Owned Television Stations have begun showing more concern for the viewer...there have been more viewers. Over one million of them. And there's more coming each day.
MondayMemo
from Raymond O. Oladipupo, media department, Ogilvy & Mather, New York

Black-oriented radio: the problems and possibilities

By definition, black-oriented radio stations meet special needs and therefore have special advantages to the advertiser. Are today's black stations capitalizing on these advantages by upgrading their program formats to keep pace with primary listeners?

There are some businessmen both on and off Madison Avenue who contend that because the black population is not totally homogeneous, it is impossible for black radio to be satisfactory to all listeners. Since these stations use one common program format: rock-'n'-roll and spirituals. It is argued that just as in the total U.S. population, different people have different musical tastes within the black community.

Others argue that there has been some significant improvement in the black radio program format within the past few years which makes its presence worthwhile.

Instances of outstanding community-oriented programs are often cited to illustrate how black stations have tried to keep pace with listeners' tastes. These programs may account in part for the consistently high rating and share of audience over the years by black radio stations in such major U.S. markets as New York, Los Angeles, Chicago and Washington.

Despite the encouraging showing of black radio in the major markets, there are isolated weak spots. One in particular deserves examination: Reports show that the all-news stations, while below the audience level of leading black stations, do command a sizable audience in black households during drive time (6-10 a.m.). One vivid example is in the New York market where the black station, which might rank second or third in homes reached during the over-all 6 a.m.-6 p.m. period, shows a weakness in the early morning segment despite the fact that it does program a lot of news as well.

One simple, and perhaps unresearched, reason for the weakness of black radio in the morning drive-time period may be that most black listeners, who turn to general radio in this period, do so mostly for the international news which gets more comprehensive coverage on the all-news stations.

This is not to deny that the black stations do serve similar purposes. But these stations normally devote more time to the coverage of local news involving the black community, working back to more general and international news.

Black-oriented radio has undoubtedly enjoyed a relatively faster and smoother growth rate than almost any other black-oriented medium, especially within the past decade.

Currently, approximately 95% of black Americans own at least one radio, compared to 98% of all whites. Industry sources indicate an estimated 538 radio stations program anywhere from 15 minutes to the entire broadcast day for the black segment of the population. This is an increase from 508 in 1967 and 414 in 1954. Almost one out of five of these stations airs 100% black-oriented programs. A decade ago, only about 50 stations with full-time black-oriented programs existed.

Results of various studies show the relative advantages of black-oriented radio in advertising to black consumers. It is an established fact that the level of recall of commercials on black radio by black respondents is higher than that of the recall of commercials on general radio by white respondents.

Above all, black respondents who listen to radio recall personalities and commercials on black radio to a greater degree than general radio commercials. This, of course, may be a result of a fewer number of black stations and commercials compared to general stations.

The current wave of black awareness in part contributes to the popularity which black radio enjoys today. A reflection of black awareness and pride among college students, for instance, is the formation of "soul clubs" on various campuses for the promotion of black music and culture, with cooperation from DJ's and other black media operators.

Similarly, most black-oriented stations are totally oriented to their audience. Not content just to play rhythm-and-blues music, they also get involved in their individual communities. This approach undoubtedly creates empathy between the listeners and the stations. Besides entertaining, it makes the black man feel important because it's his station and "these are my people talking."

All these, plus the economic factors, no doubt, contribute to the increased usage of black radio as a supplemental medium by major and local advertisers.

How can black-oriented radio fulfill its purpose? It is logical to assume that the black community has become increasingly aware of its need for a radio service it could call its own—one that is specifically responsive to the community's needs and interests.

As long as black radio recognizes and attempts to fulfill these needs, it will become essential to its community and is bound to grow with that community. It is important that black radio ceaselessly continues to seek new and better ways to serve the community so that it can make itself more and more indispensable to its listeners.

It cannot be over-emphasized that a station's image—its programing, personalities, and performance—not just its rating size, should determine the selection of station buys in the black segment of the market.

An invaluable ingredient the advertiser pays for on black-oriented radio is empathy—which in turn motivates listeners to purchase, because they believe what they hear on these stations.

Raymond Oladipupo is a media buyer/planner at Ogilvy & Mather in New York. He joined the O&M staff in January 1969 as a marketing research analyst. Mr. Oladipupo was born in Western Nigeria, was graduated from Yaba College of Technology, arrived in the U.S. in 1965 and received his bachelor of science degree in business administration in 1968 at Bowling Green University and his master of business administration degree from the New York University Graduate School in 1969.

BROADCASTING, June 22, 1970
How to make a movie 460 feet underwater.

Last year, Humble sent 15 geologists in a mini submarine to the bottom of the Gulf of Mexico for a firsthand look at what's down there. Natural resources—oil, for instance—are being depleted on land and we constantly look for new sources.

Our scientists went 100 miles offshore and as deep as 460 feet to take what are believed to be the first videotapes ever recorded—successfully—from a submarine.

This experiment showed that tiny submersibles can help Humble find oil. And they can help others. From them men can map the ocean floor, test water pressures, study marine life. They can help find and develop new sources of food, fresh water and minerals that lie beneath the sea.

Some day, as a result, man may live, work and play on the bottom of the sea as easily as he does on land.

We're glad Humble could provide some of the first pictures of this frontier of the future. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE
Oil & Refining Company...Where you get all the extras.
NBC News' Prize Package

NBC News has won seven 1970 awards from the National Academy of Television Arts & Sciences. This package of prizes is particularly notable because it comes at the end of a season in which the leading broadcast news organization has won more than 61 other significant awards as well. To cite a few examples:

"Who Killed Lake Erie?" received a George Foster Peabody Award for the special's success in intensifying national awareness of the pollution crisis.

A George Polk Memorial Award was won by NBC News reporter-producer Tom Pettit for "CBW: The Secrets of Secrecy" (on "First Tuesday"), a study of America's experimentation with chemical and biological warfare weapons.

A Robert F. Kennedy Journalism Award went to "Between Two Rivers" (another segment of NBC News' "First Tuesday"), the story of a young Sioux Indian whose efforts to make it in the white man's world ended in failure.

"Arthur Rubinstein" won a Saturday Review Television Award "for a revealing, rewarding and touching self-portrait" of the world-renowned pianist.

Christopher Awards were presented to both "Arthur Rubinstein" and "Sahara," the latter a documentary filmed deep in Africa's land-locked republic of Niger.

Chet Huntley was honored with the IRTS Broadcaster of the Year Award for "integrity, intelligence and sincerity" in reporting the news.

As for the "Emmy" awards, one went to "An Investigation of Teen-Age Drug Addiction—Odyssey House" (a series within "The Huntley-Brinkley Report").

NBC News' "Today" program now in its 19th season, earned its latest Emmy for "outstanding achievement in daytime programming."

Another was won by Tom Pettit for "Some Footnotes to 25 Nuclear Years" (on "First Tuesday"), a documentary on the U.S. nuclear establishment.

Other Emmys were presented to "Apollo: A Journey to the Moon" (for NBC News' coverage of Apollo 10, 11 and 12); and "Solar Eclipse: A Darkness at Noon".

Finally, two Emmys were awarded to the aforementioned "Arthur Rubinstein," one for the program itself and one for its 83-year-old commentator.

It's a long list, and we're proud of every man and woman who contributed to it. They're the real prize packages.

National Broadcasting Company
Avco Broadcasting is the challenging controversies and issues of today... on the Phil Donahue Show.

The Phil Donahue Show serves as a volatile catalyst... linking viewers, in person or by telephone, with Phil's studio guest. Opinions explode from all directions... often with point blank impact.


The Phil Donahue Show telecast on the Avco Broadcasting stations in Cincinnati, Columbus, Dayton and Indianapolis. Winner of National Association of Television Program Executives and American Legion Auxiliary awards. Another example of community involvement through programming.
A spotty year for spot television

Most stations ahead, some behind, others even, as total volume promises to equal record 1969's

Spot-television business has fluctuated wildly in the recessionary economy of 1970 but on the whole appears to be just about holding its own at year-ago levels.

That conclusion emerged last week from Broadcasting's ninth annual survey of spring business, a canvass of leading station-representation firms and a check of other indicators.

In the station survey, almost six out of every 10 respondents (59%) reported sales at the end of May running above the pace set a year ago, usually by a few percentage points (where percentages were given) but in a number of cases by 20-25% and occasionally by even more. Three in 10 (31%) reported business down, again usually by a few percentage points but sometimes by 20-25%. One in every 10 reported holding even.

Station reps on the whole gave somewhat more conservative reports of both gains and slippages, but with some exceptions they too tended to be near or slightly above year-ago levels.

Well-placed observers felt that, in total, spot-TV sales for the first half of 1970 would match or come within a percentage point or two of last year's first half. And that, they maintained, would be no insignificant accomplishment, considering both the state of the current economy and the fact that last year's first half was up 16% from 1969.

"We're so used to 10-15% increases that we cry doom when we don't get them, no matter what the reason," said one leading sales executive. Why, he wanted to know, can't TV broadcasters be like radio broadcasters (Broadcasting, June 1) and consider that they're doing great just to hold even in an economy like this?

It also was apparent from the station returns that many broadcasters, even if their spot sales are lagging, are enjoying substantial gains in local business. But there also were more instances than usual, though still only a few, in which stations reported the opposite result: spot up, local down.

Both stations and station reps reported wide variations in spot business levels, not only from station to station and market to market but also from one month and one quarter to the next.

Some reported good first quarters and bad second quarters; others, the reverse. Some said both were good, some said poor. They were equally inconsistent in evaluating prospects for the third and fourth quarters.

Their general moods tended to vary as widely as their sales reports—though the two were not always synchronized. Some reported gloomy outlooks even though their sales were up, while others were optimistic despite lagging sales.

In total, however, stations that projected full-year results fell into patterns similar to those for current business—54% expected to go ahead of their 1969 marks, 31% looked for declines, 15% thought they would end up about even.

Leading broadcast economists appeared to feel that spot TV, after a steady weakening throughout the second half of 1969, may have hit bottom in January and begun to rise slightly—or at least to have held even—in the ensuing months.

An edge for optimists in 1970 forecasts

Here's one view—the stations'—of what the unsettled economy has done to spot-TV sales this spring and how this compares with earlier springs, based on Broadcasting surveys going back to 1962. The numbers are the percentages of station respondents in each year that reported their current spot business was up, down or about the same in relation to sales for the comparable period of the year before. Though fewer currently report gains and more report declines than in any prior spring except 1967, a majority still think they'll finish 1970 ahead of 1969 (story, this page).

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category in the nine years of \textit{Broadcasting}'s spring survey, and the 31\% reporting business down were the second highest on the down side. In the spring of 1967 only 51\% said they were running ahead and 39\% were lagging (see table preceding page). That year, spot TV time sales held even with 1966's total of $871.7 million for the only no-gain year since the FCC started keeping records in 1949.

Respondents in one- and two-station markets appeared to be feeling the spot slowdown much less severely than those in other markets—perhaps, according to some observers, because on average they probably have less spot business to lose. In these markets, 87\% said spot was up, 13\% said down.

In three-station markets, 52\% of the respondents reported themselves ahead, 39\% trailing. In markets with four or more stations 50\% reported gains and 36\% declines.

The survey also found that agency interest in the 30-second length continues to grow. A year ago, demand for 30's and 60's was about even, with 60's ahead in the single mentions and 30's on top if multiple mentions were included. This year, 30's were far out front on both counts.

Following are some typical reports from station reps in \textit{Broadcasting}'s canvass:

The vice president and general manager of a leading rep organization estimated that sales for the first half had held at 1969 levels, with the first quarter up about 2\% and the second quarter down 2\%.

He pointed out that the first half last year was an outstanding one, so that the company's performance during 1970 to date was creditable. He added that volume in 1969 was "spotty" during the second half of the year and he was hopeful that 1970 would show improvement during the second half.

A sales executive for a group-owned rep reported his sales off 8\% to 10\% for the first half, saying it began with a good January, an okay February, and a March "that is where the slip started." He considered March ordinarily his second best month, as very bed. He looked forward to a third quarter, usually soft, that is "even weaker."

"We've felt the pressure of the networks," he lamented, asserting that the networks are discounting, especially distressed summer merchandise, and that advertisers are buying attractive regional-network packages.

Among advertisers who have cut back on his stations are such major spot users as Procter & Gamble, Bristol Myers, Lever and Colgate—"the big guys who were here last year." He said short-term advertisers are holding back, as are most of the tobacco companies. American Tobacco seemed to have dropped out entirely, he said, until only recently when it bought a series of ID's. Brown & Williamson is spending less, and R. J. Reynolds is about level with last year's spending. Lorillard, the one tobacco exception, is buying heavily on his stations.

Business in the first half at a large rep company has been "spotty," with some markets reporting substantial gains and others sharp losses. On an over-all basis, an official estimated, volume was down slightly from the first half of 1969, perhaps 1\% to 2\%.

He was not optimistic about the third and fourth quarters but was confident that the company would not slip badly from 1969 levels and might equal them. He felt that budgets from most packaged-goods advertisers were about the same as last year or were down slightly but the number of new-product introductions had lagged.

One bright spot that he singled out was gasolines, with increased activity from Atlantic and Richfield Oil, as well as British Petroleum. He found cigarette business difficult to read, with some companies having invested less and others more than last year.

The vice president and general manager of a group-owned firm with a limited list in major markets reported business in the first and second quarters was off by about 5\% each from the corresponding periods of 1969. He estimated that spot TV business generally had declined by about 8\% in the top 10 markets during the first half.

He considered it a "good harbinger" that network TV business for the third quarter seems "solid," adding that advertisers probably would turn to spot to bolster their network schedules. He declined to speculate on the fourth quarter but pointed out that there are likely to be a large number of political spots in that period offered at a reduced rate. He indicated that cigarette spending had held up to expectations and said he was "cautiously optimistic" that 1970 would not fall sharply from 1969 levels at this company.

A spokesman for a major firm representing some 60 TV stations reported first-quarter results down 1\% to 2\% from 1969, and second quarter down 4\%. He called the third quarter "the worst" he remembers and estimated it could be down "by as much as 30\% or 40\%.”

The only positive advertising sign he could recall was American Home Products, which he said is bucking the trend with plans to introduce a new nasal spray in the fourth quarter. He said cigarette advertisers are spending much less and he did not anticipate any "last-minute surge" by these advertisers before they are barred from TV.

"Even if it's bullish," he felt, "this year's fourth quarter can't pull you out like in the past.”

Optimism came from a group-owned rep who reported a 20\% increase in the first quarter, and a 4\% to 5\% increase in the second quarter and looked forward to a "busy" third quarter and a "very good, active fourth quarter."

One problem, he reported, is advertisers' hesitation to follow initial business with additional flights. They're

\textbf{Liquor advertisements in television's future?}

The president of a major advertising agency suggested before a New York meeting of the American Association of Newspaper Representatives that liquor advertising is "the most likely target" for the television industry in the months ahead.

Alvin R. Kracht, president of J. M. Mathes Inc., noted that television soon will be losing "the mammoth volume" of cigarette advertising and will be seeking a replacement. He claimed that a number of major liquor advertisers already have storyboards prepared and added:

"True, they look at TV advertising with mixed emotions, because it represents an expense they would hope they do not have to undertake in a competitive sense. However, once the dam breaks, all the big ones will go."

"They have been hankering for a more imaginative way of selling than their present code for print allows, and TV sounds good to many of them. And, as you know, a good number of key brands are owned by the firms who have had successful TV experience with other products."

Mr. Kracht was a speaker before the Presidents Day luncheon held June 11 by the American Association of Newspaper Representatives.

There are still stiff barriers to liquor advertising on radio and television. The National Association of Broadcasters code boards invariably reject overtures from liquor firms that propose to plunge into broadcast advertising. And during Senate debate last year on cigarette advertising, several senators—including Communications Subcommittee Chairman John O. Pastore (D-R.I.)—promised to intervene if broadcasters ever tried to replace lost cigarette billings with liquor advertisements.

24 (\textit{Broadcasting Advertising})

\textit{Broadcasting}, June 22, 1970
"holding back on extra spending," he said. As for an over-all appraisal of 1970 prospects, he said, it's "not as good as we had hoped for—it's a damned tough year," but he predicted an advance over 1969.

The vice president of another company, with 47 stations in medium and small markets, said his firm was "even" with the first five months of 1969. The first quarter was "exceedingly soft," he said, but the second "firmed up substantially" for a slight gain. He expected the third to be better than last year and enthusiastically termed the fourth "bullish." He predicted his company would post a 6% gain for the year.

Major advertisers including Procter & Gamble and Lever Brothers have been cutting back on spot and increasing network buying, he said. He saw this as a trend, calling it the result of the "increased efficiency of scatter plans in network buys." He said some advertisers that are expanding their budgets are Colgate, which is "very, very active in the third quarter," and Mars Inc., out of spot-TV for some time but going "substantially in," in the third quarter.

Another major representative, with over 50 stations, reported sales for the first half down approximately 4% from the same period last year. He was optimistic, however, about the next two quarters, calling the outlook "good," and anticipated results slightly ahead of last year's. He expected the late-year sales increases to come from a fourth-quarter "surge" in cigarette advertising before the ban goes into effect Jan. 2, with all other business "normal."

The president of a major firm with a short list of stations reported that business to date was down, but "not dramatically," and added that the bigger markets had dipped more than the smaller. Paradoxically, he noted, during May "four stations had record months."

He hoped the third and fourth quarters would keep pace with last year's and blamed a complete lack of cigarette advertising this year on any of their stations as contributing to the decline thus far.

The vice president and sales director of a large representative company with a station list exceeding 60 said business to date had been "quite good." The first quarter topped the corresponding 1969 period by almost 5% and the second quarter was ahead by 4%.

In the present economy, he said, he regarded the increases as "very satisfactory," with a large majority of the stations showing gains but a small number in smaller markets trailing behind their 1969 figures. He added that July business "looks good but at this point I can't project beyond that because flights are of such short duration." He was confident that his company would top 1969 by a comfortable margin.

Ottinger may laugh if TV campaign wins

"It's the biggest joke in the world."

That's how David Garth, president, David Garth Associates, the agency handling the TV spot campaign for Representative Richard L. Ottinger in his primary race for the New York Democratic senatorial nomination, last week characterized complaints from Ottinger's three opponents and some news media about the amount of money Mr. Ottinger is spending for TV time.

It was disclosed last week that, up to a week before primary day tomorrow [June 23], Mr. Ottinger had spent $327,000 in his TV drive. Mr. Garth last week estimated that, before the campaign ended, the figure would be closer to a "half-million." But, he noted, even that is "only one-twentieth of what (New York Governor Nelson A.) Rockefeller spent in 1956 and 30% of what (New York Mayor John V.) Lindsay spent in 1963 and 1969."

That, he added, is "the reason Democrats, besides Bobby Kennedy, haven't won statewide office in New York. You can't win with a lot of smiles and press conferences. You don't win without the guns," observed Mr. Garth.

Mr. Ottinger's opponents, Paul O'Dwyer, Representative Richard McCarthy and Theodore Sorensen, have spent only a fraction of what Mr. Ottinger has spent on TV.

2 more agencies ask equality on rate cuts

BBD and Needham, Harper & Steers, both New York, have served notice on the magazine industry that they will insist on rates for their clients that are as low as any offered to other advertisers by the publications.

Their policy statements issued last week reflected concern over reported "rate cutting" in magazines and both agencies referred to the "negotiability" of rates in the broadcast field.

The fact that magazines can readjust sizes according to amounts of advertising while broadcasters must function with inflexible time periods makes "rate busting" in magazines even less defensible, NH&S said.

Similar moves seeking parity in media buying have been taken by J. Walter Thompson Co. and other agencies.
More political air time ahead

Now two-out-of-three TV networks will sell exposure for party causes

If the Democratic and Republican parties are interested and can afford it, they now have an opportunity to buy time on ABC as well as NBC to express a point of view on a controversial issue or to solicit funds.

Everett H. Erlick, ABC vice president and general counsel, announced a policy change permitting the network to sell time for such purposes, in a letter to the FCC that was made available last week. He said the new policy reflected ABC's belief in the importance of the "continued strength and viability of the two-party system" and of "a wider base for political contributions."

Mr. Erlick's letter was in response to a commission request for comment on a Democratic National Committee petition. The DNC urged the commission to rule that broadcasters violated the First Amendment of the Constitution and the Communications Act when they follow "general policies" that prohibit them from selling time "to responsible entities" like the DNC for the solicitation of funds and for comment on public issues (Broadcasting, May 25).

NBC already had a policy permitting the sale of time for a discussion of controversial issues. Last month, it sold a half hour to a group of senators of both parties to enable them to express their opposition to the Vietnam war—and to request funds to cover the cost of the broadcast, some $70,000.

NBC, which made the time available after ABC and CBS refused to sell or give庵 to senators, did not take advantage of an opportunity offered by the commission to comment on the DNC petition. CBS, whose refusal to sell time to the DNC led to the petition, was expected to submit its comments on the petition today (June 22).

However, in a statement issued shortly after the petition was filed, CBS defended its policy of refusing to sell time for the presentation of views on controversial issues. It said such a policy—which it suspends during political campaigns—is the only way it can "present controversial issues with fairness and balance and with access to those of differing viewpoints who may be unable to command financial resources required for the purchase of time."

Mr. Erlick, in his letter, said ABC's policy had been to refuse the sale of time for controversial issues or the solicitation of funds "absent special public-interest considerations."

In disclosing ABC's policy change, he made it clear the change was not complete. He said the network could expect "a flood" of requests for time to comment on controversial issues or to solicit funds if it were to open the door completely to "any responsible entity," as urged by the DNC. "The obvious problems would be, in each instance, compliance with the fairness doctrine and where to draw the line," he said.

But "because the strength and viability of the major political parties are vitally important," he added, "ABC would be prepared, consistent with its other obligations, to accept such orders for time from major political parties as can be accommodated on a reasonable basis."

"At the same time, we propose to continue our general policy against the sale of time for controversial-issue programs and announcements and solicitations for funds, absent special public-interest considerations." Mr. Erlick did not indicate whether the network would charge its normal rate for such programming, and ABC officials later declined to go beyond what was said in the letter. It's understood NBC charges its normal rate for such programming.

A commission ruling on the DNC petition would not resolve questions being raised by critics of President Nixon who feel the ready access he has to the facilities of the television and radio networks gives him a clear advantage over those who oppose his policies, particularly those involving Southeast Asia.

Last week, the commission received a petition from one of those groups, the Los Angeles chapter of the Business Executives Move for Vietnam Peace (BEM). It asked the commission to rule that the three networks and their Los Angeles affiliates violated the fairness doctrine by refusing BEM or "some other responsible spokesmen" time to respond over their facilities to President Nixon's June 3 address on the allied incursion into Cambodia.

BEM also asked that the commission establish the principle that the fairness doctrine requires that the networks, "after carrying an address such as that by President Nixon on June 3, to make available a comparable block of time in a comparable format immediately following the President's address for expression of the opposing point of view."

BEM asked that the commission act before the President's next speech on the war, expected by the end of June.

"By refusing to accord a fair and comparable opportunity for reply to the President's repeated addresses on Southeast Asia, the networks have turned the national television medium into an adjunct of the Presidency," BEM said.

BEM's position is similar to that of a group of Yale professors and law school students. Last month, they asked the commission to rule that broadcasters are not meeting their fairness doctrine obligations in connection with broadcast presidential addresses unless they present "views in conflict with those of the President . . . in prime time, by a connected discourse which might be fairly said to appraise the viewers adequately of the contention of the other side" (Broadcasting, June 1).

BEM's petition was the second one filed with the commission by a BEM group seeking air time to discuss U.S. policy in Southeast Asia. The group's Baltimore chapter in January urged the commission to rule that WFOP(AM) Washington had violated the BEM's freedom of speech by refusing to carry its one-minute spots criticizing involvement in the Vietnam war. It asked the commission to require the station to carry the spots at no cost or to sell time to them (Broadcasting, Feb. 2).

The commission has not yet ruled on the matter.

The politician's guide to Madison Avenue

A guidebook, "Political Campaign Advertising and Advertising Agencies," published by the American Association of Advertising Agencies, is being distributed through the Democratic and Republican National Committees to candidates in this year's elections.

Among other points, the booklet dis-
Reflecting the hopes of kids in trouble.

When news first leaked out that Warrendale was going to be abolished no one questioned the move. Or acted. And why should they, after all, what was so special about Warrendale? What was so special about a controversial rehabilitation center? WIIC-TV showed them with a frank and vividly presented special report that later won a special citation from the National Academy of Television Arts and Sciences and the Pennsylvania Associated Press Broadcasters First Place Award for Outstanding Public Affairs.

Kids formerly on their way to becoming hardened pros were shown using innovative instruction methods and advanced teaching technique to learn math and how to read. They were seen producing, directing, filming and acting in their own movies. But even more important, they were shown with their advisors in group meetings designed to help them cope with their problems.

These special Channel 11 Reports were supported by hard hitting editorials and filmed segments on WIIC-TV's news programs in a continuing effort to encourage the community to save the Youth Center. And it paid off. Because what's so special about Warrendale is what's so special about the community. The ability to recognize the good and fight for it.

A reflection of Pittsburgh
WIIC Television
cusses guidelines for choosing the agency, what the agency will do, and the cost and procedures involved.


Letters from Democratic National Chairman Lawrence F. O'Brien and Republican National Chairman Rogers C. B. Morton endorsing the guidebook are included in the booklet, which also will be made available to all other political parties with candidates for office.

**FCC pinpoints reply-time stand**

**Equal right to buy upheld, but there should be no free answers to paid broadcasts**

If a broadcaster sells time to supporters of a political candidate, must he also sell time to opponents? If the opponents ask for free time to answer a paid announcement, should they get it?

The FCC has said "Yes" to the first question and "No" to the second.

In a letter to Nicholas Zapple, communications counsel of the Senate Commerce Committee, the commission said its fairness doctrine "is plainly applicable" when supporters of a candidate buy time to discuss either the personalities or the issues involved in a campaign. "Barring unusual circumstances," it said, "it would not be reasonable" for a station to deny the other side its right to buy comparable time.

However, the commission added, "it is our view that it would be inappropriate to require licensees to in effect subsidize the campaign of an opposing candidate by providing . . . free time. Any such requirement would be an unwarranted and inappropriate intrusion of the fairness doctrine into the area of political campaign financing."

The commission's past position has been that licensees may be obligated to provide free reply time to the paid presentation of a controversial viewpoint; if that is the only way to get an appropriate reply on the air. It has held that an otherwise suitable response cannot be rejected solely because no one is able to pay for it. "The public's right to know" has been paramount.

This interpretation was upheld, but narrowed, in the letter to Mr. Zapple. "While we continue our firm support for this general proposition," the commission said, "we believe it should not have applicability in the direct political arena."

Mr. Zapple had requested an inter-

**preative ruling on questions that have come up during congressional consideration of political-broadcasting legislation. He asked how the fairness doctrine would apply in situations where the candidate himself does not appear, but his supporters either speak on behalf of their man and his positions on issues, or criticize the other candidate.**

The commission's letter was signed by Chairman Dean Burch and was unanimously endorsed by his six colleagues. Commissioner Nicholas Johnson, in a concurring statement, supported what the commission did say but raised questions about what it left out.

For example Mr. Johnson wondered whether a licensee must present the views of an opposition candidate who does not actually come forward and ask for reply time. And if the candidate—especially in a small, local election—does not ask for time because he cannot pay for it, Mr. Johnson asked, "how is the licensee to avoid putting him on—free— if any affirmative obligation is in effect?"

(The political-broadcasting bill was discussed last week during three days of executive sessions in the House Communications Subcommittee. No bill emerged; the subcommittee is scheduled to go at it again tomorrow [June 23]. What did emerge was new support for a repeal of Section 315 in presidential elections, as proposed in the Senate-passed bill; Chairman Torbert Macdonald (D-Mass.), who initially had strong reservations, is now leaning toward the Senate proposal. Meanwhile, the subcommittee decided to scratch the idea of requiring spending limitations on the production costs involved in political advertisements. It is still considering a proposal to limit spending in primary elections. The Senate bill limits only general-election spending.)

**Agency appointments**

- Henry J. Kaufman & Associates Inc., Washington, has been appointed to handle Sears, Roebuck and Co.'s broadcast advertising for the Washington-Baltimore-Annapolis, Md., area.
- Abbey Rents, Los Angeles-based division of Consolidated Foods, has appointed Recht and Co., Beverly Hills, Calif., to handle its account effective July 1. Budget for the rental service firm is said by the new agency to be in excess of the $250,000 spent last year. According to agency executive Jack Schluter, the majority of the budget will be in print advertising except for the two or three grand openings of new rental outlets when a large portion will be locally placed in broadcast media.
- American Airlines has named Mc

**The FTC frowns on AAMCO advertising**

**Public hearing is due on practices the agency regards as deceptive**

The Federal Trade Commission last week issued a complaint charging AAMCO Automatic Transmissions Inc. with deceptive business practices and false advertising claims.

The FTC charged that AAMCO requires its franchisers to adhere to a fundamentally deceptive "AAMCO plan or method of doing business" and terminates their franchises if they fail to do so.

Many specific aspects of this "method" are contrary to AAMCO's advertising claims and are designed solely to place the customer in a weak bargaining position, the FTC said.

Among the FTC charges:

- AAMCO shops do not normally repair transmissions with a simple $4.50 adjustment of bands and linkage, or provide a "safeguard service" for $13.75, or perform a removal and inspection service for $23, as the company claims to do in its advertising. In reality, the FTC said, these claims are normally made only as a means of finding prospects. These customers are then subjected to an elaborate and deceptive set of procedures, designed to get them to buy much more expensive repairs.

- The advertised offer of a $75 overhaul was misleading, because the actual service is far from complete. It involved only the replacement of gaskets and other "soft" parts, not all worn parts, the FTC said.

- The company offers no credit or "easy terms". Instead, the complaint charged, AAMCO refers its customers to finance companies, and refuses to return the car to the customer unless he pays in full.

- What AAMCO calls a "lifetime" guarantee is actually subject to undisclosed conditions, the FTC said.

The complaint will be followed by a public hearing and a formal ruling.
WHAT'S GOING ON HERE?

The days of sit down, shut up and listen are gone in American education.

The nation's public schools are in the middle of a crisis and on the verge of a peaceful revolution.

During May, the NBC Television Stations took a long, hard look at the school system—its problems and some of the exciting new solutions.

A highlight of the month-long project was “Give Us The Children,” a 90-minute, prime-time special, narrated by Bill Cosby, which surveyed the bold experiments now forming the basis of tomorrow’s education.

A highlight, but hardly the whole story. In all, the NBC Television Stations presented over 250 programs on the American public school system, exploring everything from sex education to street academies to the teaching of brain-damaged children.

It marked the third consecutive year that the NBC Television Stations have joined together in a continuing, month-long program project. As with earlier projects, which examined urban crime and the quality of urban life, the aim was to give a broad view of a national problem—and to stimulate local action. It's the kind of service viewers have come to expect from each of the NBC Television Stations.
It’s another billion-dollar year for radio

Total spending rises 7.6% over ’68; spot and local gain while network drops

Radio achieved a banner year in 1969, with total advertising climbing to an estimated $1,157,698,000 from $1,076,251,000 in 1968.

This 7.6% jump in total radio expenditures provided the highlight of an announcement being released today (June 22) by the Radio Advertising Bureau, which noted that both local and national-regional spot investments made comfortable gains over 1968 while network performance trailed by 10.7%.

National spot-radio advertising in 1969 increased to $353,096,000 from $332,379,000 while local advertising rose to $763,679,000 from $697,103,000 in 1968, according to RAB. The Bureau placed network-radio spending in 1969 at $40,923,000, down from $46,769,000 in 1968.

RAB observed that half of the top-100 spot advertisers increased their expenditures by 15% and almost two-thirds bolstered their spending over 1968. It added that 29 advertisers raised their level of spot-radio investment by more than 50%.

The bureau said that reduction of network-radio expenditures by cigarette brands was a factor in producing an overall drop in the 1969 network level. It added that if cigarette spending were removed from 1968 and 1969 totals, network radio would show a dip of 6.3%, as opposed to 10.7% with cigarettes included. Among the spot-radio advertisers who increased their 1969 investments by more than 50% were American Home Products, Carling Brewing, United Airlines, Standard Brands, Continental Airlines, P. Ballantine & Sons, Blue Cross/Blue Shield and Union Carbide.

Network-radio advertisers who boosted their 1969 spending by more than 50% included Studebaker Corp. (STP division), American Home Products, Armour & Co., Pennzoil Co., General Electric, Union Carbide and Eastman Kodak Co.

Tobacco-product advertising declined in spot radio in 1969 from 1968, according to RAB. Decreases from 1968 were reported by R. J. Reynolds, Lorillard and Liggett & Myers by 32%, 31% and 48% respectively.

### TOP 100 IN SPOT

<table>
<thead>
<tr>
<th>Company/Product</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors Corp.</td>
<td>$25,394,000</td>
</tr>
<tr>
<td>AC spark plugs</td>
<td>5,000</td>
</tr>
<tr>
<td>Buick Div.</td>
<td>2,998,000</td>
</tr>
<tr>
<td>Cadillac Div.</td>
<td>787,000</td>
</tr>
<tr>
<td>Chevrolet Div.</td>
<td>11,488,000</td>
</tr>
<tr>
<td>Fisher Body</td>
<td>1,000</td>
</tr>
<tr>
<td>Frigidaire Div.</td>
<td>13,000</td>
</tr>
<tr>
<td>GMC Div.</td>
<td>154,000</td>
</tr>
<tr>
<td>GMC Trucks</td>
<td>34,000</td>
</tr>
<tr>
<td>Guardian Maintenance</td>
<td>907,000</td>
</tr>
<tr>
<td>Harrison Radiator</td>
<td>184,000</td>
</tr>
<tr>
<td>Oldsmobile Div.</td>
<td>2,085,000</td>
</tr>
<tr>
<td>Pontiac Div.</td>
<td>5,406,000</td>
</tr>
<tr>
<td>Soap Box Derby</td>
<td>3,000</td>
</tr>
<tr>
<td>U.S.M.</td>
<td>608,000</td>
</tr>
<tr>
<td>Institutional</td>
<td>726,000</td>
</tr>
<tr>
<td>2. Ford Motor Co.</td>
<td>16,545,000</td>
</tr>
<tr>
<td>Ford Div.</td>
<td>10,407,000</td>
</tr>
<tr>
<td>Ford Trucks</td>
<td>47,000</td>
</tr>
<tr>
<td>Lincoln-Mercury</td>
<td>519,000</td>
</tr>
<tr>
<td>Rent-A-Car</td>
<td>64,000</td>
</tr>
<tr>
<td>3. Chrysler Corp.</td>
<td>14,030,000</td>
</tr>
<tr>
<td>Airtemp Div.</td>
<td>66,000</td>
</tr>
<tr>
<td>Chrysler Div.</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Dodge Div.</td>
<td>5,532,000</td>
</tr>
<tr>
<td>Dodge Trucks</td>
<td>51,000</td>
</tr>
<tr>
<td>Plymouth Div.</td>
<td>5,583,000</td>
</tr>
<tr>
<td>Simca Div.</td>
<td>156,000</td>
</tr>
<tr>
<td>Institutional</td>
<td>73,000</td>
</tr>
<tr>
<td>4. American Home Prod. Corp.</td>
<td>12,626,000</td>
</tr>
<tr>
<td>Aero Sheave</td>
<td>740,000</td>
</tr>
<tr>
<td>Aero Wax</td>
<td>2,314,000</td>
</tr>
<tr>
<td>Anacin</td>
<td>1,000</td>
</tr>
<tr>
<td>Bi-Dol</td>
<td>265,000</td>
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<tr>
<td>Black Flag</td>
<td>10,000</td>
</tr>
<tr>
<td>Brach Candy</td>
<td>274,000</td>
</tr>
<tr>
<td>Chef Boy-Ar-Dec</td>
<td>106,000</td>
</tr>
<tr>
<td>Denalen</td>
<td>69,000</td>
</tr>
<tr>
<td>Drial nasal spray</td>
<td>11,000</td>
</tr>
<tr>
<td>Drisal</td>
<td>42,000</td>
</tr>
<tr>
<td>Easy Off Window cleaner</td>
<td>16,000</td>
</tr>
<tr>
<td>F. L. Dodge agricultural</td>
<td>5,000</td>
</tr>
<tr>
<td>Franklin Nut Div.</td>
<td>11,000</td>
</tr>
<tr>
<td>Freezone</td>
<td>7,000</td>
</tr>
<tr>
<td>Griffin shoe polish</td>
<td>7,000</td>
</tr>
<tr>
<td>Heel</td>
<td>11,000</td>
</tr>
<tr>
<td>Luck's Foods</td>
<td>12,000</td>
</tr>
<tr>
<td>Nest</td>
<td>124,000</td>
</tr>
<tr>
<td>Noson</td>
<td>3,000</td>
</tr>
<tr>
<td>Preparation H</td>
<td>8,335,000</td>
</tr>
<tr>
<td>Quilt World</td>
<td>111,000</td>
</tr>
<tr>
<td>Snarol</td>
<td>111,000</td>
</tr>
<tr>
<td>Sudden Beauty</td>
<td>12,000</td>
</tr>
<tr>
<td>Triptone</td>
<td>23,000</td>
</tr>
<tr>
<td>Wizard air freshner</td>
<td>5,000</td>
</tr>
<tr>
<td>Sears, Roebuck &amp; Co.</td>
<td>12,400,000</td>
</tr>
<tr>
<td>Department Strs.</td>
<td>12,400,000</td>
</tr>
</tbody>
</table>
The CBS Laboratories' Mark II Image Enhancer — with "crispened comb filter" — delivers spectacular picture clarity. You have to see it to believe it.

The Mark II is the finest yet! It provides truly effective enhancing of both vertical and horizontal detail.

A remarkable CBS Laboratories' innovation, "crispened comb filter" separates chrominance signals from luminance signals — to permit luminance enhancing without chrominance signal distortion. No degrading of color quality.

What's more — the exclusive "crispening" technique works like an electronic retoucher... eliminates unwanted noise... preserves picture detail enhancement.

Results? Spectacular! Details are sharper. Colors are cleaner. Pictures have unbelievable clarity.

Models for all cameras and NTSC program line.

You have to see it to believe it. Write us for a demonstration. Or better yet, call us collect: 203-327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
A Division of Columbia Broadcasting System Inc. 227 High Ridge Road, Stamford, Connecticut 06905
<table>
<thead>
<tr>
<th>Company/Product</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Mobil Oil Co.</td>
<td>3,128,000</td>
</tr>
<tr>
<td>22. Sterling Drug</td>
<td>3,102,000</td>
</tr>
<tr>
<td>24. Montgomery Ward &amp; Co.</td>
<td>2,834,000</td>
</tr>
<tr>
<td>26. Trans World Airways</td>
<td>2,693,000</td>
</tr>
<tr>
<td>28. Sun Oil Co.</td>
<td>2,639,000</td>
</tr>
<tr>
<td>30. Beneficial Finance Co.</td>
<td>2,648,000</td>
</tr>
<tr>
<td>31. Lorillard Corp.</td>
<td>2,619,000</td>
</tr>
<tr>
<td>33. F &amp; M Schaefer Brewing</td>
<td>2,436,000</td>
</tr>
<tr>
<td>34. Delta Airlines</td>
<td>2,368,000</td>
</tr>
<tr>
<td>35. Falstaff Brewing Co.</td>
<td>2,268,000</td>
</tr>
<tr>
<td>36. Heublein Inc.</td>
<td>2,265,000</td>
</tr>
<tr>
<td>37. Continental Airlines</td>
<td>2,156,000</td>
</tr>
<tr>
<td>38. P. Ballantine &amp; Son</td>
<td>2,105,000</td>
</tr>
<tr>
<td>39. Standard Oil Co. of Calif.</td>
<td>2,094,000</td>
</tr>
<tr>
<td>40. Midas Inc.</td>
<td>1,996,000</td>
</tr>
<tr>
<td>41. Royal Crown Cola/Bottlers</td>
<td>1,972,000</td>
</tr>
<tr>
<td>42. Campbell Soup Co.</td>
<td>1,906,000</td>
</tr>
<tr>
<td>43. Phillips Petroleum Co.</td>
<td>1,243,000</td>
</tr>
<tr>
<td>44. Atlantic Richfield Co.</td>
<td>1,111,000</td>
</tr>
<tr>
<td>45. Mobil Oil Co.</td>
<td>888,000</td>
</tr>
<tr>
<td>46. American Express Co.</td>
<td>717,000</td>
</tr>
<tr>
<td>47. General Coffee</td>
<td>750,000</td>
</tr>
<tr>
<td>48. Cities Service Oil Co.</td>
<td>667,000</td>
</tr>
<tr>
<td>49. Liggett &amp; Myers</td>
<td>634,000</td>
</tr>
<tr>
<td>50. General Foods Corp.</td>
<td>550,000</td>
</tr>
<tr>
<td>51. American Bakers Co.</td>
<td>529,000</td>
</tr>
<tr>
<td>52. Charles Pfizer &amp; Co.</td>
<td>500,000</td>
</tr>
<tr>
<td>53. Pet Inc.</td>
<td>468,000</td>
</tr>
<tr>
<td>54. Plough Inc.</td>
<td>467,000</td>
</tr>
<tr>
<td>55. Canada Dry Corp./Bottlers</td>
<td>431,000</td>
</tr>
<tr>
<td>56. Borden Inc.</td>
<td>428,000</td>
</tr>
<tr>
<td>57. Murphie Brewing Co.</td>
<td>427,000</td>
</tr>
<tr>
<td>58. National Richfield Co.</td>
<td>426,000</td>
</tr>
<tr>
<td>59. Continental Airlines</td>
<td>425,000</td>
</tr>
<tr>
<td>60. Atlantic Richfield Co.</td>
<td>424,000</td>
</tr>
<tr>
<td>61. Nestle Co.</td>
<td>423,000</td>
</tr>
<tr>
<td>62. Monarch Wine &amp; Spirit</td>
<td>422,000</td>
</tr>
<tr>
<td>63. Household Finance Corp.</td>
<td>421,000</td>
</tr>
<tr>
<td>40. Midas Inc.</td>
<td>1,996,000</td>
</tr>
<tr>
<td>41. Blue Cross/Blue Shield</td>
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<td>43. Campbell Soup Co.</td>
<td>1,906,000</td>
</tr>
</tbody>
</table>
 Nielsen to close its generation gap

In answer to requests it will begin counting older viewers-buyers

The A. C. Nielsen Co. said last week it will extend age groupings in its demographic data in audience reports to include older people.

Phil von Ladau, director of research for Metromedia Television, in recent weeks has pressed both Nielsen and the American Research Bureau to extend their age breakouts.

Mr. von Ladau has suggested that in breaking out age groups of 18-34, 18-49 and 25-49, measurement services are "implying that these are the all-important ages for the average advertiser." He said this is not the case and has cited breakouts by age group of homemakers of their product usage, showing both the 50-64 and 65-and-plus groups to be pertinent users. In most leading home-product classifications, according to Mr. von Ladau, the 50-64 age group shows as much usage as the 25-34 age group and sometimes more.

As expressed by Mr. von Ladau, "Since the 50-64 represent every bit as good a market as the 25-34, and since the 65-plus represent as good a market as the 18-25, we feel it is high time the older groups were given equal representation in the published figures and so, in the consideration of the buyers."

In his response, G. E. Blechta, vice president of the Nielsen company, said his firm has been "aware of the differences you show in your compilation's" and that Nielsen "will add a couple of columns in '70-'71 that will answer your requests. These will be announced in a week or two."

Of the age-group differences pointed up in the Metromedia letter, Mr. Blechta said, Nielsen has been reporting data "on weighted demographics this year." He said these demographics "attempt to give all age groups emphasis in accordance to some predetermined brand or product target."

He said this "sounds like it should work," but "it doesn't either in the buying of time or the selling of time. Our reason for the lack of use is simple inertia—neither buyer or salesman wants to take time to understand the figure, let alone use it. Hence, we are removing it in the next season."

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### Table: Nielsen's Top 100 Products

<table>
<thead>
<tr>
<th>Company/Product</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>92. Dial Finance Co.</td>
<td>780,000</td>
</tr>
<tr>
<td>93. The Borden Co.</td>
<td>764,000</td>
</tr>
<tr>
<td>94. Colgate-Palmolive Co.</td>
<td>749,000</td>
</tr>
<tr>
<td>95. Pillsbury Co.</td>
<td>721,000</td>
</tr>
<tr>
<td>96. American Brands Co.</td>
<td>713,000</td>
</tr>
<tr>
<td>97. General Motors Corp.</td>
<td>705,000</td>
</tr>
<tr>
<td>98. El Lilly &amp; Co. (Eli Lilly Div.)</td>
<td>697,000</td>
</tr>
<tr>
<td>99. Kellogg Co.</td>
<td>689,000</td>
</tr>
<tr>
<td>100. Ozark Airlines</td>
<td>681,000</td>
</tr>
</tbody>
</table>

### Table: Company/Product Expenditure

<table>
<thead>
<tr>
<th>Company/Product</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Chrysler Corp.</td>
<td>1,283,000</td>
</tr>
<tr>
<td>2. General Motors Corp.</td>
<td>1,139,000</td>
</tr>
<tr>
<td>3. Ford Motor Co.</td>
<td>1,053,000</td>
</tr>
<tr>
<td>4. General Motors Corp.</td>
<td>980,000</td>
</tr>
<tr>
<td>5. General Motors Corp.</td>
<td>916,000</td>
</tr>
<tr>
<td>6. General Motors Corp.</td>
<td>893,000</td>
</tr>
<tr>
<td>7. General Motors Corp.</td>
<td>880,000</td>
</tr>
<tr>
<td>8. General Motors Corp.</td>
<td>872,000</td>
</tr>
<tr>
<td>9. General Motors Corp.</td>
<td>869,000</td>
</tr>
<tr>
<td>10. General Motors Corp.</td>
<td>867,000</td>
</tr>
</tbody>
</table>

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Mr. von Ladau said Nielsen will add a couple of columns in '70-'71 that will answer your requests. These will be announced in a week or two.
### Business briefly:

**Qantas Airways Ltd.,** through Cunningham & Walsh Inc., San Francisco, will advertise on ABC Radio's American Entertainment Network program *Paul Harvey News.* Also on ABC, Florida Citrus Commission, Lakeland, Fla., through Lennen & Newell, New York, on American Information and PM Networks.

**Wilson-Sinclair Co.,** Chicago, through Campbell-Mithun there, starts radio spot drive in 10 markets through remainder of this year to boost Festival line of meat products. TV drive starts in mid-July.

**Reynolds Metals Co.,** Richmond, Va., plans to use both radio and TV in support of a print campaign for firm's new anti-litter, can-reclamation program. Broadcast media use starts in Los Angeles and expands later to other markets. Agency is Clinton E. Frank Inc., Chicago.

**Admiral Corp.,** Chicago, through Campbell-Ewald Co., Detroit, is running a schedule of 300 prime-time network radio spots for its line of Duplex side-by-side freezer/refrigerators. The campaign will run through July 27.

**General Electric Co.,** Hotpoint division, New York, through Compton Advertising Inc., Chicago, will advertise its air conditioners, and **Field Enterprises Educational Corp.,** through Needham, Harper & Steers Inc., both Chicago, will advertise its encyclopedias, on CBS Radio's news and feature programs.


### Rep appointment:


**Panelists differ on role of rock in advertising**

The title of the seminar last week was "The Impact of Rock Music on Advertising." But to one of the panelists, Marvin Rothenberg, cofounder of MPO Videotronics, TV commercial producer, the impact is "overrated." He struck the discordant note during a discussion at the Advertising Club of New York.

"The advertising industry follows, does it lead?" Mr. Rothenberg explained, saying it often follows fleeting tastes and fashions down the wrong road.

"Rock does make a contribution to advertising," he conceded, but he maintained that advertisers too often kill any contribution by overexposure.

"Rock music has severe limitations and many teens reject rock as a commercial vehicle," he insisted. "Rock just doesn't make it in business."

A positive view was expounded by Hal Davis, president, Grey & Davis Inc. public relations subsidiary of Grey Advertising. He said agencies are realizing more each day that "rock has a profound influence on every kind of business."

For example, he added, because of rock and its language, agencies have stopped using obsolete terminology in commercials.
"It's a joy having you, David Frost"

...Metromedia Television

Metromedia Television salutes The David Frost Show... and dynamic David for his success on our stations. David Frost is full of questions, but he really listens when people talk. So they talk... and talk. He has a remarkable ability to draw out revelations, big and small, from famous guests. Viewers love it.

David's guests during recent Hollywood shows originated at Metromedia Television's KTTV included Elizabeth Taylor and Richard Burton, Jack Benny, Lucille Ball, George Burns, Zubin Mehta, Dinah Shore, Lorne Greene, Glen Campbell, Carol Burnett, Henry Fonda, Nancy Wilson, Jack Lemon and a couple dozen other top stars.

Since Metromedia Television first scheduled Group W's program on its stations across the country, some very nice things have happened... like a total of more than a million viewers per average quarter hour in our combined major markets of Los Angeles, New York and Washington, D.C.

In Los Angeles, KTTV programs Frost 8:30-10 pm across the board, where he outpulls and outpoints Johnny, Merv, Dick and those other talk shows. In New York on WNEW-TV, he tops both Merv and Dick. David on WTTG, the Metromedia Television station in Washington, D.C., totals more than the combined audiences of Griffin, Carson and Cavett.

One of David Frost's favorite lines to his guests is "It's a joy having you here..." That's just the way Metromedia Television feels about The David Frost Show.

(That Emmy was a great joy, too, David!)
CBS is censured for Haiti role

House report charges network staged scenes and helped promote an illegal invasion plot

CBS's role in an attempted invasion of Haiti has been scrutinized, picked apart, put back together and found to display "very little regard for either accuracy or legality," in a draft report circulated to members of the House Investigations Subcommittee.

The subcommittee, which in the past has consistently been harsh on broadcast news operations, was rougher than ever in its assessment of the Haitian incident. And, once again, the call is going out for legislation that would place stiff curbs on the news judgments and practices of broadcast licensees.

The report makes two basic charges: CBS staged scenes for presentation in a documentary (it was never broadcast), and it encouraged an illegal invasion scheme. "If these acts did not actually involve the network in the conspiracy to violate the U. S. Neutrality Act," the report said, "they came dangerously close to doing so."

These two charges are transformed into recommendations at the end of the report. It calls for "new legislation in the communications field which would accomplish the following objectives: (a) protect the public against falsification and deception in the preparation and presentation of purportedly bona fide news programming, and (b) prohibit the practice of news media involvement in criminal activities."

The recommendations recall those contained in a report issued last year by the same subcommittee in connection with a film, Pot Party at a University, broadcast by CBS-owned WBBM-tv Chicago. The more specific legislative proposals contained in that report—and ultimately endorsed by a majority on the parent Commerce Committee—were subsequently introduced as a bill by Representative Harley O. Staggers (D-W. Va.), chairman of the committee and its subcommittee.

The measure, which was introduced in this Congress and is therefore still alive, could be revived as a result of the Haitian probe—"if the subcommittee wants to get mean," as one source put it.

The complex background of the case may be distilled as follows: CBS made contact with exiles who were running guns into that country in preparation for an invasion. Intrigued by the prospect of gaining an exclusive documentary of the operation, CBS soon found itself in Florida filming the preparations. The network's business department was told to accept without question all bills relating to what was termed "Project Nassau," in order to keep knowledge of the operation limited to a few insiders.

CBS became more and more disenchanted with the project. The network stayed on until December 1966, however, and has acknowledged that some of its money passed directly into the hands of exile leaders. The bill for the project was placed at $170,000 by CBS and over $200,000 by the subcommittee. Ultimately, CBS kissed off the option as the "nonadventures of a rag-tag crew... a gang flouting U. S. law to no purpose," in the words of CBS News Vice President Bill Leonard (Broadcasting, April 20).

The subcommittee charged that CBS staged scenes involving the training of exiles and the transferring of weapons. It also said the network made direct payments that facilitated the movement of guns, the chartering of a ship and other elements of the plot.

CBS has denied that its newsmen attempted to do anything more than record a legitimate news event. The network has also said the staged scenes were conducted without the knowledge of top officials; that the man responsible was fired; and that, in any event, the scenes were never broadcast.

The subcommittee was not persuaded. Its conclusions are rough: "The implications of what has been learned are disquieting. To the average viewer, unsophisticated in the intricacies of television production, a network news documentary typically represents a scrupulously objective reporting of actual events shown as they actually transpired. If Project Nassau is any indication, this is far from the actual truth. During the preparation of this news documentary, CBS employees and consultants intermingled and interacted with personages actively engaged in breaking the law. Large sums of money were made available to these individuals with no safeguards as to the manner in which these funds would be put to use. Events were set up and staged solely for the purpose of being filmed by the CBS camera..."

Top network management faces no better in the report. "CBS News organization, or at least the individuals charged with the immediate supervision of the project, displayed a shocking indifference to the real possibility that their organization and funds were being used to further illegal activities... The control exercised by CBS management in New York over the activities of the producer in the field seems to have been practically nonexistent. In his testimony before the subcommittee, fully three-and-a-half years after the..."
completion of Project Nassau, the vice president of CBS News in charge of news documentaries [Bill Leonard] was still unaware of some of the more questionable activities of the CBS crew in the field...."

Had the plot been completed, the report said, it "would have produced a crisis for American foreign policy in the sensitive Caribbean area." It noted that six men were later convicted for their roles in the scheme.

If the network had based its decision to get out of the project on "any taint of artificiality or fraud" in the film, the subcommittee said, its actions would have been less reprehensible. Instead, it charged, "the decision was apparently made on the basis that the project was journalistic unsatisfactory in view of the unfinished nature of the enterprise." (The memo from CBS Vice President Leonard, announcing the decision to cancel the project, did refer to the fact that the film was "incomplete." It also commented upon the unsavory character of the conspiracy.)

The one saving fact, for the subcommittee, is that the film was never broadcast. But, the report added: "If the preparations . . . are indicative of what the American public is receiving under the heading of 'news documentaries,' the American public has every right to insist that some assurances are given that staged non-events are not being foisted upon it under the disguise of bona fide newsworthy occurrences, and that electronic journalists are not engaging in the very criminal acts they purport to expose. . . . Project Nassau furnishes disturbing evidence that these expectations are not always being met."

**WPIX(TV) denies shutting out blacks**

Charges of antiblack bias on the part of WPIX(TV) New York in the selection of talent for one of its former rock-and-roll programs were made last week in a deposition hearing by Lawrence K. Grossman, president of Forum Communications Inc., New York, which is challenging WPIX's license.

The accusation was denied immediately by Fred M. Thrower, president of WPIX Inc., who stated there was "no polley of discrimination in hiring talent for The Clay Cole Show, as evidenced by the fact that dozens of artists, both black and white, appeared on the program during the years it was on WPIX." He asserted that "any suggestion to the contrary is false."

In his deposition, made in the office of WPIX's New York lawyers, Mr. Grossman said that various members of the production staff of the Cole program, which was presented on the station from 1963 until 1967, said station officials had mentioned there were too many blacks on the program.

Mr. Grossman also reported he was told that an associate of Mr. Thrower had asked the production staff to submit pictures of talent on the show to ascertain whether too many blacks were hired. He said he also had been advised that during production meetings, instructions were relayed from management that the number of blacks on the program was to be reduced.

Mr. Grossman also said Mr. Cole had given an affidavit claiming "check-swapping" was involved in the program. He said a record or music-publishing company would pay for an artist's appearance, with the artist's fee and contributions to the American Federation of Television and Radio Artists' pension and welfare fund to be paid out of this money. He claimed WPIX did not adequately announce such arrangements.

Mr. Grossman was questioned by John R. Schaefer Jr., of Townley, Updike, Carter & Rodgers, counsel to WPIX. P. W. Valicenti of the FCC presided.

**'Friendly Persuasion' set for TV series, sequel too**

Allied Artists Television Corp. disclosed plans last week to expand its activities in various facets of television operation, including distribution, program development and co-production.

Under the supervision of Andrew P. Jaeger, who recently was named president of the TV subsidiary of Allied Artists Pictures Corp., the division's first project will be the development of a one-hour series based on the novel, Friendly Persuasion, and its sequel, Equal For Me and Thee. In addition, programs under development include series with sports, game and variety show formats. Allied Artists TV also is holding discussions for the acquisition of a recent off-Broadway presentation, which would be converted into a TV series, according to Mr. Jaeger.

**A radio network for Army football**

The formation of West Point-Army Football Radio Network for radio coverage of the full U.S. Military Academy football schedule next fall was announced last week by Trans-National Communications Inc., New York.

Coverage will be handled by TNC Networks, a Trans-National division. At the time rights to the games were purchased (Broadcasting, April 27), TNC said it would have 25 stations in seven states carrying the broadcasts. But currently, TNC said last week, the figures have grown to more than 35 stations in nine states, which the company said will make the hookup "one of the largest collegiate radio sports networks in the East."

TNC said it will cover all 11 Army games, including the Army-Navy clash in Philadelphia on Nov. 28.

Also in operation in the fall will be TNC's "New York Jets Radio Network," with more than 50 stations in 10 states expected to receive the coverage of 16 games, including two preseason contests.
Nixon follows Agnew with the salvo
President appears to try to soothe media
after latest charge of biased reporting

Vice President Spiro T. Agnew lashed out at the nation's news media again last week, accusing some unnamed news organizations of slanting news. But President Nixon, later the same
day, applied balm to any hurts the
media have suffered; he hailed members of a free press "as guardians of free-
dom."
The Vice President made his attack
in a speech Monday morning before the
International Federation of Newspaper Publishers, which is composed of pub-
lishers of newspapers in the non-Com-
munist world. The President, who spoke
informally before the publishers and
their wives that night at a White House
reception, illustrated his feelings about
the media with an anecdote about a
predecessor in the White House.

After taking "a particularly brutal
beating from the press over several
weeks," the former President, who was
not identified in the anecdote, received
a call from a friend in Congress. The
congressman commiserated with the
President and expressed the view that it
would be "wonderful" to be spared
"those nasty cartoons and those critical
editorials" every morning.

The former President disagreed, ac-
cording to Mr. Nixon, for "what really
distinguishes our society," the former
President said, "is the fact that govern-
ment leaders . . . can be sure of one
thing, the press is a free press and the
press can be counted on to hold them
to account, as the press sees fit, on
the great issues of the day."

So "while we do not always agree
with our critics in the press," President
Nixon said, he would be unhappy to
live in a country without media free to
scrutinize his decisions and subject
them to the "most effective possible
criticism, constructive criticism" so that
the public would have a basis on which
to judge him.

The Vice President, in his speech,
also expressed his devotion to the
concept of a free press. And he said that
freedom was secure in the U.S. No
government official could "by any
method—devious or otherwise—suc-
ceed in any effort to impose any form
of restraint on freedom of the press.

His differences with the news media
did not involve their right to criticize
him, he said, but his right to criticize
them. And what served as the basis for
his criticism last week was his conten-
tion that the practice of telling both
sides of a story "has gone out of vogue
in some of the major news organizations
in America."

He warned that media engaging in
such one-sided presentation of the news
suffer "a loss of credibility as a public
institution"—"a heavy price to pay for
a fleeting exercise in power or influ-
ence."

What he found "extremely frustrat-
ing" was that "some of our most in-
fluential newspapers and television net-
works" are presenting only one side
of the story of the Vietnam war, pro-
viding coverage that is "slanted against
American involvement in that war with-
out any attempt at balance."

He did not say which newspapers he
has been reading or which networks he
has been watching. But he said he has
seen paraded all of the reasons the U.S.
should not be involved in Vietnam, none
why it should; read accounts of
American atrocities in Vietnam but
virtually nothing about Vietcong atro-
cities; and been given "horrified accounts"
of America equipping South Vietnamese
to fight in Cambodia but almost nothing
of the fact that they will fight "Russian-
equipped North Vietnamese, who have
invaded that country, as they did South
Vietnam and Laos."

"I submit that it is the mission of the
press to inform the public, rather than
try to persuade it" he said; "that the
public, given sufficient information, can
make a sound decision." He also said
it was essential for the media of the
non-Communist world to present a wel-
rounded picture of events since such a
picture will not come "from the con-
trolled media in countries that are
hostile" to the U.S. and the countries
represented at the international publish-
ers conference.

To a representative of one network
at least, the Vice President, in accusing
some newspapers and television net-
works of one-sided presentations of the
news, "is meeting himself coming the
other way." The network representative
recalled that the Vice President last
month, in a TV Guide article, criticized
networks that present one side of a
controversy and then make "a conscious
effort" to find a contrary view "and
present a new controversy to the pub-
clic" [BROADCASTING, May 18].

Although he was resuming his at-
tacks on the media, the Vice President
appeared to be attempting to take some
of the rough edges off his public image.
He did not attack newsmen one by one
by name, as he has done in the past.
And later Monday, at a Republican
fund-raising dinner in Detroit, he
sought to make clear his attacks on
dissenters do not reflect opposition to
all dissent.

"We cannot govern with the consent
of the governed unless we respect the
right of dissent of the governed," he
said in Detroit. "But remember, re-
spect for the right of dissent does not
mandate agreement with the dissent."

Furthermore, he said, "Just as unity
is not an end in itself, dissent is not an
end in itself. Here is where I part com-
pany with dissenters." He opposes "ir-
rational dissent"—that which "rejects
logic and demands change without in-
tellectual challenge"—but feels "ra-
tional dissenters . . . have never been
more needed than they are today.

He also said he was rejecting the ad-
vice of editorial writers "of all shades
of opinion to de-escalate the rhetoric."
But he indicated that did not mean he
intended to engage in "vituperation" or
"poisonous invective." Indeed, in that
definition, he said, the rhetoric has al-
ready de-escalated.

Rhetoric, as he understands the word,
means "the use of public discourse to
persuade."

And there is no need to de-
press that kind of rhetoric, he said. "We
have to elevate" it.

NBC one step ahead
on TV-time request

The plot is familiar: Senate Democrats
are asking for broadcast time to reply
to the President. But the script is a
bit different: The Democrats were of-
fered time on one network before they
asked for it.

Senator Majority Leader Mike Mans-

field (D-Mont.) initiated the congres-
sional end of the story last week when
he sent a telegram to the network pres-
dents, asking for time to answer the
President's economic message delivered
last Wednesday (June 17) at 12 noon.

"The administration's diagnosis of
current economic ills and suggested
remedies are debatable," he said. "It
is the unanimous view of the Senate
majority, therefore, that the American
people are entitled to a separate and
independent analysis of our deepening
economic difficulties."

Meanwhile, in New York, NBC Presi-
dent Julian Goodman had acted on his
own before the Democrats' request went
out. In a message to Senator Mans-
field and House Speaker John McCor-
mack (D-Mass.), Mr. Goodman sug-
gested the time period of 12:30 to
12:55 p.m. this Wednesday (June 24)
for a congressional reply. He offered
both television and radio time.

"President Nixon, in his address . . .
on the national economy," Mr. Good-
man wrote, "spoke of the failure of the
Congress to act on a number of legis-
native measures the administration had
proposed. The address was carried on
the NBC television and radio net-
works and we believe it is in the na-
tional interest to provide an opportunity
for congressional spokesmen to discuss
these issues."

ABC and CBS had not responded
to the Mansfield telegram as of late
Thursday (June 18).

The Democrats had served notice,
before the President even delivered his
address, that they intended to ask for
time. Democratic National Chairman
Lawrence F. O'Brien, charging the Presi-
dent with "benign economic neglect,"
said the party was preparing to ask
for time to deliver its own report on
the economy, "to be presented by the
appropriate congressional spokesmen."

Ottinger favors award
for war correspondents

Representative Richard L. Ottinger
(D-N.Y.) last week introduced legis-
lation that would confer a War Correspon-
dents Hero Award upon the next of kin
of journalists who are killed in combat
zones.

Introducing the bill (H. R. 18097),
Mr. Ottinger noted that coverage of a
guerrilla war such as the Indochina
conflict involves risks and unpredictabilities
not present in earlier wars with more
clearly defined combat zones.

"It appears to me," Mr. Ottinger
said, "that this devotion to duty regard-
less of personal danger requires a spe-
cial type of courage, since journalists
in combat zones are not ordinarily
equipped to protect themselves from un-
expected attack."

WGA calls off threatened strike

But writers guild contract runs out
as various issues remain unresolved

A bomb scare last Monday night (June
15) did what the networks and the As-
sociation of Motion Picture and Tele-
vision Producers had, up to that time,
not done. It stopped the Writers Guild
of America from going out on strike. The
bomb threat came just before WGA members were to take a strike
vote at a Beverly Hills, Calif., hotel.

The guild's contract expired at mid-
night June 15.

But for both sides, the last two
months of negotiations have been filled
with offers and counter-offers, charges
and counter-charges of unfair practices.
The regional office of the National La-
bor Relations Board has had to call on
its Washington headquarters to aid in
the investigations it is making of the
negotiations.

The issues are clear cut, although
the writers say none is more important
than another. First is the case of the hyphen-
ates, writers who also function as pro-
ducers, directors and actors. WGA
claims it has the right to represent these
writer-executives in negotiations while
the networks and AMPTP refuse to
accept that claim. According to a
spokesman for AMPTP, that part of
the writers' demands will be rejected at
all times during negotiations. AMPTP
says that no guild represents "hyphen-
ates" as "hyphenates."

If a walkout should be ordered, and
Writers Guild of America East has al-
ready voted its acceptance of a strike
vote, the Screen Actors Guild and Producers Guild of America have already
said their members will be expected to
perform in their respective categories.

Statements by both organizations state
that members of the two groups will be
expected to fulfill contracts as actors and pro-
ducers.

Implied by SAG and voiced by PGA
as the condition that, because of the
no-strike clause in their basic agree-
ments, hyphenate members will not be
expected to perform any functions be-
-09 beyond those of the respective guilds.

The use of video cassettes is also
considered one of the more important
issues of WGA. According to a spokes-
man, the writers do not want to be left
out of a potentially profitable entertain-
ment medium. This is especially im-
portant since none of the major stu-
dios have already agreed to sell mo-
tion pictures for use in cassettes. Ac-
cording to the guild, no offers have
been made by AMPTP or the networks
concerning what residual payments, if
any, the writers will be getting from
those sales. An AMPTP spokesman
says that from their point of view,
cassettes are considered to be motion
pictures and residuals will be paid along
those lines. According to AMPTP, if a motion picture is "trans-
ferred to or packaged in cassettes," they
will continue to be treated as theatrical
pictures. If those cassettes are then li-
censed to television, the TV-use pay-
ment would be made. Similarly, if TV film,
or a show originally written for
tvision, is "transferred to or pack-
aged in cassettes," it will be treated as
television film. Should those programs
be licensed for home use, it would be
considered a theatrical exhibition and
theater-use payments would be appli-
cable.

AMPTP also says that as far as it
is concerned, CATV is television.

Rights and residuals paid for properties
written for that medium will continue
to be paid as if prepared for free TV.

The door remains open in discussions
for pay TV, according to the associa-
tion, "if it becomes a major factor in
the industry."

Also included in the writers' demands
is an increase in the basic scale being
paid for half-hour and hour programs.
Currently set at $1,460 and $2,640 re-
spectively, scale would be increased
25% by guild demands. This immedi-
ate jump in scale is countered by an
AMPTP and the network offer of a
12% increase during the first two years
of a four-year contract and an 8% hike
in the last two years. By guild arithme-
tic, it is said to equal a total increase
of 20% over four years, or 5% per year.

The networks and AMPTP have also
offered an increase in TV-film residual
payments for an additional four runs
over the current five.

That agreement is the same as one
accepted by the actors in their latest
contract.

Finally, the writers have suggested a
change in the basic contribution to their
health and welfare fund. Contributions
are presently made on a 4½% rate of
the hourly wage paid a writer. The
hourly figure is much disputed by the
guild saying that on that basis, the con-
tributions are much too small. In place
of that system, WGA has suggested
basing the percentage of contribution
on the actual monies paid the writer
for his work, a per-job scale rather than
per hour.

The last major strike by the Writers
Guild of America was in 1960. Yet
that walkout, which lasted 22 weeks,
was considered "a polite work stop-
page" by the guild since there was no
picketing. They say that this time, if a
Name another business magazine that's quoted often than we are.
Come up and look at our scrapbooks some time. Or better yet, come up and help us paste clippings. We fall behind. It's hard to keep up when they're coming from points as far-flung as the "Chicago Tribune" and "Los Angeles Times," "The New York Times" and "The Birmingham News," "The Wichita Sunday Eagle and Beacon" and the "Battle Creek Enquirer and News"—to drop a few names from a page picked at random in our current scrapbook.

We regard these clippings as endorsements of our editorial quality. And so may you, if you're an advertiser looking for an environment that will add importance to your message.

Take our word for it. Just as journalists everywhere take our word for what is going on in your business.
work stoppage is called, be it selective at two studios—Universal and 20th Century Fox—or total, because of an expected lockout by the others, "Hollywood can expect to be ringed with pickets." Another strike vote was to have been taken Thursday (June 18) in Hollywood.

**ABC and affiliates still apart on rule**

'Clarification' fails to mollify opponents of prime-time cutback

Leonard H. Goldenson, president of ABC Inc., told ABC-TV affiliates last week that ABC had accepted the FCC's prime-time rule because it seemed "the least objectionable course" in pursuit of program diversity and a far less serious threat to television than wholesale opening up of cable television and pay TV.

Mr. Goldenson gave his views in a letter to George A. Koehler of the Triangle stations, chairman of the ABC-TV affiliates association. The letter was in response to a call from the affiliates for a clarification of Mr. Goldenson's statement last month that ABC can live with the rule—which limits network affiliates to three hours of network programing in prime time each night—and perhaps even benefit from it (Broadcasting, May 11).

The affiliates, clearly opposed to the rule and upset by Mr. Goldenson's acceptance of it, issued the call for clarification during their annual meeting in mid-May. They have since gone on record with a strong protest asking the FCC to delete the rule (Broadcasting, June 15).

Mr. Koehler said after receipt of the Goldenson letter last week that it "provided the clarification we sought" but that it reflected, in his opinion, a "short-range" view. He indicated affiliates would receive copies of both the letter and the reply he planned to write.

Mr. Goldenson said three developments had led him to the conclusion that the affiliates challenged. These, he said, were rising operating costs, imminent loss of cigarette advertising revenues and the current economic softness, which could curtail all advertising budgets. The points were made in ABC's comments filed the week before with the FCC (Broadcasting, June 15).

"I believe that both our network and our affiliates will be stronger during this period of temporary adjustment if we can continue to provide three top-flight hours, with as close to full sponsorship as possible, rather than three and one-half hours where full sponsorship may not be available," Mr. Goldenson wrote. "Another important factor is that the extra half-hour available nightly to the affiliates should facilitate improved clearances for the shorter network schedule."

He said he was aware CBS and NBC are opposing the rule (see page 43) but said they "operate from a much broader base" and "have the advantage of larger affiliate line-ups over which to amortize their program investment."

Mr. Goldenson said ABC had opposed the adoption of any such rule as unnecessary but had indicated that if the FCC felt some action essential to try to promote diversity the three-hour rule "on an interim or trial basis for the next several years was the least objectionable course" and certainly preferable to the original 50-50 plan, "which in our opinion would destroy network television."

The 50-50 plan would have forbidden networks to produce or acquire ownership in more than 50% of their prime-time entertainment programing.

"We also are mindful of other measures which the commission had and has under consideration designed to foster program diversity, including widespread development of CATV and pay television. Recognizing the FCC's intent to take action in this area, we believe that the kind of restriction represented by the three-hour rule would be better for the American system of television than would unrestricted development of CATV and pay television, which could evolve into an entirely different kind of system—one in which the public would be charged for much of what it now receives free."

Mr. Goldenson said the FCC's "recent action permitting CATV to originate mass-appeal entertainment programing, as well as reports that mass importation of distant signals into the major markets may soon be permitted, present far more serious threats to our industry than the three-hour rule. ABC, alone among the networks, has vigorously opposed these developments and will continue to do so."

He also said ABC will actively fight the section of the FCC's new rule that, aside from the three-hour restriction, knocks the networks out of program syndication and prohibits their acquiring subsidiary rights and interests in programs they do not produce themselves. This section, he said, "presents damaging long-range financial consequences to the network." ABC formally asked the FCC to delete that section—and also to recognize that the three-hour limit is to operate for an "interim period, pending fuller development of UHF"—in its formal petition.

Mr. Koehler told Broadcasting the letter seemed to him to take "a short-range view, which disturbs me."

He said he could understand why the three-hour rule might be considered less objectionable than wholesale expansion of CATV and pay-TV programing but could not understand "why we should settle for the least objectionable course." Pay-TV and CATV, he said, are "beside the point," with no bearing on the damage the three-hour rule will do to stations and the limitations it will put on viewer choice of quality programing.

He said he hoped to see ABC-TV the number-one network soon but that he did not see how the three-hour limit
would contribute to that goal. "If each network has seven or eight half-hours to delete and each one throws out the bottom seven or eight," he said, "I can’t see how that will change the competitive positions very much." Nor did he agree that "three top-flight hours" fully or almost fully sold, as opposed to three and a half less fully sold, would either strengthen the affiliates or improve ABC's position.

As for the three developments Mr. Goldenson cited as motivating influences for the network position—rising costs, loss of cigarette revenues and a soft economy—Mr. Koehler said all three are station problems as much as network problems. He also said he could understand ABC's opposing the FCC's limitation on syndication but that "that’s not related to the problems of affiliates."

**Inflation hits NBC's program costs**

Weekly nighttime tab put at $200,000 bigger next season than this

NBC-TV estimates its weekly program-production costs in prime time in the 1970-71 season will run about $200,000 above the 1969-70 level.

Despite the soft general economy, according to NBC-TV President Don Durgin, the network intends to continue to spend substantial monies in programing in order to maintain quality and has no plans to effect production cutbacks.

Mr. Durgin also told a group of station executives at an eastern regional meeting of NBC-TV affiliate promotion managers in New York last week, that NBC's on-going plans include a continuation of a high volume of program specials, at least on a par with the past season's output, if not above that level.

During the meeting, Paul Klein, NBC-TV's vice president-audience measurement, asserted that NBC's forecast is for CBS to finish behind both NBC and ABC "in 18-49-year-old viewers for the '70-'71 season," noting that the fall of 1970 will begin a "year of conversion" for CBS to what he said were "supposedly youth-oriented shows, and conversion is difficult." He said NBC had a built-in advantage in that his network for some time has targeted its programing for the young adult.

NBC's advertising, promotion and publicity executives outlined plans for next season which they said would be extensive and at least equal to promotional efforts of past seasons. During "NBC Week" of Sept. 13-19, the start of the network's new season, NBC will run 900 lines of advertising daily on a co-op basis in each of two newspapers in every affiliated station's market, with 600 lines placed daily in the week that follows. In both those weeks, NBC will also have advertising spreads in TV Guide.

On-air promotion will include a preview show, Don Knotts Tells All, which will serve to introduce the network's five new program series as well as a new segment that will be seen on The Bold Ones.

A similar meeting, of the western regional group, was to be held last week (June 19) in Los Angeles.

**Changing Formats**

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

- W O N N (AM) Lakeland, Fla.—W O N N Inc., effective May 11, began operating 24 hours a day, with the exception of from 12 midnight Sunday until 5 a.m. Monday. Previously, the station's sign-off was at 1 a.m., Monday through Thursday, and 2 a.m., Friday and Saturday. Additional hours are filled with expansion of contemporary, top-40 music from previous signoff to 5 a.m. and introduction of country-and-western music from 5 to 7 a.m.
- W J F M (FM) Grand Rapids, Mich.—Fetzer Broadcasting Co., effective May 18, joined the list of stations making the switch to a country-and-western music format. The station switched from contemporary music to 75% C&W.
- W K N E (FM) Keene, N.H.—W K N E Corp., effective June 14, expanded hours of nonduplication of W K N E (AM) Keene to include 8:15 a.m. to 12 noon Sunday. Previously simulcasting the AM's religious programing, the new separately programed Sunday morning show features stereo, symphonic and classical-style music. Since May 18, the FM has separately programed progressive rock from 6:30 p.m. to midnight sign-off, Monday through Saturday.
- W O N N (AM) Los Angeles— effective Sept. 1, 1971, the rules prohibit affiliates in the top-50 markets from accepting more than three hours of network programing in prime time, CBS has told the FCC in a letter in the dollars-and-cents basis of viable television production.

ABC Films to produce 2-hour TV features

ABC Circle Films has been formed as a subsidiary of ABC-TV to produce two-hour feature films for initial showing on the network, it was announced last week by James E. Duffy, president of ABC-TV.

The new subsidiary will be under the over-all direction of Martin Starger, vice president in charge of programing for the network, while Barry Diller, vice president, feature films and program development, East Coast, will be directly responsible for ABC Circle Films.

Mr. Diller said the first films to be produced will be ready for telecast during 1971. He said the goal of ABC Circle Films is to produce 13 two-hour features a year for ABC-TV and he expects to achieve that objective within 18 to 20 months. He said staffs for the new subsidiary will also include both the East and West Coasts will be announced shortly.

The films will be produced on budgets ranging from $800,000 to $1 million. These features will be in addition to those produced by ABC Pictures Inc., an ABC subsidiary, whose films are shown initially on theaters.

**CBS cites pitfalls in TV production**

Network sees independents recovering only half of their prime-time expenses

Because of the economic realities of the television syndication business, independent distributors of first-run programing can hope to recoup only a little over half of what they would spend to produce an average half-hour program for prime time, CBS has told the FCC in a lesson in the dollars-and-cents basis of viable television production.

The network's analysis of such factors as efficiencies of operation, cost-per-thousand and availability of risk capital was included in its petition for reconsideration of the commission's prime-time rules (BROADCASTING, June 15).

Effective Sept. 1, 1971, the rules prohibit affiliates in the top-50 markets from accepting more than three hours of network programing in prime time (7-11 p.m. eastern time). They also bar networks from engaging in domestic syndication and permit them to sell abroad only those programs they produce themselves.

Networks, CBS noted, are able to deliver an audience of the size necessary to pay for high-cost programing and to deliver a complete half-hour program at a cost of only 1.14 cents a home to the advertiser. "It is inherently difficult for a program in first-run, prime-time syndication to duplicate or even approximate this efficiency," the network contended.

At best first-run syndicated programs could not be sold in no more than a "substantial portion" of the top-50 markets, CBS argued, since a number of expensive and less expensive programs

BROADCASTING, June 22, 1970
Program notes:

New NET producer • Tony Brown, president of the National Association of Black Media Producers and producer/host of Free Play series on noncommercial WTVS(TV) Detroit, has been named executive producer of NET's Black Journal series. Mr. Brown succeeds William Greaves, who is resigning to devote full time to his film-production and distribution company, William Greaves Productions.

Polluted play-back • Metromedia, because of viewer and critics' response, has decided to repeat its 1985, one-hour semi-fictional documentary on pollution, which ran on all of its TV stations in prime time on June 1 (Broadcasting, June 1). On July 5 Metromedia's WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles will repeat the special. KMB-C(TV) Kansas City, Mo., will offer the show again on July 6. Other stations again will be offered the show at no cost. More than 20 outlets played the program in its initial telecast.

Syndication habit • Initial sales on The Flying Nun half-hour TV series in 15 markets have been announced by Screen Gems Inc. Among major-market stations which have bought the show, now completing its third year on ABC-TV, are WNEW-TV New York, KTTV(TV) Los Angeles, KTVU(TV) San Francisco-Oakland, WIC(TV) Pittsburgh, WFLD(TV) Chicago and WSBK(TV) Boston.

Space show • A program of selected space slides is being offered to commercial and noncommercial TV stations by the U.S. distributors of the Hasselblad camera used for the photographs. The presentation is 80 slides and a taped narration, running 19 minutes. There is no charge for the loan except shipping and insurance and it may be obtained through Tribune Films Inc., 38 West 32d Street, New York.

MGM goes country • The Hank Williams Jr. Show will be produced for syndication by MGM-TV, according to Paul Picard, vice president, television, MGM. The one-hour weekly variety-country-western music show will feature comedy and music stars from the country-music field. Regulars will include the Dillards recording group. The series will be videotaped on an MGM sound stage, which will be converted to resemble a theater in the round.

Marathon programing • U.S. Communications Corp., Philadelphia, reports it is launching The Music Connection, which consists of a basic ten-hour weekly package of contemporary music, complemented by visual effects, over WATL-TV Atlanta on the weekend of July 11 and 12. The programming, including repeat segments, will be carried over WATL-TV for 15 hours on Saturday and Sunday and will be extended in mid-July to other U.S.C stations—KEMO-TV San Francisco; WXII(TV) Newport, Ky.; WPCH-TV Pittsburgh and WPHT-LV Philadelphia.

Thoroughly modern Jimmy • A new format involving shorter programs with more contemporary content for Jimmy Fiddler in Hollywood, syndicated radio feature, was announced by Harry O'Connor Ltd. Inc., Hollywood. Mr. O'Connor will also assume the production and marketing functions for the program heard on 80 radio stations in the U.S. and Canada. Program lengths will be reduced to no more than 60 seconds and will be distributed in packages of 30 per week. Also announced was the expected transfer of all programs to tape cassettes by the end of the year, or as soon as broadcast-quality equipment is available, according to the show's new producer.

News service expands • The Radio Spot News Service, Washington, has added a spotlight master playback unit and a phone line to offer expanded service. The new phone is (202) 388-7351. The service changes stories at 4:30 p.m. EDT Monday through Friday.

ASCAP move • American Society of Composers, Authors & Publishers moves its West Coast office to new and larger quarters on July 1. The office at 6430 Sunset Boulevard in Hollywood will also house ASCAP's business operation, which covers the Southwest under the direction of John Mandrich. Phone: (213) 466-7681.

NGC to film tour of BSAT • The first official visit of an American contemporary music group to eastern Europe will be filmed by National General Televisi, Los Angeles. The 27-day tour with rock group Blood, Sweat & Tears will include concerts, meetings and exchanges of ideas with local young people in Yugoslavia, Romania and Poland. A benefit concert in Ploesti, Romani,
will benefit flood victims in that country. According to NGTV, the resulting film may be either a television special or a motion picture. In either case, the end product will be distributed worldwide, according to NGTV president Malcolm C. Klein.

Ecology on MBS = Mutual has made available to its affiliates a 13-week series of 90-second spots, seven per week, dealing with environmental problems. Father James Skehan, director of the Boston College Environmental Center, hosts the program which began June 8 and will be seen through Aug. 30.

Honoring America = NBC-TV will provide day and night coverage of the "Honor America Day" festivities in Washington, July 4, beginning with the religious and patriotic ceremonies from 11 a.m. until about noon and continuing with an entertainment program taped earlier until 1 a.m. Bob Hope will be master of ceremonies for the evening program, which will include well-known entertainers plus music by Fred Waring and the Pennsylvanians. Coverage will be by NBC News.

Now at Lewron = The one-hour Scene 70 syndicated show, taped through Broadcast TV Systems of Cleveland, is now being produced at Lewron's new studios in New York. Noxema and Clearasil are the participating advertisers in the series distribution.

New musical variety = Poole Productions, Greenville, S.C., has initiated production of One Night Stand, 39 half-hour shows featuring contemporary music. Designed for prime time, the program will contain instrumental, vocal and comedy groups with special guest stars in each show.

Another British invasion = A series of 13 one hour specials will herald the entrance of the British Broadcasting Corp. into American commercial television. The musical variety specials will headline several BBC variety artists including singers Lulu, Cilla Black and Cliff Richard. One feature planned for the show is the incorporation of at least two international or American guest stars. The programs will be co-produced by Four Star International Inc., Los Angeles. As part of the arrangement with the BBC, Four Star's Anthony Quinn, who recently joined the American firm, is in discussions with the BBC about a two-hour dramatic version of Don Quixote in England.

New from Heritage = Heritage Enterprises Inc., New York, has two television series for children in development, Hiawatha based on Henry Wadsorth Longfellow's classic, and The Khan which deals with the adventures of a boy and his lion. The company has also completed a pilot film, Land of the Dinosaurs, which will be offered for sale in the fall of 1970 and The Academy Package, group of 15 feature films.

Salute to music = Washington officialdom will be on hand at the Ford's Theatre in Washington for the Nov. 18 taping of the NBC-TV special, America's Music, scheduled for broadcast Thanksgiving night, Nov. 26, 8:30-9:30 EST. President and Mrs. Nixon, members of the cabinet, Supreme Court and congressional leaders will be invited to the program taping, which will feature performers from all categories of American music. The American Gas Association, the special's sponsor, contributed $100,000 to the Ford's Theater Society in exchange for television rights. J. Walter Thompson Co., New York, is the AGA agency.

Tennis anyone? = The title matches in the English Wimbledon Tennis Championships will be colorcast via satellite on NBC-TV Saturday, July 4, 12:30-2 p.m., NYT and 5-6 p.m., NYT. Between the two segments, 2-5 p.m., NYT, NBC will broadcast the Major League Baseball Game-of-the-Week.

Open for business = Modern-Mass Media Inc., Summit, N.J., has been formed to distribute business-sponsored films to TV stations throughout the northeast and to educational and community groups. President of the new company is Ralph J. Del Coro, who has been vice president of Modern Talking Picture Service Inc., New York, which holds a minority interest in Modern-Mass Media through a license agreement.

War repeat = Cities At War, a three-part series originally broadcast in spring 1969 will be presented on Westinghouse Broadcasting Co. TV stations during July. The one-hour programs, dealing with the wartime assaults and ultimate survival of the cities, were produced by Granada Television of England.

Teetottlers take heed = Dean Martin has signed a new long-term agreement with NBC-TV to continue as star and host of The Dean Martin Show, it was announced last week.

work or by independents." ABC said that not of the reasons cited by the commission in support of the syndication ban were "valid or adequately supported; in fact, the record indicates just the opposite." ABC said that while its ABC Films was not a "major business," its earnings served to subsidize the operations of its television network.

Project 7 plans to think very young

The latest in a string of children's programs patterned after Sesame Street, was announced by Jesse Sandler, executive vice president of Project 7 Films Inc., Beverly Hills, Calif. How to Get from A to Z is a half-hour series of 26 episodes, designed for network or first-run syndication on Saturday mornings, according to Mr. Sandler. The basic plot of the animated series concerns a group of children trapped in alphabetland who must learn to read to escape a weekly predicament.

Mr. Sandler says that in addition to the television series, a group of books and a number of record albums based on the plot of A to Z will also be available. "We would also consider cutting the TV shows down to five-minute segments for use in school districts," Mr. Sandler says. "We anticipate making film strips for in-school use as well."

Project 7 films is a supplier of educational films and a packager of shows for television. The firm's stock began trading over the counter last December.

21 to do NFL games

CBS-TV has signed 21 sport broadcasters to cover National Football League telecasts during the 1970 season. Covering 82 regular-season games, four post-season contests and three preseason games will be Jack Buck, Don Criqui, Jack Drees, Frank Giebe, Lindsey Nelson, Ray Scott and Jack Whitaker doing the play-by-play action; Tom Brookshier, Frank Gifford, Eddie LeBaron, Andy Musser, Don Perkins, John Sauer and Pat Summerall, as game analysts; and as post-game hosts, Frank Clarke, John Fitzgerald, Bill Mazzer, Bruce Roberts, Dick Stockton and Jim Thacker.

Variety artists plan top entertainer award

The latest entry in the awards show derby is one to be presented by the American Guild of Variety Artists, naming the entertainer of the year. Jack Haley, executive first vice president, said AGVA will poll its 10,000 active members for the major honor and nine other categories. A televised award show, probably on CBS-TV, lasting an hour or 90 minutes, will be aired in September or early October, Mr. Haley said.

Site of the telecast will be either Los Angeles or Las Vegas. Beneficiary of the sale of the television rights and commercial time will be AGVA's sick and

BROADCASTING, June 22, 1970
Prime-time rule to hit small markets—Mansfield

Senator Majority Leader Mike Mansfield (D-Mont.) believes "small broadcasters are going to suffer" if the FCC applies its prime-time access rule indiscriminately in large and small markets.

In remarks inserted in the Congressional Record, Senator Mansfield said the prime-time rule is only the most recent example of the FCC’s tendency to apply over-all rules to all markets.

He said this practice has already created "serious difficulties" for small-market broadcasters.

Of the new rule, Senator Mansfield said: "The penalties imposed on small-market broadcasters by this requirement are quite severe, and broadcasters such as we have in Montana, with limited staffs and facilities, are faced with the necessity of producing, for local origination, up to seven hours per week of additional programs to fill the void created by the commission by forfeiture of network programing."

Meredith moves into microwaves

It’s latest entrant in computer-age project to compete with AT&T

A major publishing-broadcasting company has decided to get into the microwave relay business—aimed at interconnecting the principal communications markets for such services as computer data, facsimile, radio and TV, cable TV, voice and teletype messages at rates promised to be "significantly" below those charged now by AT&T.

The new entrant is the Meredith Corp., of Des Moines, Iowa, group broadcaster and publisher of magazines, trade books and text books, manufacturer of geographical globes. It is also in the printing business and more recently in TV program production and packaging.

Meredith is 60% owner, with Microwave Communications of America Inc., Washington, of MCI Midcontinent Communications Inc. (Mi-Com), which applied last week to the FCC for permission to establish a 57-site, 1,600-mile microwave system from Denver through Omaha and Des Moines to western Illinois, and a north-south link connecting Minneapolis-St. Paul to Kansas City, Mo., at a cost of over $7 million.

MCI-Midcontinent said it plans to offer 72 basic channels, with 20 of them especially designed for data transmission.

The MCI-Midcontinent application is the 13th of 16 planned by Mi-Com with local participants that will eventually cover 71% of the population and 85% of the communications traffic of the country. Under construction is a system linking Chicago to St. Louis; this was the benchmark grant that opened the way for private microwave systems in competition with AT&T.

This system is due to open in the fall.

Mi-Con’s chairman, William G. McGowan, said last week that he had had some conversations with broadcasters for the use of MCI facilities, but that nothing had come of them. The MCI group, however, is working with a committee of educators studying how to provide interconnection for educational TV and radio stations, universities, libraries and other educational institutions.

Mr. McGowan estimated that rates would be from 30% to 50% lower than present Bell system charges. He also said, as he had at a news conference last December, that terrestrial microwave systems would be cheaper than a domestic satellite system for the business.

Mi-Com was aiming for, principally business computer services (Broadcasting, Dec. 22, 1969). The Mi-Com complex would run 12,500 miles of trunk line, at an initial investment of $150 million, Mr. McGowan said last week.

Frank P. Fogarty, who recently retired as head of the Meredith broadcasting division, is president of the new microwave firm. Mr. Fogarty explained that “MCI subscribers will have all the advantages of a private microwave system, without the need for heavy investment. Channels will be leased in exact bandwidths desired, with provisions for either part-time or one-way use. Up to five organizations will be allowed to share a single channel, so that even the smallest potential user will be able to afford the service.”

The Meredith Corp. is not the only broadcast group in the MCI system. Others are Austin A. Harrison, president of MCI New England Inc. (Boston-New York), who owned KWSM-AM-TV (now KODE-AM-TV) in Topeka, Mo., until he sold them in 1957 and who organized and built WINS-TV (now WSNK-TV) for the Boston Catholic Television Center; Robert H. Young, president of MCI Texas-Pacific Inc. (Dallas-Los Angeles), who at one time was an officer of the Trigg-Vaughn stations, sold in 1967; Robert D. Sweezy, president of MCI Mid-Atlantic Inc. (Washington-Atlanta), one-time executive vice president of MBS and for 10 years vice president and general manager of WDSU-AM-FM-TV New Orleans, who is secretary of the Corp. for Public Broadcasting; Sid Richardson Bass, vice president of MCI St. Louis-Texas Inc. and of MCI-Texas-Pacific Inc., who is a principal in the Bass radio and TV stations in the southwest, and Lindsey H. Spight, chairman of the executive committee of MCI Pacific Coast Inc. (Los Angeles-San Francisco), a veteran West Coast broadcaster and station representative (Blair-TV vice president from 1950 to 1958).
UHF shift proposed to aid land-mobile

FCC notes new plan has caused withdrawals that may hurt ETV progress

The FCC last week, in implementing part of its plan for spectrum relief for land-mobile radio users (BROADCASTING, May 25), proposed reassignment of channel 23 from Philadelphia to Camden, N.J., for educational use, and the assignment of educational channel 36 to Atlantic City for translator use.

The commission last month decided to permit land-mobile sharing of one or two of the lower seven UHF channels in the top-10 markets (for immediate relief) and, for long-range easing of the land-mobile congestion, to reallocate 115 mc of space in the 900-mc band—which includes UHF channels 70-83—for land-mobile use.

The commission last week noted that the land mobile-UHF allocation plan resulted in the withdrawal, for the present, of educational channel 19 at New Brunswick, N.J., with substitution of channel 58; withdrawal of educational channel 18 at Atlantic City with no replacement; and a proposal to delete channel 77 at Glen Ridge, N.J., with no replacement proposal. The commission added the changes "may have a deferred effect on ETV development in New Jersey unless action is taken to find replacements."

FCC Commissioner H. Rex Lee had stronger sentiments recently in his dissenting statement of the commission's plan. The implications of the plan, he said, are "especially disastrous" for educational broadcasting. He added the action leaves both land mobile and broadcasters "sharing not only channels but doubts and uncertainty" (BROADCASTING, June 15).

The commission said studies are being conducted to find a substitute channel for the Glen Ridge assignment, and that the purpose of the present notice of proposed rulemaking is to propose a change in assignments permitting educational-TV service in Southern New Jersey despite withdrawal of the Atlantic City educational assignment.

The commission, noting that some interest has been indicated for use of channel 23 at Philadelphia, said it would consider removing the educational reservation from channel 57 at Philadelphia—now occupied—to make it available for commercial as well as educational use.

The New Jersey Public Broadcasting Authority is ready to start construction and operation of stations on the four ETV assignments in the state, the commission said, and also wants a channel assigned to Atlantic City for translator use to supplement service of the station near Camden to the Atlantic City area. While such an assignment would "severely" limit the common area because of mileage separation requirements for the other stations, the commission said the assignment is proper considering the substantial impact the land-mobile relief had on the state's educational assignment framework.

Only auto-radio sales showed gains in May

First breakthrough in the 1970 dollars that have afflicted TV-radio set sales by distributors to dealers came last month when auto-radio sales posted a 13.1% increase over May 1969, although January-May sales were still on the minus side, 13.7% below same period. Otherwise all other May indicators continued to carry minus signs, including color TV which was down 19.5% in May compared with the same month a year ago.

In a consumer-product report issued by the Electronic Industries Association today (June 22), the five-month sales figures showed the following:

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<th>1970</th>
<th>1969</th>
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<tr>
<td>Total</td>
<td>3,196,677</td>
<td>4,023,910</td>
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<td>Monochrome</td>
<td>1,608,623</td>
<td>1,917,707</td>
</tr>
<tr>
<td>Color</td>
<td>1,588,064</td>
<td>2,106,209</td>
</tr>
</tbody>
</table>

Audio-code signal proposed

The FCC has suggested rules permitting broadcast stations to identify programs by transmitting coded signals in aural program matter.

The rulemaking proposal, advanced by the Audicom Corp., would amend the rules to permit all AM's, FM's and TV's to transmit brief, inaudible signals carrying coded program-identification information, intended for interception and use at monitoring stations. Information received by each monitor would be stored, the commission said, and periodically transmitted by telephone lines to a central location, where the information would be assembled and analyzed by computer.

The commission, which earlier amended rules to permit the inclusion of visual signals for identification of TV programs and spot announcements, said that the Audicom system, as an alternative to the visual system authorized, deserves serious consideration "since it is adaptable to all methods of broadcasting, and appears relatively simple and inexpensive in application."

British take care on color balance

They are also cited for their advanced use of remote-control systems

American engineers were impressed with the attention paid by British television engineers to achieving balanced color in television broadcasts.

The engineers last week received a commentary from Bernard R. Segal, Washington consulting engineer, and outgoing president of the Association of Federal Communications Consulting Engineers, which held its annual meeting in London last month (BROADCASTING, June 1).

Color balancing, Mr. Segal noted, is done on one master monitor by a specialist without utilizing waveform monitors. In order to simulate actual home observation conditions, the British, he noted, even permit some natural light to enter the balancing room. And, he also noted, black and white monitors use cathode ray tubes having the same color temperature as those used in color monitors, but with the chroma turned off, in order to achieve technical perfection.

In order to maintain the stability of color cameras, he said, both the Independent Television Authority and the British Broadcasting Corp. leave the cameras on 24 hours a day, seven days a week without routine maintenance. The cameras, he commented, are very carefully checked and balanced each morning. Where discrepancies are noted, he said, they are repaired, but only on an "as needed" basis. Color slide and film chains are also balanced through the use master monitor.

"These production techniques," he said, "coupled with the 625-line phase alternation line (PAL) standard on an 8-mc bandwidth system, provide a high resolution picture of excellent quality."

PAL receivers, he said, do not have a hue control, eliminating the need for the home viewer to "optimize" flesh tones.

He did notice, however, that there was some flicker due to the British use of a 50-cycle field rate compared to the U.S.'s 60-cycle standard; this was "mildly disturbing" to some of the American viewers, he said.

Discussing the "advances" being made in remote control of TV transmitters, Mr. Segal noted that the British system consists of a number of main transmitting stations for the principal cities and more than 400 repeater stations to serve outlying areas. IFA, he said, has developed a "fairly sophisticated" monitoring and control system that features...
2 color cameras vie for next Apollo use

Only RCA and Westinghouse submit proposals for systems for moon trip

The National Aeronautics and Space Administration is studying proposals for color TV systems to be used in coming Apollo trips to the moon, and the semi-finals belong to two manufacturers, RCA and Westinghouse Electric Corp.

These were the only two firms that submitted responses to NASA's request for proposals for color TV systems, including cameras, for use on the moon in Apollo flights scheduled for 1971 and 1972.

Both firms have already developed color TV cameras rugged enough to withstand the shock of liftoff and landing in space missions; both also claim immunity to their cameras from bright scenes, even when pointed directly at the sun.

The RCA camera, shown for the first time last week, uses a silicon intensifier tube (SIT) whose imaging surface consists of almost 400,000 individual silicon diodes. The SIT, according to RCA, has a brightness magnification never before achieved in a color TV camera. Weighing only 10 pounds and measuring 4 x 6 1/2 x 6 1/2 inches including zoom lens, it is built to withstand temperature ranges from the cold of the lunar night (minus 250° F) to the heat of the moon-day noon (plus 250° F). It is designed to operate automatically so that it could be left behind for moon-to-earth transmissions including lunar module lift-off after the astronauts leave the surface of the moon. This would require, of course, a separate power supply and antenna system.

The RCA camera is designed to transmit at the commercial rate of 30 frames per second, 525 lines per frame. It uses the CBS-developed field-sequential system, whereby color is created by a small segmented color wheel in front of the tube.

The Westinghouse color TV camera failed after 40 minutes of transmission from the moon in the Apollo 12 flight when the astronauts inadvertently pointed the lens into the sun (BROADCASTING, Nov. 24, 1969). Subsequently Westinghouse developed a sun-proof camera that was carried, but not used, in the unsuccessful Apollo 13 mission last April.

an initial computer interrogation of each transmitter at sign-on for certain performance characteristics. If the repeater station's signal waveform exceeds allowable tolerances, an alarm sounds and a team is dispatched to find the fault and repair it.

"The British representatives," Mr. Segal said, "were shocked to learn that we dissipate so much of our personnel's energy with the constant logging of essential readings every half hour. . . ."

American TV operators, through the National Association of Broadcasters, asked the FCC in 1968 for permission to operation VHF television transmitters by remote control under the same requirements applying to UHF transmitters. Early last year, the FCC issued a notice of proposed rulemaking that looked toward approving this practice, and comments and replies were filed during the year. No final action has been taken by the FCC in this area as yet.

Technical topics:
Color balance • Television Equipment Associates, Bayville, N.Y., has developed three new products, used independently or together to balance a color monitor. The battery-powered Mark III Colorgard balances any variety of color monitors and jeeps receivers to a common gray scale and color temperature and sells for $800.

Two color monitor comparators, Color-Trak, developed by the BBC's research group, selling for $65, and the IRT comparator, a development of IRT R. & D., Germany, $500, set color monitor white balance to a color temperature of D650° K.

Canadian distributor • International Tapetronics Corp., Bloomington, Ill., has appointed McCurdy Radio Industries Ltd., Toronto, as exclusive distributor in Canada for the Tapetronics line of color television equipment.

Sylvania into CATV • Sylvania Electric Products Inc., Electronic Tube Division, Seneca Falls, N.Y., has developed a line of cable-television communications equipment. Sylvania expects to be a full-line CATV equipment supplier and system installer within the next year.

From Turner • Turner Co., Cedar Rapids, Iowa subsidiary of Conrac Corp., has published a catalog describing its line of microwave and accessories equipment. Copies can be obtained from Mr. Doug Battin, Turner Co., 909 17th St., N.E., Cedar Rapids, Iowa 52402.

Ampex brochures • Two new brochures from Ampex Corp., Redwood City, Calif., one describing the firm's complete video product line, the other outlining the AVR-1 high-band videotape recorder, are available from the company. Brochures V286 and V281 may be obtained by writing M.S. 7-13, 401 Broadway, Redwood City 94063.

FCC orders carriers: File for CARS by Aug. 1

Carriers that provide microwave service to CATV systems, but no longer qualify as common carriers under FCC rules, must file applications for conversion to the Community Antenna Relay Service (CARS) by August 1, the FCC announced last week.

In 1965 the commission established CARS and adopted a requirement that common carrier microwave applicants must show that 50% of their service goes to unrelated customers. In a 1968 order the commission authorized carriers serving cable systems but failing to meet the 50% requirement to remain operational until Feb. 1, 1971.

Last week's announcement noted that the conversion to CARS should be completed by Feb. 1, 1971 and that application for operation under the service should be filed by the August deadline to allow time for processing and for subsequent installation of equipment.
Educational FM's, TV's honored at Hyannis

Four $500 awards for outstanding achievement in program promotion and community relations went last Monday (June 15) to a state ETV network and three noncommercial, educational television stations entered in the second annual National Educational Television Promotion Awards competition.

The awards were made in Hyannis, Mass., during a three-day workshop attended by promotion directors from noncommercial, educational TV stations.

The cash awards, from a grant by the Corp. for Public Broadcasting, were presented by NET President James Day to the Maine ETV Network for its program guide; to noncommercial WQED(TV) Pittsburgh, PA; and to noncommercial WNET, New York, for its annual fund-raising party pegged to the demolition of the Minsky's local burlesque theater.

Other citations were awarded the Maryland Center for Public Broadcasting; noncommercial stations WPBT(TV) Miami; WATE(TV) Knoxville, Tenn.; WGBH(TV) Boston; and KQED(TV) San Francisco for outstanding promotion efforts.

Promotion tips:

Auction: Educational noncommercial WQED(TV) San Francisco raised $367,243 in its annual auction, to account for approximately 15% of its operating expenses for 1970-71.

'Songbirds' pushed: Bell Records, division of Columbia Pictures Industries, reported last week it is spending more than $100,000 in manpower, advertising, promotion and publicity on behalf of its new Partridge Family recording artists. The family is starring in a new half-hour TV series over ABC-TV (Fri., 8:30-9 p.m.) in the fall.

Going to bat against narcotics: Six members of the Pittsburgh Pirates baseball team have filmed 10-, 20- and 30-second spots for WJAC-TV in the station's campaign against narcotics use. The copy for the spots was written in baseball jargon to attract a larger audience and one spot was filmed in Spanish to be used by the Pittsburgh station with subtitles and also for audio use by WIOD-AM Miami. Both WJAC-TV and WIOD are Cox Broadcasting stations.

In the public interest: WPIX(TV) New York has launched an on-the-air promotion campaign to help eliminate lead poisoning among children. In cooperation with the New York City Health Department WPIX is scheduling 30-second and one-minute announcements underscoring the need for keeping children away from lead paint. Spots are being made available to other New York TV stations.

Environment in crisis: The Federal Water Quality Administration has produced a 28-minute documentary film on the pollution of the American landscape. The Gifts, narrated by Lorne Greene, is being distributed free of charge to TV stations through the U.S. Department of Interior and to schools and organizations through Modern Talking Picture Service Inc., N.Y.
Local TV: public service with a capital P

Home-grown programs, though expensive to produce, earn community prestige and national recognition

New Orleans citizens have a good idea where their tax dollars go when they break automobile axles on ancient and rutted streets...

Californians now know why their state didn't earthquake its way into the Pacific Ocean...

Local television stations have been instrumental in bridging these communications gaps—and a multitude of others existing in such diverse areas as public welfare, drug abuse and religion—in what is rapidly proving to be an exploding world of local-television activity.

In 1970 most television stations can and do offer locally produced specials, the focus of which has decidedly moved out of the studio and, in some instances, into other nations. Rarely do such programs make money; most stations would be happy just to break even on their public-affairs programming. But prestige in the community carries no price tag, and community action as a result of such programming is so much icing on the cake.

To look at what television stations in America are doing in public-service programming today, Broadcasting examined some of the programs that have won national or regional awards between May 1, 1969, and May 1, 1970. Major national awards were presented by the Freedoms Foundation, National Conference of Christians and Jews, American Legion Auxiliary, New York International Film and Television Festival, San Francisco State College, Ohio State University, Catholic Broadcasters Association, American Association for State and Local History, National Academy of Television Arts and Sciences, National Association of Television Program Executives and the Radio-Television News Directors Association.

Many local television stations last year gave extensive attention to how Americans cope with their environment and how they can improve it. In some instances the reporting on public-welfare issues apparently gave impetus to community action.

A city in crisis—plagued by inadequate funds to provide the usual urban services of police and fire protection, street and housing maintenance, and all of it exacerbated by political inaction—was the focus of heavy documentary reporting by two New Orleans TV stations in 1969. Accordingly, a flock of national and regional awards followed to recipients WDSU-TV and WWL-TV. WDSU-TV won the national Sigma Delta Chi Award for distinguished service in journalism and a regional award from NATAS. WWL-TV earned an Ohio State Award and a NATPE Award for excellence.

WSTI-TY placed Iris Kelso on a three-month investigative-reporting mission to determine, as independent research firms
had concluded, why New Orleans was teetering on the brink of fiscal disaster. After reviewing city budgets and interviewing city officials, Mrs. Kelso discovered that the New Orleans financial woes resulted from an inadequate tax base. The city's underfinanced conditions were attributed to its antiquated system of "politically motivated property assessments" based on unrealistically low property valuations.

The project, entitled City in Crisis, resulted in a series of 15 five-minute TV and radio reports broadcast in May 1969. Each series segment was aired four times daily on WDSU-TV and several times on its AM-FM counterparts. WDSU-TV also published the series in a 64-page booklet, which was offered free to the public and to influential citizens' groups. By the end of June 1969 the station reported that more than 12,000 copies had been distributed.

Promotion of the series involved heavy schedules of spot announcements and print ads. The City in Crisis booklet received additional circulation of an estimated 130,000 homes weekly when it was serialized in the Catholic Archdiocese of New Orleans newspaper, the Clarion Herald.

Over-all costs of the project were placed at $8,000 with the printing of the booklet costing $5,000. Air time cleared for City in Crisis would have brought $20,000 if it had been sold, WDSU-TV reported, but the series was not sponsored.

WWL-TV chose as its investigative vehicle a year-long Project Crossroads comprising documentaries, editorials and spots—all designed to draw the attention of New Orleanians to the issues facing them in the 1969 election year. The first special, Where Do We Go From Here?, was a half-hour prime-time catalogue of the urban illnesses afflicting the city. The station's conclusion was that New Orleanians was not keeping pace with other major U.S. cities. A second special, My House, explored slum housing and the conditions of despair which it produces.

Both specials earned the 1970 Ohio State award. My House took the 1969 NATPE award for excellence in production, whose citation read "an intimate view of slum life in New Orleans, unrelenting problems in a hidden community, shattered the ignorance and apathy of its viewers, who might have been unaware of or indifferent to the reality of a community life without hope, and of housing conditions which could never be 'My House.'"

WDSU-TV New Orleans received two awards from RTNDA. A regional honor for news reporting was presented for its coverage of the affects of Hurricane Camille, which ripped into southeastern Louisiana and the Mississippi Gulf Coast last August. A second award was presented "for editorializing and for the effective use of editorial cartoons in providing outstanding service and community leadership." WDSU-TV had aired a series of editorials dealing with the Louisiana state attorney general and his alleged involvement in a scandal related to the bankruptcy of a savings-and-loan institution.

WSB-TV Atlanta earned an Alfred I. duPont-Columbia University Award for continuing news coverage of organized crime in Atlanta and the state of Georgia. The station provided law-enforcement officials with information leading to a lottery raid, which resulted in the arrest of 25 alleged gamblers, including some said to be linked to an international gambling ring. WSB-TV's subsequent continuing crime coverage, employing such ruses as filming gambling activities from a telephone repairman's tent, a converted truck van and an airplane, led to charges against several police officers.

A desert town inhabited by blacks, but plagued with a depleting water well that delivered only a few buckets per day to each of 78 families was the focus of a KVOO-TV Phoenix special. A Visit to Allenville won a regional award from NATAS. But it generated statewide aid, to the tune of $27,000, in obtaining a new water well and filter system for the community.

The special was produced over a 30-day period by KVOO-TV's Bill Miller and Maurie Helle; it detailed the three-year frustrations of the people of Allenville, all of whom owned the land they were living on and few of whom were on welfare, in obtaining a federal government loan to alleviate their water shortage. The special raised the interest of mayors in several adjoining communities, who asked for public donations for Allenville.

WICN-TV Pittsburgh featured the modern educational and rehabilitation techniques employed at a Pennsylvania delinquent boys center, which was threatened with shutting down due to a lack of funds. What's So Special About Warrendale? won for WICN-TV a special regional citation of NATAS, but more importantly it apparently spurred the Pennsylvania legislature to approve the needed $1.9-million Warrendale appropriation.

The half-hour program emphasized that delinquent boys are taught to restyle a reading-level proficiency quickly, are encouraged to produce and direct their own motion pictures and to engage in group meetings where, with their peers, they explore emotional problems and stresses. The program was sponsored by local gas companies.

A 90-minute probe and analysis of the problems besetting a low-income high-rise public housing project won for WNYN-TV Springfield, Mass., the regional Tom Phillips Memorial Award for best documentary presented by United Press International. The pro-

Broadcasters also used the television medium for experimentation with new art forms and program formats. Non-commercial KQED(TV) San Francisco was one station in particular which was cited by several national groups for its innovation. The Music with Balls program (above) combined electronic music with video-tape overlays of swinging circular sculpture. And KQED also received several awards for its one-hour prime-time in-depth news show, Newsroom, which permits the reporter to emphasize background and story.
Protestant, "The View from Riverview," was six months in the making at a cost of $3,500 in production expenses. The program examined the problems of child overpopulation, vandalism, racial tensions, tenant-management friction, federal red tape and structural, recreational and physical deficiencies at Riverview, all of which turned a new and modern project into a rundown ghetto with soaring vacancy rates despite a community-wide housing shortage. The program was part of WJNY-TV's Series 1969, a public-affairs series sponsored by the Valley Bank and Trust Co. and Western Massachusetts Electric Co.

Noncommercial KESB-TV San Diego received two national awards for programs on minority and ecological problems. A Brotherhood Award of the NCCJ was given to KESB-TV's Peter Kaye, director of news and public affairs, for a segment of his Perspective series. The segment dealt with San Diego city hiring practices and resulted in an increased ease of contact with and development of sources in the minority communities of San Diego. A second honor, an achievement award from NET, was conferred on the station for Troubled Waters, a half-hour documentary about the Santa Barbara, Calif. oil slick crisis.

Programs on minority problems earned several national and regional awards for KPIX(TV) San Francisco. Whose Museum?, a half-hour prime-time special, examined the behind-the-scenes struggle over director and staff appointments to the new Oakland, Calif., museum. The new cultural institution was caught in a battle between minority groups living in Oakland and the "establishment" represented on the museum commission. KPIX examined how the conflict began and why it was challenged by the very people it was dedicated to serve. Shortly after the program was aired, the city appointed the first black woman to serve on the museum commission. The program received a regional special citation from NATAS.

KPIX also received a Broadcast Media Award from San Francisco State College for The Battle of Busing, a one-and-a-half-hour prime-time study of the decision-making process involved in whether it was necessary to bus children to achieve integration in the San Francisco schools. Viewers were shown policy-planning sessions by the city board of education and were given arguments for and against the busing plan.

Noncommercial stations KCET(TV) Los Angeles and WGBH-TV Boston, as co-producers of the 39-week series The Advocates, received a George Foster Peabody Award for "distinguished achievement in television education." The series used a courtroom forum in which to air controversial issues such as abortion, smog versus the automobile, the use of marijuana and the danger of offshore drilling. Contending points of view were presented by means of adversary proceeding with the intent of generating the viewer's participation. Guest-participants on The Advocates included Secretary of the Interior Walter Hickel, Senators Barry Goldwater (R-Ariz.), Charles Goodell (R-N.Y.), Jennings Randolph (D-W.Va.) and Charles Mathias (R-Md.), Mayors Lindsay of New York and Joseph Alioto of San Francisco, anthropologist Margaret Mead, CBS newsmen Walter Cronkite and the Reverend Billy Graham.

The Great Earthquake Scare, a half-hour documentary aired in April 1969 by KNXT(TV) Los Angeles, contributed much to dispel "wild rumors during a potential panic situation. A comprehensive and well-ordered presentation under difficult circumstances" read the 1970 Ohio State award citation. "Doomsday prophets" had predicted in April that an earthquake would generate along a coastal fault zone extending southward from San Francisco to the Mexican border with the result that this land mass, and its cities and people, would fall into the Pacific Ocean.

KNXT said it couldn't happen and mustered an impressive roster of scientists-among them Dr. Charles Richter, developer of the Richter Scale for earthquake measurement—to explain in calmer terms what seismic activity could be expected to occur in the state. This visual textbook eventually was requested by numerous educators for future classroom instruction.

The Savage Root, a WBZ-TV Boston-produced study of the forms and foundations of violence in America, was selected as a regional Emmy Award winner of NATAS. The program was six months in production as a WBZ-TV crew visited Sing Sing prison, the Fort Dix Army training center, a behavioral

The deprivations and the heritages of the Appalachian poor earned national and regional awards for three broadcasters last year. Wood-TV Grand Rapids, Mich., received a Gabriel award for Another America (I), a documentary about hardships and hope in eastern Kentucky. WHIN-TV Huntington, W. Va., received an Ohio State award for The Proud People (c), a special on the

52 (SPECIAL REPORT: The Many Worlds of Local Television)
Quite frankly, we've never even been nominated as Number One House Mother of Slippery Rock State College. But we have received a few other awards these past two months that we're very proud of.

**National Press Photographers Association — April, 1970**
- Picture of the Year Competition
  - "Coverage of the Black Coalition"

**Pennsylvania Associated Press Broadcasters — May 2, 1970**
- 1st Place, Outstanding Reporting
  - "The 7th Street Bridge Sniper"

**Tenth Annual Golden Quill Awards — May 15, 1970**
- Outstanding Journalism Awards
  - "The Endangered Ones" and "Pittsburgh Zoo-Fari"
  - "Mothers and Daughters and Fathers and Sons"
  - A Series of 4 Editorials on State Government and Finances

**AFTRA Awards — May 23, 1970**
- Paul Long, Outstanding TV Personality of the Year
- Ed Conway, Outstanding TV Sportscaster of the Year

**Interfaith Award by Tri-State Zionist Region Conference — May 24, 1970**
- Israeli Documentary, "Shalom"

**Dr. Martin Luther King 1970 TV Award — May 8, 1970**
- Presented by the Music and Arts Guild of Pittsburgh

**Citation from Muscular Dystrophy Association — May 11, 1970**
- Paul Shannon with his "Adventure Time" program has raised over $250,000 in eight years.
research laboratory in Maine, and drag races in New Hampshire. The program probed the homicide rate, the fictional glorification of murder, racial militants, student activists, the role of sports, TV and automobiles in contributing to violence and the conflict of individualism versus social control. Its theme, according to producer-writer William Hillier, was that "violence may be caused by all these things—and it may be caused by none. We know too little about these things and say for sure. But we do know that remedies, such as more police, more punishment, more law and more order, will not magically cure the sickness of violence."

Broadcasters also opened their facilities to and pre-empted thousands of dollars of air time for programs and spots designed to help the underprivileged get jobs or to air community problems.

Five stations in the South Carolina Educational TV Network received two national awards for their Job Man Caravan series now in its second year. With Ford Foundation funding, the network airs a weekly TV series designed to motivate, inform and employ the disadvantaged youth of South Carolina who are predominantly Negro. The series attempts to match job-seekers with jobs as well as provide a forum through which black youth can speak out directly.

The half-hour program format uses a soul sound provided by current top soul artists. Also interwoven in the format are announcements of job availabilities, youth interviews, tips on personal hygiene and etiquette, success stories and highlights of South Carolina's outstanding black people.

All production personnel and artists are Negro. The budget for the 52-week schedule is placed at $200,000 with $145,000 of it for talent and personnel and the rest for production.

The awards garnered by Job Man Caravan were a regional station award presented by NATAS, and the 1969 Brotherhood Award for educational television by NCCI.

The Mass Media Award presented by NCCI for "outstanding contributions to better human relations and the cause of brotherhood" was earned by WNEW-TV New York. The public-service effort cited was Focus, a series of one-minute spots featuring individuals who have never before had an opportunity to use television as a means of communicating community problems and solutions. WNEW-TV said it has presented over 1,000 spots taped at its studios at no charge; it pre-empts $5,000 worth of advertisements daily to make guaranteed room for Focus spots, which run an average of 14 spots per day, three of which are in prime time.

The National Veterans Administration citation was awarded to KPIX TV San Francisco for its regular feature, "Jobs for Veterans," at 6 p.m. newscasts. For nearly two years KPIX has been airing on a daily basis a Vietnam veteran's picture, name, service experience and training and urging anyone interested in hiring the applicant to contact the U.S. Veterans Assistance Center.

The National Alliance of Businessmen conferred a special award on WOAI TV San Antonio, Tex., for its TV-4 Jobs series, which attempts to find jobs for unemployed Negroes in San Antonio.

Some award-winning programs and services last year dealt with legal remedies for the poor and child welfare.

A certificate of merit was awarded by the American Bar Association to WTAE-TV Pittsburgh for its half-hour documentary, The Heart of the Law. Produced in cooperation with the Allegheny County Bar Association, the program revealed through dramatizations the scope of legal services available to the poor. Vignette-dramas featured professional actors; case histories were developed using attorneys who function in specialized areas of law for the underprivileged. A juvenile court judge also conducted a case on camera. WTAE-TV reported that after the program was aired Neighborhood Legal Services, the public defender's office, Legal Aid and other free legal services experienced a dramatic upturn in requests and inquiries. The Heart of the Law was sponsored by Natural Gas Co.'s in Pittsburgh.

The American Bar Association award was presented to WMAQ-TV Chicago last year for its hour-and-a-half prime-time documentary, The Quality of Justice. The program was a year in preparation. It examined the quality of justice in the Cook county courts after four years of judicial reform and discovered after hundreds of interviews with lawyers, judges and legal scholars that several problem areas still remained—the backlog of personal-injury cases, traffic court, criminal court and the selection

Young, Black and Explosive, a KOMO-TV Seattle documentary, examined why street disturbances were caused by young black youth. The special won two NATAS honors.

This youngster no longer has to carry water buckets because a KOOL-TV Phoenix special, A Visit to Allenville, spurred other towns to seek funds for the beleaguered community.

An intimate view of slum life in New Orleans earned Ohio State commendation for WWL-TV New Orleans. The special was one of several in a year-long public-affairs project.
It's always tough to be a hero in your own home town.

Metropolitan Indianapolis for public service this year.

We don't want you to get the idea that this is the first time. WFBM won "Caspers" in 1969, and in 1968, and in 1967, '66, '65, '64, '63, '62, '61, '60, '59, '58, '57... '55, '54.

What about 1956?

Well, you can't win 'em all!

Takes lots of doing to impress those you live with around the clock each day, every day. So, when the WFBM Stations received "Caspers" recently (these are THE awards in Indianapolis), there was singing and dancing in celebration. "Casper" stands for "Community Appreciation for Service in Public Enlightenment and Relations." They are awarded by The Community Service Council of Metropolitan Indianapolis.

Sure, WFBM has Peabody awards, Alfred I. DuPont awards, Ohio State awards. But a "Casper!" That's praise from home... where it counts most! And what's more, no less than four members of WFBM's staff were honored by the Community Service Council of Metropolitan Indianapolis for public service this year.

the WFBM STATIONS

INDIANAPOLIS, INDIANA • REPRESENTED NATIONALLY BY THE KATZ AGENCY

The stations that serve best sell best!
and quality of judges. The program was cited by the ABA "for acquainting the public with the basic values of our legal and judicial systems."

And WDSU-TV New Orleans received a 1969 certificate of merit from the American Bar Association, through its committee on Gavel awards, for the station's documentary, The New Lawyer. The program examined the educational requirements for a person to enter the law profession; the station was cited for "constructive reporting of legal news which served to increase public understanding of our system of law and justice."

WHBM-TV Chicago received a regional special citation from NATAS for its special, The Children Are Waiting. The program, sponsored by Western Electric, was designed to help place homeless, institutionalized children into foster homes by focusing on families representing major types of foster care. One unusual aspect of the program was a "children's line" telephone format in which viewers could call the station for more information on foster-parent agencies.

WPHL-TV Philadelphia earned a Gabriel award from the Catholic Broadcasters Association for its public-service spot announcement, "Where Are Your Children?" The award cited the station for reaffirming "the need for parental responsibility. A fast-paced montage illustrating youth violence and troubles vividly asks the subliminal question: Is it happening in your family? The simple straight-forward conclusion provides a public service designed to make the family a responsible voice of society in turmoil." The spot is run daily at 11 p.m.

Broadcasters frequently turned their cameras on the quality of our environment and the minority groups and cultures in our society which time or progress—or indifference—have passed by. Here were some of the award-winning results:

The Slow Guillotine, an hour-long documentary on the effects of air pollution, won a flock of national and regional awards for KNBC(TV) Los Angeles. The program was written and produced by Don Widener and narrated by actor Jack Lemmon. Among its honors were those of the Broadcast Media Awards given by San Francisco State College; a station award from NATAS; a Silver Award from the International Film and TV Festival of New York, and to Mr. Widener the Alfred I. duPont-Columbia University Broadcast Journalism Award for investigative journalism.

Documentaries concerning the junk and garbage problem in Salt Lake City earned a Sigma Delta Chi Distinguished Service Award in the field of TV editorializing for KCPX-TV there. The programs focused on the junkyard and garbage-dump highway approaches to Salt Lake county and their blight on the landscape.

WNBC-TV New York won several national awards for its filming of Five Cities, the highlight of a joint NBC-owned TV stations project. The program, which was filmed in New York, Chicago, Washington, Cleveland and Los Angeles, documented the flight of city residents to the suburbs and the consequences to both city and suburb. The program detailed the fundamental changes in urban living today, contrasting life in the ghettos with that in the suburbs. It won a Broadcast Media Award for excellence in local programming from San Francisco State College and the Grand Award in local television programming from the International Film and Television Festival.

WCBS-TV New York earned a Brotherhood award in the local documentary category from NCCJ for its weekly Eye on New York series. The series was cited for its "close and candid look at urban problems and their effect on the lives of individuals."

In 1969 the WCBS-TV series examined

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**There are 8,000 alcoholics right here in river city... so who cares?**

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

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

So who cares? The people at WHBF.

**WHBF-TV4**

CBS for the Quad Cities

(Davenport, Rock Island, Moline & East Moline)
we listen.
we report.
we act.
we get involved.
and we'll continue to do so.

In Milwaukee, everybody knows us. And we know everybody.

WTMJ TV
MILWAUKEE / REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS
reported that the special resurrected federal funds for the school project, which had faced extinction, and spurred legislative interest in incorporating the project, which had faced extinction, and spurred legislative interest in incorporating the project into all Southern California schools on the primary-grade level for Mexican-Americans.

A third KNXT program on minorities was a series of reports on desegregation through busing in Berkeley, Calif. Series reporter Saul Halpert was cited in April 1970 by the American Political Science Association for "excellence in public-affairs reporting." The series was developed following two court decisions directing the public schools in Los Angeles and Pasadena to desegregate their facilities. KNXT chose a city (Berkeley) where busing was already in effect to show what lessons could be learned from such an experience of another school system. The Negro in Indianapolis, a four-part documentary series aired in prime time, earned for its producer, WFBM-TV Indianapolis, a Peabody award for public service, the San Francisco State College Media award and a Saturday Review award.

The program was a pictorial digest of an attitudinal survey conducted for the station by Magid Associates. The survey extracted opinions from the white and black communities, about themselves and each other. The TV series used this information to describe the position of the blacks in Indianapolis and then concentrated on his three main concerns—schools, jobs and neighborhoods.

The series was four months in production with total costs, plus unsponsored air time, estimated at $21,200. The survey alone cost over $20,000.

KOMO-TV Seattle received a number of national and regional awards for two of its documentaries dealing with minority problems and cultural experiences. "Young, Black and Explosive" earned regional Emmy awards from NATAS in two categories: Station Awards and Special Citations, and a Broadcast Media award from San Francisco State College. The program was initiated after Seattle experienced street disturbances last summer from young black youths. It presented the thoughts, attitudes and anguish of black ghetto residents as they told of a life of prostitution, procurement and hustling. Over a month was spent by the KOMO-TV crew in living with a number of the youngsters involved in the production. Costs to the station in film, station personnel and air time for the one-hour prime-time special was estimated at $15,000.

Noncommercial WGTW-TV Athens, Ga., earned a regional Emmy award from NATAS for its special, Urban Mythology. The documentary showed the efforts of high-school students and dropouts from ghetto area in Atlanta to express themselves through the film medium. Included in the program were scenes of an original-script conference, the building of scenery, rehearsals and actual filming. The final part of the program consisted of a completed film made by the group.

Two segments of the documentary series, Perspective, aired on WRC-TV

Noncommercial WGTW-TV Athens, Ga., earned a regional Emmy award for its special, Urban Mythology, which showed the efforts of ghetto-area students to express themselves through film. Included in the program were scenes of the students in an original-script conference, the building of scenery, rehearsals and actual filming. The program received a regional Emmy award from NATAS.

Arthritis: Questions and Answers, a half-hour panel discussion on the disease, was produced by WBAL-TV Baltimore and used a telephone call-in format to answer listeners' questions.

58 (SPECIAL REPORT: The Many Worlds of Local Television)
When it comes to public affairs programs, KPLR-TV's Bill Fields Show brings to mind guests like Al Capp, Jerome Cavanagh, Congressman William Clay, Senator Thomas Eagleton, Reverend James Groppi, McKinlay Kantor, David Schoenbrun, Chuck Stone, Congressman James Symington, Senator Stuart Symington... and many others, week after week... guests who bring to our studios something to say and leave our viewers with something to think about.

Think about that.
Washington, and its producer, Bill Leonard, won a flock of national and regional awards. "Journey to a Pine Box" chronicled the lives of Washington citizens on welfare—from birth in a clinic until death and an assembly-line funeral. WRC-TV showed that public assistance controls the lives of 42,000 who need it by demanding constant proof of eligibility, by receipts and red tape, by certificates for food stamps and cards for Medicaid. The program was a regional station award winner of NATAS.

"A New Set of Eyes" explored a youth project flourishing in the inner city of Washington. The project, called the New Thing, trained young blacks in creative writing, still and motion-picture photography and dance "to present messages . . . within a context which gives respect to our values, to our lifestyle, to what we're about . . . " The program was cited for a Robert F. Kennedy Journalism Award for "outstanding local coverage" in work on "the plight of the disadvantaged in American society"; a Broadcast Media Award from San Francisco State College, and a 1970 Merit Award of the Religious Public Relations Council.

And Bill Leonard, executive producer of Perspective, was named a Broadcast Preceptor by San Francisco State College.

The pride of Appalachia and the missionary who worked among them were the subjects of a half-hour documentary produced by wood-Tv Grand Rapids, Mich., which won a Gabriel award from the Catholic Broadcasters Association of America. The program, Another America, focused on the work of Monsignor Arthur F. Bukowski, retired Aquinas College president, who chose to aid the poor of Berea, Ky., rather than serve in South America.

Another America was also aired by the Georgia Center for Continuing Education on their eight-station educational network. Costs of production, staff and air time to wood-Tv were placed at $2,700. In presenting the award the CBA noted: "The combination of idealism and practicality is vividly portrayed in the story of a successful college president who might have completed his years in a secure academic environment, but changed his life pattern to serve as a missionary priest in the remote and backward areas of Appalachia. The simple, straightforward documentary-interview presentation by wood-Tv portrays the true nature of the Christian commitment in its application to social needs.

A hard look at poverty in America, with particular attention to the destructive effects of physical and spiritual

WBTV:
DIRECTOR OF PUBLIC AFFAIRS

As the television leader in the Charlotte market, WBTV has a big responsibility to its viewers. To produce informative programs on current issues, WBTV creates many community interest programs each year.

WBTV has already received major awards in 1970. The Freedom's Foundation Award for "Pillars of Freedom," a series of four programs examining the Bill of Rights. The coveted School Bell Award for "What Are They Teaching Our Children?", a program on the teaching of sex in the schools and examining the controversy. The Willard G. Cole Award for "The Doctors Look at Smoking," a documentary reflecting the attitudes of doctors on the issue of smoking versus health. And the Green Eyeshade Award for the documentary on the Cherokee Indians entitled "The Proud and Oppressed."

As an important part of the community, WBTV believes in doing more than is required. That's one reason it has the community's interest.

Jefferson Standard Broadcasting Company
WBTV / WBTV.FM / WBTV / WWBT
Jefferson Productions
With Cowles, Public Service Is Not A Sometimes Thing

We are proud to say that public service has never been relegated to a "have-we-done-anything-recently" concept. Interest in and service to the community is an integral part of every broadcast day. It always will be.

Charles Bracken
President, Broadcast Division
Cowles Communications, Inc.

* DES MOINES, IOWA
  KRNT-TV, KRNT-AM
* DAYTONA BEACH-ORLANDO, FLORIDA
  WESH-TV
* MEMPHIS, TENNESSEE
  WREC-TV, WREC-AM, WREC-FM
Five stations in the South Carolina ETV network have been airing for two years an award-winning series, Job Man Caravan, which uses soul entertainers on location. The series tries to match job seekers with jobs as well as create a forum through which black youth can speak out directly. All Job Man Caravan production personnel and series artists are Negro.

deprivation upon children, was the subject of an hour-long documentary, The Other Americans, produced by WJZ-TV Baltimore. The program won several national and regional awards including the Mass Media Brotherhood Award presented by the NCCJ, a Golden Eagle award from the Council on International Nontheatrical Events (CINE), and a Gold Medal in the Atlanta International Film Festival.

The WJZ-TV documentary, produced by Julian Krainin, explored the worlds of the small farmer, the miner, the American Indian and the hard-core unemployed in Oklahoma, Kentucky and West Virginia coal-mining towns, and rural areas of Maryland and South Carolina. Also featured were medical authorities who discussed some of the concomitant medical problems of poverty, including its relationship to mental retardation and nutrition deficiencies. Singer-actress Eartha Kitt and photographer-author Gordon Parks told of their childhood deprivations. The program was nine months in preparation as a two-man production crew travelled 3,000 miles to film the story.

The fading art of folk music provided WAVE-TV Louisville, Ky., with a focus for a half-hour special, Listen, It May Be Your Last Chance, which earned an Ohio State award. The program, narrated by Mary Travors of the contemporary folk trio Peter, Paul and Mary, featured performances of some of the hill people of Kentucky who are dedicated to preserving true folk music.

The special was 19 months in the filming and cost WAVE-TV $1,200 in film expenses and $870 in air time, but it generated some rave notices that are hard to buy. According to the Ohio State citation, the special was "an entertaining and poignant interlude in music and song. The impact of [it] is heightened by cinemagraphic artistry, intelligent narration and refreshing authenticity."

Conveying the message to youngsters about the tragedies of using habit-forming drugs and to their parents the hopes in new medical techniques for heart disease occupied most of broadcasters' public-health programs last year.

KNXT-TV Los Angeles, for instance, was honored for two programs dealing with public-health issues. The station received the Medical Journalism Award from the American Medical Association in July 1969 for an eight-part series of editorials on drug abuse. The series, Parents' Handbook on Drugs, presented in depth a report on the various kinds of drugs, their dangers and probable damaging results from drug abuse.

The National Council on Alcoholism also honored KNXT this year for its one-hour special, If You Need a Drink. The program examined the problem of heavy, habitual drinking and provided an action-line telephone number at the conclusion of the broadcast for those viewers seeking additional information or aid. KNXT reported that its special generated more than 2,000 calls to various alcoholism agencies, an 11-fold increase in calls normally received.

The Strung-Out Generation: Heroin in the Streets, a one-hour prime-time special produced by WWJ-TV Detroit, earned for the station a Broadcast Media Award from San Francisco State College. The program noted that narcotics are easier for students to buy than liquor, but that youngsters who get hooked cannot get help because there are virtually no treatment facilities. The program carried this warning to its student audience to whom it was specifically directed in promotional material: "... By the end of this year we will have literally thousands of additional young addicts ... more than all those addicted in the inner city in the past 20 years." The WWJ-TV special has since been made available in film form to over 50 interested schools and hospitals, and has been shown to both houses of the Michigan state legislature.

Marijuana to Heroin: A Personal Experience earned for KDKA-TV Pittsburgh a San Francisco State College Broadcast Media Award for excellence. The half-hour special dealt with the problems of using marijuana and how the drug use can ultimately lead to trying heroin. The problems were detailed by two former Pittsburgh addicts, who gave an uncensored view of their personal hell—purchasing drugs, using them, and then trying to kick the habit. The program was aired twice, the second time sponsored by the Natural Gas Co., and was produced at a cost of $2,500.

A segment of WRC-TV Washington's Prospective series, "The Trip Back," explored the kind of existence which a drug addict accepts in his search for funds to feed his habit. The shoplifting, the hustling, the jail terms which
A physician to replace 84-year old Doctor A. A. Smith in Clay County, West Virginia. The good Doctor Smith quite understandably would like a few days off, after 60 years of service to his community.

Not many doctors will see this ad. But as the subject of a WSAZ-TV documentary, Clay County's plight made Charleston/Huntington viewers more aware of the shortage of medical professionals in rural areas.

WSAZ-TV's highly rated* monthly prime time documentary pulls no punches. It deals with education, rehabilitation, drug abuse, care of the elderly, and our many other community needs.

Interested physicians may call Doctor Smith. Interested advertisers may call any office of the Katz Agency.

*Nielsen reports this documentary series delivers more homes than the market's leading movie, which it preempts.
WCCO-TV Minneapolis-St. Paul sent a two-man team to Vietnam for three weeks to record Minnesotans part in the war. The visual result, Grunt's Little War, earned the Sigma Delta Chi Award, and plaudits from the WCCO-TV audience. As one recent Vietnam veteran noted: "It was the most accurate TV description I have seen of the way things are [there]."

surround the drug addict were presented as a background to an introduction of the controversial Methadone maintenance treatment. The program won a 1970 Public Affairs Reporting Award of the American Political Science Association.

A Change of Heart, a case-history formatted half-hour prime-time special on WITI-TV Milwaukee, earned an award from the Albert and Mary Lasker Foundation. The program, which was sponsored by the Allied Construction Employers Association, covered a time span of about three months, from the first day a heart patient entered Milwaukee's St. Luke hospital for surgery through the time he returned to work and an active life at home.

According to WITI-TV, the program was aired to dramatize the need for a southeastern Wisconsin regional medical center, to break down the fear many people have of heart surgery by showing an actual operation and its successful post-operative effects, and to demonstrate that Milwaukee doctors are performing some of the more advanced heart-surgery techniques in the world. Air-time costs to the station were placed

WNBC-TV New York received a regional award from NATAS for its prime-time special, New Voices in the Wilderness, which depicted changing concepts in community religious life.

New Performers—Chicago-land '69, a one-hour prime-time special produced by WMAQ-TV Chicago, featured entertainer Jerry Van Dyke and local high-school performers.

Whose Home—This Holy Land?, an examination of the explosive Middle East situation, earned an NATPE award for program achievement. The special was produced by WLWT-TV Cincinnati.
Democracy Thrives...

on local community organizations

We're proud to serve them.

WTAJ-TV Pittsburgh used professional actors in case-history vignettes to show, in The Heart of the Law, that legal services are indeed available to the poor as well as the rich.

A Change of Heart, produced by WITI-TV Milwaukee, detailed the pre- and post-operative days of a heart patient to demonstrate the need for a southeastern Wisconsin regional medical center.

U.S. Army recruits on the Fort Dix, N.J., firing range were part of a WBZ-TV Boston-produced special on violence in America. The award-winning program was titled, The Savage Root.

at $1,800.

WGN-TV Chicago received a $500 jury award in the Japan Prize International Educational Programme contest for a segment of its Your Right to Say It. The program cited was "Legal Aspects of Heart Transplants," which featured newsmen querying the special counsel of the Illinois State Medical Society.

WWJ-TV Detroit won a 1969 Howard W. Blakeslee award from the American Heart Association for its special Medicine Today: Heart Attack. The program presented a realistic portrayal of a man stricken by a heart seizure and his subsequent treatment.

And a special commendation from the American Medical Association was given to WSPD-TV Toledo, Ohio, for its series of editorials on the subject of Medicare payments.

A study of sickle-cell anemia, a hereditary noncontagious blood disorder which affects one out of every 10 black people in the U.S., won two awards for WABC-TV New York. The half-hour program was aired part of the station's regular weekly series on black affairs, Like It Is, and featured a discussion of the disease symptoms as well as an in-studio demonstration of the Sickledex, a screening test for the abnormal hemoglobin S, which shows the presence of sickle cells in the blood.

The study received a special regional citation from NATAS and the humanitarian award from the Foundation for Research and Education in Sickle Cell Disease. The award cited WABC-TV for "outstanding public service through presentation to the television audience of the black experience." Cost of the unsponsored sickle-cell segment was $8,000.

A six-part feature on kidney dialysis and transplantation aired on WFBM-TV Indianapolis newscasts earned an Ohio State award for its writer, Evie Birge, and photographer, Ralph Grant. The unsponsored series informed the public as to the life-style of a patient on dialysis, how patients feel about the life-giving treatment and the reactions of their families and their doctors. The difficulty of obtaining kidneys for transplants was also explored, with an emphasis on the need for a transplant donor program and the enormous financial problems of caring for these patients.

Arthritis: Questions and Answers, a one-and-a-half-hour panel-discussion, telephone-forum special, earned for WBAL-TV Baltimore and its community-service manager, J. Sydney King, the Robert L. Cecil Award from the National Arthritis and Rheumatism Foundation. The special noted that over a quarter of a million Marylanders suffer from arthritis, but that the disease can now be controlled by drugs, exercise and sometimes surgery. Quack arthritis cures were also discussed, and volunteers manning studio telephones enabled viewers to phone in questions related to personal involvements with the disease. The panel comprised doctors, a Federal Drug Administration specialist and an arthritis sufferer, Jerry Walsh, whose pro baseball career was ended by the disease. The special was sponsored by The Hauswald Bakery.

A National Headliner Award was earned by WSN-TV Atlanta and its editorial cartoonist, Bill Daniels, for "consistently outstanding TV editorials." A series of editorial cartoons on Georgia's mental-health practices were said to be a factor in persuading the Georgia general assembly to pass and the governor to sign into law, a bill which protects and insures the rights of mental patients.

The Medical Journalism Award from the American Medical Association was earned by WNBC-TV New York's science editor-meteorologist Frank Field for his Research Project. The weekly series informs viewers on research in the medical field of every major disease and ailment. It is sponsored by Blue Cross and Blue Shield in New York.

Broadcasters also emphasized the importance of traffic safety through programs and public-service spots. WLWT-(tv) Cincinnati received two Alfred P. Sloan awards for its documentaries, The Last Prom and Two Wheels to Eternity, which dealt with traffic safety. Tom Robertson, executive producer for special projects, Avco Broadcasting Corp., and John Gunesman, director of cinematography, both producers of Two Wheels to Eternity, received the creative television producer award. The two specials earned the over-all television safety programming honor.

Two Wheels, a half-hour special sponsored by Bimel-Admiral and W. D. Gradison Co., dealt with the current motorcycle craze and the accompanying rise in motorcycle deaths and injuries. The award citation noted that...
Leadership is more than just the numbers...

COMMUNITY SERVICE AWARD
1969
KTBC-TV AUSTIN

PRESENTED FOR OUTSTANDING
PUBLIC AND COMMUNITY SERVICE
EXEMPLARY IN ITS EFFORTS
THROUGHOUT THE ENTIRE YEAR
IN BEHALF OF THE AREA IT REPRESENTS

TEXAS ASSOCIATION OF BROADCASTERS

LEADERSHIP IS ALSO SERVING THE
COMMUNITY WELL...ALL YEAR LONG.

KTBC AM|FM|TV TM AUSTIN, TEXAS

BROADCASTING, June 22, 1970
WLWT “continued a weekly quiz program on safe driving, an effective editorial campaign for safer roads and the sponsorship of a safety-activities director who was in great demand as a speaker at schools and civic meetings. This record reflects media dedication of the highest caliber.”

An episode of the Phil Donahue Show, produced by WLWT(DV) Dayton, Ohio, won an award for “excellence in production and broadcast” from NATPE and Golden Mike Award from the American Legion Auxiliary. The episode, A Plea for Safety, showed Mr. Donahue interviewing the families of several teenagers who were killed in an automobile accident; the event was reconstructed by talking with a youth who had been a passenger in the car minutes before the crash. (Donahue is now in syndication but was local during the time for which it was cited.)

WEHT(TV) Evansville, Ind., received two national awards for its four-year-old daily pictorial-editorial series on traffic safety called Why. Ninety-second vignettes pinpoint local and area traffic problems and attempt to bring about a greater public awareness of traffic safety. Why earned for WEHT the Alfred P. Sloan Award and the National Safety Council Award.

And broadcasters frequently travelled outside their service areas last year to record events of particular interest to their home-town viewers.

WCCO-TV Minneapolis-St. Paul sent reporter-photographer team Al Austin and Gordon Bartusch to Vietnam for three weeks to record Minnesotans part in the war. Grunt’s Little War, a prime-time unsponsored special, cost WCCO-TV about $6,000 and earned the Sigma Delta Chi Award. It focused on combat soldiers and Marines, showing parts of three missions: a one-day patrol, a four-day sweep with helicopter assault and a 10-day Marine reconnaissance patrol. Also included were films of camp life at several small-fire bases and a rescue by helicopter of a wounded infantryman. Some viewers objected to the special’s “twisted and biased reports,” but one recent Vietnam veteran told WCCO-TV that “it was the most accurate TV description I have seen of the way things are in Vietnam. Most of us coming home from Vietnam don’t like to talk about the war, but we also don’t like to hear distorted accounts; so your show filled the gap.”

WTV-Cleveland received an Ohio State award for its special, My Country — Right or Wrong. The program displayed the diversified opinions and viewpoints the average man of the street holds for his country. These opinions were then analyzed and expanded upon by a prominent Cleveland lawyer and author. Cost of the program for production and unsponsored air time was placed at $4,000. The Ohio State citation noted that the program was “a dispassionate, articulate examination of a major problem confronting society: the polarized attitudes of youth versus the elders toward our country’s current positions and problems. American, foreign and domestic policies are seen from a new perspective.”

Three From Illinois, a one-hour prime-time special produced by WMAQ-TV Chicago and sponsored by Commonwealth Edison Co., was honored with two national awards from the American Association for State and Local History and NATPE.

The documentary dealt with historical sidelights in three Illinois communities, detailing the tragedy of poet Vachel Lindsay of Springfield, the rise and fall of the once-booming mining town of Galena, and the pioneer settlement of Bishop Hill.

Also honored for program excellence by NATPE was New Performers—Chicago and ’69, produced by Newper Productions in association with WMAQ-TV. The one-hour prime-time special, sponsored by Commonwealth Edison Co., spotlighted the talents of performing-arts students from Chicago area high schools in an original musical production with entertainer Jerry Van Dyke.
These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families.

$PEND SMART in the Land of Milk & Money!

WBAY/GREEN BAY

The Resultstation

BROADCASTING. June 22, 1970
as host.

WMAQ-TV also garnered a Gabriel award from the CBA for the station's over-all news and public-service programming. The CBA noted that the station "serves the Chicago area with an extraordinarily complete news service giving special attention to weekend news programming. The impressive and balanced array of program formats is an outstanding illustration of broadcast public service." And WMAQ-TV received a special award from the American Meteorological Society for "outstanding public service in disseminating timely weather information, particularly on severe storms." The station has its own weather bureau.

A 60-minute color special, Whose Home—This Holy Land?, produced by WLWT(TV) Cincinnati, won for the station an award from NATPE for program achievement. The special, which was sponsored by Tresler-Comet gasoline, Bimel-Admiral and W. D. Gardison Co., examined the complex conditions and human conflicts which underlie the explosive political situation in the Middle East. The Avco Broadcasting Corp. documentary unit traveled 15,000 miles in three weeks to Israel, Jordan and Lebanon to record the story.

An unconventional approach to TV news coverage earned for noncommercial KQED(TV) San Francisco a George Foster Peabody Award and an Alfred I. duPont-Columbia University Award. The daily one-hour prime-time news program, Newsroom, was cited by the Peabody committee for permitting "the reporter to tell his story with emphasis on background and significance rather than simply on what happened. It is unconventional, innovative and highly considerate of the viewer's intelligence."

Spot news coverage of a tragedy that received nationwide attention earned for KNBC(TV) Los Angeles a Radio-Television News Directors Association award. A seven-and-a-half minute film clip told the complete story of the Robert F. Kennedy assassination: from his victory speech in the ballroom of the Ambassador hotel in Los Angeles to death in a kitchen hallway at the hands of Sirhan Sirhan. KNBC reporter Piers Anderson was on the scene with voice-over.

WHDH-TV Boston received recognition from the National Press Photographers Association as the "newfilm station of the year," and WHDH-TV cameraman, Jack Cryan, earned plaudits from the International Association of Fire Fighters for his film, "Advance and Retreat," showing the hazards of fighting fire in deep snow during a major blizzard.

And the IAF conferred an award on WITI-TV Milwaukee for newfilm coverage of a five-alarm fire at a Milwaukee lumber company.

Sonya Hamlin, cultural affairs reporter-critic for WBBZ-TV Boston and co-host of its For Women Today series, received an Ohio State award for her reports on cultural events. The citation noted: "These tiny gems, thorough and consistent excellence of writing and message preparation, manage to be highly comprehensive...A refreshing form of presentation demanding the skill and effort of more conventional programs."

WWJ-TV Detroit received a National Headliners award for "consistently outstanding news coverage" of stories with genuine local interest.

KPRC-TV Houston news photographer, Frank Dobbs, and news editor, Ray Miller, filmed a documentary, Passage to purdho, aboard the icebreaker-tanker Manhattan, which won a first prize from the National Press Photographers Association.

Noncommercial KQED(TV) San Francisco earned two Golden Eagle Awards presented by CINE for its Act Now documentary, which filmed the varied aspects of the training program of the San Francisco-based American Conservatory Theater, and for its Ascent, which explored the world of the mountain climber and his exploits in Yosemite National Park.

KQED also won two NET awards ("unique public service" and cultural programming) for its one-hour documentary, Berkeley People's Park War, which detailed police-University of California student confrontations over a mini-park and the clash in values and perspectives of the participants, and for its Music with Balls program, which combined electronic music with videotape overlays of swinging circular sculpture.

WTGG(TV) Washington received a mass media award from the American Association of University Women for its daily two-hour local live talk-variety program, Panorama.

Noncommercial WQED(TV) Pittsburgh received a National Educational Tele-

We're Young—Growing Up, a 90-minute entertainment special featuring talented youngsters in the Cleveland area, was produced by WKYC-TV Cleveland and earned a Gabriel award.

Oklahoma City broadcasters teamed up to sponsor and present The Stars and Stripes Show, which featured singer Anita Bryant and the Up With People choral group (above). The two-and-a-half-hour July 4 extravaganza was carried by 63 radio-TV stations in a four-state area. WKY-AM-TV Oklahoma City provided the pickup. The program won a Freedoms Foundation award.
Sunday is always surprising in Buffalo

"Sunday Surprise" is our very special television program where you are apt to see anything from peace movements to piano movements. Headliners, behind-the-headliners...people from all facets of life with something interesting for the viewers of Western New York. We feature them all every week.

"Sunday Surprise" surprises us, too.

WKBW-TV Buffalo, N.Y.
A Capital Cities Broadcasting Corporation Station.
vision Award for cultural programing with its production for NET Playhouse of "Confrontation," a so-called docudrama, a dramatic presentation which is given the flavor of documentary authenticity.

We're Young—Growing Up, a 90-minute entertainment-public affairs special produced by WKYC-TV Cleveland, earned a Gabriel award from the Catholic Broadcasters Association. The special featured talented youngsters and creative people addressing themselves to and performing for their peers.

Segments of WKYC-TV's Montage series, half-hour weekly documentaries, earned a number of national and regional awards including those of the International Film and TV Festival (gold medal), San Francisco State College and the American Baptist Convention (four honorable mentions).

KOMO-TV Seattle earned a Broadcast Media award for its half-hour prime-time special, Mantra. The program provided a behind-the-scenes look at the creation of a live multimedia experience, produced by the Seattle opera for the Puget Sound school children. Costs to the station were placed at $7,500, but the special may receive yet more widespread attention. It is expected to be part of the September 1971 opening of the John F. Kennedy Center for the Performing Arts in Washington and is expected to receive airing on the National Educational Television network.

KCPX-TV Salt Lake City received the American Legion Auxiliary's Golden Mike Award "for America's best local television program in the interest of youth." The program cited was a half-hour special, The Metropolitan Science Fair '69.

Two programs geared for youth audits earned national awards for noncommercial WETA-TV Washington. An Ohio State Award was received for A Matter of Fiction, a series of informational-instructional programs designed to introduce new works of fiction to young adults and to encourage wider reading for pleasure. An NET Award for outstanding locally produced children's programing was earned for Mr. Smith and Other Nonsense, poetry readings for children enhanced by imaginative original art work and special color effects.

KNBC-TV Los Angeles earned two Broadcast Media honors for The Hugh O'Brien Awards Theatre, a special in which dramatic scenes presented by young actors were judged by Hollywood personalities, and for a special, Whatever Happened to Hollywood?

A WRC-TV Washington Perspective segment, "The First Flickers," traced motion pictures through their infancy, highlighting the early techniques of film pioneers. The program won a Broadcast Media Award from San Francisco State College.

Another Perspective segment, "The Crack in the Cathedral Window," dealt with the revolution within the Roman Catholic Church as delineated by three former priests who have since married. The priests discussed their break with church dictates and the adjustments they have accepted as a result of their decisions. The program won the 1970 merit award of the Religious Public Relations Council, the 1970 Public Affairs Reporting Award of the American Political Science Association and the Bronze Medal of the New York International Film and Television Festival.

A regional Emmy award from NATAS was conferred on New Voices in the Wilderness, a prime-time special produced by WNBC-TV New York. The program examined the changing concepts and practices of modern religion, including scenes of a rabbi discussing interfaith marriages and why he performs them and a militant black minister discussing black social action. The program was written and produced by Bernard Morris and sponsored by Chock Full O'Nuts.

WKY-TV Detroit earned a Gabriel award from the Catholic Broadcasters Association for its co-production with the Jewish Community Council of Metropolitan Detroit of an opera, Isaac Levi. The opera related the experiences of an Army chaplain who suffered a loss of faith after witnessing the horrors of the Second World War. His faith was restored by the piety of a young European refugee about to have his bar mitzvah.

Beggar at the Gates, a documentary examination of the revolutionary changes taking place in religion and society for war was honored for "outstanding religious broadcasting" from the Religious Public Relations Council and a Golden Eagle Award from CINE. The program showed the developments in worship, social action and theology which are shaking the foundation of religious traditionalism across America.

Noncommercial WITF-TV Hershey, Pa., received two NET awards and a Brotherhood Award from NCCI. The NET honors were for Is Religion Obsolete?, a series of view-and-talk sessions designed to involve interfaith and congregational discussion groups in major religious questions posed by the program, and for The Witch Who Stole Thursday, a children's special designed to expose elementary-school youngsters to all the art forms. The NCCJ award was given for the "So Where Are You, God?" segment of Is Religion Obsolete?

Broadcasters also garnered a heavy share of 2,300 awards presented annually by the Freedoms Foundation of Valley Forge for such diverse achievements as letters to editors and patriotic-community projects. Recognition for patriotic broadcast activities was given to "fly your flag" campaigns, editorials and elaborate—and frequently unusual—public-service programs.

Operation Thanks, a two-part documentary aired by KFMR-TV San Diego, earned a regional award from NATAS for excellence in community-service programing and a Freedoms Foundation award. The documentary was conceived as a Christmas card from the citizens of San Diego to their servicemen in Vietnam.

Four shows showed citizens, school children, bikini surfers, taxi drivers, stewardesses in filmed interviews expressing how they felt about service personnel being away from home during the holidays. Interpersed with the interviews were scenes of downtown San Diego decorated for Christmas and the special half-time ceremony filmed during a San Diego Charger-Cincinnati Bengals football game. More than 40,000 people joined in shouting greetings to the men in service while a marching band spelled out "thanks" on the field and a 1,000-voice choir and spectators sang "God Bless America." The film was shown both at home and overseas via the Armed Forces Network.

Creators of Operation Thanks then conducted a 10-day tour of U.S. Navy and U.S. Marine Corps installations in Saigon, Danang and Tokyo; they also

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72 (SPECIAL REPORT: The Many Worlds of Local Television)
We even won an award for a building.

When the Denver Downtown Improvement Association presented us with its highest award, the plaque read “In recognition for its sagacious concern for environment, beauty and function.”

We find this award especially pleasing since it reflects the relationship of a TIME-LIFE station with the community it serves. And this relationship is happily typical of all our stations.

They have won an impressive number and variety of awards for local coverage. Here are some of them:

- The George Foster Peabody Award to WFBM for “The Negro in Indianapolis” and the Saturday Review National Television Award for the same documentary.
- National Gabriel Award to WFBM for the documentary “Another America.”
- The Freedoms Foundation of Valley Forge Award to WFBM for the documentary “Voice from the Ballot.”
- Broadcast Pioneers Award to KLZ for “distinguished contributions to the art of broadcasting.”
- RTNDA Award to KOGO for its Rail Transportation series.

We’re proud of these, and other awards our stations won in the past 12 months. And even prouder of the influence these stations have on their communities. Even on the architecture.
conducted presentations aboard naval carriers Okinawa and New Jersey. The purpose of the tour—involving San Diego Mayor Frank Curran; George Stantis, KFMB-TV program director; Ralph Hodges, production manager; and newsmen George Lewis—was to get a film report of the servicemen's reactions to the unusual holiday gesture embodied in Operation Thanks. The film report became Part Two of the documentary. Both segments were sponsored by Walker Scott Department Stores.

Oklahoma City broadcasters received the principal award in the America category for a collaborative project which may turn into an annual event. A two-and-a-half-hour July 4 patriotic extravaganza, The Stars and Stripes Show, was held before an audience of 8,500 in the Oklahoma City fairgrounds and broadcast on 50 Oklahoma radio stations and 13 TV's in that state as well as Kansas, Missouri and Arkansas. The Armed Forces Network aired a video-tape of the show overseas.

Among the featured performers were singer Anita Bryant, composer Jimmy Webb, the Strategic Air Command band, the Up With People choral group and Apollo 10 astronauts Thomas P. Stafford and Eugene A. Cerman. Wky-am-TV Oklahoma City provided the pickup for both radio and television. Proceeds from the 1969 show and the one planned for 1970 are designated for a "Stars and Stripes Park" and an Eisenhower Plaza to be built by the Oklahoma City broadcasters.

KNBC-TV Los Angeles received two George Washington Honor Medals: one for Youth and the Police series, a forum where young people, representative law-enforcement officers and civic authorities meet to discuss such subjects as curfews, drugs, street gangs and the generation gap; the other for an America the Beautiful special featuring the Glendale, Calif., Symphony.

WTY-TV Charlotte, N.C., won a George Washington Honor Medal for its four-part series, The Pillars of Freedom, sponsored by Whirlpool Corp. of the Carolinas. The programs were designed to increase public understanding of the American system of law and justice; they presented various implications of the Bill of Rights—what went into its formulation, what changes in interpretation have been made and how modern practical and political implications of the document affect the private citizen. Each program in the series focused on a particular amendment and an associated right or freedom.

WANS-TV Columbus, Ohio, took two George Washington Honor Medals. One was for its Columbus Town Meeting, a weekly hour-long live discussion program on national, international, state and local issues. The program was sponsored by Nationwide Insurance and Columbia Gas of Ohio. A second award was given for a segment of its Channel 10 Reports on Buckeye Boys' State. The report detailed the activities of Ohio high-school youngsters learning about democracy through creating their own government at an American Legion-sponsored function. Channel 10 Reports was sponsored by Kroger.

WMAQ-TV Chicago won a Freedoms Foundation Award for A People's Thing, a half-hour documentary which focused on an effort for urban renewal in a South Side Chicago ghetto area without government involvement, relying instead on community initiative and private funding.

WZZM-TV Grand Rapids, Mich., won a TV award in the "economic education on dynamic capitalism" category. The program—That Soap Company in Ada—detailed the success of a nine-year-old soap company which began as a two-man basement operation in Ada, Mich., and whose sole product was a concentrated household cleaning liquid. Program production cost WZZM-TV $1,600 plus an additional $1,200 in unsponsored air time.

WSB-TV Atlanta received an Honor Certificate for its presentation of the 1969 "Salute to America" parade, which it organizes and sponsors on July 4 to promote "a resurgence of patriotic spirit and just plain old-fashioned flag waving on this very significant holiday."

Noncommercial WETA-TV Washington received a George Washington Honor Medal for its examination of whether or not the Star Spangled Banner should be replaced with a different and more easily sung anthem. The program was entitled, Oh Say Can You Sing.

Wave-TV Louisville, Ky., earned a George Washington Honor Medal for a film special, Legion of the Brave, which chronicled the exploits of the Second Battalion, 138th Field Artillery, unit of the Kentucky National Guard, currently in Vietnam. The unit dates back to colonial-militia days and has seen action in all the wars in which the U.S. has been engaged. Wave-TV used
old stills of the unit as well as film footage of Vietnam action supplied by the U.S. Army Signal Corps. Cost of production to the station was $200.

WEAR-TV Pensacola, Fla., won a Freedoms Foundation award for its series on government and history.

WNHC-TV New Haven, Conn., received a George Washington Honor Medal for Connecticut's Days of Glory, a special which dealt with July 4 celebrations in three Connecticut communities.

Noncommercial WQED(TV) Pittsburgh received a Freedoms Foundation award for five segments of Leonore Elkus's weekly series, Women's Window. The segments were titled "Do You Know That?" and were vignettes on five famous Americans.

WBAL-TV Baltimore earned a George Washington Honor Medal for its A Child's View of America. The unsponsored program consisted of familiar patriotic songs illustrated by more than 150 original pictures painted by Baltimore area elementary-school children.

KTV(TV) Springfield, Mo., received a George Washington Honor Medal for a patriotic-music special, Their Freedom Thing, featuring local high-school choral groups.

WGN-TV Chicago won a George Washington Honor Medal for This is Our Country, a Memorial Day weekend special featuring the U.S. Air Force Academy Cadet Chorale in a musical salute to the men and women in the armed forces.

WFBC-TV Greenville, S.C., earned a George Washington Honor Medal Award for a segment of its My America: 1969 series, half-hour documentaries aired in prime time. The segment, "Washington: a Proud Heritage," showed scenes of Washington, D.C. with a narrative and musical background. The WFBC-TV series has been sponsored for two years by the C&S National Bank and supported by heavy on-air and print promotions.

KRLD-TV Dallas-Fort Worth earned a George Washington Honor Medal for its special, Star Spangled Banner Still Waving? The program showed scenes of a flag raising ceremony and other wholesome youth activities, with the notation that "they, like hundreds of thousands of others are serving their community, their God and their country in their own way . . . without the glare of publicity. In them lies the hope of a brighter tomorrow."

WKRC-TV Cincinnati won a George Washington Honor Medal for the first of its Living History Trips series, "Destination: Washington, D.C."

WHYN-TV Springfield, Mass., received a George Washington Honor Certificate for its Fourth of July pledge. The patriotic 30-second "mini-messages" were aired during the week leading up to the July 4 weekend. Each spot included on-camera appearances by the staff and management of WHYN-TV reciting the pledge of allegiance, requesting the audience to display the American flag and reaffirming the station's belief in U.S. ideals and heritage.

WSBP-TV Toledo, Ohio, received a Freedoms Foundation award for its July 4, 1969 editorial, "Some Off-Beat Thoughts on Independence Day."

The George Putnam News on KTV(TV) Los Angeles received a National Recognition Award for the commentator's "forthright championing of decency, morality and Americanism" and for his "courageous and consistent support on television of law enforcement and his intellectually competent, constant opposition to the growth of anarchy."

KIRO-TV Seattle won a George Washington Honor Medal for its Call for Patriotism promotion, which cost the station an estimated $26,000 in air time. Viewers were encouraged to purchase flags, made available by KIRO-TV at below cost, and instructed on how to display them properly. Public-service spots on the history of the flag were run from June 1 to July 4, 1969.

WFLA-TV Tampa, Fla., won a George Washington Honor Medal for a May 1-
Ad Council reviews its priorities

Drug-abuse campaign appears to be dominant in '70, but there are 15 others in planning stage

The Advertising Council undertook a serious housecleaning of its public-service commitments in the last year in what its president, Robert Keim, calls "a review of what we are doing, what we could be doing that we're not doing, and what can give way."

That intensive re-evaluation of priorities, which has been building over a number of years, according to Mr. Keim, should bear its first fruits this summer. Some council projects were swatted out in the overhaul, others have been given greater attention, and some new campaigns have been added. It is the first of these new campaigns, a drive against drug abuse, that will be nationally introduced early next month.

The kick-off date for the drug-abuse campaign is July 8, although the project has been in the works for some time. The campaign is officially sponsored by three government agencies—the National Institute of Mental Health, a division of the Department of Health, Education and Welfare; the Bureau of Narcotics and Dangerous Drugs, a division of the Department of Justice, and the Department of Defense—with the participation of a private group, the National Coordinating Council on Drug Abuse Education and Information.

The drug-abuse project has had the support of the Nixon administration, and Bud Wilkinson, who serves as White House liaison with the Ad Council, played a key role in the development of this campaign. Compton Advertising is the volunteer agency assigned to it and Thomas B. McCabe Jr., Scott Paper Co. vice president, is coordinator.

The drug industry, too, is watching the development of the drug-abuse program with keen interest, and industry representatives have been meeting with the Ad Council. The drug industry, which has fallen under heavy criticism lately over the disputed effects of promoting drug use—a situation that parallels in some respects the tobacco issue—is "playing it much better than the cigarette people," in the opinion of one observer.

The council is producing 17 drug-abuse spots. One 10-second ID featuring New York Mets pitcher Tom Seaver is completed; the rest are in various stages of production.

Antismoking spots in recent years have eaten into time which would ordinarily be donated to council projects; so much hinges on the yet unresolved future of antismoking spots after Jan. 2, 1971, which is the deadline for broadcast cigarette advertising. The council has pinned its hopes for the drug campaign, in large part, on the assumption that some of this antismoking advertising will disappear with the tobacco advertising, and that the media can be persuaded to fill the gap with drug-abuse material.

Compton calls research instrumental in the development of a strategy for the drug-abuse campaign. Five separate target audiences were determined, and the agency decided to concentrate on a pre-teen-age preventive campaign. Other target audiences are the youth-through-college group, parents, the inner city, and the military. The underlying theme and the tag line, "Why Do You Think They Call It Dope?" will be common to all five campaigns.

The spots directed to youngsters will attempt to counter peer pressure with common sense. An auxiliary campaign designed to reinforce young people who do not use drugs will feature "heroes"; the Tom Seaver spot is the first in that series. Quick, pointed messages will be geared for the older group, high-school and college students, and the inner-city population will hear an appeal to minority-group pride.

In its research, Compton found that the military man who uses marijuana reacts violently to the thought that his girl back home uses pot, and the agency plans a spot that will touch that nerve. Another projected spot, now in storyboard form, asks the GI: "How would you like the guy laying down cover-fire for you stoned?"

While the drug-abuse project seems to consume much of the council's energies these days, it is still only one of 15 major campaigns the council will conduct this year. Three other newly proposed campaigns are nowhere near

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this stage of readiness.

- Voluntarism is probably the farthest along of the three. Campbell-Ewald, Detroit, a Chevrolet agency, is oddly teamed up with James Morissey, director of advertising and sales promotion at Ford, who will function as coordinator. The project, which is being sponsored by the new National Center for Voluntary Action, has among its supporters President Nixon and Secretary of Housing and Urban Development George Romney.

The voluntarism program, which will encourage the private citizen to volunteer for local public-service projects, "will have its effect on everything we're doing," predicts Mr. Keim.

- Population growth has been assigned to the Richard K. Manoff agency for exploration, "to see in their opinion if this is admissible," Mr. Keim explains. Mr. Manoff has been personally active in population-control causes. While there was some initial apprehension that a population-control campaign might end up knee-deep in controversy, and there was even some fear that opponents of birth control might ask broadcasters for equal time, the council is fully committed to the project.

- The food-nutrition-and-health campaign is an outgrowth of the White House conference on that subject last December. The council hopes it will be able to offer educational spots on nutrition as well as spots that will help implement aid programs, such as the federal food-stamp plan. No agency has yet been assigned.

Other campaigns, some of the council's veteran efforts, are taking a new direction this year. The Keep America Beautiful anti-litter drive was guided by Lennen & Newell until this year, when Marsteller Inc. was assigned to the project and its thrust shifted to anti-pollution. The campaign has been suspended while plans are being drawn up by the new agency.

Because the whole subject of environment-quality has received sudden massive exposure in the media, a pilot campaign mapped out earlier this year calling attention to the program has been junked because it is already dated. Instead, the council has decided to take a positive approach and will offer a booklet, 100 Ways You Can Stop Pollution. Robert Keim comments: "Everyone is wringing his hands and predicting the end of the earth and not without justification. We want to say the time for handwringing is past."

The council has mounted a "Scream Bloody Murder" campaign which replaces the seat-belt campaign run in recent years by the Ad Council in collaboration with the National Safety Council. Drunken drivers are the new target. A 60- and a 30-second spot just released to the networks points out: "It's not the drink that kills on the highway. It's the drunk."

It is estimated that half the deaths on the road are caused by drunken drivers, and while most states have laws that deal with drunken driving, the council feels a need for stricter enforcement. So this campaign is designed to exert pressure on courts and motor-vehicle officials as well as the motoring public. "We find on many campaigns that officialdom is ready to act," says Mr. Keim. "They just don't know if the public interest is there." This campaign, he hopes, will crystallize that public concern.

While the "Lock Your Car; Take Your Keys" campaign is still running, the council and the Department of Justice are considering alternative approaches to the crime problem. Justice would like to move the campaign into other major crime areas, but just which ones have not been determined. One idea under advisement is a campaign to support law enforcement, although caution must be exercised here, observes Mr. Keim, because such advertising "can be misinterpreted in the ghettos, for example. It could be taken as a crack-down kind of thing."

The auto-theft campaign, the council admits, fell short of success. Theft rates continue to rise alarmingly. In Los Angeles and other markets, experiments with saturation were rewarded in the short term, but as soon as stations turned their attention to other public-service campaigns, the auto-theft rate zoomed up again.

These campaigns were undoubtedly the subject of off-the-record briefings held by top Nixon-administration officials for members of the Ad Council, who met at the White House last week in their 26th such annual session. Among the administration speakers were: Mr. Wilkinson; Secretary of State William P. Rogers; Deputy Secretary of Defense David Packard; Attorney General John N. Mitchell; Russell E. Train, chairman of the Council on Environmental Quality; Herbert G. Klein, director of communications; Bryce N. Harlow, counsel to the President; Secretary of Labor George P. Shultz; Postmaster General Winton M. Blount; Secretary of Commerce Maurice H. Stans; Under Secretary of the Treasury Charles

One face in the crowd
causes council problems

Networks and some New York stations are reluctant to air a public-service message because one member of the cast is running for public office.

In the Ad Council's most recent effort for the Urban Coalition over 100 celebrities sing "Let The Sun Shine In" from the Broadway musical, "Hair." Viewers are left to guess who is who while the camera pans the crowd of notables from sports, entertainment, business and government.

They may have a tough time though spotting Arthur Goldberg, who is running for governor of New York state, in the revised version put out by the Council after Mr. Goldberg declared his candidacy. Close-ups of the former Supreme Court Justice, in the original spot above, have been edited out in the newer version.

But the spot still has failed to gain total acceptance by New York broadcasters.

BROADCASTING, June 22, 1970
The Peace Corps use all Corps’ signed by the council and areas.”

Both forest-fire prevention and zip code spots are being withdrawn from network circulation, although the council hopes stations will continue to air them locally.

Zip code, which received its greatest contributions from the print media, will eventually be phased out altogether. Forest-fire prevention, which is almost regional in its application, will continue on a spot basis.

The Ad Council’s campaign to publicize its own activities, a campaign that used radio primarily, is being closed out, and Invite and Welcome Foreign Visitors, a campaign designed to improve the U.S. gold flow, is out after three years. Equal Employment Opportunity is being phased out to make room for “new campaigns in related areas.”

The Peace Corps campaign was resigned by the council and Young & Rubicam, when the Peace Corps’ new administration decided to take a different recruiting tack.

The council protested that the Peace Corps’ efforts to draw volunteers from all segments of the population made the use of mass media impractical. The Peace Corps is now among the campaigns recommended for secondary support in the council’s radio-TV bulletin.

A major push begun a year ago to curb the inflationary economy proved disappointing, and the Inflation Can Be Stopped campaign has been terminated. Great quantities of mail came in from viewers offended by the “Let’s All Be a Little Less Piggy” theme and from individuals who felt the council had unjustly blamed the consumer, rather than labor or government. But the campaign’s real downfall was the low level of media acceptance, especially by the print media, which found it hard to position an appeal to restrain spending next to paid advertising.

Media circulation was generally improved last year, up in all categories except television, which was off by 4%. The drop was said to be the result of the competition of antismoking messages for free time. The council’s total network-TV circulation for 21 major campaigns in 1969 was 20,742,620,000 home impressions. (Nielsen Television Index, which contributes its services to the council, defines a home impression as one message seen once in one household.)

Despite the decrease in TV circulation, the council counts 1969 as a successful year and credits very well-received film material and a slowdown in spot business.

Local-spot contributions, the council estimates, at least doubles the Nielsen network figure.

Among the five campaigns receiving the most support, circulation increases ranged from 20% to 60%.

The dollar value of all media contributions to those five campaigns were as follows: Eighty-million dollars went to traffic safety, compared to $50 million in 1968; $57 million was contributed to the United Fund, up from $35 million the year before; U.S. Savings Bonds received $58 million in media contributions in 1969 and $47 million in 1968; Keep America Beautiful received $35 million last year and $21 million the year before; and the Peace Corps received $29 million last year, up from $24 million in 1969. In addition to the top five, nine campaigns received between $12 million and $25 million in donated time and space.

The total number of home impressions registered by the Ad Council’s secondary projects listed in the radio-TV bulletin dropped 12,838,110,000 last year, compared to 13,501,680,000 the year before.

Traditionally the biggest bulletin campaign, the Care food crusade, received over a billion home impressions last year.

The Christmas Seal campaign, Cancer Control month, and the Heart Fund, which also receive heavy support as a rule, were off in their fund-raising efforts last year, probably due to the increased use of related antismoking spots. Mental Health month was up; Girl Scouts was up; the Clean Air and Clean Water information drives were up dramatically.

The Ad Council took a reading, in the past year, of broadcaster reaction to the idea of piggybacking public-service spots.

The response was a forceful don’t-do-it; broadcasters claimed they have trouble enough with the paid piggybacks.

The council has not yet given up on the idea, however, and may see if stations are receptive to piggybacking two 30-second spots from the same campaign. The new drug-abuse campaign is the likely guinea pig for that experiment.

The council’s trend toward softening its spots is much in evidence in current broadcast material. Fewer spots feature mangled human or automobile bodies, and more take what Mr. Keim calls a “positive tone.”

As it is, the Ad Council often gets blamed for a “number of gloom-and-doom public-service announcements” for which it is not responsible, and, says President Keim: “It comes home to roost with us whether we’re guilty or not.”

Caution is particularly evident in the council’s newer campaign dealing with deprived, the ghetto, and the problems of minorities. The emphasis is on solutions rather than what could be an inflammatory dramatization of the problem.

Additions to and deletions from the council’s line-up of projects are there for all to see, but these other, more subtle changes are taking place as well. The council used to “wait to be asked to do things,” wait to be approached by government or business, with a suggestion, says Mr. Keim, but now a more aggressive Advertising Council is “reaching out a little more.”
NAB draws a bead on divestiture plan

Special Working Group wants extensive study conducted on FCC proposals, seeks to hire Loevinger as its counsel

The National Association of Broadcasters launched a full-scale fight against FCC moves to end crossownership of newspapers and radio-televisión stations at the first meeting last week of its special committee formed for the task.

Although the NAB group, called a Special Working Group on Media Structure and Service, will conduct its own campaign, it also plans to maintain a close liaison with a similar task force formed by the American Newspaper Publishers Association (Broadcasting, June 15). The first move by each group was to request for extension of the deadline for comments on the proposed rulemaking to require divestiture of multiple broadcast outlets in a single market. The ANPA group requested a six-month extension and the NAB group requested first a four-month extension and then said it would be back for more.

The NAB group declared that “no one federal rulemaking proposal has ever posed such a momentous restructuring of a regulated industry,” and that the proposal “represents the most drastic, far-reaching and destructive action to confront broadcasters since the inception of communications regulations.”

The NAB group called on the broadcasting industry for a “major commitment” to demonstrate that FCC attempts to end crossownership of newspapers and radio stations would damage broadcasting’s ability to serve the public.

The NAB group will recommend to the NAB board (which meets June 23 in Washington) that the industry make every effort to reverse the FCC one-to-a-customer rule, which prevents broadcasters from acquiring more than one broadcast outlet in the same market (Broadcasting, March 30) and to oppose the proposed divestiture rule.

In seeking extensions of the deadline for comments both NAB and ANPA indicated they planned intensive research studies, probably by outside researchers, into the whole question of multithiership of mass media. The NAB group also recommended to its board that former FCC Commissioner Lee Loevinger be retained as special counsel. Before joining the FCC Mr. Loevinger was assistant attorney general in charge of the antitrust division of the Department of Justice, he is currently a partner in the Washington law firm of Hogan and Hartson.

Douglas L. Manship, president of WBRZ-TV Baton Rouge and chairman of the NAB group, said of the divestiture and one-to-a-market actions: “These are some of the most radical and far-reaching actions over attempted by the FCC. If fully implemented, they will affect not only broadcasters but everyone in the nation. Their ramifications need to be thoroughly examined and understood before such serious steps are considered. We believe the commission should grant time to develop the facts. We are convinced that when the facts are developed, it will become apparent that these actions will damage the quality of broadcast service to the public.”

The necessity of research in the field was emphasized by both the ANPA and the NAB units, which noted that arguments for both FCC rules are remarkably without reference to actual instances of abuse by multimedia owners or those with crossownership ties. In addition, a basic contention of the media owners is that such action by a regulatory agency is unconstitutional.

The NAB petition to the FCC said the working group “is now actively engaged in determining the areas and questions to which research should be directed.” While much recent research is helpful, it said, the group believes “the proposed structural realignments is of such magnitude that a more far-reaching and comprehensive study is needed if the government is to have sufficient data before it arrives at a proper decision...”

The NAB asked for the four-month extension to afford its working group adequate time in which to formulate and contract for its desired program of research. Then the NAB plans to file a “petition outlining the full scope of the research to be undertaken and designating a proposed target date for the conclusion of the research.”

The NAB group directed its staff to “proceed as rapidly as possible to explore all areas in which research might be required” so that all necessary work may be authorized at an early date. The group acted after hearing a report from John Dimling, NAB vice president for research, on existing research material on the effects of joint ownership and on potential research resources. The group asked Mr. Manship to maintain liaison with the ANPA task force, which is concerned mainly with the newspaper-ownership aspects of the issue.

Both the NAB and ANPA groups have indicated that they will not confine their fight to commission circles. They intend to spend considerable effort opposing the rules in Congress.

In addition to Mr. Manship, those attending the meeting of the NAB groups were: Norman P. Bagwell, vice president, WKBW-TV Oklahoma City; Clair R. McCollough, president, Steinman Stations, Lancaster, Pa.: James Moroney, Jr., executive vice president, WFBY-TV Dallas; Charles Gates, vice president, WGN Continental Broadcasting Co., Chicago, representing Ward L. Quaal, WGN president; Frank Gaither, vice president, Cox Broadcasting Corp., Atlanta, representing J. Leonard Reinsch, Cox president; E. R. Vadeboncoeur, president, Newhouse Stations, Syracuse, N.Y., and Edwin K. Wheeler, executive vice president, Evening News Association, Detroit. Members of the NAB executive committee are ex-officio members of the committee with the exception of Grover Cobb, of Gannett Co., who heads the ANPA committee.
Irked examiner backs WCCO renewal

Declares the commission lacked the facts
for hearing order on multimedia issue

An FCC hearing examiner apparently vexed at both the commission and the complainant in the case has recommended that the commission renew the licenses of WCCO-AM-TV Minneapolis without a hearing.

A hearing on the renewal applications "would not produce facts so prejudicial" to Midwest Radio-Television Inc., the licensee, "that it should be forced into further expense of time and money," said the examiner, Herbert Sharfman. It would, he added, merely "be protracted, futile, and inevitably expensive."

The examiner issued his recommendation in an unusual report requested by the commission. He was directed to analyze Midwest's petition for review of the hearing order and oppositions to that petition filed by the Broadcast Bureau and Hubbard Broadcasting Co., and to determine whether any issues of fact relating to issues in the case remain unresolved. Hubbard is licensee of competitors of WCCO-AM-FM-TV, KSTP-AM-TV Minneapolis.

Examiner Sharfman said none of the issues have been resolved in the sense that the pleadings have been tested in cross-examination. But he said he was satisfied that neither the bureau nor Hubbard would be more successful in a hearing than they were in their pleadings in impairing Midwest's "adequately pleaded factual showing."

And in a jibe at the commission, he said it instituted the case without the first requirement for an adjudicative proceeding—facts.

A key issue in the case is whether Midwest and its owners have an undue concentration of media control in Minneapolis and St. Paul. "or any broader geographic area . . ." Midwest is 53% owned by Midcontinent Radio-Television, which in turn is owned in equal shares by a holding company and by Northwest Publications Inc. Northwest is controlled by Ridder Publications, publisher of the St. Paul Pioneer Press and Dispatch. The remaining 47% of Midwest is owned by the Minneapolis Star and Tribune.

The commission also designated issues to determine whether Midwest used its newspaper connections to obtain rights to broadcast sporting events, and to determine whether newspaper-connection afforded Midwest reciprocal benefits to the disadvantage of competing broadcast licensees.

The examiner said the concentration issue could more appropriately be settled in a rulemaking proceeding. The commission is now considering a rule that would require breakup of multimedia holdings within a community.

And he resolved the other issues in Midwest's favor. He expressed doubt that the bureau and Hubbard, considering the evidence they have amassed thus far in a proceeding that began in March 1969 (Broadcasting, March 24, 1969), "will ever have enough to refute" Midwest's denials of the charges. Denials were detailed in massive pleadings.

The proceeding originated with charges made by Garfield Clark, manager of KSTP, in a statement filed with the Senate Antitrust Subcommittee opposing a bill to permit newspapers to engage in joint operations without running afoul of the antitrust laws.

Mr. Clark had charged that its newspaper connections gave WCCO(AM) an unfair competitive advantage in obtaining broadcast rights to the games of Minneapolis' professional baseball, football and hockey teams. He also claimed that the Minneapolis and St. Paul newspaper references to local broadcast stations were controlled to favor wcco and to discriminate against kstf. Midwest denied the charges.

Hubbard is a reluctant party to the proceeding. After being named a party in the commission's hearing order, Hubbard filed a statement saying it did not intend to make an appearance. It changed its mind, however, after the commission issued an order directing it "to appear and participate actively . . ."

Examiner Sharfman left no doubt he felt that Mr. Clark's statement provided less than a solid basis for FCC action; he called the allegations regarding Midwest "a melange of sentiments."

But more striking was the strong language he used in describing the commission's use of the allegations. Instead of asking Mr. Clark for details, he said, "the commission, which evidently did not intend, and still does not, refute its concentration, which would warrant the course, asked Midwest to comment; and finally after receiving Mr. Clark's patronizing response (to the comment), instituted a proceeding . . . ."

Furthermore, he said, the specification order the commission later issued to elaborate on Midwest's possible derelictions made it clear "that the commission was trying to satisfy an inquisitiveness awakened by Mr. Clark."

He said "it propounded questions which it seemed to think someone in Midwest's position should be obliged to answer . . . . The specification order..."
merely certified to the emptiness of the commission’s arsenal in everything except curiosity."

Mr. Sharfman went to considerable pains to stress that his report is not to be taken as a defense of newspaper ownership of broadcast properties in general or of the cross-ownership of media interests involved in the Midwest case in particular. Nor was he, he said, “bemused by the host of statements Midwest has elicited from members of the establishment, which will always rally around to support one of their own.”

But, he added, the statements Midwest has obtained to the effect that it has exerted “no improper pressure to secure broadcast rights, would be proof against impeachment.”

At the conclusion of his 109-page report, Mr. Sharfman raises a question as to whether he should be disqualified from presiding if the commission decides to proceed with a hearing on the renewal applications.

The commission may feel, he said, “that after this report, with its rather uninhibited expressions of opinion on the merits of the controversy, and its evaluation of the pleaders’ performance, it would be better that he [Mr. Sharfman] does not preside at the hearing.”

**Changing Hands**

**Announced:**

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

- WBSM(AM) New Bedford, Mass.: Sold by George Gray and others to Mrs. Sally Lyons and James McCann for $850,000. Sellers will retain WBSM-FM New Bedford. Mrs. Lyons is the daughter of Ralph Gotlieb, who with Mr. McCann owns WKBK-AM-FM Manchester, and WTSN(AM) Dover, both New Hampshire. WBSM is full time on 1420 kc with 5 kw day and 1 kw night. Broker: Hamilton-Landis & Associates.

- WOKJ(AM) Jackson, Miss.: Sold by Mrs. Ann P. McClendon to E. O. and Zadie D. Reid for $775,000. Mrs. McClendon owns WENN-AM-FM Birmingham, Ala.; WFXM(FM) and WAPT(TV), both Jackson, and 50% of WMBT(TV) Baton Rouge. Buyers have interests in WGCN(AM) and WTMJ-FM, both Gulfport, Miss.; WBOP(AM) Pensacola, Fla.; WTVG(AM) Tuscaloosa, Ala., and WOPI-AM-FM Bristol, Tenn. E. O. Reid owns WHIP(AM) Booneville, Miss., and Messrs. Roden have interests in WTVG(AM) Tupelo, Miss. WOKJ is full time on 1550 kc with 50 kw day and 10 kw night.

- WBKY-AM-FM West Bend, Wis.: Sold by estate of August C. Berkoltz to Gazette Printing Co. for $400,000. Sidney H. Bliss is chairman of Gazette Printing Co., publisher of the Janesville (Wis.) Gazette and owner of WCLO-AM-FM Janesville. WBKY is a daytimer on 1470 kc with 1 kw; WKBK-FM is on 92.5 mc with 32 kw and an antenna 115 feet above average terrain. Broker: Hamilton-Landis & Associates.

- KLEX-AM-FM Lexington, Mo.: Sold by Ralph Meador to Kenneth A. Meyer and others for $225,000. Buyers are principals of KFAL(AM) and KTXR(FM) Fulton, and KMTC(TV) Springfield, both Missouri. KLEX(AM) is a daytimer on 1570 kc with 250 w; KLEX-FM is on 106.3 mc with 3 kw and an antenna height of 205 feet above average terrain. Broker: Hamilton-Landis & Associates.

- KNEZ(AM) Lompoc, Calif.: Sold by H&B American Corp. to Alan Beach and Marvin Chesbro for $150,000. William M. Jennings is board chairman of publicly held H&B, a multiple CATV owner that is merging with Teleprompter Corp. (Broadcasting, Aug. 11, 1969, et seq.). H&B is also applicant for channel 16 in Dubuque, Iowa. Mr. Beach, a former employee of KNEZ, has interest in KAVR-AM-FM Apple Valley, Calif. Mr. Chesbro is an attorney and owns an industrial real estate investment firm. KNEZ is full time on 960 kc with 500 w.


**Approved:**

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see “For the Record,” page 94).

- WLTV(TV) Bowling Green, Ky.: Sold by George A. Brown Jr. and others to D. C. Combs, John M. Berry Sr. and others for $1 million. Buyers have interest in a finance company, stockyard operation and firm manufacturing feed additives. Mr. Combs owns real estate, insurance and investment firms and employment agencies. Mr. Berry is an attorney. WLTV, an ABC-TV affiliate, is on channel 13 with 316 kv visual.

**New affiliate**

KVUS-TV Miles City, Mont., has joined NBC-TV as a full-time affiliate. The Custer Broadcasting Station operates on channel 3 with 10.2 kw visual.

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**EXCLUSIVE LISTINGS:**

**TENNESSEE**

—Low on the dial daytime AM with PSA. Excellent coverage. Estimated 200,000 plus population in a .5 M/V contour. Price, including real estate with rental property—$710,000. Excellent terms with $30,000 cash required.

*Contact Cecil L. “Lud” Richards in our Wash. office.*

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*Contact George W. Moore in our Dallas office.*
FCC puts final touches to CATV plans

Nearly all aspects of cable activity—from programming to ownership—may soon be under commission purview

The FCC is scheduled this week to wrap up and deliver to waiting broadcasting and CATV industries the largest package of orders and proposals yet in the commission’s effort to develop CATV regulatory policy.

The last major preliminary step was taken last week, when the commission tentatively approved a notice of proposed rulemaking embodying the so-called CATV Public Dividend Plan (Broadcasting, May 23).

Other elements of the package given preliminary approval earlier (Broadcasting, June 15) and expected to be issued this week include:

* A rule banning crossownership of television stations and CATV systems in the same market, and prohibiting networks from owning CATV operations anywhere.

* A notice of proposed rulemaking to limit the number of CATV systems a company can own, or the number of subscribers a company can serve.

* A notice of proposed rulemaking establishing technical standards for CATV systems.

* An order affirming the commission order last October requiring CATV systems with more than 3,500 subscribers to originate programming; it also applies to systems making per-program charges for originated material the same limitations that have been imposed on over-the-air pay-television stations to prevent them from siphoning off programming now seen on free television. The effective date was originally scheduled for Jan. 1, 1971, but this is expected to be moved back to April 1.

In addition, a notice of inquiry, originally drafted as part of the dividend plan, may be issued separately. It deals with the complex question of federal-state-local relationships in the regulation of CATV, and raises the question as to whether the commission should pre-empt the entire field of CATV regulation.

The document reportedly rejects the idea of commission licensing of CATV systems on the ground that the agency lacks the necessary manpower. However, it suggests that the commission set standards which local municipalities would consider in issuing CATV franchises.

The inquiry reflects commission—as well as CATV-industry concern—over the frequently conflicting standards and rules laid down by states and municipalities. The problem was illuminated recently by a Kansas Supreme Court decision overturning a Wichita CATV ordinance. The court held that the provisions in the ordinance—setting technical standards, fixing charges to subscribers and setting as a franchise fee a percentage of a CATV system’s gross revenues, among others—added up to an unreasonable exercise of the city’s au-

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Court insists on CATV quality

Whose right is to prevail: subscriber’s to clear signal, station’s to protection?

The FCC has considerable latitude in ordering a CATV system to afford a television station nonduplication protection. But it must take into consideration the possibly inferior signal it is forcing on the CATV system’s subscribers.

The Ninth Circuit Court of Appeals, in San Francisco, made this clear in reversing a commission order requiring Cable TV of Santa Barbara Inc., to afford KOVO(TV) Santa Maria, Calif., exclusivity in nearby Santa Barbara. The court directed the commission to hold a hearing on whether the KCOV signal on the cable is comparable to the Los Angeles signals the CATV system would otherwise be free to carry.

The commission had imposed the exclusivity requirement not under 74.1103 of its rules, which provides for such protection for local stations, but under 74.1109, a provision of the rules designed to provide the commission flexibility for dealing with matters not otherwise covered in the rules—as was true in the KCOV case. KCOV puts a predicted grade-A signal over Santa Barbara, 57 miles away. But because of the intervening Santa Ynez Mountains, the station’s signal is not received there off-the-air.

Accordingly, the commission employed 74.1109. Its purpose, the commission said, was to carry out its television allocations policy. In a number of previous cases, the commission had based nonduplication orders on predicted contours when the off-air signals involved did not reach the community where the CATV system was located.

The Ninth Circuit Court, which acted on an appeal by Cable TV, held that the commission was within its authority in using 74.1109 as it did; the court said the commission needs the flexibility the rule provides for dealing with the expanding CATV industry, and it rejected the cable system’s argument that the allocations policy does not accord with the nonduplication policy given the station.

The court also upheld the commission in rejecting the arguments of Cable TV and KEYT(TV) Santa Barbara, which had supported the cable system’s appeal, that the commission had failed to weigh the detrimental impact the nonduplication order would have on them. The court said the commission’s virtually summary rejection of those arguments was what they merited.

But the court was troubled by the lack of commission discussion of the contention that the nonduplication order would force 60,000 cable-TV viewers in Santa Barbara to accept allegedly inferior CBS and NBC network signals. It said the commission should have developed the facts in the matter and the reasons for its conclusions, adding: “Without such a disclosure . . . we are unable to perform properly our duty of judicial review.” Nowhere in two orders in the case, the court said, does the commission state explicitly that it believes the signal to be adequate or at least that it could be up—
The dividend plan remains essentially unchanged from the outline contained in the staff memorandum that the commission considered last month. CATV systems would be permitted to import up to four distant signals but with the proviso that they delete the commercials from those signals and permit local UHF stations to sell the time made available.

It would also require CATV systems to pay 5% of their gross to the Corp. for Public Broadcasting, provide for compulsory copyright licensing and prohibit local communities from imposing franchise fees of more than 2% of their gross on CATV systems. The copyright provision certainly, and the one dealing with local franchise fees probably, would require congressional approval.

Officials say that the proposal would exempt small systems (probably fewer than 3,500 subscribers) and those 35 miles from a television station from the 5% payment to CPB. The document also contains a number of proposed alternatives on which comment will be requested—whether, for instance, CATV systems should be required to bear half the cost of substituting local UHF commercials for those on the distant signals, or whether the local station should pay the entire cost.

The notice will also ask whether VHF stations in intermixed markets should be permitted to sell time in the distant signals if they can show they would otherwise suffer serious impact as a result of the CATV system's operation. Originally the proposal provided for VHF station participation in the plan only in all-VHF markets.

The dividend plan would also require CATV systems to dedicate channels to certain purposes—one for news, public affairs and local live originations; and one or more for civic purposes. It would also permit systems to lease channels on a common-carrier basis for such functions as burglar and fire alarms and video shopping.

One proposal that the commission last week shelved indefinitely would have provided some CATV systems with a measure of immediate relief. The Cable Television Bureau had drafted an order eliminating the present procedure under which local stations can block CATV importation of signals from an overlapping market simply by filing a protest. The bureau had proposed that the staff process such requests pending a determination as to whether the requested service would have an adverse impact on local stations.

However, Commissioner Robert E. Lee reportedly blocked consideration of the proposed order. The commissioner, whose vote Chairman Dean Burch needs to issue the dividend plan for comment, said he would vote against the notice of rulemaking unless consideration of the bureau's proposal was postponed until the conclusion of the rulemaking proceeding.

The notice of rulemaking is expected to be issued by a vote of 4-to-3, with Commissioners Robert T. Bartley, Kenneth A. Cox and Robert Wells in the minority. Commissioner Cox is unhappy over the proposed importation of distant signals; the other commissioners, about the kinds of regulation proposed for the systems.

Can they or can't they tax CATV's?

Ohio appeals court says no, but two towns skirt issue of gross-receipts levy

Since April, many CATV operators and the cities franchising them have been operating under a cloud of uncertainty as to whether the gross-receipts tax the cities were imposing on the systems was legal. A federal court in Ohio had said such taxes were unconstitutional, but no one could quite accept that, and it was widely assumed the Ohio cities involved in the case, Sandusky and Fremont, would ask the Supreme Court to review the decision and straighten things out.

It was learned last week, however, that Sandusky and Fremont have decided against that route. The city solicitor of Sandusky would not say why. "No particular reason," he said when asked. The city solicitor of Fremont was more candid: "Money."

The court involved, the Sixth Circuit Court of Appeals, in Cincinnati, declared that the Sandusky and Fremont ordinances providing for CATV regulation were invalid on two grounds. One was that they impose a gross-receipts tax on proceeds from interstate commerce "in violation of the interstate commerce clause of the Constitution..." The other was that they do not contain definite standards for regulation and administration.

The brief decision—less than five pages in length—affirmed a federal district-court ruling which held that the cities' ordinances are unconstitutional and enjoined the cities from enforcing the ordinances against the company...
bringing the suit, Wonderland Ventures Inc. Sandusky's ordinance provided for a 3% gross tax; Fremont's called on CATV systems interested in serving the city to submit bids based on a percentage of gross receipts for monthly service charges for units of 1,000 or more subscribers.

Although the constitutionality of the gross-receipts tax is in doubt, it is assumed that cities will continue to impose it on CATV systems unless other circuit courts or the Supreme Court eventually concur in it.

The FCC will act on this assumption in the major CATV rulemaking proceeding it is expected to issue this week (see page 82). One of the provisions would prohibit municipalities from charging CATV systems a franchise fee of more than 2% of gross revenues. The commission notice reportedly takes note of the sixth circuit court's decision but asserts that the agency cannot pass on its merits, that it is still a matter for the courts to resolve.

As for the cities directly involved in the sixth circuit court's decision, they do not take the broad view of the case commonly held by commission attorneys and private communications lawyers in Washington. They are proceeding with plans to franchise CATV systems almost as though they did not lose in court.

Sandusky's city solicitor, John Lehrer, said he interprets the decision as applying only to systems operating under leaseback arrangements with telephone companies—as was true of Wonderland in Sandusky and Fremont. He indicated Sandusky would invite bids from firms that will build their own plants, and he said the city expects to impose a fee on gross revenues.

Fremont's attorney, Calvin Bristley Jr., interprets the decision even more narrowly than his colleague in Sandusky. Mr. Bristley regards the circuit court's decision as merely affirming the lower court's decision which, he said, held the city's ordinance to be invalid "only so far as Wonderland was concerned."

Fremont has all but selected a local broadcaster, Wolfe Broadcasting Corp., licensee of WFRQ-AM-FM, as its CATV franchisee. It plans to build its own system, and will not be charged a franchise fee. But Mr. Bristley said the lack of a fee was not dictated by the circuit court's decision.

He said the ordinance under which Wolfe will be franchised provides for a gross-receipts fee. However, he said that the lack of a fee will permit "an adjustment" in the charges to CATV subscribers. He said the charges would be higher if a fee were imposed.

BEST campaign for Cox slot continues

Group says minority FCC member would be sensitive to needs; names 11 choices

Despite continuing indications that the White House has other plans, Black Efforts for Soul in Television is stepping up its effort to persuade President Nixon to name a Negro to the FCC.

BEST, which seeks to promote the responsiveness of broadcasting to the needs of blacks, last week released the names of 11 Negroes it has suggested as worthy of consideration for the vacancy to be created when Commissioner Kenneth A. Cox's term expires on June 30.

At the same time, BEST released a statement asserting that its campaign for a black or other minority-group FCC member is based on the premise that, because the seven-member commission "sets standards of ownership, employment, and operations for the use of the public airwaves, it is essential that these policy makers be representative of the broad diversity that exists in America."

BEST noted that since its establishment in 1934, the FCC has had 42 members, all white.

Some of the members of the Senate Commerce Committee, which has jurisdiction over the FCC and will have initial responsibility in the Senate for considering the qualifications of whomever the President appoints, have evidenced at least the concept of a minority-group member for the FCC.

Several, including Republican members, have expressed their views directly to the White House. One of these senators, Hugh Scott of Pennsylvania, the minority leader in the Senate, transmitted BEST's list of possible candidates to the White House staff several weeks ago. BEST's campaign came to light last month, when the group released a copy of a letter to President Nixon urging him to consider the appointment of a minority-group member to the commission (Broadcasting, May 11).

Other Commerce Committee members who have written the White House on the matter after hearing from BEST are Senators Daniel K. Inouye (D-Hawaii), Joseph D. Tydings (D-Md.), William B. Spong Jr. (D-Va.), Charles E. Goodell (R-N.Y.) and Marlow W. Cook (R-Ky.).

BEST did not do as well in its effort to obtain National Association of Broadcasters backing for its position. Vincent Wasielowski, NAB president, in a letter to BEST last week, said that "broadcasters believe that individuals possessing the highest qualifications should be appointed to the commission."

"We would welcome the appointment of an individual of any race to the commission, provided he or she has the essential qualifications for membership on that important body."

BEST's position, as expressed in its release last week, is that the 11 persons it has suggested as possible candidates not only have the necessary education and experience to serve on the commission but, in addition, have the "experience of and sensitivity to America's minorities."

The potential candidates suggested by BEST follow:

Thomas I. Atkins, a member of the Boston city council, executive secretary of the Boston National Association for the Advancement of Colored People and a lecturer on urban politics at Wellesley College.

Joseph W. Baker, of Los Angeles, an attorney and radio engineer, who holds third, second and first class ham licenses.

John Bowen, an attorney and a Republican state senator, from Columbus, Ohio, and member of the board of the Columbus Urban League.

Anthony Brown, of Detroit, executive producer of National Educational Television's Black Journal and president of the National Association of
Black Media Producers.


Jean Fairfax, of New York, director of the NAACP's division of legal information and community service and president of the Black Women's Community Development Foundation.

Ragan A. Henry, of Philadelphia, an attorney with interests in real estate and industrial development and active in a number of civic organizations.

Timothy L. Jenkins, a consultant to the Republican National Committee and a former law professor at Howard University, in Washington, who is president of a research and development firm interested in environmental planning and community and economic development.

John Kellogg, an attorney and a Republican city councilman of Cleveland.

Ernest LeFontant, director, organizer and general counsel of Independence Bank of Chicago; director, vice president of operations and general counsel of Johnson Products, and counsel for WMPP (AM) Chicago Heights, Ill., a black-owned station.

R. Kenneth Mundy, of Washington, an attorney with the FCC from 1957 to 1965, and now practicing attorney in Washington.

BEST publicized the list at a time when it appeared that the President was considering the state treasurer of Indiana, John Snyder, for the Cox vacancy (Broadcasting, June 8). Absalom Jordan, national chairman of BEST, noting reports that Mr. Snyder was being offered the post in return for his agreement to drop out of his contest with Representative Richard L. Roudebush (R-Ind.) for the Republican senate nomination, said:

"This appointment is not a political game to the black community. The role of FCC commissioner is to protect the public interest which transcends party politics and broadcasters' profit motives.

New ABC affiliate

Wow (AM) Omaha will become an affiliate of ABC's American Information Network effective July 1. The Meredith Corp. owns and operates the station which broadcasts 24-hours-a-day with 5 kw on 590 kc. Wow was formerly affiliated with CBS Radio, which will be adding KBON (AM) Omaha as a new affiliate, also July 1.

Howard stills eeks FM, will appeal to court

Howard University of Washington has gone to court to appeal the FCC's second rejection of its application to compete for that city's last vacant FM channel (Broadcasting, June 15).

The university last week filed a petition for review of the FCC order with the U.S. Court of Appeals for the District of Columbia.

The commission's order, denying Howard's petition for reconsideration, was based on rules barring acceptance of applications for frequencies which are already the subject of hearing orders. Currently contending for a construction permit to operate an educational station on channel 207 are the Pacifica Foundation and the National Education Foundation.

In a dissenting statement to the commission's action issued last week, Chairman Dean Burch, joined by Commissioners Robert E. Lee and Robert Wells, acknowledged the need for a cut-off procedure in comparative hearings.

However, Mr. Burch said he saw "no deleterious policy consequences if we adopted a more liberal standard in the
Burch staying loose on multimedia issue

It will be at least a year before the FCC makes its proposed rule to break up multimedia ownerships in single markets, Chairman Dean Burch told members of the Georgia Broadcasters Association last week. If such a rule requiring divestiture of broadcast or newspaper properties comes to a vote, the result is not certain, the chairman added. Mr. Burch indicated he is not certain of his own position on the proposal and that he expects the vote will be close.

Mr. Burch said he was concerned over the possibility that one multimedia owner in a smaller market could lock up the news media but that he had no fear this could happen in larger markets.

The possibility that a final vote on the controversial rulemaking proposal might be delayed even longer was predicted by FCC observers who noted that both the National Association of Broadcasters and American Newspaper Publishers Association last week filed petitions for extension of the deadline for comments, four months in the case of NAB and six months for ANPA (see page 79). Speaking later to the same group, NAB Board Chairman Willard E. Walbridge, scored “antibroadcasting activists” for really not understanding what is behind broadcasting and for using the “big lie technique” to destroy broadcasting. Mr. Walbridge urged broadcasters to unite “against those who would destroy us” and to give their congressmen the “true picture of broadcasting as the best reflection of our total society that exists today.”

Mr. Walbridge said that one broadcaster at a meeting of the NAB ad hoc committee studying the industry’s image (BROADCASTING, June 15) had criticized NAB for having a “closed mind” regarding CATV. Mr. Walbridge observed that NAB long had supported moves to bring outside signals to under-served CATV areas. But he said, “We do oppose vigorously in behalf of a free industry that serves the public with a free service, the CATV unlimited concept that brings in any number of outside signals to markets to dangerously dilute and economically compete against the local radio and television stations that put them in business in the first place....”

Time hasn’t eased NAB board problems

Joint session in D.C. faces agenda of issues vital to radio-TV future

The board of directors of the National Association of Broadcasters surely thought that nearly everything that could go against them had happened by last January when they met in Hawaii (BROADCASTING, Jan. 26) and that only improvement lay ahead. They meet again this week in Washington in an atmosphere that, if anything, is worse.

At the time of the Hawaii meeting broadcasters had reason to feel they were winning very few battles. Cigarette advertising was out, CATV appeared destined to operate without the restrictions broadcasters felt were necessary. One bright prospect was the Pastore bill which would protect licenses at renewal time and which was given some chance of passage. But the Vice President had begun his attacks on broadcast and print news media although many broadcasters believed only the networks really were involved.

This week the joint boards meet in Washington, the first formal get-together since Hawaii, except for informal sessions at the April convention in Chicago. And they face action and proposals even more far-reaching than they protested the previous year.

The Pastore bill seemingly is dead, but at least it has inspired an FCC statement of policy that eased the fears of station owners on renewals.

But other FCC actions, if allowed to stand, would restructure the broadcasting industry.

The commission has adopted its one-to-a-market rule on acquisition of new broadcast properties; it has proposed to force divestiture of cross-ownerships by newspapers or broadcasters in an effort to break up existing multimedia combinations; it has cut back the amount of prime-time network programming a station may carry; it has approved sharp increases in AT&T line charges; it has proposed license fees that would provide it with more than a five-fold increase in revenues; it has put forth a tentative plan to open major markets to CATV and permit UHF stations to sell time on imported programs and provide a “public dividend” subsidy for educational television.

This week the joint boards meet in D.C. to complete the agenda. On Wednesday (June 24) the radio board will face a fairly routine calendar with an updating of actions already under way. The only contest in radio board elections is expected in balloting for vice chairman of the radio board with Andrew Ockershausen, assistant general manager and secretary, Evening Star Broadcasting Co., Washington, opposed for vice chairmanship by Hurlburt, president and general manager of WVMC(AM) Mt. Carmel, Ill. Richard W. Chapin, executive vice president of KFOR(AM) Lincoln, Neb., is unopposed for re-election as chairman.

A by-laws study committee that met this spring is expected to recommend some restructuring of the radio board, possibly a change in the designations of the directors-at-large.

The television board meets Thursday (June 25) and is expected to spend a great deal of time discussing the prime-time rule and the “public dividend” plan for CATV. The by-laws committee may include a proposal for mail ballot election of board members (they now are elected at the annual convention).

The elections of Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., as chairman and A. Louis Read, president and general manager of WSUS-TV New Orleans, as vice chairman are not expected to be opposed.

Career library on tape

A video-tape library of career development courses, created especially for industry, has been introduced by International Video Institute, Sunnyvale, Calif. Eighteen courses are presently available on tape and were produced by an association of 20 of the nation’s leading industrial firms, according to IVI. The courses were taped during a live teaching session taught by specialists in the various fields. Among the areas covered are administration, business management, engineering and technical training, professional review, supervisory development and computer science.
Dissidents win at Technicolor

Board Chairman Frawley is bought out; Saltzman, McKenna assume high posts

Dissident stockholders of Technicolor Inc., Hollywood, announced last Thursday (June 18) they have reached an agreement with the company, thus settling a proxy dispute and placing the rebel group in control.

Under terms of the agreement, Board Chairman Patrick Frawley has resigned his post at the film-processing company; arrangements have been made for the purchase of his stock. The agreement resulted in the resignation of 16 of the 19 incumbent directors and their succession by the dissidents' nominees in the proxy battle for control of the board, according to an announcement in New York.

Harry Saltzman, a film producer who led the dissident group, was named chairman of the executive committee, and William McKenna, former chairman and chief executive officer of Norton Simon Inc. until his resignation last August, was named board chairman. Paul W. Fassnacht remains as president of Technicolor.

The agreement provides that the 557,162 shares of common stock, held by Mr. Frawley, Frawley Enterprises Inc. and other companies with which Mr. Frawley is associated, will be exchanged by Technicolor for 58,084 shares of Frawley Enterprises common stock, 76,547 shares of Warner-Lambert Pharmaceuticals Co. stock and about $129,000 in cash or notes. At current prices, the transaction has a value of more than $5 million. The Warner-Lambert shares presumably come from Technicolor's investment portfolio, a spokesman said.

The terms call for the dropping of all litigation regarding the proxy battle. The exchange of securities is subject to ratification by Technicolor shareholders at the annual meeting scheduled for July 8 in Wilmington, Del.

Wells, Rich, Greene sets six-month record

Despite a satisfactory first half of the agency's fiscal year, Wells, Rich, Greene, Mary Wells Lawrence, president, took an apologetic tone last week in reporting on the six months. noting...
that new business recently acquired has not reached full billing potential and has resulted in a short-term increase in operating expenses.

The first half of fiscal 1970 marked a new high in earnings, billings and revenues for the agency. Per-share earnings include 19 cents a share from natural-resources investments. For the period ended April 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross billings</th>
<th>Operating revenues</th>
<th>Earnings before taxes</th>
<th>Earnings after taxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.57</td>
<td>$44,051,295</td>
<td>$6,270,533</td>
<td>1,412,342</td>
<td>900,761</td>
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<tr>
<td>1969</td>
<td>$0.51</td>
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</table>

Company reports:

H&B American Corp., Los Angeles-based group-CATV owner, reported a 13% increase in revenues and a 6% increase in net income for the nine months ended April 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Shares outstanding</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.18</td>
<td>12,301,484</td>
<td>5,283,166</td>
<td>596,294</td>
</tr>
<tr>
<td>1969</td>
<td>$0.17</td>
<td>10,885,630</td>
<td>3,917,340</td>
<td>424,897</td>
</tr>
</tbody>
</table>

* Gives retroactive effect to adjustments made at end of company's fiscal year and includes accounts for entire period of company acquired in pooling of interests.

MPO Videotronics Inc., New York producer of filmed television commercials and sponsored films, reported an increase in sales and net earnings for the six months ended April 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross sales</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.21</td>
<td>8,515,680</td>
<td>118,976</td>
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<tr>
<td>1969</td>
<td>$0.02</td>
<td>8,062,676</td>
<td>12,773</td>
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</table>

Starr Broadcasting Group Inc., New Orleans, group station owner, reported increases in revenues and net income for the nine months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross broadcasting revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.59</td>
<td>2,200,782</td>
<td>134,095</td>
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<tr>
<td>1969</td>
<td>$0.31</td>
<td>2,075,379</td>
<td>145,062</td>
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Rahlah Communications Corp., St.

### The Broadcasting stock index

A weekly summary of market activity in the shares of 102 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 18</th>
<th>Closing June 11</th>
<th>Closing June 4</th>
<th>High</th>
<th>Low</th>
<th>1970</th>
<th>1969</th>
<th>Changes</th>
<th>Total Market Capitalization (000)</th>
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- **Broadcasting with other major interests**

- **CATV**

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 18</th>
<th>Closing June 11</th>
<th>Closing June 4</th>
<th>High</th>
<th>Low</th>
<th>1970</th>
<th>1969</th>
<th>Changes</th>
<th>Total Market Capitalization (000)</th>
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- **AVC**

- **BMC**

- **CCN**

- **Combined Communications**

- **Cowles Communications**

- **CWL**

- **FQK**

- **GCI**

- **General Tire**

- **Graff Communications**

- **Lee Enterprises**

- **Liberty Corp.**

- **LIN**

- **Meredith Corp.**

- **MDP**

- **Plough Inc.**

- **PLO**

- **Post Corp.**

- **OOC**

- **Ridder Publications**

- **Rolle**

- **RUL**

- **Storer**

- **Time Inc.**

- **TLC**

- **Trans-National Comm.**

- **Turner Communications**

- **Wometco**

\[ \text{Total} = 116,272 \times 1 = 116,272 \times \$1,178,983 \]

- **88 (FOCUS ON FINANCE) BROADCASTING, June 22, 1970**
Petersburg, Fla., group station owner, reported increases in both revenues and net income for the four months ended April 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.17</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>3,241,000</td>
</tr>
<tr>
<td>Net income</td>
<td>177,000</td>
</tr>
</tbody>
</table>

Notes: Net income for 1970 includes extraordinary credit of $5,000; 1969 net income includes extraordinary credit of $27,000 or three cents per share.

Outlet Co., Providence, R.I.-based department-store chain and group broadcaster, reported that sales and broadcasting revenues increased 5.4% but net income decreased 19.1% for the three months ended May 2:

- **Earned per share**: 1970 - $0.23, 1969 - $0.25
- **Sales and broadcasting revenues**: 1970 - 14,840,682, 1969 - 14,096,191
- **Net income**: 1970 - 272,681, 1969 - 357,128
- **Average shares outstanding**: 1970 - 1,334,628, 1969 - 1,332,775

Cypress Communications Corp., Los Angeles-based multiple-CATV owner that last month completed its merger with Harriscope Cable Corp. (Broadcasting, June 1), reported increases in the company's revenues, net income and cash earnings for the nine months ended March 31:

Financial notes:
- **RCA Corp.** announced that offer of its $75 million 9¾% sinking fund debentures due June 1, 1990, and 1975

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**Stock symbol** | **Exchange** | **Closing June 18** | **Closing June 11** | **Closing June 4** | **High** | **Low** | **Approx. Shares Out (000)** | **Total Market Capitalization (000)**
---|---|---|---|---|---|---|---|---
CPS | N | 11.7 | 11 | 12.2 | 12.4 | 31.5 | 10 | 5,942 | 67,561
DIS | N | 12.094 | 11.714 | 11.954 | 12.014 | 11.984 | 12.54 | 5,012 | 54,098
FWY | A | 9.7 | 9.5 | 10.0 | 10.4 | 18.4 | 8.4 | 1,700 | 15,575
O | 12.4 | 22.4 | 25.4 | 4 | 4 | 966 | 1,383
KNS | N | 25.4 | 25.4 | 26.4 | 36 | 21.4 | 9,067 | 214,163
MCA | N | 15 | 15 | 16 | 25.4 | 12.4 | 8,195 | 112,681
MG | N | 16.4 | 15.4 | 16.4 | 28.0 | 12.4 | 5,843 | 81,892
O | 14.4 | 14.4 | 15.4 | 20.4 | 7.4 | 589 | 20,815
O | 11.5 | 9.94 | 10.8 | 20.5 | 7.4 | 8,562 | 79,199
L | 14 | 14 | 15.4 | 20.4 | 7.4 | 63,189 | 983,327
O | 4.1 | 4.1 | 4.4 | 13.4 | 3.4 | 2,342 | 8,783
A | 6.4 | 5.9 | 6.4 | 10.4 | 5.4 | 2,161 | 11,064

---

**Stock symbol** | **Exchange** | **Closing June 18** | **Closing June 11** | **Closing June 4** | **High** | **Low** | **Approx. Shares Out (000)** | **Total Market Capitalization (000)**
---|---|---|---|---|---|---|---|---
RJ | N | 12.4 | 13 | 13 | 23.4 | 10.4 | 2,604 | 31,248
CQ | N | 29.4 | 30.4 | 32.4 | 57.4 | 25 | 10,000 | 285,200
O | 5 | 5 | 5 | 14.4 | 4.3 | 1,029 | 4,631
MOV | A | 8.3 | 8.9 | 9.4 | 12.4 | 7.4 | 2,167 | 17,878
FCB | N | 7 | 8 | 7.4 | 13.4 | 7 | 1,140 | 8,350
O | 12 | 13 | 12.4 | 17 | 12 | 586 | 7,032
MOV | A | 3 | 3 | 3.4 | 7.4 | 2.4 | 1,407 | 3,869
MPO | A | 6.4 | 6.4 | 7 | 7.4 | 6.4 | 1,780 | 7,780
O | 31 | 31.5 | 31 | 42 | 26.4 | 5,299 | 140,424
O | 15.4 | 15.4 | 15 | 22.4 | 15 | 1,096 | 16,440
PKL | A | 4.4 | 4.6 | 5 | 12.3 | 4.4 | 2,192 | 8,199
J | 23.5 | 25 | 25.4 | 38 | 23 | 2,773 | 65,166
O | 6.4 | 6.4 | 7.4 | 8.4 | 5.4 | 1,582 | 10,494

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**Grand total** | 717,536 | $22,535,625

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**Standard & Poor Industrial Average**

| 84.11 | 80.09 | 84.78 |

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- **N-New York Exchange**
- **A-American Stock Exchange**
- **O-Over-the-counter (bid price shown)**


*New addition to index.*
million of 9% nonredeemable notes due June 1, 1975, are being made by a nationwide investment group headed by Lehman Brothers and Lazard Freres & Co., both New York. Net proceeds for the sales will be added to RCA's general funds and will be available for corporate purposes, including further investment in plant and equipment and for working capital requirements.

* Zenith Radio Corp., Chicago, announced last week it will acquire L. Berman and Co., Evansville, Ind., manufacturer of TV and stereo console cabinets, effective July 1. Terms of the acquisition were not disclosed. Zenith has been the Berman company's major customer for the past 10 years.

* Taft Broadcasting Co., Cincinnati, has announced completion of arrangements to borrow $15 million from a group of institutional lenders for construction of an amusement park and leisure time complex at Kings Mills, Ohio, to be completed by 1972. The lenders will receive warrants to purchase an aggregate of 200,000 Taft common shares at $30 per share.

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**Fates & Fortunes**

**Broadcast advertising**


Louis E. Scott, senior VP in charge of western offices, Foote, Cone and Belding, named chairman of executive committee, Foote, Cone and Belding Communications Inc., parent of domestic advertising firm. Arthur W. Schultz, Charles S. Winston Jr. and John E. O'Toole, named chairman, vice chairman and president of FCB Communications, respectively.

Richard E. Welsh, Donald F. Baldwin and Richard R. Rundle, with BBDO, named VP's. Mr. Welsh is a director of network services in New York office. Mr. Baldwin is assistant account supervisor in Detroit office, and Mr. Rundle is head of marketing, media and research in Minneapolis office.

Richard S. Flaxman, account supervisor, and David A. Pyle, management supervisor, SSC&B, New York, named VP's.

Barrie C. Spies, VP and creative supervisor, Compton Advertising, New York, named senior VP.

James D. Boaz, VP and general manager, KSLS-TV St. Louis, joins WKX-TV Newport, Ky., as general sales manager.

Monroe Gensler, general manager, Forbes Advertising, New York, also becomes consultant on retail merchandising and advertising to WMCA(AM) there.


William Campbell, local sales manager, WKY-TV Louisville, Ky., appointed general sales manager.

Eric Harkna and Murray Smith, account supervisors, Kenyon & Eckhardt Advertising, New York, named VP's.

John Weaver, director of TV-radio programming, Ketchum, MacLeod & Grove, New York, named VP. Sever A. Torelli, media director, KM&G, Pittsburgh, named VP.

Len Carey, former president of Compton-Carey, Honolulu, joins Barnes-Chapman/Advertising, San Diego, as president and chief executive officer. Gerald F. Champ, president, retires and becomes president emeritus.

Joseph McCutsky, general sales manager, WAYS(AM) Charlotte, N.C., also named VP-sales of Sis Radio, owners and operators of WAYS and WAPE(AM) Jacksonville, Fla.

George B. Morgan, manager of office services, St. Louis office of Gardner Advertising, named VP.

Ira Pruzan, former brand manager, Quaker Oats Co., Chicago, joins North Advertising there as account director.

David P. Ferriss, former VP and managing director of international division of Gardner Advertising, New York, joins Ralph H. Jones Co., Cincinnati, as president. He succeeds Peter B. Padock, who resigns.

George De Mott, assistant VP, Whitehall Laboratories, New York, appointed VP of marketing.


Eugene F. Novak, executive VP and creative director, Rumrill-Hoyt, New York, named president. He succeeds Donald B. Miller, who becomes chairman of board and continues as chief executive officer.

Charles L. Rumrill, chairman of board, becomes chairman of Rumrill-Hoyt International, agency's subsidiary.


Dave Herman, guard with New York Jets professional football team, joins John Blair & Co., New York, as director of sports program sales, newly created position. While still playing football, Mr. Herman is expected to be available to Blair throughout year, except during summer training.

Raymond A. Bates, local sales manager, WLS-TV Indianapolis, joins KPLR-TV St. Louis in same capacity.

Frederick N. Belyea, advertising manager for all Unionbal products in Latin
KMTV realignment

Arden Swisher, VP and sales manager, KMTV(TV) Omaha, appointed VP and station manager. In other changes at KMTV, Joe Baker, general sales manager, appointed general program director. Mr. Baker is succeeded by William G. Hughes, station's national sales manager. Jack L. Katz, program coordinator, appointed national sales manager succeeding Mr. Hughes.

Media


Warren Potash, sales manager, wkhw-(AM) Buffalo, N.Y., appointed general manager of WPRO-AM-FM Providence, R.I. Both are Capital Cities Broadcasting stations.

Richard A. Bompame, former research director, WTOP-TV Washington joins wcbs-TV as director of research and sales promotion.

Philip G. Rose, former general manager of KOLO-TV Reno, joins KOLO(AM) Reno as VP and general manager.

H. John Henry, formerly with Round table Associates, Camden, N.J., PR and advertising agency, joins wcam(AM) there as general manager.

Frank L. Cupples, with Jackson (Tenn.) Sun joins WTJS-AM-FM Jackson, Tenn., as assistant manager. Stations are properties of Jackson Sun Publishing Co.

Douglas R. Clements, general manager of wqsn(AM) Charleston, S.C., also named VP of Low Country Broadcasting Co., owners and operators of WQSN.

Emery McCullough, general sales manager, wcwb-TV Macon, Ga., joins Faulkner Radio's WOAO(AM) Opelika and WFR(FM) Auburn, both Alabama, as general manager of both stations.

Larry D. Bowin, assistant to president of Metropolitan Pittsburgh Educations Television and coordinator of CATV systems carrying signals of Pittsburgh non-commercial stations WQED(TV) and WQEX(TV), named assistant to Donald V. Taverner, president of National Cable TV Association, Washington.

John S. Lotz, formerly general sales manager, wkbf-TV Cleveland, joins WCHS-TV Charleston, W. Va., as general manager. Curtis W. Butler, local sales manager, WCHS-TV, appointed station manager. (This corrects item in Broadcasting, June 15 which was based on incorrect Rollins release.)

Programing

Lee Zuckerman, administrator, film production business affairs, West Coast, NBC-TV, appointed manager, talent and program administration, West Coast.

Kenneth E. Shearer, executive director of Greater Omaha Community Action, joins Welcome Radio, Cleveland-based group owner, as VP for community services. He will have headquarters in Welcome Radio's WSLR(AM) Akron, Ohio. Other stations in group are KBON(AM) Omaha, WOKO(AM) Albany, N.Y., and KTL(right) Denver.

Marc Clark, with WLWD(TV) Dayton, Ohio, joins WIC-TV Pittsburgh as producer/director.

Manny Clark, with WGVW(AM) Charlotte, N.C., appointed program director.

John Lanigan, with KNOW(AM) Denver, appointed program director.

Bill Vance, with KCOH(AM) Houston, appointed production chief. Frank Hallison, air personality with KCOH, appointed program director.

Judi Jedlicka, contributing editor, City East magazine, New York, joins non-commercial WLW(TV) Garden City, N.Y., as entertainment editor/reviewer.

Frank C. Cerne, technician, Reeves

Advertising

Insure with Employers against Broadcasters Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation...up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

Telecom, New York, joins Eastern Video Production Services there as editing supervisor.

Joe Wonder, veteran production executive, joins Metromedia Producers Corp., Hollywood, as production manager.

Bob Knox, general manager, WPNA-(FM) Philadelphia, joins WPBS(FM) there as director of public relations.

**News**


George Goldtrap, producer of local commercials and programming for WBAH-TV Fort Myers, Fla., appointed to newly created position of executive producer of special programming, new department that will create documentaries, new features and entertainment specials.

Dr. Fred Hess, university professor and special lecturer at Hayden Planitarium, New York, also appointed environmental editor for WPIX(TV) there.

Al Helfer, sportscaster and newswoman with several networks, joins KRAK(AM) Sacramento, Calif., as sports director.

Gil Fryer, syndicated writer-producer, joins WFTV(TV) Orlando, Fla., as newscaster.

Gary DeLaune, KNUZ(AM) Houston, re-elected president of Texas AP Broadcasters' Association. Others named: John Moncrief, KFJJ(AM) Fort Worth, Bud Little, KKYX(AM) Corpus Christi, and Jim Pratt, KVII(TV) Amarillo, all named VP's, and Bill Ceverha, KRDL-AM-TV Dallas, secretary-treasurer.

Charles Stopak, director with WRC-TV Washington, rejoins WMAL-TV there as producer-director in news department.

Dan Sanborn, news director, WNNN(AM) Lakeland, Fla., elected president of Florida AP Broadcasters Association.

George Croce, writer-producer-announcer, noncommercial KSOL(FM) St. Louis, joins news staff of KMOX-TV there.

Dick Jones, sports reporter, WFMO(AM) Fairmont, N.C., and Alexander Cooper, formerly with WHNC-AM-FM Henderson, N.C., join WITN-TV Washington, N.C., as reporter and weatherman, respectively. C. L. Perkins, chief photographer, appointed to head newly opened WITN-TV news bureau in Greenville, N.C.

Richard King, writer-producer with WGN(AM) Chicago, joins WBBM(AM) there as newswriter.

**Promotion**

Joseph P. Grant, VP of business affairs, Licensing Corp. of America, New York, named president. Licensing Corp. of America is subsidiary of Kinney National Service.

Bob Hahn, former producer and newscaster for KCRA-TV Sacramento, Calif., joins California Medical Association's news bureau to handle TV and radio relations.

Bill Bauer, with WHJZ-AM-FM Los Angeles, appointed director of sales promotion/merchandising.

Margery Pilhofer, former news writer with WTCN-TV Minneapolis-St. Paul and publicity director of Minneapolis Aquatennial Association, rejoins WTCN-TV as manager of promotion and advertising.

Robinson B. Brown, director of program promotion, WCCO(AM) Minneapolis, resigns to become expedition photographer for archeological expedition to Mount Ararat in eastern Turkey.

Ray Anderson, in promotion for RCA Records in Pittsburgh-Cleveland-Detroit-Buffalo regions, appointed Los Angeles field promotion representative. He is responsible for radio airplay of RCA product in Los Angeles, San Diego, Phoenix and Honolulu areas.

**Equipment & Engineering**

Donald F. Johnston, formerly VP-marketing, consumer products division of Philco-Ford, Philadelphia, joins Cartridge Television Inc., New York, in same capacity. Firm, subsidiary of Avco, plans to manufacture mass-produced cartridge color TV system. Mr. Johnston will be responsible for all marketing functions for system's hardware and software.

Charles Klein, VP-marketing, Caliphone-Roberts, equipment manufacturing division of Rheem Manufacturing Co., named to newly created position of VP-market development and planning. M. D. Schuster, VP of Wallichs Music City, chain of consumer electronic and music stores in Southern California and Arizona, joins Caliphone-Roberts as VP-marketing.

Joseph Hannigan, engineering supervisor, Kaiser Broadcasting, New York, joins Transmedia International Corp. there as director of engineering.

Lawrence LeKashman, president of Electro-Voice, Buchanan, Mich., equipment manufacturers, elected corporate...
What Can ARB Radio Estimates Tell You about Your Station And Your Market?

Plenty

- How many people in your market listen to radio
- How many listen to your station... and no other
- What is your share of the listening audience

... shown for important day-parts, including the hour-by-hour audience.

For more information, call the ARB sales office nearest to you.

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Dallas — Doug Grimm — (214) 748-5595
Atlanta — Phil Mazur — (404) 892-7866

San Francisco — Jack Fawcett — (415) 391-1702
Los Angeles — Clay Braun — (213) 931-1307
Chicago — James Mulla — (312) 467-5750

All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.
VP of Gulton Industries, E-V's parent company. His responsibilities include management and direction of all phases of Gulton's Electro-Acoustic Group.

Philip S. Nichols Jr., in production design for Browning Laboratories, equipment firm in Laconia, N.H., appointed assistant general manager. Mr. Nichols, who was involved in company's work on multiplex receiver designs, will supervise and coordinate engineering, purchasing, production and quality-control facilities.

George P. Vrattos, with American Electronic Laboratories, Lansdale, Pa., appointed marketing manager, administration.

Dave Sawyer, chief engineer, KMCQ (AM) Fairfield, Iowa, appointed to similar position with KFKA (AM) Greeley, Colo. Both are properties of Harris Enterprises, Hutchinson, Kan.

H. L. Blatterman and Curtis Mason, both VP's-engineering, KFi (AM) Los Angeles, retire July 1 after 45 years each with station. Mr. Mason joined KFi in fall of 1924, Mr. Blatterman in winter of same year. Both were named VP's-engineering in 1968.

Donald L. Wyckoff, with McGraw-Edison Power Systems Division, San Francisco, joins Spencer-Kennedy Laboratories, Boston-based CATV equipment manufacturer, as western regional manager.

David L. Nelson, formerly with Data Measurements Corp. joins Westel Co., Mountain View, Calif., as project office manager. Timothy Murphy, manager of special communications engineering, Itel Corp.'s applied technology division, Palo Alto, Calif., joins Westel Co. as senior research scientist. Mr. Murphy will work with RF techniques group, investigating advances in technology of video-tape recording.

Allied fields

Milton Gross, member of faculty of Missouri School of Journalism since 1942, appointed acting dean of school upon retirement of Dean Earl English July 1. He will serve in acting capacity until permanent successor to Dean English is appointed.

International

Miguel Pereyra, broadcast engineer, appointed sales manager of newly opened Mexico City sales offices of Jampro de Mexico. Office will sell Jampro TV broadcasting equipment as well as equipment of several other manufacturers. Address is Genova 20, Mexico City.

Deaths

Wilfred N. McKinney, 50, president of KLD-AM-FM El Dorado, Ark., died June 3 in El Dorado after brief illness. He was past president of Arkansas Broadcasters Association. He is survived by his wife, Mary, two sons and two daughters. Mr. McKinney's wife has been elected by board of directors of Radio Enterprises, operators of KELD-AM-FM, to succeed him as president of stations.

Essie Rupp, 57, station coordinator, WCKY (AM) Cincinnati, died June 13 at Christ hospital, Cincinnati. She is survived by her husband, Edward. Her brother, C. H. Topmiller, was president of WCKY prior to its recent sale to Post-Newsweek Stations.

Sy J. Radzwiller, 49, senior VP, management representative and member of divisional board of Ted Bates & Co., New York, died June 16 in Morristown (N.J.) Memorial hospital after brief illness. He is survived by wife, Adrienne, and three daughters.

Alice Bohman, 65, newswoman and air personality with WIZE (AM) Springfield, Ohio, died June 16 following long illness. She was mother of comedian Jonathan Winters.

Frank Silvera, 55, regular actor in High Chaparral TV series, died June 11 in Pasadena, Calif. He is survived by his wife, Jeannine, and one son.

Rev. A. A. Allen, 59, broadcast evangelist, died June 11 in San Francisco. He had syndicated shows on radio and TV and had nondenominational sect located in Miracle Valley, Ariz. He is survived by one daughter and three sons.

For The Record

As compiled by Broadcasting, June 9 through June 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, au—aural, CATV—community antenna television, CFI—critical hours, GP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, kc—kilocycles, mod.—modification, N—night, PSA—presencise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, vs.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, —as—educational.

New TV stations

Final action

• Norton, Va.—Blue Ridge ETV Association Inc. Broadcaster Bureau granted UHF ch. 47.


Legal counsel Marcus Cohn: consulting engineers Howard Head, Byrd, Aaron A. McNeill, president and Harold W. Ramsey, vice president. Mr. McNeill is food broker; Mr. Ramsey is superintendent. Blue Ridge is licensee of "WDBA-TV Roanoke, Va." Action June 8.

Other actions

• Review board in Boston, TV proceeding, Docs. 17859-61, denied appeal from ruling of hearing examiner on interference of designated issue. Ruled April 23 by RKO General Inc. Action June 10.

• Review board in Jackson, Miss., TV proceeding, Doc. 18845, granted motion for reconsideration filed June 9 by Lamar Life Broadcasting Co. to modify order June 3 to provide reply to stated opposition filed by Lamar be filed by June 19. Action June 10.

• Review board in New York, TV proceeding, Docs. 17711-15, dismissed appeal from presiding officer's adverse ruling, filed April 30 by WEUX Inc. Action June 10.

• Review board in New York, TV proceeding, Docs. 18711-12, denied appeal from examiner's order, filed May 3 by Forum Communications Inc.; granted motion to accept supplementary pleadings filed May 13 by Forum Communications Inc. Action June 15.

Rulemaking petitions

• Protaca Industries, Chico, Calif.—Request TV rulemaking to add UHF ch. 24 to

ERD TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

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West Coast—357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

Broadcasting, June 22, 1970
PROFESSIONAL CARDS

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Member AFCCE

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Consulting Engineer
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(301) 229-6400
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CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
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Washington, D.C. 20004
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COMMERCIAL RADIO EQUIPMENT CO.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BUILDING
347-1319
WASHINGTON, D.C. 20005
Phone: 202-323-4644
Member AFCCE

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20005
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GAUTNEY & JONES
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Hudson 3-9000
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KANSAS CITY, MISSOURI 64114
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Cleveland, Ohio 44141
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Lufkin, Texas 75901
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632-2821
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SPECIALISTS FOR AM-FM-TV
945 Concord Ave.
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Phone (617) 876-3209
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RTV International, Inc.
RADIO PROGRAM CONSULTATION
Sheehan Singer
405 Park Avenue
New York, N.Y. 10022
(212) 421-0680
Member AFCCE

SERVICE DIRECTORY

BROADCASTING, June 22, 1970 95
Summary of broadcasting
Compiled by FCC, June 1, 1970

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<th>Commercial AM</th>
<th>Commercial FM</th>
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- Special Temporary Authorization
- Includes 25 educational AM's nonreserved channels.
- Includes two licensed UHF's that are not on air.

- University of Maine, Portland, Me. - Requests amendment of TV table of assignments to use ch's 6, 13, 26 and 51 at Portland, Ann. June 12.

Existing TV stations
Final actions
- California - FCC granted motion by U.S. Dept. of Justice requesting permission to file brief as friend of court and to participate in proceeding on applications of RKO General Inc., for renewal of licenses of station KFRE-TV and WKMJ(TV), Los Angeles, and of Fidelity Television Inc. for CP for new TV in Nyrwal, Calif. (Docs. 16079, 16080). Action June 10.
- KFRE-TV Fresno, Calif. - Broadcast Bureau granted mod. of license covering reduction of aural ERP to 35.5 kw.; granted license covering changes. Action June 16.
- KXCTV San Francisco - Broadcast Bureau granted mod. of CP to extend completion date to Dec. 9. Action June 9.
- KCWAN(TV) Denver - Broadcast Bureau granted CP to change type trans. Action June 11.
- KXWMU(TV) Louisville, Ky. - Broadcast Bureau granted mod. of CP to change ERP to 150 kw.; same to 55 kw.; and ant. height 260 ft. Action June 10.
- WCPE(TV) Salisbury, Md. - Broadcast Bureau granted mod. of CP to change ERP to 710 kw vis.; 149 kw. aural.; change type trans. and ant. condition; granted mod. of CP; granted completion date to Dec. 1. Action June 4.
- WCV(TV) Boston - Broadcast Bureau granted mod. of license covering reduction of aural ERP to 126 kw.; granted license covering changes. Action June 12.
- WXON(TV) Detroit - Broadcast Bureau granted mod. of CP to change corp. name to WXON-TV Inc. Action June 4.
- WHTV-TV Meridian, Miss. - Broadcast Bureau granted license covering new station. Action June 8.
- KOLN-TV Lincoln, Neb. - Broadcast Bureau granted CP to install precise frequency control equipment. Action June 10.
- WGR-TV Buffalo, N.Y. - Broadcast Bureau granted license covering changes; granted license covering use of auxiliary ant. Action June 8.
- WSEZ(TV) Erie, Pa. - Broadcast Bureau granted CP's to install driver. Action June 12.
- WITC-TV Pittsburgh - Broadcast Bureau granted license covering permit for changes; granted license covering utilization of former auxiliary trans. and portions of formerly licensed main trans. as duplicate main trans.; use main trans. and proposed alternate main trans. for auxiliary purposes only. Action June 10.
- WTAF-TV Philadelphia - FCC granted request by Taft Televis. Corp., a limited partnership, of 29 Philadelphia for waiver of rules pertaining to integration of aural and visual transmissions. Taft sought permission to transmit three-part picture consisting of news, time, weather information and live programming with sound consisting primarily of background music. Action June 3.
- WVVIA-TV Scranton, Pa. - Broadcast Bureau granted CP to make changes in ant. structure; increase ant. height to 1600 ft. Action June 9.
- KDKL- TV Florence, S.C. - FCC denied motion by TV Bible Network for approval of CATV operator; to revoke license of KDLG- TV, change station; KDLG-TV failed to include information on renewal application of station; granted limited term and portions of license to different CATV franchisees. Action June 10.

Please send

Broadcasting
The publication of the American Federation of Television and Radio Artists, 111 S. Wacker Drive, Chicago, Illinois 60606

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Name Position
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3 years $25
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February Publication

Company

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Payment enclosed
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Broadcasting, 1735 DeSales Street, N.W., Washington, D. C. 20006

BROADCASTING, June 22, 1970

Addresses, rates and special offers are subject to change. Please allow two weeks for processing, mailing labels are addressed to two issues in advance.
ABSTRACT: This document contains information about various actions and hearings related to broadcasting, including grants, motions, and decisions related to broadcasting licenses and other regulatory matters. The text is divided into sections such as New AM stations, New FM stations, and other actions. It also includes call letter actions and applications for various broadcasting stations in different parts of the United States.
ANNOUNCERS

General Manager: Have two (2) stations in the suburbs of New Orleans, WBBS, 1,000 W.D. and WVSL FM 100,000 W. Will be on the air in July. Two excellent young men with good track record. Salary $900.00 per month, plus 10% of net income. Send tape and resume to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska.

Immediate opening for shift manager: Must have first phone, call manager, KSUL, Alexandria, Louisiana.

Immediate opening for experienced announcer ready to move into morning slot in growing market. Morrow and local news format. Good salary, fringe benefits and opportunity to advance. Send tape, resume to Program Manager, WASA, Havre de Grace, Maryland.

Announcer-experienced in MOR format. Good opportunity and good pay in fast growing market with established, successful station. Send tape and resume to John Garrison, WFIL, P.O. Box 7, Huntsville, Alabama 35804.

Announcer-seller for growing market. Minimum one year experience. Salary and commission. The potential is here. Send resume and tape to Joe Lobaito, WQAE, P.O. Box 1550, Cortland, N.Y. 13045.

Wanted—Heavy contemporary disc jockey for #1 Oklahoma City top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Morning man, . . . prod. Production experience necessary, WVUW. Immediate opening for a bright, stable early bird in the Westchester market. 45 minutes NYC. New studios, ABC Network. 5000 watt daytime; 10,000 watt nighttime. Excellent opportunity for the right man. Amfrica’s great suburban stations are ready to pay. Send non-re turnable tape and resume to Bob Bruno, Program Director, WVIP Radio, P.O. Box 608, Mount Kisco, N.Y. 10549.


Our cap runs north. Hudson-Westchester Radio Group operator of famous WVVOX/Westchester continues to grow and develop. If you fit our style and are interested in serving and helping the people who are most influential in the area, please apply. For our 1st opening in the area. VARIOUS opportunities for experienced, proven man. Excellent salary and potential. Forward resume, air check and photo to Box F-34, BROADCASTING.

Need strong voiced professional news man for major southeast market. Send tape and resume immediately to Box F-42, BROADCASTING. An equal opportunity employer.

Modern country station is looking for experienced first phone announcer. Opening will exist soon for production-minded djs at our No. 1 rated station in the heart of Michigan’s “Water Wonderland.” Send resume, tape and resume to Box F-157, BROADCASTING.

Northeast, Contemporary Heavy needs 2 creative jocks. Preferable with first tickets. Desire ability as important as experience. Openings created by attrition and expansion. Send tape and resume to Box F-164, BROADCASTING.

Announcer with first phone needed, must have bright morning sound. Send resume, tape, and salary requirement in first letter. This is a very desirable northern midwest location. Box F-183, BROADCASTING.

We’re a long established station with new facilities in a western Pennsylvania small market and are looking for an interested all-around announcer with a first class license who will fill out our format. Please send resume and 7 1/2 tape. Box F-152, BROADCASTING.

Experienced announcer wanted for short air shift and sales. Wonderful opportunity for right man. Box F-241, BROADCASTING.

HELP WANTED

General Manager: Have two (2) stations in the suburbs of New Orleans, WBBS, 1,000 W.D. and WVSL FM 100,000 W. Will be on the air in July. Two excellent young men with good track record. Salary $900.00 per month, plus 10% of net income. Send tape and resume to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska.

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### RADIO

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Management continued

An exceptional opportunity to add an outstanding young man to your management team. I am a successful AM-FM station owner for the last ten years. His last experience has demonstrated that he can motivate people and greatly improve a station's financial and programming positions. He has a proven track record coupled with radio rep management and national sales manager experience with group station ownership. I am a former executive with many years experience in medium market and perform as sales manager. Let’s talk. We can meet at your convenience. Box F-240, BROADCASTING.

Security Call: Undergraduate Avant-garde FM is for the young and wealthy. I was in it. I tried to do a morning show (13-late), station manager, Class A FM in Top-20 market needs person to manage station for minimum $12/day. Help! I’ll need, small market in beautiful physical location. Box F-522, BROADCASTING.

Young man with extensive experience, ready to fully manage medium market AM station. Box F-261, BROADCASTING.

Currently general manager, past sales manager, program director, air creative, news, promotion, marketing, production, play-by-play, announcing, family. AM-FM, large or small. Reply in confidence. Box F-289, BROADCASTING.

14 years experience; 9 selling, 3 management. First phone: 502-895-9671.

Sales

Top 30 Markets only. Top Biller, top qualifications. 1/69, took over depressed list (1961: $21,000) doubled by 1969. Currently No.1 in 75% of the Top 30. Contact: President (313-late), Sat-.

Station Manager, Class A FM in Top-20 market needs position to manage station for minimum $12/day. Help! I’ll need. Small market in beautiful physical location. Box F-522, BROADCASTING.

Currently general manager, past sales manager, program director, air creative, news, promotion, marketing, production, play-by-play, announcing, family. AM-FM, large or small. Reply in confidence. Box F-289, BROADCASTING.

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Television Help Wanted

Sales

Young aggressive local professional TV salesman for leading VHF network station in 50-size market located in city of 80,000 in mid USA. Station recognized for award-winning creative ability of staff which means chance for profitable creative selling in work with exhilarative and good potential accounts. Sales bonus plan, profit sharing plans, excellent medical insurance coverage, paid vacations and opportunity for advancement. Box F-195, BROADCASTING.

Help Wanted Announcers

Pennsylvania. VHF needs strong commercial/news announcer. Excellent pay; talent fees; fringe benefits all company paid. Send VTR, detailed resume. Call station opportunity. Box F-248, BROADCASTING.

Technical

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary competitive. All new equipment. Contact Dennis Dunbar, Chief Engineer, WSKG TV, P.O. Box 954, Binghamton, N.Y. 13901.

TV engineer with experience as switcher or maintenance man. Should have first class FCC. Licensed Air color RCA equipped major Northern California station independent. Call collect chief engineer, 916-452-8221.

Television station needs experienced Consumer rep. Must be interested in TV marketing trends to the public in layman's language and analyze economy impact upon viewers. Send detailed resume and salary requirements. 1st letter. Equal opportunity employer. Box F-251, BROADCASTING.

WIRL-TV has an immediate opening for 5:30 p.m.-11 p.m. Anchor/Reporter. Experienced anchorwoman needed for expanding early and late nightnewscast. Must be able to generate sales revenue. Call Contact AI Fleming, Manager WIRL-TV, 3719 Central Ave., Fort Myers, Florida 33901.

Television

Programing, Production, Others

Position Open—Executive Producer in educational television at new East Coast state network production Center. Exceptional creative producer needed. Ex- cellent production facilities. Salary $12,357+ yearly, but negotiable. Excellent opportunity to master degree, open circuit production and some educational experience required. Starts at once. If qualified and interested, please call TV Project Director, 13011 356-5600.

Television

Situations Wanted Management

Atte, Station Manager. If you're looking for a top general sales manager, consider these facts. At 91, I have 10 years productive in broadcasting. From local to national sales management, I've invested. I'm ready with ideas, experience and an excellent record. Box F-98, BROADCASTING.

Available now—twenty years experience—general manager, sales, operations, programing and production. Size and location of market less important than growth opportunity. Excellent trade, personal references. Will consider all stimulating propositions. Box F-246, BROADCASTING.

Program, Production, Others continued

Producer-Director, 26, just returned from Vietnam and seeks challenging position in commercial or ETV. 2 years graduate school in TV production experienced all phases, will consider associate producer-assistant director in top market. Salary open to 2 years. Resume on request. Box F-237, BROADCASTING.

Veritable, enthusiastic young radio announcer with experience in news, programming, produces opportunities in television. Single, no children, B.A. in Broadcast, Box F-276, BROADCASTING.

Wanted to Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Hurbide St., Laredo, Texas 78904.

Wanted to buy—Ampex VR 200 or 1,200 include options and asking price. Box F-92, BROADCASTING.

Used Allen Med/Donmod model 1114 for VR1000—Ken Blue, Sacramento State College Television, 6000 J Street, Sacramento, California 95819.

FOR SALE Equipment

Coaxial-cable—Helix, Spyrofile, Spiroline, etc. and listing Unused mail—all in good condition. Write for price list. 5-W Elect Co., Box 4668, Oakland, Calif., 94623, phone 415-832-5257.

RCA TX-3D and TX-31 image orthicon cameras; RCA 40 Europa and TX-5-11 tubes, plus all related equipment; plus many inductactical. Television Facilities Inc., Box 396, Montgomeryville, Pa. 18936, Tel. 215-853-0970.

Skw FM transmitter. Solid state exciter. 5 bay antenna. Good condition. Box F-234, BROADCASTING.


Symmetry-Peak Model SP-58-1A. Perfect condition, used 2 years. New $25,000.00 now $12,000.00. Write KRDU Radio, P.O. Box 157, Dinuba, California 93648. Phone 209-591-130.

C.L. Lab Volumax 400 Automatic peak indicator. Perfect condition. New price $650.00 now $500.00. Write KRDU Radio, P.O. Box 157, Dinuba, California 93648. Phone 209-591-130.

Ampex designed Model 450 background music tape reproduces both new and factory reconditioned tape. Obtainable from VBF, International, Box 155, Mtn. View, Calif. 94040, (408) 379-9740.

Innumerable Types 5820 camera pickup tubes at $25.00 each as is. FOB Mpls. Also 10,000 of monochrome TV-3-K camera cable in various sizes. Write WCCO-TV, Director of Engineering, Minneapolis, Minn. 55402.

Audiomation Labs stereo system in racks, four years old, their 14-inch decks. solid state carousel, cartridge playback, sequencer, announcer, T. fader, excellent condition, $3,000.00 FOB, WMVQ, Middles- ville, Georgia.

MISCELLANEOUS

Deejay 11,000 classified gag lines. $10.00. Unconditioned prize. Send check or money order. 1020 West 10th Street, Kansas City, Mo. 64104.

Prizes! Prizes! Prizes! National Brands for promotions! No barter, or trade better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.


D.J. One Liner! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-in D.J. Source Gagbox and much more! Command Productions, Box 26348-B, San Francisco 94126.

INSTRUCTIONS


First Class FCC License theory and laboratory training in wireless. Let the Masters in the nation's largest network of First Class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75215. Phone 214-287-4884.


Elkins In Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.


Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309, Phone 404-872-8844.


Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins*** in Minnesota, 419 East Lake Street, Minneapolis, Minnesota 55401. Phone 612-721-1687.

Elkins in Tennessee, 66 Monroe, Memphis, Tennessee 38103 Phone 901-274-7110.


Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-699-5699.

Elkins in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Announcing, production, program, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly skilled, professional teachers. One of the nation's few schools offering all phases of FCC licensed broadcasting in 18 weeks. Approved for veterans and accredited member of NATTS. Write or phone the location most convenient to you. Dallas*** -- Atlanta*** -- Chicago*** -- Houston*** -- Memphis*** -- Minneapolis*** -- New Orleans*** -- Philadelphia***

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc jockey course. A.T.S. Teacher Training Studios, 25 West 43 St., New York, N.Y. 10019 (212) 5-9245.


RADIO GENERAL MANAGER MEDIUM SIZE MARKET

Must have strong radio Sales and Programming background. Capable of assuming full responsibility of all phases of this major facility. Please submit confidential resume including background, education and salary history.

Box F-262, Broadcasting.

RADIO HELP WANTED

SALESMA-GEW ANNOUNCER


BROADCASTING, June 22, 1970

101
**Miscellaneous continued**

**THE RADIO SALESMAN’S STUDY GUIDE**

...an excellent device to help train those new radio time salesmen. Programmed self-instructional.

**TEACHES GOOD RADIO SALESMANSHIP!**

It won’t create super salesman, but it will help new salesman quickly become decent billers. Also, sales manager can use it for reference material for sales meetings. Hundreds of stations are now using this first of its kind “Radio Time Salesman’s Study Guide.” Send your check for $10.00 now to:
The Miller Group, Inc., 2649 Erle Ave., Cincinnati, Ohio 45208.

**Employment Service**

Announcers
Chief engineers
Salesmen

We have job openings all over the country. Rush tape and resume to:
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

527 Madison Ave., New York, N.Y. 10022

**FOR SALE**

**Stations continued**

1. CALIFORNIA. Major market. $50,000 down, long term payoff. SOUTHWEST. FM serving growing market. Profitable. Priced at $275,000. Terms.
2. WEST SOUTH CENTRAL. Exclusive daytimer. $125,000. Excellent terms.

**Jack L. Stoll and ASSOCIATES**

6511 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-466-7279

**FOR SALE**

Top 50 market established UHF Independent. Good penetration, fine local image, substantial long-term-forward, but good lease, renewal. Valuable real estate and plant. Owners will sell, mortgage stock, or explore any mutually beneficial arrangement.

Box F-271, Broadcasting.

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Brokers, Consultants, and Appraisers

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213/375-1007

Washington, D.C., 20006
1728 Eye St., N.W.
Suite 714
202/223-3808

**CHAPMAN ASSOCIATES**

2045 Peachtree Road
Atlanta, Ga. 30309

**We Can Provide Qualified Personnel**

FOR EXECUTIVES, SALESMEN & TALENT AT SALARIES ABOVE $12,000.00.
CALL (312) 337-5318

Nationwide Broadcast Personnel, Inc.
645 North Michigan Avenue
Chicago, Illinois 60611

**Television Help Wanted**

**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 top five markets. Send tape/film with first resume. (Will be returned.) State present salary and full background. Pros only.

Box F-122, Broadcasting.

**Programing, Production, Others**

**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 opportunities. Submit complete resume including salary, history and references to:

Box F-163, Broadcasting.

An Equal Opportunity Employer

**MISCELLANEOUS**

"SHOP-AT-HOME!"®

Gross over $1,000.00 monthly.

Tested radio promotion. Keeps medium and small market folks at home, away from big cities to shop. WRITE US—WE’LL CALL YOU. Hear taped presentation. (STATION MANAGEMENT ONLY). Attractive rates. HAYDEN HUDDLESTON PRODUCTIONS, INC.
Shenandoah Building
Roanoke, Virginia

Work is something the handicapped can do.
Hire them.

The President's Committee on Employment of the Handicapped
Washington, D.C. 20210
Continued from page 97

(Continued from page 97)

Existing FM stations

Final actions

- KPFA(FM), Berkeley, Calif. — Broadcast Bureau granted CP to install new auxiliary station at Larkspur, Calif.; 100 kw; 144.1 mhz; ERP 29.5 kw; ant. height 1110 ft. Action June 5.


- KMJ-FM, Santa Barbara, Calif. — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1, Action June 8.

- KUID-FM Pasadan, Calif. — Broadcast Bureau granted CP to change trans. location to Santa Barbara, Calif.; 5 kw; 88.5 mhz; ERP 10 kw; ant. height 1950 ft, change trans. remote control permitted. Action June 9.

Call letter actions


- WKBKN(FM), Broken Arrow Broadcasting Co., Broken Arrow, Okla. Requests KTBA-FM.

Renewal of licenses, all stations


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General Telephone System

CATV

Final actions

Manatee, Fla.—FCC denied request by Universal Broadcasting Co. for license to operate an Arriete Cablevision Inc. CATV system in Bradenton, Fla. Commission this week issued an order on General's allegation that Manatee Cablevision was building or planning in operation new CATV distribution facilities in Manatee county in violation of earlier agreement (Doc. 19816). Action June 9.

Findlay, Ohio—FCC granted petition by Continental Cablevision of Ohio Inc., CATV operator, for waiver of hearing requirement of rules and for authority under interim regulations to take subscribers. Action June 10.

Actions on motions

Hearing Examiner Basil P. Cooper in New York today denied an application by FDC Network Inc. for a license to operate a CATV system in the Stony Brook area, N.Y. (Doc. 14186). Action June 9.


Translator actions


K07FL K09FQ and K11FF Thompson Falls and Thompson River area, Mont.—Broadcast Bureau granted CP to change type tran. and increase output powers of VHF translator. Action June 8.

W9AS Burnsville, N.C.—Broadcast Bureau granted CP to change translator CP to increase output power of translator. Action June 9.

KKE2JH Somers, Wis.—Broadcast Bureau granted CP for expiration of license covering the translator. Action June 8.

Ownership changes

Applications

KNEZ(AM) Lompoc, Calif.—Seeks assignment of license (Doc. 26343) and to assign to Pacific Broadcasting Inc. for $150,000. Sellers: Charles M. Trimble, president, et al. Buyers: William W. Johnson, Jr., sole owner. Buyer offers CP for $55,000. Buyers: Mr. Johnson is a bro, owner. (each 50%). Mr. Chester is owner of real estate. Action June 9.

K07FL K09FQ and K11FF Thompson Falls and Thompson River area, Mont.—Broadcast Bureau granted CP to make changes in translator and increase output power of translator. Action June 9.

K2OFT Gold Hill & Tolo-Seven Oaks, both Oregon—Broadcast Bureau granted CP to replace expired permit for changes in translator. Action June 8.

Service Broadcasting Inc. of Panama City from Theodore M. Nelson (70% before, none afterwards) to Wally C. Sherman (none before, 70% after). Consideration: $67,565.88. Principal: Mrs. Sherman, pres. and secretary, Panama City. Action June 8.

WQYL(AM) Vero Beach, Fla.—Seeks assignment of license from John S. Hubbard, sole owner. (each 50%). Michael Hubbard (80% after) and Miriam Q. Hubbard, secretary-treasurer (now 50%, 20% after). Mrs. Hubbard owns 50% of real estate and rental firm and 50% of collection agency. No consideration. Action June 9.

WABR(AM) Winter Park, Fla.—Seeks transfer of control of Norfolk Broadcasting Corp. from Mr. John Jr. (90% before, 85% after) to John C. Peterson (28% before, 50% after). Mr. Peterson owns 80% of WETG(AM) Deland, Fla. and has other business interests. Consideration: Not indicated. Action June 9.


WWJS(AM) Fulmount, Ky.—Seeks assignment of CP from Warren J. Shonert to Penco Broadcasting Co. for purpose of corporate reorganization. No consideration. Mr. Shonert owns 100% of CP. Action June 9.

WWNLAM(AM) Neubuhkville, Ky.—Seeks assignment of CP from Warren J. Shonert to Penco Broadcasting Co. for purpose of corporate reorganization. No consideration. Mr. Shonert owns 100% of CP. Action June 9.


WBGM(AM) Rapid City, S.D.—Broadcast Bureau granted term extension of the CP. Action June 8.

WJSB(AM) Tucson, Ariz.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.

WJTH(AM) Tuscola, Ala.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.

WJTV(AM) Galloway, Ohio.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.

WJCD(AM) Delano, Calif.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.

WMC(AM) St. Louis, Mo.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.

WJOK(AM) St. Petersburg, Fla.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.

WJCO(AM) Des Moines, Iowa.—Broadcast Bureau granted extension of 20% transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none afterwards) to Broadcasters Co. (none before, 20% after). Action June 8.
Next week Tele-Rep Inc. will engineer something of a coup in the station-representation field—it will take over the handling of the Cox television stations. When you discuss this acquisition with John Hopkins, president of the broadcast division of Chris-Craft Industries Inc. and board chairman of its Tele-Rep, he tends to oversimplify it. He tells you that Tele-Rep's stability and organization practically sold themselves; however, he neglects to mention that the company's structure and policies are largely a product of his own expertise.

Experts are made, not spontaneously generated, and Mr. Hopkins is no exception. He is a veteran of 34 years in broadcasting, beginning in Fort Worth with a part-time announcing job that he hoped would catapult him into a singing career. "That's what I thought I wanted to be—a singer," Mr. Hopkins recalls.

"But after a year of announcing, I changed my mind."

Today as president of the broadcast division of Chris-Craft, he oversees the operations of its KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN(TV) Minneapolis-St. Paul as well as Tele-Rep Inc., New York.

The stations are independents, giving Mr. Hopkins a chance to put to use talents he acquired in 15 years of working with similar television operations. Each of the Chris-Craft stations maintains a respectable share of the total audience in its city.

All three concentrate on off-network programs, many of which, like Star Trek and Batman, are repeating earlier network successes on the Chris-Craft independents.

But successful programs do not necessarily mean profitable operation, and Mr. Hopkins knows it. "The philosophy has been not to make an immediate profit by cutting back expenses," Mr. Hopkins relates. "Rather, our profit picture is the return on an investment made many years before. We pay higher salaries to get better quality both on the management side and in the performing areas. Then, too, we invest in the best equipment and programs possible. While this costs us a great deal initially, we look at it as an investment, and anticipate profits along into the future," he says.

Those returns have been coming in for several years. Revenues of the broadcast division of Chris-Craft have increased from $13.4 million in 1967 to almost $19 million in 1969. Profits over the same length of time have increased from just over $6 million to $9.5 million. Business analysts have noted the success of the division, also. Standard and Poor's Index reports that the percentage of total profits contributed by the division is far greater than its percentage of the company's total sales.

"The broadcast stations have been the major contributor to profits of the corporation for several years," Mr. Hopkins says. "The reason for this, however, is because the other divisions are more directly affected by fluctuations in the national economy, than is ours."

Mr. Hopkins, who says he is never satisfied to merely sit and do his job, and who enjoys the challenge of operating his division, has guided it into a new area—station representation. His reasons are quite simple. "Naturally, I felt our own firm could do a better job for our station," Mr. Hopkins says, "but I got tired of the way the old-liner representatives operated. Their turnover was too high. We never got to really know who was handling our station and he never got to know us." As a result, Chris-Craft announced the formation of Tele-Rep on Jan. 1, 1969. Mr. Hopkins points out that 18 months later, he still has the same people working for him. "We'll also show a profit this year, something we hadn't anticipated until 1971," Mr. Hopkins emphasizes. "In 1971, we'll triple this year's income," he figures.

That acquisition of Cox TV stations as clients for Tele-Rep officially takes place July 1.

Mr. Hopkins sums up the reasons for the acquisition this way: "One of reasons they decided to go with us after so many years with their previous firm was because I could guarantee them that we had stability within our organization," Mr. Hopkins says. "I could show them that our staff had grown larger but that those who started with us were still there. Secondly, contrary to the way some others may operate, we have limited ourselves to no more than 14 stations at any one time. This allows us to give each station personalized, individual attention. We never ignore any of our stations as a result," he says.

Mr. Hopkins notes that Tele-Rep was created with the same policy in mind as had been followed with the television stations.

"We spent a great deal of money to establish the company, hiring the best personnel we could find," he says. "We knew that our investment would be returned once we had built our reputation and became more wide spread."

Reflecting on his years in broadcasting, Mr. Hopkins tends to consider television as an ever-changing medium but one that is a mirror of society, not a maker, as some critics have claimed. "TV may be bolder than in past years," Mr. Hopkins says, "but it's only reflecting society's tastes. It never intended to sensationalize. The medium brings information, education and entertainment to its audience," Mr. Hopkins notes, "but whether any of it is good or bad depends on your point of view. TV doesn't make the news, it only reports it."

Mr. Hopkins frankly admits he is not a joiner, concentrating on the requirements of his position as head of the broadcast division. However, any infrequent leisure time is usually spent in a round of golf, conquering his local course with the aid of an eight handicap.

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**Week's Profile**

John Hopkins: The broadcaster who launched Tele-Rep

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"The broadcast stations have been the major contributor to profits of the corporation for several years," Mr. Hopkins says. "The reason for this, however, is because the other divisions are more directly affected by fluctuations in the national economy, than is ours."

Mr. Hopkins, who says he is never satisfied to merely sit and do his job, and who enjoys the challenge of operat-
Mouth or mouthpiece?

Spiro T. Agnew was at it again last week, accusing “some of our most influential newspapers and television networks” of slanting their war coverage to emphasize the case against American involvement in Vietnam.

Mr. Agnew’s forum this time was a meeting of the International Federation of Newspaper Publishers in Washington. It could have been almost any gathering almost anywhere. Since he discovered the magic of media criticism in that first speech last Nov. 13 in Des Moines, Iowa, and suddenly achieved the prominence life had previously denied him, Mr. Agnew has replayed the theme time and again.

The question that has been asked since the Des Moines outing and never satisfactorily answered is whether the Vice President is speaking only for himself or reflecting policy of the Nixon administration. The question still nags, despite President Nixon’s assurance to the same federation of publishers that he has unwavering respect for the principles of free journalism. It may be inferred that he also has unwavering respect for his loquacious Vice President, although that feeling may have been sternly tested later last week when Mr. Agnew criticized an appointee that Mr. Nixon had just named to a commission to investigate campus unrest.

Absent an explicit Nixon disassociation from the Agnew line, the suspicion will spread that the administration is committed to a program of disciplining the major journalistic media. That suspicion is accentuated by recent proposals advanced at the FCC to dismember all multimedia ownerships within individual communities, to reduce the power of television networks and to unleash cable television at the expense of broadcast television.

The longer the Agnew talk and the FCC action go on, the more difficult it will be to disbelieve the existence of a plan to enfeeble the media that Mr. Agnew keeps saying are abusing him and his colleagues.

Think bigger

Spot-television business over the years has climibed in strides so consistently strong that broadcasters find any slowdown hard to accept. This conditioning no doubt accounts for much of the current concern over spot-TV softness and how long it may last. Without minimizing the obvious fact that there is a softness whose duration is not predictable, however, we suggest that all is not as bleak as it seems to some.

We base this attitude in part on findings in Broadcasting’s ninth annual survey of spring business, reported elsewhere in this issue. The survey and other indicators suggest that for first six months of 1970, spot TV in total will equal or come close to 1969’s first half. In contrast with past gains, that may sound like disaster, but in cold reality it’s a goal that a lot of other businesses in the current economy would aspire to. Beyond that, it is obvious that many stations are not only doing better this year, but doing a lot better. While that is small consolation to those doing worse, it is reassuring for spot-TV business as a whole.

Things could indeed be worse—and conceivably may become so. Nobody can predict what will happen, for instance, when the hassle to replace spot and network cigarette business begins in earnest. Much will depend on what turns the economy takes—or doesn’t take—in the coming months.

But broadcasters have no more reason than other businesses, men, and probably less reason than most, to bemoan the present or despair of the future. They might even learn, like one respondent in our survey, that in times like these there is something to gain from “promoting harder and selling harder and doing better follow-up.”

The broadcaster who said that also said he is doing more business this year than last and expects a gain for the year, to boot.

Ed Petry’s integrity

Edward Petry, who died 10 days ago after a valiant fight against throat cancer and resulting complications, didn’t invent national station representation. But he did more than anyone else to rescue it from the bargain basement. His byword was integrity—in sales, in performance and in sanctity of the rate card.

Ed Petry learned how to compete in the rough and tumble of New York. He was a Madison Avenue habitue from the early days of spot, and was the first account man to buy direct from stations—those Bulova time signals in the 1930’s—in competition with the then nonexclusive brokers who represented both advertisers and stations and collected commissions both ways. It was this experience that led to the formation of the Petry company. From then on the Petry company went first class.

The Petry company was sold to its employees seven years ago. Ironically, Ed Petry’s principal partner, Ed Voynow, died four years ago of the same dread malady.

A few days ago, one of the old-line Petry stations—KPRC-TV Houston, made a bold move that reflected the Petry teachings. Jack Harris, president and general manager, said henceforth the “fine print” would appear on the face of the contracts in red ink, to attest that there are no secret rates, rebates or agreements (Broadcasting, June 15, 1970).

Ed Petry would have relished a return to the basic ethic of the rate card as a means of restoring the confidence of both advertisers and agencies in the broadcast media against the modern counterparts of the nonexclusive brokers—the “I can get it for you wholesale” buying services.
A simulcast that paid off
at $5,000 an hour.

When the northern Michigan chapter of the Boy Scouts of America was faced with a $9,500 operating deficit, they called on the Fetzer stations in Cadillac for help. The result was a two-hour live radio and television broadcast that enlisted the cooperation of everyone from the Governor of Michigan to local businesses and performers. The appeal raised nearly $10,000 to cover the immediate deficit, and pledges continued arriving for weeks. People who help other people sometimes need help themselves. We’re pleased that community communications could play a part in providing it.

The Fetzer Stations

WKZO KKZ
Kalamazoo Kalamazoo
WKZO-TV KZTV
Kalamazoo Kalamazoo
KOLN-TV KTVN
Lincoln Lincoln
KG1N-TV KTVG
Grand Island Grand Island
WJEF WJEF
Grand Rapids Grand Rapids
WWTV WWTV
Cadillac Cadillac
WWUP-TV WUP
WJFM JFM
Grand Rapids Grand Rapids
WWTV-FM TVFM
Cadillac Cadillac
WWAM WAM
Cadillac Cadillac
KMEG-TV MEG
Slave City Slave City
If you lived in San Francisco...

...you'd be sold on KRON-TV