Radio-TV rights for football hit $66-million mark. p21
Spot television shows no softness in first quarter. p32
FCC decides WCCO stations should get renewals. p44
Court sets interim fees in music licensing dispute. p49
SOME OF THE BEST FAMILIES IN CAROLINA HAVE HOGBACK EVERY DAY.

For a great many families down here, a day without Hogback is like a day without sunshine.

Here, is the Greenville-Spartanburg-Asheville market, the nation's 41st television market. It's growing like crazy with 967,800 TV homes.

And these people, the kind you want to reach, have Hogback every day.

Because Hogback is Hogback Mountain, sweeping almost straight up from the Piedmont plain 3,465 feet to the top of WSPA's maximum power antenna.

Families here look to SPA for the best from CBS, the number one network.

Hogback gives them strong local programming too.

Shows like "Hi Q," the scholastic bowl game, Sunday evenings at 6:30; "The Nancy Welch Show," every weekday morning at 9:30; "Eyewitness 7-News, Weather & Sports," evenings at 6:00 and 11:00. These are just a few of the reasons why the best possible way to go in the Carolinas is on Hogback.

WSPA-TV

SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET
CBS Affiliate National Representative: H-R Television
 Owned and operated by Spartan Radiocasting Co., Walter J. Brown, President
Jack Lacy's hands, for instance. When he's not playing records on the air, he's our full-time music director. It's his job to listen to every record that comes into the station. To study the national record charts, local sales, and what other stations across the country are playing. Finally he uses his considerable experience as a musical "ear" to select the current recordings he thinks you would like to hear. To this body of today's music, he adds hundreds of contemporary standards and hits from the past.

Then, each of our other personalities gets his own hands into the act. They select from our ever-changing library the music they think you'll like on a particular day. So that the music you hear on WBAL bears the unmistakable thumbprint of the personality playing it.

As you can see, the musical sound of WBAL is something that couldn't possibly have been programmed by a computer. Or by rote, which is just as inhuman.

WBAL Radio 11
Baltimore

We talk to you like a person.

Our records are touched by human hands.
...another community service documentary by WGAL-TV

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.
Cheaper any way

Page Communications Engineers, Washington consulting firm hired by three commercial TV networks to study feasibility of setting up own program distribution system as alternative to AT&T’s, made hush-hush presentation of preliminary conclusions to network representatives last week. Participants reportedly were sworn to secrecy, but it’s understood key conclusions included these: (1) Hybrid system with heavy reliance of both satellite and terrestrial facilities, though useful in given circumstances, would be least desirable approach on total-system basis; (2) system based primarily on satellites and one based primarily on terrestrial facilities would be about equally expensive in long run, but (3) any one of these three approaches would be substantially less costly than AT&T’s rates.

That summary is said to represent extreme simplification of complex findings. Page’s final, printed report, which may refine and perhaps adjust some part of presentation, is due by July 31. Then it will be up to networks to decide whether to proceed and on what basis.

One down

At deadline Friday this was lowdown on FCC vacancy: John Snyder, Indiana state treasurer, definitely out, on grounds he couldn’t be confirmed by Senate. Commissioner Ken Cox expected to leave Aug. 1 or shortly thereafter after whether or not successor is qualified. Commissioner Robert Wells not entirely ruled out to get seven-year appointment with remaining 11 months of his term to go to newcomer.

There’s stronger prospect now that blank will be named to FCC. Getting top endorsements from fellow Negroes are Revis Ortiz, New Orleans attorney and member of President Nixon’s Commission on Campus Unrest; John Bowen, Columbus, Ohio, attorney and Republican state senator; and Joseph W. Baker, of Los Angeles, attorney and radio engineer.

Back in action

Merle S. Jones, long-time CBS executive, reportedly is about ready to come out of retirement to serve as board chairman of as yet unnamed public company into which CBS plans to spin off its syndication and domestic cable-TV operations (Broadcasting, July 6). Mr. Jones retired May 1, 1968, closing out CBS career that included service as head of owned TV stations and general services. president of CBS-TV network and president of CBS-TV stations division. At retirement he was CBS corporate vice president and general executive. In new company, Mr. Jones, who will be 65 next month, would work in tandem with Clark B. George, former president of CBS Radio, who was designated president and chief executive officer of spin-off organization.

Rubbing it in

Broadcasters who come to terms with citizens groups that oppose their license renewals may in future find themselves under pressure to defray those groups’ expenses. FCC is expected to consider soon long-pending request that it approve agreement providing for such reimbursement—said to be part of overall settlement that stations Texarkana, Tex., reached with 12 black groups last year (Broadcasting, June 16, 1969), although it did not come to light until October (Broadcasting, Oct. 13, 1969). KTAL deal provides for $15,000 payment to United Church of Christ, which aided local groups in their dispute with station: two-thirds of amount would go to church’s lawyers. Commission approval would be expected to set precedent.

Commission staff is split on issue. General counsel would approve agreement but suggests that commission make it clear it will not in future approve agreements providing for payments of more than $20,000. Commission is opposing approval; says it would establish undesirable principle.

Jahncke’s new job

American Humane Association, Denver-based national organization dealing with problems of child abuse and cruelty to animals, is turning to radio-TV ranks to help generate major expansion of activities. It has named Ernest Lee Jahncke Jr., former vice president in charge of standards and practices for NBC and before that vice president of Edward Petry & Co. and ABC, to establish and direct AHA New York office.

Question of credit

Almost three years’ work on revising AAAA’s standard contract form for spot TV appears near final stage—and not, at this point, without results wholly pleasing to some top executives. American Association of Advertising Agencies committee developed new form in consultation with—but on some points over objections of—officials of Station Representatives Association and Television Bureau of Advertising. Draft has been sent to National Association of Broadcasters, which is getting reactions of some of its members, some of them already adverse, before submitting comments to AAAA.

Chief sticking point, it’s understood, has to do with placement of liability for payment. Old form puts responsibility on “advertising agency.” New version puts it simply on “agency,” which it then defines as whatever organization placed order. Thus if advertising agency delegated buying to independent buying service—or any other organization, for that matter—advertising agency would be free of responsibility and “sole liability” would be on actual buying group—who credit standing may be questionable. Current form was adopted in 1956, long before emergence of independent buying services.

Image problem

Italian-American Civil Rights League, which has been protesting media portrayal of Italians as “Mafiosi,” and last week picketed NBC offices in New York (see story, page 51), is eying new approach. League is considering advertising campaign—centered in radio—to relate positive facts and achievements of Italian-Americans. Officials are shopping around in New York for advertising agency.

People to people

National Association of Broadcasters is trying harder to open lines of communication with its members. One facet of what might become association-wide program was undertaken for first time by William Carlisle, VP for television, who held informal, private session last June at 15 joint telecasters in Des Moines. He tries again tomorrow (July 21) in Oklahoma City with group of television broadcasters from that area. In Des Moines, Mr. Carlisle was alone; in Oklahoma City he will be accompanied by John Summers, NAB chief counsel, and Norman Bagwell, WKY-TV that city, who is TV director from that area.

IBM and soul

International Business Machines Corp., New York, is understood to be launching in few weeks first campaign in history using Negro-programmed radio, with messages on approximately 20 stations in top markets. To be placed by Ogivy & Mather, New York, effort will concentrate on employment opportunities for black youths in computer servicing and related work.
ONE BIG STEP. Wanting a job doesn't do much good unless you know where to get one. So the WNBC-TV series, "Step To The Future," investigated New York's employment picture for its viewers. As a result, thousands of opportunities—in such diverse fields as banking, printing, the restaurant business and the telephone company—have been discovered for job-hunters who might not have found them otherwise. Helping people take the big step into a career is an ambitious project, but it's not surprising that WNBC-TV should undertake it. For "Step To The Future" is just one more example of the many ways each NBC Television Station serves its community.

*For more information, write to "Step to the Future," WNBC-TV, P.O. Box 4, New York, New York 10019

The NBC Television Stations: Community Service. Community Involvement.
WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles
Football business is still booming: This year radio and television rights for professional and collegiate games will total over $66 million, resulting in astronomical prices for commercial minutes. See . . .

$66 million of football on the air . . . 21

First-quarter spot-TV figures for this year come on strong, with national and regional expenditures exceeding $276 million by 1,173 firms for 5,017 brands. General Foods leads with $10.02-million budget. See . . .

No softness in 1st-quarter spot TV . . . 32

Three Virginians, two of them broadcasters, wage campaign to persuade FCC that stations carrying cigarette health-hazard warnings only are obligated under fairness doctrine to present prosmoking spots. See . . .

Private war on antismoking spots . . . 34

Dr. Clay T. Whitehead, nominated as first director of Office of Telecommunications Policy, easily passes test of his qualifications before Senate Commerce Committee last week. See . . .

All’s quiet at Whitehead hearing . . . 39

Black group files petition to deny license renewal of WMCTV Memphis over programming and hiring practices. Other citizens are opposing renewal of WMCAFM-TV, arguing in effect that stations are pro-black. See . . .

Memphis: What color is fairness? . . . 40

Broadcasters reacting to FCC’s new ownership policy by breaking up multiple-station holdings in same market are in for tax break, commission says. Seller could avoid taxes on sale proceeds for at least two years. See . . .

FCC opens up a tax haven . . . 42

FCC reverses decision to designate for hearing renewal applications of WCCO-AM-TV Minneapolis and renews licenses by 4-to-3 vote. Commissioner Kenneth A. Cox, who formerly voted for hearing, casts swing vote. See . . .

WCCO stations get renewal . . . 44

Center for Policy Research claims there would be ‘real danger’ if New York City allows commercial interests to shape CATV; advances proposal for nonprofit ownership ‘nationwide in its applicability.’ See . . .

Nonprofit cable system asked . . . 45

Republican National Committee attacks CBS for giving Lawrence F. O’Brien, chairman of Democratic National Committee, air time as part of what network says is effort to give ‘loyal opposition’ forum for its views. See . . .

Race for political air time heats up . . . 46

Under court order issued last week, NBC-TV will pay American Society of Composers, Authors and Publishers $4.3 million a year—pending final settlement of music-license dispute. See . . .

Court sets interim fees in music dispute . . . 49
If you fill in the reservation form and return it—a long with your payment—you will save at least $2 a copy. And you may wish to order several copies. If so, just indicate this on the coupon.

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

Equipment Directory
- CATV Associations, including NCTA and state groups
- Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

A Complete CATV Guide
- But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:
- Group Ownership of both U.S. and Canadian Systems
- Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada
- FCC Rules and Regulations for CATV, including ARB top 100 markets
- CATV Suppliers and

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

Special Prepublication Reservation
Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for copies @ $6.00 each is enclosed. (Sorry, no charge orders.)
Name: two initials and last name
1 2 3-16
Company Name
17-35
Address
36-53
City 34-66
State Zip Code 67-71
Title/Position

1971 Broadcasting CATV Sourcebook
Off Press
Fall 1970

1735 DeSales St., N.W., Washington, D.C. 20036
Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 21.

**Coke pressures denied**

Officials of NBC and Coca-Cola Co., Atlanta, Friday (July 17) defended their respective roles in 11th-hour decision by NBC-TV to alter its one-hour documentary, "Migrant," broadcast Thursday night (July 16). In special, which depicted life of migrant farm workers in Florida, NBC had made two audio changes—one addition and one deletion.

Reuven Frank, president, NBC News, insisted that neither came from "requests or demands" from Coke officials.

Changes were made, according to NBC spokesman, because original material "made them [Coke] sound like the heavy" in comparison with other firms mentioned. NBC, he added, felt it unfair that some of comments "singed out Coke."

At one point in show, producer Martin Carr was shown interviewing woman who lives in shack near citrus grove, with woman asserting shack was owned by Coca-Cola. In broadcast version, Mr. Carr added: "Coca-Cola is at work on a major plan, which it claims will correct the failings it has found in its citrus operation."

At another point, correspondent Chet Huntley had asserted that Coke and other "giants" in Florida citrus industry "set the standards for citrus workers in Florida together with smaller growers." Those remarks were deleted from broadcast.

Official Coca-Cola statement backed up Mr. Frank's contention that no pressure was brought on NBC to make changes. Mr. Carr, however, was quoted as disagreeing.

**Howell back in saddle**

Rex Howell, who with associates sold group of Rocky Mountain TV and radio stations in 1966, has re-assumed managerial control. XYZ Television Inc. board voted to transfer control to voting trust, headed by Mr. Howell, after FCC approval. Mr. Howell was also named president.

Other changes: John English, who with associates, is 20% owner of XYZ group, resigned as president but remains on board; Carl Q. Andrew remains as executive vice president; Dave Allen, manager of KREX-AM-FM Grand Junction, Colo., was chosen secretary-treasurer. Added to board were Mrs. H. H. Kendrick and Mrs. Newell Hoskin, both daughters of Howell.

Mr. Howell and associates sold stations in 1966 to group that included Mr. English (who holds interest in WSEG-TV Erie, Pa.) and Forestville Realty Corp., comprising William J. and James R. Williams, Lawrence H. Kyte and J. Harry Dornheggen, that holds 63%. Mr. Howell retained 8.5% ownership and Mr. Anderson, 4.1%. Sale price was almost $3 million, plus assumption of $75,000 in obligations and with $50,000 yearly consulting fee to Mr. Howell for 10 years.

Buyers have been having difficulties keeping up payments, it's reported, with balance still almost $1 million.

**KRAB-FM opts for hearing**

KRAB-FM Seattle, faced with one-year license renewal in connection with broadcast of material containing four-letter words, has accepted FCC offer of expedited hearing on question of whether facts in case warrant full-term renewal.

Commission imposed sanction in January, contending that airing of broadcast in question indicated failure by station to observe its own procedures (BROADCASTING, Feb. 1). Commission did not cite station for obscene or indecent language.

Station petitioned for reconsideration, and was backed by CBS. Commission last month held that "there are substantial issues of fact" in case, and said it would afford licensee (Jack Straw Memorial Foundation) expedited hearing on whether short-term renewal was required.

**Trading suspended**

Trading in stock of financially pressed Visual Electronics Corp., New York, was halted last Thursday and Friday (July 16-17) by American Stock Exchange pending announcement by company.

James Tharpe, Visual chairman and president, said he was still trying to arrange for financing to meet company's obligations and was in process of preparing statement. A spokesman later said announcement would not be made until today (July 20), but he would not indicate nature.

On July 1, Visual disclosed it had not met its obligations to pay five banks $2,050,000 on June 30. Earlier last week it reported company had net loss of more than $10.3 million for fiscal 1970 (see page 56).

**Gilbert dies**

Frederick S. (Fritz) Gilbert, 58, vice president and general manager of Time-Life Broadcast Inc., died at his home in New Canaan, Conn., last Thursday (July 16) of cancer. He was with Time Inc. for 35 years, beginning with March of Time. He was general manager of Time magazine before being named general manager of broadcast division in 1960. He is survived by his wife, Clara, three sons and daughter.

**Two stations get demerit**

FCC Friday (July 17) said it had admonished WALG(AM) and WJAZ(AM) both Albany, Ga., for alleged false and misleading promotional advertising practices and placed WJAZ on short-term renewal until Aug. 1, 1971.

Commission told WALG's licensee, Radio Albany Inc., granting full three-year term "would not serve public interest because of the pattern of misleading advertising in which you apparently have engaged."

WJAZ's license was renewed for remainder of term ending April 1, 1973. FCC alleged also that WJAZ had engaged in "hypoo" during rating survey week.

**Not me says O'Brien**

Democratic National Chairman Lawrence O'Brien Friday (July 17) renewed plea for nonpartisan consideration of political access to broadcast
J. Ross MacLennan, executive VP and member of board and executive committee of Ted Bates & Co. Inc. and president of Bates Group Companies division, resigned "for personal reasons." Reasons were not disclosed but were reported unofficially to include dissatisfaction with his role as result of restructuring that established Bates's domestic advertising operations, by far biggest component of Bates & Co. Inc., as autonomous operation last winter (Broadcasting, Dec. 22, 1969). Mr. MacLennan, who joined Bates 20 years ago as researcher, directed Bates international and subsidiary operations but not domestic agency. Archibald McG. Foster, president and chief executive of parent company, said duties would be taken over for time being by "our corporate executives under my super-

vision."

Eugene H. Fryman, attorney and certified public accountant who has extensive background in legal and financial activity in CATV and broadcasting fields, elected president and chief executive officer of Reeves Telecom Corp., New York. He replaces Richard Geisman, who had resigned. Mr. Fryman also was elected to board. Hazard E. Reeves continues as board chairman.

David E. Henderson, executive VP, Westinghouse Broadcasting Co. production and distribution subsidiaries, elected president and chief executive officer of Group W Productions and Program Sales. Jack Reilly, general manager of Group W's The Mike Douglas Show, becomes VP and general manager. Group W Productions. Chet Collier, who was serving in dual capacity as

president of WBC's program production and distribution facilities, will now concentrate solely on his responsibilities as WBC corporate VP of programing and production.

John T. Reynolds, former president of Paramount TV and CBS-TV, named VP, corporate development, Golden West Broadcasters, Los Angeles. Mr. Reynolds will concentrate on development of GWB properties in CATV, video cassettes and film production. For past year, he has been engaged in independent research in CATV and video-cassette fields.

Thomas H. Dawson, assistant to CBS executive VP John Schneider, and former president, CBS-TV, named to new post as director of TV and radio for Major League Baseball (see page 50).

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

time. He urged Republican National Committee again to join in seeking extension of fairness doctrine to guarantee opposition spokesmen time to answer presidential addresses and news confer-

cences.

In reply to Republican National Chairman Rogers C. B. Morton's charged that he had used half hour to do hack job on President Nixon (see page 46), Mr. O'Brien challenged Republicans to indicate single instance in program that contained "personal" attack on President Nixon.

Examiner urges probation

FCC hearing examiner recommended Friday (July 17) probationary short-
term license renewal for KRSD-TV Rapid City and KD9J-TV Lead, both South Da-
kota.

Examiner Thomas H. Donahue proposed one-year renewals following finding that stations engaged in variety of technical and procedural rules viola-

tions."

Reade sells division

Walter Reade Organization Inc., New York, has sold its theatrical and tele-
vision distribution activities to new corporation to be formed by group headed by Jerome Pickman, who has headed Reade's continental distribu-
tion division (theatrical films). Reade will continue to operate its theater, publishing and graphic arts divisions and plans to enter television ownership, hav-

ing secured permit for WSNV-TV (ch. 68) Newark, N. J. Reade's TV division distributes about 600 features.

Educational funds near

Senate is expected to take up this week Office of Education appropriation con-
ference bill that includes $11 million for federal facilities grants to states for educational TV and radio stations. House-passed appropriation, result of conference between two houses on

Thursday (July 16).

Conference resulted from previous

House vote of $6 million and Senate vote of $15 million for such purposes. President Nixon had asked for only $4 million in this category.

Grants are made by broadcast facili-
ties section of Bureau of Library and Educational Technology, which, at last report, had over $25 million in applica-
tions pending.

Jolliffe dies

Charles B. Jolliffe, 75, former head of RCA and chief engineer of original Federal Radio Commission, died July 16 at Montgomery County (Md.) hospital after month's illness. He had undergone surgery for blood clot on lung. He held practically every communications engineering award, was fellow of Institute of Radio Engineers and Phi Beta Kappa. Native of West Virginia, he held master of science degree from West Virginia University in 1920 and Ph.D. from Cornell in 1922.
KOVR’s off the air community service programs are top rated

Programs like the great Harkness Ballet, the internationally renowned Up With People group and a campus appearance of the ABC News Team.

All presented in Stockton during a recent 30 day period as part of KOVR’s continuing program of community service.

The thousands who attended these events know both on the air and off. KOVR adds a lot of color to life in the Stockton-Sacramento area.
THOUGHT TRIGGERS ACTION
AND WJIM-TV TRIGGERS THOUGHT

Week in, week out for years, WJIM Television has spoken editorially on the national and regional issues affecting the Lansing-Flint-Jackson area.

And spoken out loud and clear, disdaining the "Mom and apple pie" approach.

Whether the subject has been political influence in University affairs, illegal, closed door City Council sessions or conflict of interest, WJIM-TV has uncovered the facts and campaigned vigorously for its vision of the truth.

You lose some friends that way... but you gain the respect of the audience you have pledged to serve. Even the friends you lose return if your fairness and integrity shines through. So you can't really lose, once you've cast your lot with courage.

Along the way you pick up some unsolicited testimonials like the two below in reaction to an editorial on Vietnam that a Michigan Congressman passed on to the White House. When WJIM-TV editorializes there's no way of knowing who might respond.
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Datebook®

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

- Indicates first or revised listing.

July
July 23—Public hearings on proposed extended franchises for Cable TV to Manhattan Cable Television and Teleprompter held by New York Board of Estimates, New York City.
July 27-29—Seminar on system design for CATV technicians, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

August
Aug. 1-14—Annual meeting, American Bar Association. Sessions scheduled on copyright, administrative law, and public utility law. Chase Park hotel and other locations, St. Louis.
Aug. 2-7—Ninth International Congress on High-Speed Photography Society of Motion Picture and Television Engineers, Denver Hilton hotel, Denver.
Aug. 9—Annual TV Day, Georgia Association of Broadcasters. Included is: panel on Black Coalition’s challenge to Atlanta stations. Marriott motor hotel, Atlanta.
Aug. 17-18—CATV engineering seminar. State College, Pa. For further information, contact Mr. George P. Dixon, with C-COR Electronics, State College, Pa. 16801 (814) 238-2461.
Aug. 19-21—Technician orientation program on use of C-COR equipment, State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.
Aug. 20—Association of National Advertisers workshop on marketing information systems, Plaza Hotel, New York. Program will be based primarily on presentations of case histories.
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, film, 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 board of trustees, Educational Foundation of American Women in Radio and Television Inc. St. Louis, Missouri.
Sept. 11-13—Meeting of Northwest Association of Broadcasters. Sebasco Lodge, Sebasco Estates.
Sept. 25—Deadline for comments on FCC’s proposed rule concerning broadcast announcements of station and network employees’ financial interests in advertised services and commodities.
Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo.
Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.
Sept. 17-18—Seminar on low-light level imaging for engineers, Society of Motion Picture and Television Engineers, Airport Marina, Los Angeles.
Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.
Sept. 23-25—Technician orientation program on use of C-COR equipment. Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.
Sept. 25-27—Western area conference of American Women in Radio and Television, Rainbow hotel, Great Falls, Mont.

October
Oct. 1-2—Fall meeting of New York State Cable Television Association. Agenda and location to be announced.
Oct. 2-4—Northeast area conference of American Women in Radio and Television. Syracuse motor inn, Syracuse, N.Y.
Oct. 4-7—Western region meeting, American Association of Advertising Agencies. Broadmoor, Colorado Springs.
Oct. 4-9—Technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Joseph A. Fishbey, CBS-TV Network, conference chairman. Sessions include two-day symposium on
Response from profile
Editor: I was out of the office two days last week and was amazed to find mail about [my] profile (BROADCASTING, July 6) from all over the country when I returned. Some were friends in broadcasting I had not heard from in years. It was most delightful to see this response and indicates not only your excellent circulation, but the fact that BROADCASTING is read from coast to coast. —David C. Dailey, vice president and general manager, Springfield Broadcasting Co., KGBX(AM) Springfield and KHMO(AM) Hannibal, both Missouri.

Stronger editorial voice?
Editor: I was pleased to learn of some of the public-service programs offered in many of our nation’s communities [BROADCASTING, June 22, June 29].

The role of television and radio media on the local level is of paramount importance. I believe that whereas many stations have performed outstandingly in terms of service to their public, there is much that remains to be done to educate and inform. The networks need to speak out more emphatically on issues and problems that face the community, nation and world. Major efforts need to be devoted to in-depth examinations of the problems of drugs, education, student dissent, poverty and discrimination, and changing mores.

However, not all programming need be concerned with the problems of society in turmoil. There is an urgency for cultural and patriotic programs, emphasizing the vast reservoir of our nation’s talent and accomplishments. Certainly not all the reactions will be favorable, but the media can ill afford to continue to offer hours of inane entertainment and ignore its vital role as an educating force.—Representative Thomas J. Meskill (R-Conn.).

Correct ID’s
Editor: Reading from left to right, Richard Forsling, James M. Leahy and Paul N. Sternbach in the July 13 issue of BROADCASTING are in alphabetical order, but the faces are not. Mr. Forsling is properly pictured, but the photos of Mr. Leahy and Mr. Sternbach have been transposed. You correctly identified Mr. Leahy as vice president, finance and administration, and Mr. Sternbach as vice president and general counsel of the new public corporation [spun-off by CBS].—Leonard Spinrad, director, corporate information, CBS New York.

1970 National Association of Broadcasters conference schedule:
Oct. 19-20—Sheraton Biltmore, Atlanta.
Nov. 12-13—Monteleone, New Orleans.
Nov. 16-17—Browning Palace, Denver.
Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB’s 1971 fall conference dates, see Broadcasting June 29.)
The station break
A bunch of VTR's.
Film chain. People.
Flying fingers. A late cue. A noisy picture.
A cut-off ending. Pic but no sound. Panic.
Go to black. The Station Break, complete with make-good.

Or. RCA's Television Cartridge Recorder. One man. One button. And one perfect Automatic Station Break after another.

So the people and equipment you've been tying up are free—for more rehearsal time, for new production time, for wherever you need them.

And you get consistently good pictures.
RCA's TCR handles 22, 3-minute cartridges. You can set its programmer to run nine sequences of eight events each. Could be nine station breaks. Could be the night shift.

The TCR works off the electronics of our TR-60 or TR-70 reel to reel recorders.
The TR-70 and TCR can cue each other, or devices like your film chains. And later, you can add modular electronics that let the TCR stand alone.

You can automate your station breaks.
Now. You can get the nucleus of a full automatic programming system. Now. Your job has its problems. Our job is finding solutions. Automatically.
Commercial producers who doubt the flexibility of electronic recording should witness a production session where a color video disk recorder is being used.

A series of Bell System commercials we did recently at Teletape in New York illustrate how an Ampex HS-200 "Slow-Mo" was used to achieve the visual effects we wanted and save us time and money besides.

In each commercial, we needed a sequence showing a number of different Bell System employees on the job, such as installer, operator, lineman, office worker, Bell scientist, billing clerk, etc. A 35mm slide taken of each type of employee at work was projected on a screen in the studio. A studio camera equipped with an electric zoom lens was positioned to move in on each picture at the same rate of speed. In the post-production center, the disk was programed to record 10 frames of each zoom and thus give us a quick cut rate of three different pictures per second.

This technique was used so the viewer would see a rapid succession of pictures of Bell System employees at their jobs.

We felt the 10-frame-per-picture rate was too fast, however, so we experimented on the machine at a variety of slow-motion speeds until we had a speed that was fast enough for the effect we wanted, but slow enough so the audience could clearly see each picture.

Since the equipment had not been executed on film, not only would have been far more expensive, but we also could never have completed the commercial on time. Determining the proper frame rate of each segment took a matter of minutes electronically. On film, this portion of the commercial would have required several days to complete—more time than we had. It would have meant filming each sequence several times at varying speeds, processing all the film, then selecting the film we wanted and discarding all the unusable, exposed takes.

Although segments of the commercial were shot on film, slides and tape, the final master was recorded and distributed on tape because it's the most practical common format for mastering mixed television production media.

Commercials may now be shot all on tape, one scene at a time, using portable equipment. My own experience dictates that when this is done it is advantageous to use small reels for the master recording.

The reels of master tape then are comparable to reels of original film. When a reel is known not to have many usable takes, it can be set aside, and it is not necessary to wind through all the takes to get at the scenes you need. The selected takes can be transferred to the "Slow-Mo", and the effects can be programed to construct the spot.

Since the disc recorder has the capability of looking at a recorded picture in terms of individual frames, a scene can be examined frame by frame to select the exact point at which you want to cut or dissolve. The dissolve can be programed on the "Slow-Mo" memory just as on a film optical printer for any number of frames to achieve the desired length.

While doing basic two-machine electronic editing, the "Slow-Mo" quickly becomes a third machine. If a dissolve is wanted, one scene can be placed on the disk, the other on machine one, while machine two records the signals from both the disk and the first machine.

Since most filmed product commercials are a series of scenes held together with optical effects, the final appearance of the spot is not known until after a print is made from the optical negative. Then, if the effect that the director and editor had in mind doesn't come off, it's back to the optical house to try again. Using the "Slow-Mo" as an optical printer, the producer and director preview dissolves, cuts, wipes, freezes, etc., and change them right then to something else, or "print it" as planned. Because the disk has the ability to store several scenes and the effects between those scenes, one can construct an entire spot, look at it, and make changes anywhere in it without rebuilding from the beginning.

Anyone who has missed a production deadline knows how important a timesaver this can be, not to mention the money saved.

We also found, while shooting the Bell System commercials, that we could approach the work more confidently than had we been using film exclusively. It was not necessary to worry about every production aspect, for we knew as soon as a scene was on the disc we could see exactly what we had.

It was possible, therefore, to think in terms of end result while shooting the scene, because we could temporarily ignore the productions details. Such changes in frame speed and coloration were performed electronically during the editing session.

But perhaps most important, the "Slow-Mo", more than any other single piece of film or tape equipment, is a creative tool which adds unlimited potential to any taped commercial.

It acts as essentially an electronic TV moviola, providing all the flexibility of a film moviola, but it also performs the functions of a processor and printer.

When used by a capable engineer, disk recording really places commercial production in the electronic age, and away from the traditional three-camera studio with all the lights hanging from the ceiling.

From what I've seen on television, creative technicians have barely tapped the potential of such visual effects as fast, slow and reverse motion.

Ted Shulte has been commercial producer of the AT&T account for N. W. Ayer & Son, New York, since 1967. He moved to New York from Ayer's Chicago office where he had produced commercials for Illinois Bell Telephone for three years. Before that, he was an associate producer at Macfarland, Aveyard & Co., and at Erwin Wasey, Ruthrauff and Ryan, where he directed a 13-week film series for the Hollaway Candy Co., which ran on ABC in 1961.
And now from Gates a new kind of 55 kW UHF TV transmitter
Featuring IF MODULATION for better hue and saturation.

- 55 kW Model FCC Type Accepted!
- Solid-State visual and aural exciters!
- Five-cavity internal klystron vapor cooled!
- Remote control provisions built-in!
- Modulation capability to 3% with precise linearity!
- Power range up to 110 kW!
- Equalization of envelope delay is continuously variable!
- Less floor space, yet easy to maintain!

Find out for yourself why the BT-55U is way ahead of all others. Write Gates, Quincy, Illinois, 62301.
One way to keep a boy off the streets.

Put him inside the patrol car. As a guest. In this instance, the boy was part of a “Back the Cops” program initiated by the Sioux City American Legion. His job was to watch the law enforcement officers do their job—and report back to his fellow students. The Fetzer television station sent two news cameramen along in the patrol car to document the evening for area-wide viewing. Three hundred students became volunteers in the Legion program. We were proud to have played a part in a continuing community effort to bring up better citizens who understand their law enforcement procedures.
$66 million of football on the air

With that much paid for rights, search is on for buyers of minutes priced up to $200,000 each

The nation’s economy is a bit lethargic, but those in the bustling business of football broadcasting may find it hard to go along with a sagging Standard & Poor Industrial Average.

Their case most readily could center on two of many points on the eve of the 1970 season:

* Radio-TV rights for collegiate and professional games will amount to a whopping $66,280,375.
* And typical of the way the costs will be absorbed by rights holders is the report that NBC-TV is asking $200,000 per minute for the Super Bowl next January.

Most of the $13 million increase over the 1969 football rights total of $53,198,650 can be credited to ABC-TV’s new $8.5 million-per-year contract with the National Football League that will bring Monday-night, prime-time NFL game coverage (Broadcasting, Feb. 2).

There may be questions in the minds of some as to the viewers’ point of saturation for football TV, but there are no doubts among ABC-TV advertisers who have bought out the games at $65,000 per minute.

Though not dealing in these astronomical figures, it is also noteworthy that local radio will be making a relatively strong showing in collegiate and professional revenues.

The 1970 radio-TV rights figure, compiled in Broadcasting’s annual survey, breaks down this way:

* $62,500,000 from the networks for college and pro games;
* $2,100,000 in local radio rights for the 26 National Football League clubs;
* $375,000 in local preseason TV rights for the same NFL teams, about the same figure as last year.
* $1,305,375 in local radio and delayed TV rights for 125 schools.

For the professionals, it will be the first year of complete consolidation of the old American Football League and National Football League under an NFL banner. The new alignment offers the American Football Conference and the National Football Conference, both made up of 13 teams. The shift of the Baltimore, Cleveland and Pittsburgh teams from the old NFL to the American Conference, is adding a total of about 2.8 million TV homes for NBC-TV’s coverage of the American Football Conference.

While professional-football TV coverage has a note of compatibility with all three networks in for slices of the action, the regular-season TV college spotlight will be mostly on ABC with the others concerned with post-season specials.

The 1970 outlook, by network:

ABC-TV, in the first year of a new two-year contract, at a rights cost of $12 million will be carrying 35 National Collegiate Athletic Association football games, equal to the 1968 total and two fewer than last year. The schedule includes 11 national telecasts, four at night, and 24 regional games. For the third consecutive year the network is

Monday night may never be the same

ABC’s football caper could scramble network audiences; ladies to get special pitch

ABC-TV’s plunge into prime-time football this fall could reorganize the demographics of network TV audiences on Monday nights when the football games will be carried at 9 p.m. to conclusion (New York time).

CBS-TV’s Monday night line-up last year, unchanged for the 1970-71 season, was much more efficient in reaching women than men, according to advertising researchers, while NBC-TV’s Monday-night movie, also continuing at 9 p.m. this fall, had special success in reaching men.

NBC officials have been quoted as saying that, confronted with the male-appeal of pro football on ABC-TV, they may prefer to compete with CBS and pick movies that are primarily attractive to women for showing on Monday nights.

ABC officials aren’t writing the women off, however, by any means. They and football Commissioner Pete Rozelle, who has been trying for years to get football into prime time on a regular basis—told pains to make the team pairings in the first five or six games as broadly attractive as possible, recognizing that “these will be the crucial telecasts, particularly in single-set homes.”

The regular-season’s first Monday night game Sept. 21 has the New York Jets against the Cleveland Browns. The next week it will be the Kansas City Chiefs against the Baltimore Colts, followed by Chicago versus Detroit, Green Bay-San Diego, Washington-Oakland and Los Angeles-Minnesota.

Beyond the scheduling, ABC is making a special effort to get wives and husbands to watch together. As part of its promotion program it is preparing a booklet—especially for women—on how to watch pro football.

Whatever their luck with the women, however, ABC authorities are counting on the games to lift them out of the “lousy third” position ABC has generally had on Monday nights. Still unanswered is what will go into the Monday period when football season is over. Best bet right now is movies, but some network officials think a year or two from now it may be basketball.
also offering an extra “wild card” game, to be chosen during the season. If bought as a package, the NCAA regular-season games plus the Liberty, Sugar and Hula Bowls are priced at $50,500 a commercial minute. A package of minutes in the regular-season games without the bowls carries a price tag of $53,000 a minute. Individual minute buys are priced at $65,000. The availabilities are about 60% sold.

Veteran NCAA announcers Chris Schenkkel and Bill Fleming will handle the play-by-play, and Bud Wilkinson, Lee Grosscup and Dave Nelson will be on color. Two additional play-by-play men and one other on color will be named shortly.

*NCAA Football Highlights*, a one-hour series initiated last year, will return at 12-1 p.m., NYT on Sundays. Marvin Sugarman will again handle one- day delayed tapes from regional games with ABC adding 15-minute tapes from other important games. Announcers and sponsors will be named shortly.

After an absence of five years, ABC again will be telecasting pro football games under its new four-year contract. Its NFL Monday night games, will include 13 regular-league contests beginning Sept. 21 and one preseason game, Aug. 28; they will be telecast in prime-time.

Sportscaster Howard Cosell will provide game commentary, with Keith Jackson, former NCAA commentator, on play-by-play and Don Meredith on analysis.

CBS-TV will cover three preseason games beginning Aug. 22, and 18 regular- league dates from Sept. 20. This year the Super Bowl goes to NBC and the All-Star Game will be a CBS feature on Jan. 24.

The All-Star game will be included in the network’s "red" package at $70,000 per minute, $5,000 less than last year’s asking price when the Super Bowl was in the package. Also contained in the package are 14 Sunday dates, the Eastern and Western championships and the NFL conference championship games. Sponsorship is 85% sold. The “blue” package, at $40,000 per minute, includes the three pre- season contests. Sponsorship is sold out. The "white" package, at $50,000 per minute, contains five Sunday games (the second of a doubleheader in each case), two Saturday games and a Thanksgiving Day contest.

Two collegiate contests, the Sun and Cotton Bowls, have been retained by CBS. Sponsors include American Airlines, through Doyle Dane Bernbach; Buick, through McCann-Erickson; and Philip Morris, through Leo Burnett. Seventeen minutes are still open in the Sun Bowl and 11 still remain in the Cotton Bowl.

*NFL Today* announcers on CBS are Ray Scott, Don Criqui, Frank Glieber, Jack Drees, Lindsay Nelson, Jack Whitaker, Pat Summerall, Tom Brookshier, John Sauer, Eddie LeBaron, Andy Musser, Frank Gifford and Don Perkins. Handling the five-minute pregame and postgame shows are Bruce Roberts, Dick Stockton, Gil Stratton, Jim Thacker, Bill Mazer, Jack FitzGerald and Frank Clarke.

The NBC professional schedule calls for three preseason games this year, all in weekend prime time. The regular season’s offering of 82 contests will be highlighted by seven double-headers. Post-season play includes four collegiate games, the traditional Rose, Orange, Gator (in its second year on NBC) and Senior Bowls, and three professional contests including the division playoffs and the American Conference championships. The Super Bowl will be an ABC feature this year with CBS carrying the alternate All-Star Game.

It was reported that the network is asking $200,000 per minute for the Super Bowl this year, over twice the price asked by CBS last year when it included the game in an NFL package deal. Rose Bowl costs per minute re-

### What networks pay for football

<table>
<thead>
<tr>
<th>ABC-TV</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coaches All-American Game</td>
<td>Unannounced</td>
<td>June 27</td>
</tr>
<tr>
<td>College All-Star Game</td>
<td>Unannounced</td>
<td>July 31</td>
</tr>
<tr>
<td>NCAA College Games</td>
<td>$12,000,000</td>
<td>Sept. 12</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>Unannounced</td>
<td>Dec. 12</td>
</tr>
<tr>
<td>North-South Shrine Game</td>
<td>Unannounced</td>
<td>Dec. 25</td>
</tr>
<tr>
<td>East-West Shrine Game</td>
<td>Unannounced</td>
<td>Jan. 2</td>
</tr>
<tr>
<td>Sugar Bowl</td>
<td>Unannounced</td>
<td>Jan. 9</td>
</tr>
<tr>
<td>Hula Bowl</td>
<td>$50,000,000</td>
<td>Sept. 21</td>
</tr>
<tr>
<td>NFL Monday Night Football</td>
<td>$20,500,000</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual</td>
<td>Notre Dame Football Total</td>
</tr>
<tr>
<td>$50,000</td>
<td></td>
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<table>
<thead>
<tr>
<th>NBC-TV</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFC Games</td>
<td>$15,000,000</td>
<td>Sept. 20</td>
</tr>
<tr>
<td>AFC Division Playoffs</td>
<td>(3)</td>
<td>Dec. 26-27</td>
</tr>
<tr>
<td>AFC Championships</td>
<td>(3)</td>
<td>Jan. 3</td>
</tr>
<tr>
<td>Gator Bowl</td>
<td>200,000</td>
<td>Jan. 2</td>
</tr>
<tr>
<td>Rose Bowl</td>
<td>1,400,000</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Orange Bowl</td>
<td>700,000</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Senior Bowl</td>
<td>50,000</td>
<td>Jan. 9</td>
</tr>
<tr>
<td>Super Bowl</td>
<td>2,500,000</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>$15,850,000</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NBC Radio</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFC Championships</td>
<td>(1)</td>
<td>Jan. 3</td>
</tr>
<tr>
<td>Orange Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Rose Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Super Bowl</td>
<td>(1)</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>All Networks</td>
<td>$61,400,000</td>
<td></td>
</tr>
<tr>
<td>Estimate for four unannounced special games</td>
<td>1,100,000</td>
<td></td>
</tr>
<tr>
<td>Network total</td>
<td>$62,500,000</td>
<td></td>
</tr>
</tbody>
</table>

(1) Radio rights included in TV contract.
(2) Rights included in NFL-National Football Conference package.
(3) Rights included in NFL-American Football Conference package.

### What major schools get from radio and local TV

<table>
<thead>
<tr>
<th>Conference</th>
<th>Members</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total Rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Coast</td>
<td>8</td>
<td>240</td>
<td>13</td>
<td>$73,500</td>
</tr>
<tr>
<td>Big Eight</td>
<td>8</td>
<td>228</td>
<td>20</td>
<td>98,500</td>
</tr>
<tr>
<td>Big Ten</td>
<td>10</td>
<td>303</td>
<td>27</td>
<td>156,000</td>
</tr>
<tr>
<td>Ivy League</td>
<td>8</td>
<td>99</td>
<td>2</td>
<td>13,479</td>
</tr>
<tr>
<td>Mid-America</td>
<td>6</td>
<td>22</td>
<td>3</td>
<td>30,600</td>
</tr>
<tr>
<td>Missouri Valley</td>
<td>7</td>
<td>21</td>
<td>4</td>
<td>16,000</td>
</tr>
<tr>
<td>Pacific Eight</td>
<td>8</td>
<td>131</td>
<td>14</td>
<td>328,400</td>
</tr>
<tr>
<td>Southeastern</td>
<td>10</td>
<td>576</td>
<td>42</td>
<td>252,000</td>
</tr>
<tr>
<td>Southern</td>
<td>7</td>
<td>36</td>
<td>2</td>
<td>7,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference</th>
<th>Members</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total Rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwestern</td>
<td>8</td>
<td>200</td>
<td>19</td>
<td>92,500</td>
</tr>
<tr>
<td>Western Athletic</td>
<td>8</td>
<td>73</td>
<td>3</td>
<td>39,200</td>
</tr>
<tr>
<td>Independents</td>
<td>38</td>
<td>619</td>
<td>83</td>
<td>217,700</td>
</tr>
<tr>
<td>Totals</td>
<td>124</td>
<td>2,528</td>
<td>232</td>
<td>$126,837</td>
</tr>
</tbody>
</table>

*Includes schools from Middle America and Yankee Conferences where less than three teams reported radio-TV revenue.
* Does not include Notre Dame network revenue.
main $120,000. NBC is splitting its costs into several packages. Preseason games will be $40,000 per minute; Sunday single contests, $35,000; Sunday doubleheaders, $65,000; Saturday games, $35,000; Thanksgiving Day games, $65,000; American Conference playoff games, $70,000; and American Conference championship contests $110,000. NBC Sports announced shortly. A 20-minute ARA Parseghian Show, featuring the Notre Dame coach, will return with the Ford Motor Co., through J. Walter Thompson, continuing sponsorship. Van Patrick, Mutual sports director, will again handle play-by-play chores, with Al Wester on color and Bill Etherton, new to the announcing team, on analysis.

C. D. Chesley Co., Philadelphia, has bought the TV rights to the Notre Dame games and will feed them to approximately 140 stations. Hughes sports network had distributed the games in the past with Chesley doing the production and packaging chores. The 10 games, all broadcast on a delayed basis and edited to one-hour, will be called by Lindsay Nelson. Sponsorship remains open.

A New York Giants and former New York Jets package, Trans National Communications, has created a network of 25 stations in the northeast to carry 11 Army games, including the Army-Navy contest on Nov. 28.

The West Point Network fed six stations last year. Sponsors include Ballantine beer, through Grey Advertising, with one-third still open. Marv Albert will cover on-the-field action and Ted Hedges the color.

Vic Pianzo, New York station representative, will again feed the Peach Bowl from Atlanta Dec. 30 to a network of 135 stations. Rights were purchased from Mizlou Productions. Jack Drees will call the games with Pat Summerall handling color. Sponsorship is one-fourth open. Two additional packages have been added to firm's football coverage this year, the Blue-Grey Bowl from Montgomery, Ala., Dec. 28, and Ohio State football games, from Columbus. The Blue-Grey Bowl, produced also by Mizlou, will be fed to approximately 150 stations. Play-by-play will be called by Sal Marciano with color by Pat Summerall. Three-quarters sponsorship is sold. The Ohio State contests, distributed to 10 stations in a regional network, will be handled by National Teleproductions Inc., Indianapolis. Negotiations are still under way for packaging of two more bowl games.

TV coverage of black-college football, herefore presented on a limited scale, promises to expand this year with a series of "Black Football Classics" being offered by Dennis Dunn Inc., Baltimore. The opener Sept. 11 from Yankee Stadium, New York, will have Southern University facing North Carolina A&T; a second game Sept. 24 from Tallahassee, Fla., will have Florida A&M against Tennessee State; a third game from Baton Rouge, La., will feature Grambling College and Southern. A fourth "wild-card" game is to be selected for Nov. 28.

Local stations are reporting that sales to football sponsors are going just a bit slower than in previous years, but certainly a brisker pace than other phases of their business.

Typical of this is the plan of KSTP (AM) Minneapolis-St. Paul, which not only plans to feed the Minnesota Vikings games to a network of more than 60 stations, but also will run a solid three hours of pregame shows alone (see page 30).

Another example is in Pittsburgh where WTAE-TV has arranged for a live pick-up from Waco, Tex., of the Sept. 26 night game between Baylor and the University of Pittsburgh. Station said that the local Mellon Bank, Bell Telephone, Boron Oil and Coca-Cola lost little time in picking up the tab.
Baltimore Colts

Though transplanted to the new American Football Conference, the Colts will stay in their WCBM (AM) Baltimore radio home for six preseason games and the 14 regular-season slate. The Colts' rights are held by the station and Metromedia Inc. under a three-year contract. WCBM has contracted with Dennis Dunn Inc., Baltimore, which currently is lining up a regional network. Last year the radio hook-up numbered 40 stations. In-game participations have been sold in equal amounts to Black & Decker Manufacturing Co. (through VanSant, Dugdale & Co.), Commercial Credit Corp. (W. B. Doner & Co.), Baltimore Area Ford Dealers (J. Walter Thompson), Humble Oil and Refining Co. (McCann-Erickson) and National Brewing Co. (W. B. Doner & Co.). A warm-up show and a postgame show from the Colts' locker room with Jimmy Orr as host will be presented with each of the 20 games. During the regular season there will be an even earlier 10-minute segment featuring Colt quarterback Johnny Unitas. List of sponsors of these programs is being completed.

Ted Moore, who handled Green Bay Packers' games for 11 years, will do the Colts' play-by-play. Color will be presented by Neal Eskridge, WCBM sportscaster and Baltimore News-American columnist, along with retired Colt Ordell Braase.

Preseason TV rights to the Colts' games are held by Dennis Dunn Inc. which currently plans three games on WMAR-TV Baltimore. These are the contests with the Denver Broncos and Miami Dolphins in those cities on Aug. 22 and Aug. 29, respectively, as well as a Sept. 5 pickup from Raleigh, N.C., of the Colts game with the Detroit Lions. Sponsors will be F&M Schaefer Brewing Co. (through BBDO), STP (Media Buyers Inc.) and the local Coca-Cola dealers. Jim Karvallas will do the play-by-play with Tom Gorman on the color.

BOSTON PATRIOTS

WBZ (AM) Boston, in the second year of a five-year contract, will originate 14 regular-season games and five exhibition contests and feed to a seven-sta-
tion radio network. Bob Starr will handle the play-by-play action and Gil Santos the color. A 15-minute pregame show and a 10-minute postgame program will also have the two announcers as hosts. Sponsors thus far are unannounced.

No pre-season TV games are set.

BUFFALO BILLS

When (AM) Buffalo, originating Bills' games for the 11th year, will cover 14 league games and six exhibitions. Approximately 35 radio stations, as com-
pared to 25 last year, will carry the broadcasts in upstate New York. Buf-
falo Bill Forum, a 15-minute pregame show, will feature Van Miller, and Locker Room Show, a 15-minute post-
game program, will be handled by Stan Barron. Sponsorship for both shows is sold out. Play-by-play will be handled by Mr. Miller, color by Mr. Barron and on-the-field pickups by Dick Rifenburg. Ford dealers (through J. Walter Thompson) Mobil Oil (Doyle Dane Bernbach), M&T Bank (Comstock Advertising), and Utica Club beer (Deleh-
tancy, Kurnit & Geller), will sponsor the games, with one-fifth still open. When-FM game sponsors are same as on WEN.

WKBW-TV Buffalo will carry three preseason games, all away. The station has been broadcasting Bills' games for five years on a yearly contract renewal.

AVID FOOTBALL FANS

An average of 25-million people watched TV for at least six minutes of college football per game last year. That is one of the staggering statistics offered by National Collegiate Athletic Association TV committee which said that the ABC-TV series last fall reached an all-time high average of 15.6-million TV homes. The previous record was 1968's 14.4-million homes. The committee also said that in terms of A. C. Nielsen ratings (percent of all TV homes in the U.S.) the Southern California-UCLA game of Nov. 22, 1969, earned a 38.9, highest regular-season rating in 14 years.

BUFFALO BILLS

The Bills' games are covered by CBS networks. Paul Zimmerman, color, and BillEmployees.

CINCINNATI BENGALS

Avco Broadcasting Corp. moves into the third year of its three-year rights agreement. Avco's WLW (AM) Cincin-
nati will feed six exhibition games plus the regular-season schedule to a re-

BROADCASTING, July 20, 1970
Wisconsin is cheering the Packers’ 51st season* and so are we—with exclusive coverage of every golden moment

WTMJ
MILWAUKEE
Represented by the HENRY I. CHRISTAL CO., INC.

*WTMJ has carried Packers play-by-play since 1929
Denver Broncos

KOA(AM) Denver takes over the radio coverage of the Broncos and will carry five preseason games and the 14-game regular-season schedule. Tied in on the coverage will be a 43-station hook-up—mainly composed of Intermountain Network affiliates. One-eighth sponsorships on KOA will be taken by Sigman Meats, State Farm Insurance, Majestic Savings & Loan Association, Red Seal potato chips, Texaco, Greater Denver Ford Dealers, Schlitz and Public Service Company of Colorado. Bob Martin will do the play-by-play.

Two preseason television games are planned by KOA-TV with one in color. The TV sponsors so far are First National Bank of Denver (through Sam Lusky) and Greater Denver Ford Dealers (J. Walter Thompson), each a quarter, plus Texaco and Coca-Cola on participating basis. Also being negotiated are pregame and postgame sponsorships that include a pregame feature with Bronco Coach Lou Sabini.

Houston Oilers

Majestic Advertising, Milwaukee, is in third year of a three-year broadcast rights agreement, covering all radio and preseason TV. Six exhibition and the 14 regular-season games will be packaged for a regional radio network of some 55 stations, an increase over the previous years. Schlitz beer through Majestic will take a share but sponsor and station details are to be determined.

As of last week preseason TV plans for the Oilers also were to be worked out.

Kansas City Chiefs

KCMO(AM) Kansas City is in third year of three-year agreement and again will feed a regional radio network of over 55 stations in seven states, up considerably, for six exhibition events and the regular season. Schlitz Wholesalers (Mace Advertising) will take one-fifth on the network and KCMO as also will Vickers Oil Co. (Barickman & Selders). Interstate Securities (Ballantine Radford) will take one-fifth on KCMO and one-tenth on the network. On KCMO only Fairmount Country Club Dairy (Lennen & Newell) will take one-fifth and U.S. Supermarkets (Ver Siddall Associates) will take one-tenth. On KCMO/ will be a pregame "Fans in the Stands," to be sponsored alternately by Falstaff beer (Ogilvy & Mather) and Michael Clothing. The pregame "Scouting the Chiefs" will be sponsored by City National Bank (Oliver Advertising). A postgame scoreboard has been signed by Aamco Transmission (Sher & Jones) while the "Locker Room Show" will be sponsored by Swift Dodge, and Skill Tool (Fuller & Smith & Ross). Announcers will be Tom Hedrick on play-by-play and Bill Grigsby on color.

KMBZ-TV Kansas City will telecast four exhibition games, Sears, Roebuck & Co. (Fremerman-Papia) has renewed for one-quarter. Other quarter sponsors will be Wilson meats (Campbell-Mithun), Falstaff beer (Ogilvy & Mather) and Kansas City Power and Light (Valentine-Radford). Charlie Jones and John Sanders will split play-by-play assignments while Galin Fiss will do color.

Miami Dolphins

WOOD(AM) Miami will be originating the 14 regular-season and six preseason games of the Dolphins. Seven stations had joined WOO's Florida network by July 1 with expectation that the number will greatly increase by the first game. Last season 10 stations participated.

Sponsors on WOO include Johnnie and Mack Inc. Auto Service (through Ross Hancock Advertising), Household Finance, Ballantine beer, STP additive (through Media Buyers Inc.) and Eveready batteries (William Esty). STP and local advertisers in each city will sponsor the Florida network. WOO Sports Director Joe Croghan, who last year did play-by-play for the Baltimore Colts, will call the Dolphins' radio games. Color announcers will be Henry Barrow and Larry King of WOO.

Don Shula, new Miami head coach, will be featured on a 15-minute pregame show with Mr. Croghan. Sponsor is to be J. M. Pontiac (Greenman and Associates). A post-game "Rolling Home," program of interviews, scores and sky patrol reports for the home-bound fans, has been bought by the Bonfire Restaurant and Bob Houston Volkswagen. The pregame and postgame shows will not be fed to the network.

Two of the Dolphins' preseason games will be telecast. WPLO-TV Miami will carry the Aug. 8 exhibition opener with the Pittsburgh Steelers from Jacksonville, Fla. Sponsors already sold are the First National Bank and Johnny and Mack (auto services). Bob Dahlgren is to do the play-by-play. A Sept. 5 game between the Dolphins and the Washington Redskins from Tampa, Fla., will be carried by WKCY(TV) Miami. Participations are being sold but the sponsor lineup is not complete. Ray Scott will do the play-by-play with Morris Mclemore handling color.

New York Jets

WABC(AM) New York, entering the last year of a six-year contract, will cover 14 regular-season games and six exhibition contests. Sponsors are the F&M Schaefer Brewing Co. and Chevron Oil Co. (both through BBDO), Manufacturer's Hanover Trust (Young & Rubicam) and Buick Dealers of Greater New York (McCann-Erickson). Merle Harmon will do the play-by-play and Sam De Luca will handle color. A 10-minute pregame show, "Jet Huddle," with Howard Cosell, and a 10-minute postgame show, "Locker Room Huddle," with Mr. De Luca, are planned.

The jets will have a radio network of 60 stations, 15 more than in the 1969 season, in New York, New Jersey, New England, Pennsylvania, Rhode Island and Delaware. The network is being planned by Trans National Communications, New York, which last year also packaged a New York Giants radio network. Ballantine beer (Grey Advertising), Mobil detergent (Doyne Dane Bernbach) and English Leather (Cunningham & Walsh), will sponsor, with one-fourth still open. Jim Gordon will handle the play-by-play, Joe Hesel the color and Dick Lynch the analysis. A five-minute "Weeb Ewbank Show" will be handled by Coach Weeb Ewbank.

WOR-TV New York, in its sixth year with the Jets, will cover four of the six preseason games, including the Jets-Giants contest in New Haven, Conn. Two of the four broadcasts will be on a one-day-delayed basis. Play-by-play will be called by Don Criqui, with a color specialist to be announced. Sponsors are Ballantine beer, (Grey); B. P. Oil Corp. (Dancer-Fitzgerald-Sample); Hertz (Carl Ally); Seven-Up (J. Walter Thompson); Bristol-Myers (Young & Rubicam); Volkswagen (Doyne Dane Bernbach); Akla-Seltzer (Doyne Dane Bernbach), and Yellow Pages (Gardner Advertising).

Oakland Raiders

KNEW(AM) Oakland will broadcast six preseason games and 14 regular-season games along a 15-station network in California and Nevada. King and Scotty Stirling doing the play-by-play and color of Raiders' games on radio.

Quarter sponsors of the games are Union Oil (through Leo Burnett Co.), Smith's Clothiers (Wenger Michael Inc.) United Vintners (Honig, Cooper & Harrington), and Central Valley National Bank (Meltzer, Aron and Lemen). A 20-minute pregame show and two postgame programs totaling half an hour will be fed to the network stations to be sold locally. KNEW sponsors of the pregame shows are Kilpatrick's bread (J. Walter Thompson), one-half; Pacific Southwest Airlines, (Gross, Pera, Rockey), and C. Marcus Hardware (Roizen), each one-quarter. The 10-minute postgame "Hi-Lites" is fully sponsored by Treesweet Juices (Marsteller, Inc.), while a 20-minute locker-room show is half-sponsored by Canadian Pacific (Hoefer, Dieterich &
Radio-TV network sponsors for football

AC Spark Plugs (Burnett): CBS-TV, NFC games.
ADA Oil Co. (S.F.T.M. Media Service): CBS-TV, NFC pregame and games.
Alberto Culver (JWT): CBS-TV, NFC postgame.
Allstate Insurance (Burnett): CBS-TV, NFC games.
Amelia (Aircraft): DDB: CBS-TV, NFL pregame.
American Tobacco (JWT): CBS-TV, NFC games.
Amity Leather Products (Feldman & Norton): CBS-TV, NFC pregame.
AT&T (Yellow Pages) (Cunningham & Walsh): CBS-TV, NFC pregame and NFL pregame.
Arrow Shirts (Y&R): ABC-TV, NFL Monday night games.
Aurora Plastics (Adams, Daniel & Silverstein): ABC-TV, NFC games and NFL Monday night games.
Beecham (K&E): ABC-TV, NFL Monday night games.
Benjamin Moore Paint (Dreher Advertising): ABC-TV, NFC games.
Black & Decker (Vansant, Dugdale & Co.): ABC-TV, NFC games and NFL Monday night games.
B.P. Oil Corp. (DF-S): CBS-TV, NFC games.
Bulova (DDB): CBS-TV, AFC pregame.
Carter Wallace (Ally): CBS-TV, NFC pregame and NFL pregame.
Champion Spark Plugs (JWT): ABC-TV, NFL Monday night games.
Chevrolet (BBDO): ABC-TV, NFC games.
Chrysler (BBDO): NBC-TV, NFC games.
Colgate (Bates): CBS-TV, NFC pregame and NFL pregame.
Consolidated Cigar Co. (David, Osker & Mitchell): CBS-TV, NFC pregame.
Equitable Life Assurance (DDB): ABC-TV, NFC games.
Europay (Ayer): CBS-TV, NFL pregame.
Employers Insurance of Wausau (JWT): CBS-TV, NFC games.
Equitable Life Assurance (FCB): ABC-TV, NFL Monday night games; CBS-TV, NFC games.
Firestone (JWT): ABC-TV, NFL Monday night games; CBS-TV, NFL pregame and NFC games.
Ford (JWT): ABC-TV, NFL Monday night games; Gator Bowl, Senior Bowl.
Ford (JWT): ABC-TV, NFL Monday night games; Gator Bowl, Senior Bowl.
Foundation for Full Service Banks (D-F-S): CBS-TV, NFC games; NBC-TV, AFC games and Orange Bowl.
General Electric (Compton): CBS-TV, NFC pregame.
Gillette (BBDO): NBC-TV, Rose Bowl.
Glidden (Meldrum & Frewsmith): CBS-TV, NFL pregame.
Gold Seal (Gilber): ABC-TV, NFL Monday night games.
Goodyear (Bates): ABC-TV, NFC pregame.
Hertz (Ally): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason and NFC games.
John Hancock Life Insurance (M-E): CBS-TV, AFC pregame.
Humbolt OIl (M-E): ABC-TV, NFL Monday night games.
Interbank Card Association (FCB): CBS-TV, NFC games.
Jackson Brewing Co. (Bloom): CBS-TV, NFC games.
Kelloggs (Burnett): NBC-TV, Rose Bowl.
Kentucky Fried Chicken (Burnett): NBC-TV, Rose Bowl.
P. L. Lillard (FCB): CBS-TV, NFL pregame.
Lucky Breweries (BBDO): CBS-TV, NFL games.
Marathon Oil Co. (C-E): CBS-TV, NFC games.
Master Lock (C-M): CBS-TV, NFC pregame.
Matsushita (Bates): CBS-TV, NFL pregame and NFC games.
Mennen (JWT): CBS-TV, NFL preseason.
Midas Muller (WRG): CBS-TV, NFC pregame.
Menue (Emco): NFL preseason.
Monday Night Games (Doremus): ABC-TV, NFL Monday night games.
National Cash (M-E): CBS-TV, NFC games.
New York Life Insurance (Compton): CBS-TV, NFC games; NBC-TV, AFC games.
Norco (Larochhe, McCaffery & McCall): CBS-TV, NFC games.
Olympia Beer (Botsford, Ketchum): CBS-TV, NFC games.
Pabst Brewing Corp. (K&E): CBS-TV, NFL pregame.
Panasonic (Bates): NBC-TV, NFC games.
Phamacraft (M-H): ABC-TV, NFL preseason.
Phil Morris (Burnett): ABC-TV, NFL Monday night games; NBC-TV, Rose Bowl.
Phillips 66 (JWT): ABC-TV, NFL Monday night games.
Polaroid (DDB): ABC-TV, NFC games.
Pontiac (MacManus, John & Adams): CBS-TV, NFL preseason; NBC-TV, Orange Bowl.
Qantas (C&W): CBS-TV, NFL pregame, postgame, NFL preseason and NFC games.
Remington Rand (Y&R): CBS-TV, NFC games.
R. C. Reynolds (Esty): NBC-TV, AFC preseason, games and Orange Bowl; CBS-TV, NFL preseason and NFC games.
Schlitz (Burnett): CBS-TV, NFC games.
S. G. Johnson & Sons (FC&B): CBS-TV, NFL pregame.
Shell Oil (D&M): CBS-TV, NFL pregame.
Sears (FC&B): ABC-TV, NFC games; NFL Monday night games; CBS-TV, NFL pregame and NFC games.
Shick (Compton): ABC-TV, NFL Monday night games.
Skill Corp. (Fuller-Smith & Ross): CBS-TV, NFC pregame and postgame.
Spedel (Marschalk): NBC-TV, AFC games.
Stokes-Van Camp (LBN): CBS-TV, NFL pregame.
STP (Media Buyers): NBC-TV, AFC games.
Stroh Brewery (DDB): CBS-TV, NFC games.
Sunbeam (FCB): CBS-TV, NFC games.
Sun Anheuser-Busch (Esty): NFC games.
Sun Oil (Esty): CBS-TV, NFC games.
Textron (Marschalk): CBS-TV, NFC games.
Toni (North): CBS-TV, NFL pregame.
Trans World Airlines (WRG): ABC-TV, NFC games; NBC-TV, NFL :season and NFC games.
Union Carbide (Esty): NBC-TV, NFL preseason and NFC games.
Unilever Oil (Burnett): NBC-TV, NFL preseason.
Volkswagen (DDB): CBS-TV, NFC pregame.
Warner (JWT): CBS-TV, NFC pregame.
Wemby Inc. (Peter A. Mayer): CBS-TV, NFC pregame and NFC postgame.
Weyerhauser (Coles & Weber): CBS-TV, NFC games.
W. E. Young (JWT): CBS-TV, NFL preseason.
Zale Corp. (Bloom): CBS-TV, NFC games.
Zenith (FC&B): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Brown) and Toyota Dealers (Clinton E. Frank Inc.)

Preseason television coverage of the Raiders is still being negotiated by KTvu(TV) Oakland, Calif., with discussions centered on two exhibitions for a two-station network as well as some Raiders TV programing in the regular season.

Pittsburgh Steelers

Wtae(AM) Pittsburgh takes over the origination of the Steelers' games for 1970 for a regional network expected to number between 40 and 45 outlets. Empire Sports Productions, McKeensville, N.Y., is handling program and sales details. The list of sponsors is incomplete, but a spokesman for the Steelers said that commercial time is half sold. Jack Fleming will do the play-by-play with Wtae's Myron Cope doing the color.

As it did in 1969, KDka-TV Pittsburgh will carry five preseason games of the Steelers. Dick Stockton, KDKa-TV sports director who will work with the CBS-TV team on 14 NFL shows during the 1970 season, will do the play-by-play for the preseason slate. List of participating sponsors has not been completed.

San Diego Chargers

Kdeo(AM) El Cajon, Calif., will be going into the second year of a five-year agreement to broadcast all of the Chargers' games. Six preseason games will originate on Kdeo for a 16-station network in California, Arizona and Nevada. Stu Nathan will do the play-by-play with Emil Karras handling the color. Sponsors thus far include Texaco (through Benton & Bowles) for a quarter, and an eighth each for First Federal Savings & Loan Association (Jack Buchanan), Volkswagen (Doyle Dane Bernbach) and Household Finance (direct). The pre-pregame coach's show will be handled by Charlie Walker with Ron Reina doing the pregame program and Emil Karras handling the postgame honors from the locker room. Sponsors of the pregame programs are Reading Dynamics and Pickwick Book Stores Sears (Tewell Advertising) will sponsor the postgame show.

Kcst(tv) San Diego begins the first year of a new two-year contract to broadcast the preseason games of the Chargers. Five games will be broadcast, all in color. Two away games will be carried live, while the three home contests will be aired on a delayed basis. Bob Chandler will call the games. No pregame or postgame television shows are planned. However, KCST will broadcast a one-hour special on the Chargers before the season begins and will carry

BROADCASTING, July 20, 1970 27
a weekly broadcast with General Manager Sid Gilman and Coach Charlie Waller.

NATIONAL CONFERENCE

Atlanta Falcons

WXI(AM) Atlanta will again originate the Falcons' games for a Southeast radio network. On the heels of a just-concluded new contract to run through the 1972 season, WXI General Manager Gerald S. Blum said that 26 stations already had signed for the network with the expectation that ultimately a minimum of 60 outlets would carry five exhibitions and the 14 regular-season games. With the exception of one quarter and two half-time announcements, the radio games are sold out. Quarters of the game have been taken by Atlanta Ford Dealers (J. Walter Thompson); Citgo Products (Media Corp. of America) and First National Bank of Atlanta (Cargill, Wilson, Acree). Spots before kickoff and after the final gun have been sold to Elman's Jewelry Co. (direct). Pregame and postgame shows have been bought by Gordy Tire Co. (Phil Klein Advertising) and Tapes Unlimited (B&B Advertising). The pre-pregame Norm Van Brocklin Show, featuring the Falcons' coach, has been sold to Miller beer.

All of the programs before and after the games will be fed to the regional network. Play-by-play will be handled for the fifth consecutive year by Jack Hurst with Alex Hawkins, former Baltimore Colt player, doing the color.

Pregame live pickups of four Falcon games are planned by WAGA-TV Atlanta. One other contest, with the Kansas City Chiefs Aug. 29, will be carried the next afternoon on tape. The TV games will not be on a regional hookup.

WAGA-TV Sports Director Ed Thilenius who called the games last summer will again do the announcing with Johnny Sauer as color man. Lineup of sponsors is not yet completed, according to the station.

Chicago Bears

WGN(AM) Chicago will air two exhibition games and the 20 regular-season games of the Bears and will again feed a regional radio network still being organized. For the 25th year the basic rights owner, Standard Oil Division of American Oil (through D'Arcy Advertising), will sponsor one-third. G. Heileman Brewing (Campbell-Mithun) and Household Finance Corp. (Needham, Harper & Steers) each has renewed for one-third also. The pregame warmup show has been renewed by Robert Hall Clothes (Arkwright). The halftime and scoreboard shows are still open. Play-by-play announcer is Jack Brickhouse.

with Irv Kupcinet handling color.

WBBM-TV Chicago will televise six exhibitions this summer, one live and the rest by tape delay. All are being sold on participating basis. Lindsey Nelson and Jerry Kramer will do the announcing.

Dallas Cowboys

The Cowboys continue to live up to the Texas tradition for bigness with a radio hook-up that promises to be pro football's largest. Radio rights are retained by the Dallas club which works with the Texas State Network, Fort Worth, in a profit-sharing arrangement. Last year, TSN fed the games to approximately 145 stations. This year, 122 stations in Texas, Louisiana, New Mexico and Oklahoma already have agreed to carry the six preseason and 14 regular-season schedule with many more affiliates expected to be added in the next few weeks. Games are delivered by TSN to the stations at no cost with half the time taken by network sponsors and the other half going to the stations to sell locally, keeping all that revenue. Firm TSN contracts so far are with Schlitz Brewing Co. (through Leo Burnett Co.) and Texaco (Benton & Bowles) for the actual games. Other in-game sponsors as well as advertisers for the pregame and post-game shows are being negotiated, but Gene Craft, TSN manager, notes that "everything seems to be going slower this year."

The pregame television for the Cowboys is not set. Glenn Advertising, Dallas, is currently negotiating for a station and a lineup of sponsors. Last summer KRLD-TV Dallas carried three live and two delayed colorcasts of exhibition games.

Detroit Lions

WXYZ(AM) Detroit takes its third-year option and again will feed a regional radio network of over 50 stations this season for six exhibition games plus the regular season. The team retains its own radio rights and preseason TV rights and sells them to advertisers with WXYZ providing radio-TV and other promotion plus the engineering package for the network. Marathon Oil (through Campbell-Ewald) is renewing one-half on the network. Ford Motor Co. and Theo. Hamm Brewing (both J. Walter Thompson Co.), each will renew for one-quarter on the network. Pregame and postgame shows again are being sold on rotating participation basis. A pre-pregame show with Lions Coach Joe Schmidt is still open. Regular season announcers will be Van Patrick on play-by-play and Bob Reynolds on color. Announcers of exhibitions on radio will be Mr. Reynolds and Dave Diles.

WBK-TV Detroit again will air four away exhibition games this year. Sponsors will be Marathon Oil for one-half and Ford and Hamm's for one-quarter each. Pregame play-by-play will be handled by Mr. Patrick with J. P. McCarthy doing color.

Green Bay Packers

WTMJ(AM) Milwaukee, which has broadcast Packers games every year but two since 1929, again will originate a regional network of about three dozen radio stations, split into a basic network of seven outlets with the rest bonus, for six exhibitions and the regular season. Thorp Finance has renewed on the network for one-half through Klau-Van Pietersen-Dunlap while Blatz beer (Campbell-Mithun) and Humble Oil (McCann-Erickson) each will renew for one-quarter on the network. The pregame Packers preview was still open last week while the postgame Gameplay show on WTMJ was renewed by Ruby Chevrolet (Marvin Frank Agency). Both features are fed to the network for local sponsorship. Announcers will be Gary Bender on play-by-play and Jim Irwin on color.

WBYT-TV Green Bay once more is packaging five exhibition games on video tape delay and live basis for a regional network of five stations. On WQBY-TV sponsors will be participating. Bill Howard will do play-by-play. WBYT-TV also will air twice-weekly Phil Bengtson show. Sponsors are not set.

Los Angeles Rams

KMPG(AM) Los Angeles will again originate a Rams radio network of 23 stations from Alaska to Arizona, for three preseason games and 14 regular-season games. Three other preseason games will be fed to the network from KABC(AM) Los Angeles using the KMPG feed when that station has conflicts with California Angels baseball. Dick Enberg will call the games, with Dave Nehaus and Steve Bailey providing color. Sponsors for the games, with one-quarter each, are Household Finance and Continental Airlines (both through Needham, Harper & Steers),

NCAA anniversary present

As collegiate football goes into 1970, it will receive a 101st birthday present: an extra game. The new National Collegiate Athletic Association rules now permit an 11th in-season game. Though not in effect at all schools this year, it nevertheless showed up in added rights and extra programming reported in Broadcasting's annual survey of 125 major schools (see page xx).
Now available: "The Black Football Classics"

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It literally will take a millionaire to buy five minutes of commercial time on the next Super Bowl. With NBC-TV slated to carry the climax of the pro season, commercial minutes reportedly are being sold for $200,000 each. Last January, ens Buick and Buerkle Buick (both M. R. Bollin). A postgame Paul Hormung Show, has been one-half sold to Union Carbide (William Esty Co.) with other portion open. Radio announcers are Jim Morse on play-by-play and Paul Hormung on color.

KSTP-TV will air four exhibition games live with Northwestern National Bank taking one-third and the remainder participating. Ed Cain, sports director of KSTP-TV, will call the play-by-play with a color man to be selected. Starting Sept. 20, station will start its weekly 10:30 p.m. Bud Grant Show in which filmed portions of the Vikings' game earlier that day will be shown. Coach Grant will team with Mr. Cain on program. As a prelude to the regular season, KSTP-TV Aug. 1 kicks off a weekly half-hour series, Vikings Countdown.

New York Giants

WNW(Am) New York, beginning its 10th season of Giants coverage under a new three-year contract, will carry 14 regular-season games and six exhibition contests. Calling the games will be Sal Marciano and Chip Cipolla. Sponsors for a half-hour pregame show by Mr. Marciano and a 15-minute postgame Locker Room Report with Mr. Cipolla are Union Carbide (through William Esty), and American Express (Ogilvy & Mather). Game sponsors are Manufacturer's Hanover Trust (Young & Rubicam), Schaefer Beer (BBDO), Getty Oil (Delehanty, Kurnit & Geller) and Buick Dealers of New Jersey (Forssberg Inc.).

The Hughes Sports Network, replacing Trans National Communications, will package a Giants radio network of approximately 50 stations in the Northeast. Sponsors are to be announced.

WCBS-TV New York will carry five exhibition games, three on a delayed basis. One half-hour pregame show is scheduled before the Giants-Jets contest in New Haven Nov. 1. Frank Gifford will handle the play-by-play and Pat Summerall will do the color for the first two telecasts. Jack Whitaker will call the last three games with Mr. Gifford handling color. Sponsors are U.S. Steel (Compton), B. P. Oil (Dancer-Fitzgerald-Sample), Hertz (Carl Ally) and Ballantine Beer (Grey Advertising).

New Orleans Saints

WWL(AM) New Orleans, which holds the radio rights to the Saints' games, said last Thursday (July 16) that its plans for the coming season were not firm. Last year the station fed a regional network of about 45 stations.

WWL-TV New Orleans, as it did in 1969, will telecast all preseason games of the Saints. List of local sponsors includes King Cotton (meat products), Jax beer, Rex root bear, Bank of New Orleans and Bob McKinnon Chevrolet. Announcers and other details are not yet firm.

Philadelphia Eagles

WIP(AM) Philadelphia will feed the six exhibition and 14 regular-season games of the Eagles to a network of six radio stations in Pennsylvania and New Jersey. The station list is nine fewer than last year's but includes the larger markets of Scranton, Harrisburg, Allentown, Reading and Atlantic City. A five-minute pregame show, Eagles'
Warmup, will feature announcers Charles Swift and Al Pollard. There will be a 10-minute postseason game show with Clarence Peaks and a 15-minute Around the NFL program with John Deignan. Sponsors are Cotman Transmission, (through Ross Advertising); Penn-Jersey Stores (Bofinger, Kaplan) and Llanerch Gun Shop (Barsel Advertising). Messrs. Swift and Pollard will also handle the play-by-play and color. Game sponsors are Merit/Save- way Gas & Oil (Sonder, Levitt, Sagrsky); Schaefer Beer (BBDO); Abbotts Dairy (Lewis & Gilman) and Gerard Bank (Aikin Kynett).

WCAL-TV Philadelphia, which has telecast the Eagles’ games for 10 years, plans to carry five pre-season games, four on a delayed basis. Tom Brookshier, WCAL-TV sports director, will host a half-hour pre-game show and handle game analysis. Quarter sponsors are Ballantine beer (Grey Advertising), Oldsmobile (D. P. Brother), and Household Finance Corp. (Needham, Harper & Steers), with the remaining quarter in participations.

St. Louis Cardinals
KMox(AM) St. Louis for the tenth year will feed a radio network of some 40 stations in six states for five exhibition games and 20 regular-season contests with one-half sponsorship on the network to be taken by STP, placing direct. On KMox STP will have one-quarter, Busch Bavarian beer (Gardner Advertising) will take one-quarter as will General Finance Corp. (Post-Keyes-Gardner). One-quarter is open. KMox has two pre-game features. They are the Charlie Winters Show, sold to St. Louis County National Bank (Winfield Advertising), and The Larry Wilson Show, available. A post-game Star of the Game show has been sold to Steak-N-Shake. Ray Geracy will do the play-by-play and Jim Butler will handle color.

KMox-TV St. Louis will telecast five exhibition games and one regular-season game [a “dissolved” game out of network package] this season with Southwestern Bell and Laclede Gas (both D’Arcy Advertising) and Falstaff beer (Ogilvy & Mather), each renewing one-quarter with the remainder participating. Announcer will be Bob Wilson.

San Francisco 49ers
The six pre-season and 14 regular-season games will originate from KSFO (AM) San Francisco for a 12-station network. One-fourth sponsors for the pre-season games are United Vintners through Honig, Cooper and Harrington and Northern California Chrysler-Plymouth Dealers (Young and Rubicam). Remaining two quarters were not set as of last week. The pre-game and post-game shows will be sponsored in part by Household Finance Corp. (Needham, Harper & Steers). Lon Simmons and Hugh McElhenny will provide the play-by-play and color.

KTVU-TV Oakland will carry six 49er pre-season games, four live and two on a delayed basis because of previous commitments for the San Francisco Giants baseball games. KTVU will feed the games to two other television stations.

Washington Redskins
WMAL-AM-FM Washington, in its seventh year as holder of exclusive radio rights to the Redskins’ schedule, plans to again feed the games to approximately 32 outlets in Maryland, Virginia, Pennsylvania and North Carolina. Quarter sponsors of the games locally will be Household Finance Corp. (through Needham, Harper & Steers), Ford Dealers (J. Walter Thompson), Washington Gas Light Co. (JWT) and National Brewing Co. (W. B. Duer). On WMAL only will be a pre-game show with Mal Campbell, sponsored by Union Carbide Co. (Wm. Esty); a half-time newscast for Tool Shed and Hickory Farms (SM Advertising); a post-game show with Mal Campbell for Utz potato chips (Torrerri-Meyers),

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.

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WHBF-TV4
CBS for the Quad Cities (Davenport, Rock Island, Moline & East Moline)
No softness in 1st-quarter spot TV

General Foods holds few qualms about medium as it gets close to P&G with $10 million outlay

General Foods Corp., White Plains, N.Y., led all other companies in added investments in spot-TV advertising for the first quarter of 1970, according to Television Bureau of Advertising figures being released today (July 20).

The figures, based on tabulations from 261 stations in 75 leading markets, were supplied by Broadcast Advertisers Reports. They showed national and regional expenditures exceeding $276 million by 1,173 companies for 5,017 brands. The figures, TVB noted, "have not been projected to reflect total U.S. investments."

The findings indicated that GF increased its spot budget $2.8 million, to a total $10.02 million for the quarter.

GF officials said expenditures for the first quarter had been budgeted before release of the firm's much-heralded study that was said to find magazine advertising "generally comparable" to TV advertising (Broadcasting, March 9, et seq.). That study, undertaken by GF with Life, Look and Reader's Digest, subsequently received bad reviews from officials at the three networks, all of which attempted to debunk its findings.

GF officials also would not disclose second-quarter figures or indicate how the company planned to implement its TV-versus-magazine study in terms of its advertising budgets. But, it was reported, GF's expenditures in both broadcast and print advertising were up for the fiscal year ended March 31, 1970 as compared to the year before.

Other TVB-BAR findings:
- Five companies—Procter & Gamble, GF, Colgate-Palmolive, American Home Products and Bristol-Myers—allocated more than $5 million to spot TV during 1970's first quarter.
- Food and food products ranked as the leading product category with investments totaling $75.1 million in spot TV advertising. Toiletries and toiletries runs second, drugs and remedies, third.
- In the first quarter, three out of every five announcements were 30-sec. units with spot advertisers using more 30's than all other lengths combined.
- Early evening TV posted the largest dollar investments—$83.2 million—followed by nighttime with $80.7 million. For the second consecutive quarter early evening was the biggest revenue producer.
- TVB said that "specific company investments in this report are comparable to data which appeared in the TVB/BAR 1969 reports. Due to shifts in national and local designations by BAR,"

Marlon Harper bows out

Harper Rosenfeld Sirotitz, New York, announced last week that Marlon Harper Jr. has resigned as president of the six-month-old advertising agency "because of the pressure of his other business interests."

Mr. Harper, a prominent figure in the advertising field, was ousted several years ago as board chairman of the Interpublic Group of Companies. There was speculation last week that Mr. Harper had been forced to resign from Harper Rosenfeld Sirotitz by three other members of the agency's board because they felt that Mr. Harper was not devoting sufficient time to the company.

Mr. Harper also is president and chairman of Systems for Growth, New York, a company that includes among its computer-oriented subsidiaries, Tekna-Media, a media buying service.

The name of the agency will be changed to Rosenfeld Sirotitz, with Len Sirotitz as president.

Total dollars and category dollars for spot TV are not comparable."

The estimated expenditures of top-100 national and regional spot-television advertisers:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$10,777,000</td>
</tr>
<tr>
<td>2</td>
<td>General Foods</td>
<td>10,028,000</td>
</tr>
<tr>
<td>3</td>
<td>Colgate-Palmolive</td>
<td>7,632,000</td>
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<td>4</td>
<td>American Home Products</td>
<td>5,508,000</td>
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<tr>
<td>5</td>
<td>Bristol-Myers</td>
<td>5,248,000</td>
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<td>6</td>
<td>American Brands</td>
<td>4,833,500</td>
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<tr>
<td>7</td>
<td>Gillette</td>
<td>4,021,100</td>
</tr>
<tr>
<td>8</td>
<td>Warner-Lambert Pharmaceutical</td>
<td>4,516,000</td>
</tr>
<tr>
<td>9</td>
<td>Coca-Cola</td>
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</tr>
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<td>10</td>
<td>William Wrigley Jr. Co.</td>
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<tr>
<td>11</td>
<td>R. J. Reynolds Industries</td>
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<tr>
<td>12</td>
<td>General Mills</td>
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<td>13</td>
<td>Nestle Co.</td>
<td>2,619,500</td>
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<td>14</td>
<td>International Telephone &amp; Telegraph</td>
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<tr>
<td>15</td>
<td>Ford Motor</td>
<td>2,508,400</td>
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<tr>
<td>16</td>
<td>Kraftco</td>
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<td>17</td>
<td>Sterling Drug</td>
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<td>18</td>
<td>PepsiCo</td>
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<tr>
<td>19</td>
<td>General Motors</td>
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<td>Miles Laboratories</td>
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<td>21</td>
<td>Philip Morris</td>
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<tr>
<td>22</td>
<td>Scott Paper</td>
<td>2,508,400</td>
</tr>
<tr>
<td>23</td>
<td>Procter &amp; Gamble</td>
<td>2,508,400</td>
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<td>24</td>
<td>Carnation</td>
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<td>25</td>
<td>American Can</td>
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<td>26</td>
<td>Standard Brands</td>
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<td>27</td>
<td>Richardson-Merrell</td>
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<td>Loews Theatres</td>
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<td>Quaker Oats</td>
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<td>30</td>
<td>Triangle Publications</td>
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<td>Johnson &amp; Johnson</td>
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<td>32</td>
<td>Pillsbury</td>
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<tr>
<td>33</td>
<td>C. B. C. International</td>
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<td>Motortola</td>
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<td>35</td>
<td>Shell Oil</td>
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<td>36</td>
<td>Norton Simon</td>
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<td>37</td>
<td>Campbell Soup</td>
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<tr>
<td>38</td>
<td>Jos. Schlitz Brewing</td>
<td>2,508,400</td>
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<tr>
<td>39</td>
<td>Plough</td>
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<tr>
<td>40</td>
<td>Pan American Airways</td>
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<td>41</td>
<td>Peter Paul</td>
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<tr>
<td>42</td>
<td>Carter-Wallace</td>
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<tr>
<td>43</td>
<td>Magnavox</td>
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<tr>
<td>44</td>
<td>Avon Products</td>
<td>2,508,400</td>
</tr>
<tr>
<td>45</td>
<td>Liggett &amp; Myers Tobacco</td>
<td>2,508,400</td>
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<tr>
<td>46</td>
<td>Seven-Up</td>
<td>2,508,400</td>
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<tr>
<td>47</td>
<td>Borden</td>
<td>2,508,400</td>
</tr>
<tr>
<td>48</td>
<td>Smith Kline &amp; French Labs</td>
<td>2,508,400</td>
</tr>
<tr>
<td>49</td>
<td>Dow Chemical</td>
<td>2,508,400</td>
</tr>
<tr>
<td>50</td>
<td>Toyota Motor Distributors</td>
<td>2,508,400</td>
</tr>
<tr>
<td>51</td>
<td>Rio Tinto-Zinc Corp. Ltd.</td>
<td>2,508,400</td>
</tr>
<tr>
<td>52</td>
<td>Beatrice Foods</td>
<td>2,508,400</td>
</tr>
<tr>
<td>53</td>
<td>Sunkist Growers</td>
<td>2,508,400</td>
</tr>
<tr>
<td>54</td>
<td>Hirs Brothers Coffee</td>
<td>2,508,400</td>
</tr>
<tr>
<td>55</td>
<td>British-American Tobacco Co.</td>
<td>2,508,400</td>
</tr>
<tr>
<td>56</td>
<td>General Telephone &amp; Electric</td>
<td>2,508,400</td>
</tr>
</tbody>
</table>
Young & Rubicam loses $6 million in accounts

Young & Rubicam, New York, lost two accounts last week: the confections division of Beech-Nut Inc., New York, and Procter & Gamble’s Safeguard deodorant soap. Combined billing of the two accounts can reach as high as $6 million.

The Beech-Nut assignment includes Beech-Nut gum, Life Savers, Pine Bros. cough drops and Care gum, and grosses approximately $4 million, of which about $2.5 million is in broadcast. The new agency is Dancer-Fitzgerald-Sample, New York.

The new agency for Safeguard is Wells, Rich, Greene, New York. Estimated billing is $2 million, of which approximately $1.6 million is in TV-radio.

No summer letup for Alberto-Culver

Alberto-Culver Co., Melrose Park, Ill., will continue its heavy commitment to television during the summer months this year. The toiletries firm last week announced it had concluded negotiations with NBC-TV for “a major package of commercial time” on a dozen nighttime shows through September.

Alberto-Culver explained the NBC-TV buy supplements earlier contracts with ABC-TV and CBS-TV for the same period, giving it prime evening exposure on all three networks throughout the week. All brands are represented. Agency in the NBC-TV agreement was J. Walter Thompson Co., Chicago.

Alberto-Culver is not commenting upon its reported interest in possibly “triggybacking” three 20-second commercials for related products in single-minute buys (“Closed Circuit,” July 6). The company, however, has been a pioneer in the introduction of new commercial formats and was a leader in the piggyback evolution. Sources from Japan currently report Alberto-Culver is using two 15-second commercials in 30-second buys on commercial TV there.

A Falstaff campaign on Boston stations

Falstaff beer, manufactured by the Falstaff Brewing Corp., St. Louis, has moved into the Boston market with a new TV and radio campaign produced through Ogilvy & Mather, New York. The Boston market was chosen because of the distribution organization already set up to handle the marketing of Falstaff’s Nargansett beer in New England, a company spokesman said.

“For guys who really like it... man, it’s Falstaff,” the theme will be featured in 20 to 34 minute and 30-second TV spots a week on WHDH-TV, WRBZ-TV and WNUC-TV. On radio, 600 spots per week will be seen on WJIB, WRKO, WBZ, WEEZ, WCOP and WILD, all AM.

Chicago agency wins Braniff air account

Chicago’s Clinton E. Frank Inc. captured a colorful $8 million Madison Avenue advertising account last week—the domestic and international airline advertising of Braniff International, Dallas, the home of pastel planes. The switch is effective Oct. 15.

Frank over the past five years has been successful with the United Air Lines air freight account, which it will give up, along with another smaller account, Avianca (Colombian Airlines). United air freight will move to Leo Burnett Co., Chicago, which handles United’s passenger business.

Braniff is the 10th largest airline in the world, carrying six million passengers annually and serving 53 cities in the U.S., Mexico and South America. It recently won routes to Hawaii, Detroit, New Orleans and Miami. Braniff’s first New York agency was Jack Tinker & Partners, then Wells, Rich, Greene. It moved to its present agency, Lois Holland Callaway, about two years ago.

Agency appointments:

R. J. Reynolds Foods has named Tatham-Laird & Kudner, Chicago, to handle its Patio foods division account which bills about $1 million. Patio is major Mexican-American food line and has been handled by Norworthy-Mercer, Dallas.

Lintas Argentina, a part of S&C-B-Lintas International, has been appointed to handle consumer advertising for Cyanamid Argentina, S.A., a subsidiary of American Cyanamid. American Cyanamid is the first of S&C&B’s international accounts to utilize the services of the agency’s new alliance with Lintas International, world-wide advertising network with headquarters in London (Broadcasting, Feb. 2, 1970).

BP Oil Ltd., Canada, has appointed Spitzer, Mills & Bates Ltd., New York, member of the Ted Bates group of companies, as its advertising agency, effective Sept. 1. Account will be serviced by S&M&B’s Montreal office.

Rep appointments:


KFMU-FM Kansas City, Mo.: CBS/FM National Sales, New York.

Private war on antismoking spots

Citizens seek FCC aid in getting procigarette side on the air

Three Virginians, two of them in broadcasting, have undertaken a campaign aimed at making sure broadcasters who carry antismoking spots are not airing only one side of what the FCC has held is a controversial issue of public importance.

The campaign, directed at broadcasters who air health-hazard warnings but do not carry cigarette commercials, raises questions broadcasters and antismoking forces alike will have to face after Jan. 1., when the statutory ban on the broadcast of cigarette advertising becomes effective.

One of the Virginians involved, Edmund D. Baydush, general manager of WFGO(AM) Suffolk, Va., has asked the FCC to rule that the fairness doctrine, under which broadcasters carrying cigarette advertising were required to air the antismoking spots, obliges broadcasters to carry prosmoking spots to balance health-hazard warnings if they do not carry cigarette commercials. He suggests a ratio of one procigarette spot to three anticigarette announcements.

Mr. Baydush last week said it is "judicious" for the government to spend $50 million a year subsidizing the growth and sale of tobacco and, at the same time, to discourage its use. And, like others who opposed the commission ruling applying the fairness doctrine to cigarette advertising, he expressed the fear that the doctrine might be applied to other products now legally sold.

"I also want to show the FCC its logic is absurd," he said, adding that if the doctrine requires antismoking messages to balance cigarette commercials, it also requires prosmoking announcements to offset antismoking spots when no commercials are carried.

There may be grounds for disputing the correctness of that reverse of the commission's position, however. The U.S. Circuit Court of Appeals for the District of Columbia, in upholding the commission's application of the fairness doctrine to cigarette commercials, on Nov. 21, 1968, said the commission's "public health issue rationale...would hardly justify compelling broadcasters to inform the public that smoking might not be dangerous."

The commission has also held that broadcasters who do not carry cigarette commercials but do air antismoking spots have wide discretion in presenting the tobacco industry's position on the issue. For instance, in its Feb. 5, 1969, rulemaking proposal to ban all cigarette advertising—a proceeding made moot by Congress' action in the field—the commission said that, following adoption of the proposed rules, broadcasters might "conclude that the antismoking messages...should continue unabated, with the cigarette manufacturer afforded the opportunity to present his side in newscasts, documentaries, roundtable discussions and other formats. It added: "All these are matters of licensee judgment."

Furthermore, the mounting concern in and out of government about cigarette smoking—as evidenced by the law banning the broadcast of cigarette commercials—could lead some broadcasters to conclude that the issue is no longer controversial. However that judgment would undoubtedly be reviewed by the commission, whose policy in the field is based on the conclusion the issue is a controversial one of public importance.

Conceivably, the commission might attempt to deal with that question either in response to Mr. Baydush's request for a declaratory ruling or in dealing with a test case that is being sought—so far without success—by the other Virginians engaged in the effort to promote the prosmoking view.

The others are Michael E. Handley, of Falls Church, Va., a staff announcer

Business recruits march to a Pepto-Bismol tune

Businessmen, "recruited" for overseas assignments by U.S. corporations, are the stars of a new TV campaign launched last Friday [July 17] on the CBS Friday Night Movie by Morton-Norwich's Pepto-Bismol tablets, through Benton & Bowles, New York.

After reporting to the "recruiting" station in all types of garb and haircuts, the businessmen are outfitted in executive apparel, shorn to an appropriate hair style and marched to an embarkation point for overseas assignment. The voice-over warns of the dangers these men will face in strange countries with different foods. The remedy: Pepto-Bismol tablets, of course, as the businessmen are shown fondling the tablets found in their new attache cases.

The 60-second spot campaign also is scheduled for prime-time slots on all networks, on news and sports shows, and on NBC's Today and Tonight.
Dispute continues over FTC charges

American Brands asks commission to drop required disclosures in cigarette ads

American Brands Corp. denied a Federal Trade Commission complaint that some of its cigarette advertising had been deceptive and asked the FTC to dismiss the charge as moot at a hearing resumed last week in Washington.

The move for dismissal stems from the fact that broadcast cigarette advertising is scheduled to cease Jan. 2, 1971, by law. American Brands’ lawyer, Abe Krash, argued that any FTC decision would be largely irrelevant after that date. A substantial percentage of the advertising at issue in the case is broad- cast. The FTC decision, however, would also affect print advertising.

The FTC complaint, issued in March 1969, focused on an advertising claim that Pall Mall Gold 100’s “are lower in tar than the best selling filter king.” FTC claimed American Brands omitted certain facts, creating the false impression that the brand was a low-tar cigarette.

The FTC wants American Brands to state in its advertising the tar content of both its Pall Mall brand and that of “the best-selling filter king.” It also wants American Brands to mention the comparison cigarette (Winston) by name and give the high and low tar-content figures based on FTC reports for all cigarettes.

The trade commission said that Pall Mall Gold 100’s were the 56th out of 122 brands tested for tar content. American Brands claimed that this listing is not valid because low-tar cigarettes have a very small share of the market, and that when sales are correlated with tar content only 27% of all cigarettes sold on the American market were lower in tar than Pall Mall Golds.

American Brands also denied that the advertising theme implied that the cigarette is low in tar—only that it is “lower in tar than the best selling filter king.” The theme was adopted, William Moore, deputy advertising director for American Brands, said, to publicize the fact that Pall Mall had reduced its tar content. He also said that the requirement to name the competitor referred to in the advertisements was unpreced- ented and contradicted standard advertising practice. He noted that two networks, ABC and CBS, have a policy against this practice.

The battle also rages on another front. Under advisement in federal district court in Washington is a motion by American Brands seeking FTC records which, it is claimed, show that the agency engaged in ex parte communication with the National Association of Broadcasters (broadcasting, July 13).

The NAB code boards last fall adopted the FTC’s position regarding mention of tar content in broadcast advertising, resulting in the refusal by the networks of Pall Mall and American Brands’ Silva Thins advertising. American Brands late last year sought an injunction against this move by the networks and NAB, but these were denied. American Brands charged that the networks and NAB violated the antitrust laws by allegedly banning its advertising on the air.

Cut-rate politicos move in House

Bill to limit costs of broadcast campaigning gets bipartisan push

The political broadcasting bill sailed untouched through the House Commerce Committee last week, encountering a lone dissenter.

The bill (HR 18434) which was given little chance earlier in the 91st Congress, came out of the committee with strong bipartisan support. And as one House staff member noted, the committee, composed of 21 Democrats and 16 Republicans, is fairly representative of the House as a whole. It had emerged from the Communications Subcommittee a week earlier (broadcasting, July 13).

The House bill, more comprehensive than the Senate version on which it is based, would not become effective until Jan 1, 1971, after this year’s elections.

Here are the major points of the bill:

- It would repeal Section 315 of the Communications Act of 1934 as it applies to the President and Vice President. The repeal of this section, which requires equal time for all legally qualified political candidates, sparked one of the few notes of disagreement apparent in the Commerce Committee session. With the repeal, the networks and stations are given the responsibility of deciding which candidates for President and Vice President will be provided with free time. The majority thinking was that broadcasters would make such decisions responsibly—that if there were signs of abuse, Section 315 could be re-applied to the two offices.

- All broadcasters would be required to sell time to legally qualified candidates for any political office at the lowest unit rate charged conventional ad-

BROADCASTING, July 20, 1970 35
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 5, 1970
(net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended July 5</th>
<th>Cumulative January-July 5</th>
<th>CBS Week ended July 5</th>
<th>Cumulative January-July 5</th>
<th>NBC Week ended July 5</th>
<th>Cumulative January-July 5</th>
<th>Total minutes week ended July 5</th>
<th>Total dollars week ended July 5</th>
<th>1970 total minutes</th>
<th>1970 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>$457.2</td>
<td>$4,308.9</td>
<td>$1,497.7</td>
<td>$14,051.0</td>
<td>$1,365.9</td>
<td>$14,051.0</td>
<td>73</td>
<td>1,365.9</td>
<td>2,237</td>
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<td>1,421.2</td>
<td>46,553.0</td>
<td>2,667.7</td>
<td>83,867.9</td>
<td>1,430.7</td>
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<td>814</td>
<td>5,519.6</td>
<td>23,131</td>
<td>179,506.1</td>
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<td>Saturday-Sunday</td>
<td>351.9</td>
<td>25,497.3</td>
<td>506.4</td>
<td>35,663.1</td>
<td>707.1</td>
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<td>199</td>
<td>1,565.4</td>
<td>7,613</td>
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<td>Monday-Saturday</td>
<td>162.7</td>
<td>6,198.8</td>
<td>470.9</td>
<td>21,550.7</td>
<td>401.9</td>
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<td>77</td>
<td>1,035.5</td>
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<td>Sunday</td>
<td>36.8</td>
<td>3,219.3</td>
<td>149.4</td>
<td>7,156.0</td>
<td>6.0</td>
<td>6,038.5</td>
<td>10</td>
<td>192.2</td>
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<td>16,413.9</td>
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<td>Monday-Sunday</td>
<td>4,345.8</td>
<td>144,370.5</td>
<td>4,598.2</td>
<td>186,483.2</td>
<td>5,045.7</td>
<td>183,049.1</td>
<td>439</td>
<td>13,989.7</td>
<td>11,637</td>
<td>513,902.8</td>
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<td>7:30-11 p.m.</td>
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<td>7,739.5</td>
<td>270.7</td>
<td>10,404.4</td>
<td>623.4</td>
<td>17,921.0</td>
<td>112</td>
<td>1,062.6</td>
<td>3,018</td>
<td>59,799.9</td>
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<td>Monday-Sunday</td>
<td>6 p.m.-11 p.m.</td>
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<tr>
<td>11 p.m.-Sign-off</td>
<td>6 p.m.-6 a.m.</td>
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<td>Total</td>
<td>$5,486.9</td>
<td>$254,578.4</td>
<td>$8,726.1</td>
<td>$348,307.5</td>
<td>$8,517.9</td>
<td>$299,653.2</td>
<td>1,724</td>
<td>$23,730.9</td>
<td>50,294</td>
<td>$822,539.2</td>
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</table>

Advertisers for the same time in the same time period.

- Spending limits for the purchase of broadcast time would be placed on candidates for national office—Presidency, Vice Presidency and Congress—as well as governors. The monetary limits, which apply to the candidates and their supporters as well, are an amount equal to seven cents for every popular vote cast in the proceeding election for that office or $20,000, whichever is greater.

- Spending limits would also be placed on primary elections—at exactly half that for general elections, 3.5 cents per vote or $10,000, whichever is greater. The limit would be computed from the number of votes in the preceding general election, not the primary, and would apply to congressional and gubernatorial, but not presidential, candidates.

- The House bill would place the burden of proving compliance with the spending limits on the candidate, not on the broadcaster. The bill would prohibit putting a candidate on the air until either he or his designated representative had certified his compliance with the provision in writing.

- Another provision gives states the authority to adopt their own limitations on spending for nonfederal positions in addition to governorships. The limit could not exceed the seven-cents-a-vote or $20,000 formula in the federal bill.

- The bill would apply to radio, TV and cable-television systems.

Name change

Richard S. Humphrey, Jr., president of Reach, McClinton & Co., Boston, has announced that effective Aug. 1, the firm will be formally identified as Humphrey Browning MacDougall Inc.

FCC rules on what rate candidates may pay

The FCC last week told KARK-FM Little Rock, Ark., that local stations may charge local rates for political broadcasts in response to another candidate's appearance on a network program. The declaratory ruling was in response to a letter the station's licensee, Mullins Broadcasting Co., sent to the commission.

Mullins' question was whether the network rate or the local network affiliate rate should be charged a candidate who timely requests for "equal opportunities" from one or more of the network affiliated stations in response to another candidate whose appearance was aired by the network and carried by the local affiliates.

The commission said the rate charged an opposing candidate by an individual affiliated station need not be related to the rate charged by the network for the prior use. The second candidate, the commission wrote, also has the right to go to the network and demand comparable network time at comparable network rates.

Ottinger details cost of his N.Y. campaign

Representative Richard L. Ottinger (D-N.Y.), whose campaign expenditures in his successful race for the Democratic senatorial nomination in New York's June 23 primary had become the key issue of the campaign (BROADCASTING, June 29, 22), last week reported he spent $1.8 million.

Of that, according to David Garth, president, David Garth Associates, the New York agency that handled Mr. Ottinger's advertising drive, about $830,000 was spent for TV time. Mr. Ottinger's three opponents—Paul O'Dwyer, Theodore Sorensen and Representative Richard L. McCarthy (D-N.Y.)—reported a total expenditure of $233,000.

Mr. Ottinger's over-all payment to the Garth agency came to more than $1 million.

Business briefly:

Metropolitan Life Insurance Co., through Young & Rubicam, both New York, has purchased one-quarter sponsorship on NBC-TV's The Wonderful World of Disney.

Xerox Corp., through Needham, Harper & Steers, New York, will sponsor Civilization: A Preview, one-hour color special, on NBC-TV, Tuesday, Sept. 8, 7:30-8:30 p.m. (EDT). The show will highlight the 13-week TV series scheduled to start on 180 stations of the Public Broadcasting Service network beginning in October.

Timex watches, through Warwick & Legler Inc., New York, will sponsor Timex Presents Peggy Fleming at Sun Valley; one-hour special on NBC-TV in January 1971. Show will be packaged by Bob Banner Associates in association with NBC-TV.

General Motors Corp., United Motors Service division (Delco), through Campbell-Ewald, Detroit, switches from seasonal advertising pattern to "extensive" full-year campaign "for the first time," the agency announced last week. Network TV and spot radio are to be used. Campaign seeks to educate auto owners on replacement product features and safety aspects of proper maintenance.
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Dr. Clay T. Whitehead was showered with praise and plaudits last week in his appearance before the Senate Commerce Committee on his nomination to be the first director of the Office of Telecommunications Policy.

Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, who presided, described the 31-year-old nominee, currently a presidential assistant with responsibilities in the communications field, as "one of the most brilliant young people to come to government in a long time."

And in a six-page prepared statement and brief, friendly questioning of Dr. Whitehead, Senator Pastore made clear his frustrations over what he feels is the lack of a coherent national telecommunications policy and his wish that Dr. Whitehead, in his new position, will do something about providing one.

In view of the rapid development in communications technology, Senator Pastore said in his prepared statement, the formulation of an over-all telecommunications policy is imperative "if we are to achieve our goal of a nationwide and worldwide wire and radio communication service with adequate facilities at reasonable charge."

"I think you know the business," Senator Pastore said to Dr. Whitehead. "You can do something about this."

The friendly tone of the questioning indicated that committee approval of the nomination would be swift.

Dr. Whitehead, who has degrees in electrical engineering and management from the Massachusetts Institute of Technology, was a major author of the White House statement on what the nation's domestic communications-satellite policy should be. He also had a principal role in preparing the reorganization plan that led to establishment of OTP.

As director of that office, the successor to the Office of Telecommunications Management, Dr. Whitehead will have considerable potential for affecting national telecommunications policy. He will be the President's principal adviser on such policy, help formulate policies on a wide range of telecommunications issues, coordinate the government's own vast communications systems, and provide a voice for the executive in Congress and before the FCC on communications matters.

But Senator Pastore noted that the effectiveness of a presidential adviser depends on the degree of his access to the President. And James D. O'Connell, who as head of OTM was President Johnson's telecommunications adviser, "never met the President."

"The President is the one individual with the power and right of command," Senator Pastore said.

Dr. Whitehead assured the senator that the new office would do everything it can to develop telecommunications policy. But he cautioned the senator against expecting a document that can be pointed to as containing "our policy."

In such a dynamic field as communications, he said, that would not be feasible. He said the OTP would attempt to deal with problems as they arise.

Senator Pastore expressed concern about the spectrum—he said it is a "mess of confusion"—and the nation's inability to point to a domestic communications-satellite system, despite the initiation in 1966 of an FCC proceeding looking to the establishment of such a system.

Dr. Whitehead said nothing about domestic satellites. In recounting what he felt was the government's failure to establish communications policy Senator Pastore noted that the White House had twice stepped in to halt FCC movement toward adoption of a policy on domestic satellites. The first time was when President Johnson in 1967 established a task force to review communications policy; the second was after President Nixon came into office and a White House committee under Dr. Whitehead undertook its own review of the domestic communications-satellite matter.

However, Dr. Whitehead did discuss the spectrum matter, but briefly, and in a manner apparently aimed at easing fears of those with a large stake in the manner in which the spectrum is now managed. He said the "tremendous sums of money" that have been invested by spectrum users is a matter that would not be considered lightly.

"We must have sensible spectrum policy," he said, but added that while the spectrum presents a matter of concern, he does not share the views of those who speak of a "spectrum crisis."

This suggests a shift in emphasis at least from the tone of the White House memorandum which proposed establishment of the OTP and which is believed to have been drafted principally by Dr. Whitehead. That document spoke of "highly inflexible" procedures that...
“are increasingly creating a spectrum-shortage crisis” (BROADCASTING, Dec. 29, 1969). It referred specifically to the situation in land-mobile radio frequencies.

Dr. Whitehead also apparently sought to calm those who feel that the new office would pre-empt authority now exercised by the FCC. He noted that there was “talk” during the developmental stages of OTP of consolidating the authority of regulators of the government share of the spectrum with that of the FCC.

But, he said, this approach was dismissed as unnecessary. Cooperation, he said, was held to be both possible and desirable. “The President wants the executive branch to be a better partner in developing policy,” he said. “That’s my goal.”

There is, however, one agency of the executive branch that has long troubled the Commerce Committee, and Senator Pastore in particular, because of what they feel is its failure to cooperate in spectrum-management matters—the Department of Defense, which has within its control a large but undisclosed number of frequencies. The committee is interested in the possibility of some frequencies being turned over to nongovernmental use.

Senator Pastore expressed the hope that “someone in the White House would be strong enough” to be able to obtain from Defense information on why they must retain frequencies at a time when the country is growing and needs to expand its communications facilities. “No one down there [in the White House] has the guts to tell them off,” he said.

Dr. Whitehead did not say whether he would.

Memphis: What color is fairness?

Blacks and whites, militants and moderates square off as stations come up for renewal

As promised, a group of blacks unable to reach agreement with WMC-TV Memphis on its programming and hiring practices last week filed a petition to deny the station’s license-renewal application (BROADCASTING, July 13). But the petition, a check of FCC files reveals, is nowhere near half the story of the controversy swirling about the station’s renewal application.

Hundreds of Memphis-area residents, through letters and dozens of typed petitions, have already expressed their views on whether the Scripps-Howard Broadcasting Co. outlet’s license should be renewed. Those favoring the station appear to have the edge in numbers.

Adding a touch of irony, if not confusion, to the controversy brought to light by the station’s difficulties with the Memphis blacks, are the identities and arguments of the others that have given the commission their views on WMC-TV’s performance.

One of those opposing license renewal for WMC-AM-FM as well as WMC-TV is Emmett L. Baker, president of the Memphis Citizens Council. He asserted that the stations are one-sided in their coverage of “the riots and revolutions we have had” and “refuse to give equal time to all parties.” And while he was not explicit, others urging the commission to deny the stations’ license renewals argued, in effect, that the stations are pro-black.

The stations’ supporters, on the other hand, including representatives of a number of educational institutions, said the outlets are fair and accurate in their handling of news. The Metropolitan Interfaith Association praised WMC-TV’s “impartial presentation of both sides of explosive issues... during prime viewing” and said the station “has helped to keep Memphis reasonably calm in our age of protest and alienation.”

The controversy among Memphis-area residents over the WMC stations apparently was triggered by a sharply worded response that M. E. Greiner Jr., vice president and general manager of the stations, addressed to a woman viewer. She had objected to WMC-TV programming—“all we have heard for a week was that smart Negro reporter interviewing Negroes”—and suggested that the station interview “the white Citizens Council, the KKK or some other organizations.”

Mr. Greiner, in his Feb. 14 response, denounced Ku Klux Klan and white Citizens Council members as “gangsters,” “criminals,” and “mentally sick.” and said they are doing “irreparable disservice to society.” He said the stations’ facilities “are not available to them, now or ever.”

The letters and petitions opposing the WMC renwals, including Mr. Baker’s protest, began streaming in to the commission in April, as the May 4 deadline for Tennessee stations to file renewal applications approached. The letters and petitions supporting the stations were not far behind.

In a related development last week, the Memphis blacks who had filed against WMC-TV—the group is the Memphis Coalition for Better Broadcasting—notified the commission that they were withdrawing a petition to deny they had filed earlier against RKO General Inc.’s WHBQ-TV. The withdrawal was accompanied by a statement embodying an agreement the two sides reached on the station’s programming and employment practices.

And Cowles Broadcasting Service’s WREC-TV, whose renewal application is also the object of a petition to deny by the same group of Memphis blacks, last week filed an opposition to that petition. However, like WREC-TV, it is continuing its talks with the coalition.

The WHBQ-TV-coalition agreement resembles some of the pacts Atlanta stations reached with a coalition of blacks in that city who had expressed dissatisfaction with the broadcast service they were receiving (BROADCASTING, April 6). It provides for monthly meetings between the station and an advisory council consisting of members of black organizations on questions of “community betterment,” “the systematic inclusion of blacks in all locally produced programs,” and “special programs to deal with black awareness and identity.” The station has also agreed to carry programs of interest to small farmers and religious programs for “predominantly black churches.”

The agreement notes that the station is already sponsoring a black woman at the Columbia University School of Journalism summer program and plans to employ her in the news department when she completes her course, in

WGN offices move

WGN Continental Sales Co. has opened new and larger sales offices in the Southern California area at Suite 2640, 1900 Avenue of the Stars, Century City, Los Angeles 90067. Telephone is (213) 553-6500. Also housed at Century City are WGN Televents Inc. and WGN Continental Production Co.’s subsidiary, Wgn of California Inc. Other WGN Continental sales offices are in New York, Chicago, San Francisco and Tokyo. Both West Coast offices continue to represent WGN-TV Chicago, KWGN-TV Denver and KDAL-TV Duluth, Minn.
Black employees knock KBYE off the air

About 300 black Oklahoma City citizens temporarily seized control of KBYE (AM) there July 11 after they were urged to march on the station.

According to John A. Claro, attorney for KBYE and a member of the board of directors of its licensee, FIL Broadcasting Corp., police were able to persuade the protesters to leave—but not before they had knocked the station off the air, stolen records and erased taped commercials.

Mr. Claro said Mrs. Clara Luper—general adviser of the local youth council of the National Association for the Advancement of Colored People—was at the station that afternoon with a group of alleged black Muslims. She said a state of emergency had been reached in the city and without further explanation broadcast a plea for a march by black citizens on the station for a rally. Program Director Ben Tipton then reportedly took the microphone and told the audience to also boycott the station’s advertisers. After their brief remarks, Mr. Claro said, some employees shut down the station’s facilities as several hundred black citizens arrived at the studios.

Mr. Claro said some of the KBYE employees demanded that the station be turned over to blacks. They were seeking more hiring of blacks, better wages and more authority for the black program director, he added.

The attorney said there was no basis for the demands, since there was no wage or hiring discrimination at the station and since Mr. Tipton already had substantial authority at KBYE and its affiliate KBYE-FM.

Mrs. Luper said last week that she had been at the station as an individual rather than as a representative of the youth council, and had broadcast the statements to gather the community together to explain to them the list of charges made by Mr. Tipton and his fellow employees.

She said the employees later submitted a list of their grievances to the youth council, which is involved in civil rights matters, and the youth council requested the FCC to investigate the situation. Mr. Claro said the station owners had also requested an investigation, but that the commission had not yet responded.

The stations, which program religious and “soul” music, employ black announcers, Mr. Claro said. Those employees who participated in the protest would not be rehired, he said, adding the stations would continue to have an all-black announcing staff.

KBYE went back on the air the following day.
FCC opens up a tax haven

Ownership policy points way toward tax-free proceeds from spin-offs

A broadcaster who reacts to the FCC's new ownership policy by breaking up his multiple-station holdings in a single market will be entitled to a tax break on the spin-off, the commission said last week.

In a declaratory ruling, the commission said it would issue a tax certificate whenever a station owner can demonstrate a "causal relationship" between the new policy and the sale of any part of an AM-FM-TV combination.

The certificate would permit a seller to avoid taxes on his proceeds from the sale for at least two years. He could avoid the taxes forever if he reinvested the money in his remaining broadcast properties.

The commission's action permits broadcasters to treat such sales as involuntary conversions of property. Under Internal Revenue Service criteria, the commission may issue a certificate in connection with any sale that is "necessary or appropriate" to a change in its policy.

Such a sale would not literally be "involuntary," since the commission's ownership policy does not require divestiture of existing holdings. The commission prohibits all future acquisitions of more than one full-time station in a market (Broadcasting, March 30).

But even though the commission was not explicit about what kind of "causal relationship" might exist between this policy and spin-offs of media combinations in a market, the connection can be made. It is conceivable that some owners of AM-FM-TV combinations would feel threatened at renewal time by the existence of a policy that specifically frowns on their kinds of holdings. The commission has said it will not hold media combinations against a licensee at renewal time, but that might be small comfort to some broadcasters.

The commission sounded as if it wanted to encourage this kind of thinking. "... Having found that this kind of crossownership is inconsistent with the public interest," the commission said, "it clearly serves the public interest to facilitate sales which will bring about consistency with the new policy."

Since the only apparent basis for a "causal relationship" between the policy and a spin-off is to be found in a broadcaster's state of mind—his unease at the thought that multiple holdings in a market might hurt him at renewal time—it was not entirely clear how the commission would determine the existence of such a relationship. However, it indicated that the presumption would favor any broadcaster who sold one part of an AM-FM-TV combination.

"Broadcasters in a market do not usually sell an AM (or FM) operation, retaining the TV operation (or vice versa); ... the normal and well-established practice is to operate both the aural and television facilities in the same market," the commission said.

Since the broadcaster could qualify for a tax certificate only if his sale actually achieved compliance with the new policy, he would get no tax break by selling an AM, FM and TV in a market. The commission's policy does not require this action of any multiple owner, existing or proposed.

The commission emphasized that its action was based upon the existing policy and not upon its proposed new one-to-a-market rule. That proposal would require divestiture of existing multiple ownerships and newspaper-broadcast-cross-ownerships in a market. A media owner would be permitted to retain only a newspaper, or a TV station, or an AM-FM combination.

Commission sources could not immediately recall any recent sale that would have entitled the seller to a tax certificate under the new ruling.

The commission said its ruling was prompted by the inquiries of "interested parties." Not mentioned was the specific request for such a ruling earlier this year by the law firm of Pierson, Ball & Dowd, on behalf of unidentified clients ("Closed Circuit," May 4). The firm's position—that sale of AM, FM or TV would qualify for tax break even without a mandatory divestiture requirement—was given implicit endorsement in last week's ruling.

The ruling was adopted in a 6-to-0 vote, with Commissioner Robert T. Bartley abstaining.

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Changing Hands

Announced:
The following sales were reported last week subject to FCC approval:

• KXOA-AM-FM Sacramento, Calif.: Leased to be sold by J. B. Fuqua and

BROADCASTING, July 20, 1970
others to Scott M. Elrod and others for $1,922,500 (for the AM) and to Ray Rhodes and others for $190,000 (for the FM) (see story this page).

- **KYND(AM)** Burlington, Iowa: Sold by Robert W. Sudbrink and others to James Edwin Smith and Kenneth R. Hodges for $220,000. Mr. Sudbrink owns **KYED(AM)** Pasadena, Tex., and holds 25% of license, owning 80% of **KYND(AM)** Burlington, Iowa, and 50% of **WRMS(AM)** Beardstown, Ill. Mr. Smith is general manager of **KYND**; Mr. Hodges is account executive with **WGEM-TV** Quincy, Ill., and owns 33⅓% of car wash. **KYND** is a daytimer on 1150 kc with 500 w. Broker: Chapman Associates.

- **KGOL(AM)** Palm Desert, Calif.: Sold by Harry Trenner to J. A. Jolstead and others for $125,000. Mr. Trenner is former vice president, sales, for **KHJ-AM-FM-TV** Los Angeles and owns **KRCX(AM)** San Bernardino, Calif. Mr. Jolstead was formerly general manager of **KXOA(AM)** San Bernardino. **KGOL** is a daytimer on 1270 kc with 500 w.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 61).

- **WSUB-AM-FM** Groton, Conn.: Sold by Lawrence A. Reilly and James L. Spates to William Crawford and Thomas J. Noonan for $475,000. Mr. Crawford was former vice president and general manager of **WDCR-AM-FM** Hartford, Conn.; Mr. Noonan is an account executive for Carl Boyer & Associates, New York. **WSUB** is a daytimer on 980 kc with 1 kw. **WSUB-FM** has a construction permit for 105.5 mc with 3 kw and an antenna 275 feet above average terrain. Brokers: Avpro Inc. and John H. Vondell.

- **WEED(AM)** Rensselaer, N.Y.: Sold by Oliver Lazare and others, debtors in possession, to Laurence Gunst Barnet, William Barnet and others for $210,000. Mr. Lazare owns 21% of **WBJA-TV** Binghamton, N.Y., and 66⅔% of **WKEF(AM)** and **WSFK-FM**, both Poughkeepsie, N.Y. L. G. Barnet is program director for **WSPK-FM** Seneca Falls, N.Y. W. Barnet owns 2.45% of textile-processing plant. **WEED** is a daytimer on 1300 kc with 5 kw.

**Fuqua would lease Sacramento outlets**

**Firms leasing KXOA-AM-FM would have option to buy after eight-year period**

In a rare, but not unprecedented move last week, Fuqua Industries Inc., Atlanta-based diversified company and group station owner, announced plans to lease the facilities of **KXOA-AM-FM** Sacramento, Calif. and eventually sell them for $1,852,500.

Subject to FCC approval, **KXOA(AM)** is being leased to a newly formed San Francisco firm headed by Scott M. Elrod for $1.4 million for an eight-year period. After that time, Mr. Elrod's company, MediaCast Inc., has an option to purchase the facilities for an additional $522,500. Mr. Elrod is majority stockholder of **KJOI(FM)** San Jose, Calif.

Concurrently announced was the proposed lease of **KXOA-FM** to an as yet unnamed firm headed by Ray Rhodes for a similar eight-year period for $161,500. Mr. Rhodes's option to become owner of the FM facilities comes of age in eight years for an additional price of $28,500.

Mr. Rhodes heads Ray Rhodes & Co., San Francisco-based media representatives, and owns 8.75% of **KFXK(AM)** and minority interest in **KUDO-TV**, both San Francisco.

J. B. Fuqua is chairman of the board of Fuqua Industries and personally owns WJBF-TV Augusta, Ga. Fuqua Industries owns WRO2(AM) and WTVV-TV both Evansville, Ind.; WTAC(AM) Flint, Mich.; WSTM-TV Columbus, Ga., and WTVC-TV Chattanooga.

**KXOA(AM)** is a full-time station on 1470 kc with 5 kw day and 1 kw night. **KXOA(FM)** is on 107.9 mc with 12.5 kw and an antenna 170 feet above average terrain.

**Leaving broadcasting, Triangle keeps cables**

Triangle Publications was reported last week to be considering a regrouping of some of its holdings which in effect would continue the publishing company's activity in cable television after it disposed of its group of broadcast stations.

Under the plan said to be in preparation, the new division will include Triangle's current CATV operations; FM "Educasting," a system of teaching by FM, and Seventeen Magazine. H. F.
WCCO stations get renewals

Cox provides swing vote as FCC dodges media-control issue

The FCC in what, for it, was an unusual action last week turned around on the WCCO case. It granted Midwest Radio-Television Inc.'s petition for reconsideration of the March 21, 1969, order setting the renewal applications of WCCO-AM-TV Minneapolis for hearing, and renewed the stations' licenses.

The action came one month after a hearing examiner recommended that course in a report based on the massive pleadings that had been filed in the case, principally by Midwest. The examiner, Herbert Sharman, concluded that Midwest had resolved all factual questions which might adversely affect it and that a hearing would merely be protracted, futile and expensive (BROADCASTING, June 22).

The commission agreed, though not without first defending its action in designating the renewal applications for hearing and disputing Midwest's assertion that the commission had the burden of establishing the validity of the allegations made against the stations before designating the applications for hearing.

It is rare that the commission changes its mind on a hearing order. And the vote was a surprise, too—4-to-3, with Commissioner Kenneth A. Cox, who is regarded as a hard-line regulator and who voted to designate the applications for hearing, casting the swing vote. He sided with Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells.

Thus, WCCO-AM-TV, in effect, picked up three new votes. At the time the applications were set for hearing, two members now retired, Chairman Rosel H. Hyde and Commissioner James J. Wadsworth, voted to grant the applications (BROADCASTING, March 24). Commissioner Cox then had voted with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee, who were in the minority last week.

The application had been designated for hearing on a number of issues. One was whether Midwest and its owners, who have interests in the Minneapolis Star and Tribune and the St. Paul Pioneer Press and Dispatch, have an undue concentration of media control in the area. Others involved questions as to whether Midwest used its position in the newspaper field to obtain rights to broadcast sports events and whether its joint newspaper connections enabled Midwest to obtain reciprocal benefits to the disadvantage of competing broadcasters.

The application agreed with the examiner's conclusion that the concentration-of-media-control question would be more appropriately dealt with in a general rulemaking proceeding—and it noted that it is currently considering a proposal to require licensees to report their holdings within a market to one television, one AM-FM combination or one newspaper within five years. It said the other issues had been adequately resolved in favor of Midwest.

The commission's decision to set the WCCO-AM-TV applications for hearing was triggered by charges leveled by Garfield Clark, manager of KSTP(AM) St. Paul, in testimony before the Senate Antitrust Subcommittee. Hubbard Broadcasting Inc., licensee of KSTP-AM-FM-TV, was made a party to the renewal hearing and opposed Midwest's petition for reconsideration.

The commission's defense of the decision to designate the renewal applications for hearing was in response to Midwest's suggestion that the commission lacked sufficient information at the time of the designation order to warrant that action and that the hearing was set only because of WCCO-AM-TV's newspaper connections.

"Contrary to Midwest's belief," the commission said, "when we designated this proceeding for evidentiary hearing, we were unable to find that grants of its applications would serve the public interest, not because of its ownership structures, but because of the complaint of Mr. Garfield Clark."

The commission also rejected Midwest's claim that it had the responsibility to establish the validity of Mr. Clark's allegations before setting the applications for hearing. Midwest, it added, was merely attempting to obscure its failure to assume its responsibilities as a renewal applicant.

The commission said the Communications Act spells out the divisions of responsibilities in a renewal applicant and on the renewal commission in renewal proceedings, and stressed that it is the applicant who has responsibility of establishing that a renewal grant would be in the public interest and must overcome adverse allegations.

In concluding that the issues had been resolved in Midwest's favor, the commission referred to the company's seven-volume pleading consisting of more than 1,000 pages that consisted of affidavits and depositions of individuals with direct knowledge of the questions, reports and other material. But the commission also made it
Nonprofit cable system asked

Delay in grant of New York franchises is sought so city can study other options

A proposal for nonprofit ownership of cable-television systems, with public boards of trustees auctioning channels to private users and allocating those designated for public service, was advanced in New York last week.

The proposal came from the Center for Policy Research, an organization financed by government and foundation grants, which held that CATV owners, operators and equipment manufacturers should have no control over CATV programs, and that CATV's public programs must have financial autonomy.

"These two purposes could best be served if one or more nonprofit corporations were created to lease all future TV cables and buy out existing ones," the CPR report said. "Capital outlays for these corporations would be drawn from the sale of bonds or from foundation support. Current income would be drawn from installation and subscription funds.

"Channels for private use could be awarded to the highest bidder, while only nominal charges would be made against those using the public channels. A public board of trustees [rather than a city agency] would allot the public channels among the various users."

The CPR report appeared to recognize that this plan might not be entirely realistic.

If it proved "impractical in certain areas, especially those in which there are already private franchises," the CPR said the private franchisee should be required to reserve 33% of his system's channel capacity for public service, the public channels should be allocated by special corporation and the private franchisee should turn over 5% to 15% of all his income to the corporation to establish studios, pay production staff salaries and training costs and set up a liability fund.

The franchisee would also be required to construct headend and broadcast facilities dividing the CATV system into neighborhood units so that, eventually, these smaller communities could have their own "electronic town meetings" and originate their own programs. There also would be provision, through "addressed cable" or other means, for communication among specific groups that are not concentrated in a single neighborhood.

CPR spokesmen said the position paper, though prepared for the hearings scheduled in New York Thursday (July 23) on plans to issue 20-year CATV franchises in that city (BROADCASTING, June 22), was "nationwide in its applicability."

They strongly challenged the New York plan, and so, in another paper released last week, did Sidney W. Dean Jr., communications consultant and chairman of the communications committee of the City Club of New York.

Mr. Dean urged that each home and nonprofit establishment in Manhattan be offered a cable terminal outlet—free. The terminal would contain a "splitter"; programs of the three educational, municipal and nonprofit stations would be delivered by cable and unused channels would be available for city, educational and community services, but the subscriber would continue to rely on his own TV antenna for commercial TV broadcasts.

Mr. Dean viewed the difference in quality of reception between the cable stations and the commercial stations would be manifest," and if the subscriber wanted the commercial programs by cable he could get them at the standard monthly fee. If this "free sampling" shortened the delay in getting standard subscriptions by only two months, Mr. Dean said, "it would pay for itself."

"With virtually complete access to the entire population in three to 10 channels (depending on the set, UHF tuner and converter facilities), many services, benefits, revenues and economies become possible," he said. "Services may include in-home public education; health and welfare; community programming; public safety and alert, eventual meter reading and even first-class mail delivery."

Mr. Dean gave his views on the All About TV program on municipally-owned WNYC-TV New York last Wednesday night (July 15) and in an article in the June 20 issue of The Nation.

Both Mr. Dean and the Center for Policy Research stressed the importance of two-way capability in CATV systems.

CPR said it was "vital to require the CATV corporations to make the network bi-directional so as to allow for electronic town hall meetings."

CPR recommended that the city hold off for 90 days the 20-year franchise contracts proposed for Teleprompter and Manhattan Cable, which currently serve different sections of Manhattan; that the 90 days be spent in "extensive public examination of the issues involved and options available" and that the contracts be awarded initially for two years rather than 20, "to allow the city to work with the vital, important
The Republican National Committee used the rapier and the bludgeon last week to attack CBS for giving Democratic National Committee Chairman Lawrence F. O'Brien air time as part of what the network says is an effort to afford the party out of executive power an opportunity to express its views on controversial issues.

The rapier was a pleading filed with the FCC requesting it to direct CBS to give the Republican National Committee time to respond to Mr. O'Brien's 25-minute appearance on July 7. The GOP said Mr. O'Brien had "propagandized" on partisan matters and that CBS's failure to afford the Republicans time for a prompt response would constitute a violation of the fairness doctrine.

The bludgeon was wielded by Representative Rogers C. B. Morton (R-Md.), chairman of the Republican National Committee, in a news conference on Thursday. He virtually called CBS a part of the Democratic party apparatus: "If CBS wants to be a partisan network . . . then the only thing I want them to do is say it honestly and say, 'We are Democrats and we're going to champion the Democratic party.'"

The pleading added to the thick stack of fairness-doctrine protests and related issues that have been accumulating at the FCC over the past two months. Most result from President Nixon's use of radio and television to discuss national issues (BROADCASTING, July 13). But one, from Senator Robert Dole (R-Kan.) and 10 other Republican senators is directed at NBC's refusal to grant them time to respond to Senate backers of the McGovern-Hatfield amendment to cut off funds for the Vietnam war after June 30. The Senate doves paid for a half hour on NBC on May 12; Senator Dole's group is seeking free time.

The plethora of complaints and responses are likely to provide the raw material for basic new commission policy in the fairness field. Indications last week were that the commission will attempt to deal with them in a package, possibly at its meeting on Aug. 5. Chairman Dean Burch will be away from the commission on reserve Army duty this week and next.

The GOP filing of the pleading, on Tuesday, and the news conference were sandwiched around CBS's rejection of the request Representative Morton had made for time under the fairness doctrine. The rejection came in a letter from Robert V. Evans, CBS vice president and general counsel, which may cause the Republicans more anguish. For it makes it clear that CBS's offer of time for the Loyal Opposition broadcasts does not rule out the Democrats' use as spokesmen of well-known party figures even if they are senatorial candidates for re-election—such as Senator Edmund Muskie, of Maine, a possible presidential candidate in 1972.

Mr. Evans, who was responding to a question raised by Representative Morton, noted that CBS does not intend to place restrictions on the Loyal Opposition format. But since the appearance of a candidate would impose an equal-time obligation on affiliates serving the candidate's state, Mr. Evans said, the network would inform those affiliates in advance so that they could exercise their options—either to refuse to carry the broadcast or to offer equal time to the candidate's opponents or secure waivers from them.

CBS last month announced its intention to afford the Democratic party an opportunity "from time to time"—CBS officials have indicated that a total of four broadcasts is contemplated—to help offset the inherent advantage it said that President Nixon, as President, has over the principal opposition party in communicating with the public by radio and television (BROADCASTING, June 29).

But the GOP, in its protest to the FCC, said Mr. O'Brien did not use the 25 minutes provided by CBS to present the other side of issues that the President has discussed in his recent broadcasts. "On the whole, it was a political attack on the President and his party, coupled with a closing commercial that funds be contributed to support DNC's goal of ousting Republicans from office," the Republicans' petition said, adding: "It directly raised the fresh issue not specifically treated by any presidential speech: which political party should hold power."

The GOP petition made much of CBS's opposition last month to a DNC request of the FCC for a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time "to responsible entities such as the DNC," for the solicitation of funds and for comment on public issues. The pleading noted that CBS had said that it maintains policies to assure that broadcasts dealing with controversial issues are produced under the supervision and control of CBS News or a CBS-owned station and that appearances of outsiders on its programs "are not permitted to become the instrument of partisan advocacy."

CBS has also opposed a DNC proposal that the commission adopt a rule requiring broadcasters who carry presi-
presidential addresses or news conferences to seek out opponents of the views expressed by the President and offer them time for reply. The network attacked the proposal not only as contrary to existing law and fairness-doctrine standards but as unnecessary: "The fact is that the public is constantly hearing and seeing on these media points of view that are contrary to the views of the President and his administration." As partial support for that statement, CBS cited its offer of time to the Democratic party.

The GOP pleading said that in the O'Brien appearance, "CBS allowed 'partisan program control' which permitted the program 'to become the instrument of partisan advocacy.' It might be "merely farcical that CBS was thus hoist with its own petard were it not for the fact that such caprice was practiced by persons whose responsible performance is so vital to our democratic system."

Representative Morton, who appeared at the news conference with attorney W. Theodore Pierson Sr., who prepared the GOP's pleading, used blunter language. He said the fairness doctrine "has a gaping hole at the water line, put there by CBS." That policy, which "has served the American electorate well," he added, "is in danger of being lost."

Mr. Evans, in rejecting Representative Morton's request for time to answer Mr. O'Brien, stressed CBS's contention that the network is acting responsibly in its treatment of controversial issues. He said "there is no doubt that the President has addressed himself to controversial issues of public importance in his broadcast appearances."

"Nor have you . . . suggested that [Mr. O'Brien's] broadcast dealt with issues that have not been covered with fairness and balance on CBS News broadcasts, including appearances by the President."

Furthermore, he said, when the President speaks, he acts as the leader of his party as well as of the nation. And while it is not likely that his own party would want broadcast time to disagree with him, the party out of power would.

Mr. O'Brien was staying out of the fight between CBS and the Republicans. But it is understood that he wrote a note to CBS President Dr. Frank Stanton last week thanking him for the time made available to the DNC—and asking that the committee be given ample notification of when time for future installments of the Loyal Opposition would be granted.

He reportedly did not request any specific dates. But a DNC official told a reporter that, if it had a choice, the committee would probably like a time slot near Labor Day, another later in September and the third "just before" the state and local elections in November.

Meanwhile, a CBS News producer, Don Hewitt, offered his own solution for resolving the fairness-doctrine controversy that centers on the President's use of radio and television. He would have the three television networks rotate in carrying President Nixon's speeches and follow them by analyses of equivalent length by prominent individuals.

Mr. Hewitt, who outlined his plan in a letter to various news media and in an interview with BROADCASTING, said that in being carried by the three networks the President's speeches often "take on the magnitude of an election or a moon landing even though the contents may not justify it."

Mr. Hewitt said his suggestion would enable each network to reduce the amount of time it would allot the President but, by providing a post-speech analysis of equal length, still provide full and balanced coverage.

"The way things are going now a President's speech doesn't compete with a prime-time network show since all networks are carrying the talk," he said. "Under my proposal he would be competing for attention with two networks that are carrying entertainment shows. I feel that viewers should have the opportunity to make a choice."

One-month reprieve for ABC affiliates

Network to pay rate hikes in December; its next move may hinge on fall business

ABC-TV said last week that it will continue to absorb its increase in AT&T rates for network interconnection through the end of this year. The extent of affiliates' clearance of ABC-TV programs may have much to do with ABC's decision on whether to continue absorbing the increase after that.

Initially, ABC-TV had notified affiliates that it would probably not be able to continue absorbing the hike beyond Nov. 30, 1970 (BROADCASTING, June 8). The new action was said by both George A. Koehler of Triangle Stations, chairman of the ABC-TV affiliates board of governors, and Richard L. Beesemeyer, vice president, affiliate relations for ABC-TV, to have resulted from a request of the affiliates board.

Mr. Koehler said the one-month extension—till Dec. 31, 1970—"pursues the opportunity for review of performance rather than to base a judgment on promise. Your board will review progress with the network in November and at that point it will be decided whether all or a portion of the increase will be passed along to stations effective Jan. 1, 1971, or whether the network then will absorb the increase for a much longer period."

He said the success of the review in November would "depend squarely on the affiliated stations and the progress the network has made by that point." ABC officials pointed out that the additional month's time would provide a better idea as to the performance in the first quarter of the new programing season.

Mr. Koehler in commenting on the agreement between the network and affiliates board said that ABC, by the extension, will have absorbed the AT&T rate increase fully for 15 months and that affiliates "will have saved hard dollars for that period—dollars that CBS and NBC affiliates have paid."

"We said the agreement represented 'a most reasonable position' assumed by the network and that in this opinion, the network has more than gone the second mile," Mr. Beesemeyer said the hike absorbed by ABC-TV since last Oct. 2 will come to $7 million by the end of 1970.

Mr. Koehler said that affiliates would have an opportunity to ask questions on the subject during a series of regional meetings to be held shortly.

ABC-TV originally had elected to absorb the AT&T rate increase for a
one-year period, but in June of this year said it would continue the policy for an additional two months, or through Nov. 30. It was indicated by ABC that a rate change, if effected at that time, would mean that interconnected affiliates would have their network station rates reduced by 6.5% and non-interconnected outlets by 3.25%, effective Dec. 1.

Newspaper bill: one step away
The Senate approved the final version of the newspaper preservation bill last week and sent it to the White House for probable approval.

The bill had already passed both houses, and was put in its final form last week by a Senate-House conference committee. It would exempt financially troubled newspapers in 22 cities from antitrust laws and allow them to share noneditorial operations with other papers. These joint operating agreements allow common mechanical, business and advertising departments and profit-pooling but require separate and independent editorial operations.

Senator Thomas J. McIntyre (D-N.H.), an opponent of the bill, predicted last week that granting these antitrust exemptions will open the flood gates for similar requests from the broadcast industry, motion picture producers and magazine publishers. "What we need," he said, "is not legislation to make rich publishers richer and monopoly situations stronger but legislation to encourage diversification of ownership and editorial opinion."

San Jose CATV plans 42-channel service
According to general manager Harry S. White, San Jose Cable TV Service, San Jose, Calif., will this week place in operation the first 32-mile section of what will eventually be an 1,800-mile, dual-cable 42-channel CATV service.

The new section, originally scheduled to be christened last April (BROADCASTING, Feb. 2), is slated to be augmented by from 25 to 30 new miles per month. The entire system is supposed to be complete in two or three years, and is aimed at serving between 50,000 to 100,000 subscribers. It is being built by Vikoa for an estimated $15 million.

An impressive array of equipment has been budgeted for the system, including computer monitors, stand-by generators, dual antenna sites and a full complement of color studio equipment which will be used for projected program origination.

At present the system presents weather-news-stock ticker-time and occasional live, local originations.

San Jose Cable is owned jointly by KNTV(TV) San Jose and the San Jose Mercury and News. It began operating in 1968.

Indiana TV's rebuff charges
Stations assert media-control issue is 'frivolous,' licenses should be renewed
Three Elkhart-South Bend, Ind., television stations—faced with petitions by a local CATV company to deny their license renewal applications—last week told the FCC that the case is without merit.

Mishawaka CATV Inc., holder of a franchise for Mishawaka, Ind., asked the commission on July 1 to deny the renewals of WNDU-TV and WSBT-TV, both South Bend, and W37V(TV) Elkhart-South Bend, Ind. Mishawaka CATV charged that Valley Cablevision Corp., equally owned by the licensees of the stations, has prevented Mishawaka CATV from obtaining financing "since the bankers see only that Valley Cablevision has the only franchises in all of the surrounding areas." It also leveled a charge of concentration-of-power-media-control issue against the licensees because the principals of Valley Cablevision own radio and TV stations, newspapers and CATV.

In its opposition to the petition to deny the renewal of WNDU-TV, licensee Michiana Telecasting Corp. said last week that Valley Cablevision's franchises are nonexclusive and competing franchises are held by others in Mishawaka, Winona Lake, Warsaw and Go- shen, all Indiana. It charged Mishawaka CATV "lumped" together the interests of the three partners in the CATV joint venture "as though they were under common ownership or other common interest."

The South Bend Tribune, owner of WSBT-TV, called the Mishawaka petitions "frivolous" and a "blatant attempt to seek private advantage through the FCC." It said the fact that both Mishawaka and Valley Cablevision have franchises for Mishawaka "undoubtedly explains the petitions to deny the renewals of the stations. The licensee added that under law Indiana cannot grant exclusive franchises. In addition, the FCC has stated that mere media holdings are currently no basis for denying license renewals, the Tribune pointed out.

The comments of Truth Publishing Co., licensee of WSBV, focused on the mass-media-control question. It said "issues of media crossownership are being resolved through rulemaking proceedings and should not be adjudicated in an ad hoc license-renewal hearing."

ABC-TV to hold regional gatherings
ABC-TV will hold five regional meetings with its affiliates, starting on July 28 and ending on Aug. 7, to discuss fall programing and plans for the future.

The network will be represented at the meetings by Elton H. Rule, president of ABC; I. Martin Pompadur, vice president, ABC; James E. Duffy, president of ABC-TV; Frederick Pierce, vice president in charge of planning and assistant to the president of ABC-TV; Martin Starger, vice president in charge of programing, ABC-TV and Richard L. Beesemeyer, vice president in charge of affiliate relations, ABC-TV. The meetings will be held in Cincinnati on July 28; Denver, July 29; Atlanta, Aug. 4; Pittsburgh, Aug. 5 and Los Angeles, Aug. 7.

Setting up house
Cypress Communications Corp., Los Angeles, has moved into offices formerly occupied by Harriscove Cable Corp., there following the merger of the two firms. The new address for Cypress is 10889 Wilshire Blvd., Los Angeles, Calif. 90024. Telephone: (213) 478-1555.
Court sets interim fees in music dispute

NBC will pay ASCAP $4.3 million annually; CBS balks at similar deal as it pursues per-use licenses

An order under which NBC-TV will pay the American Society of Composers, Authors and Publishers $360,000 a month—or $4.32 million a year—pending final settlement of their music-license dispute was reported last week to have been signed by Judge Sylvester J. Ryan of the U.S. Southern District Court in New York. The fees will be subject to retroactive adjustment to conform to the rates finally set in the litigation.

NBC-TV is seeking a limited license from ASCAP, covering only about 2,200 specific compositions, rather than the customary blanket license covering all ASCAP music. ASCAP is opposing the bid so strongly that it has sued to put NBC-TV—and also CBS-TV, which is seeking per-use rather than blanket license—virtually out of the network business on antitrust grounds (BROADCASTING, June 15).

There had been no disagreement between NBC-TV and ASCAP on the $360,000 monthly interim fee, which was proposed by Judge Ryan in the first place (BROADCASTING, June 15). They did disagree on other provisions of the order, particularly those related to retroactivity.

The order as signed apparently favored NBC's position more than ASCAP's because it was said to permit NBC-TV to give ASCAP 20 days' notice if it wishes to switch from use of the full ASCAP repertory to use of only the 2,200 specified tunes; then, if NBC wins its case for a limited license, the retroactive adjustments will take into account NBC's limited use of the repertory during the interim period.

Judge Ryan had expressed hope that a similar $360,000-a-month interim deal could be worked out between CBS-TV and ASCAP, but CBS counsel have repeatedly characterized that figure as unacceptably high, and last week they reiterated that they might reject any interim license from ASCAP that was not on a per-use basis.

That disclosure came in still another case in the tangled litigation over network-TV music licenses—CBS-TV's suit for per-use licenses from both ASCAP and Broadcast Music Inc. and BMI's countermove for a court order requiring that, until the case is terminated, CBS-TV be required to pay BMI 70% as much as it pays ASCAP (BROADCASTING, June 8).

In a hearing on the BMI 70% motion 10 days ago, CBS counsel argued that the motion should be denied, but countered with an offer to pay BMI for each piece of BMI music CBS-TV uses, the same amount that BMI pays its writer and publisher affiliates for CBS's use of that music (BROADCASTING, July 13). CBS said it would make the same offer even if BMI's motion is denied.

CBS counsel also said that if the court grants its counteroffer, CBS will withdraw from the interim-license proceeding in the ASCAP case and try to work out a similar interim per-use deal with ASCAP.

If that effort succeeds, CBS attorneys continued, the terms will be made known to BMI, which could "petition for reconsideration if it believed those terms to be discriminatory." If no such per-use arrangement could be worked out with ASCAP, CBS continued, ASCAP could file a motion for "preliminary relief," as BMI has done in its 70% bid, and CBS would also "consent to the grant of that motion on nondiscriminatory per-use conditions".

CBS counsel acknowledged they would be risking massive infringement suits if they followed this course, just as they have risked—and BMI has filed—massive infringement suits in the BMI-CBS dispute. But they said that if the court upholds their counteroffer to pay interim fees to BMI on a per-use basis, "we are just going to take that extra risk with ASCAP as well."

The next hearing on ASCAP's application for an interim fee from CBS is set for Aug. 10, reportedly in Puerto Rico because Judge Ryan, who presides over matters dealing with ASCAP's consent decree, will be presiding there at that time. Judge Morris E. Lasker, also of the U.S. Southern District Court in New York, who is presiding over the CBS per-use suit, has indicated he expects to rule on BMI's 70% motion by the end of this month.

BMI strongly opposed CBS's counteroffer to pay BMI's royalty scales, contending the proposal is "anticompetitive," underestimates the royalty payments BMI actually makes and would reduce even further BMI's revenues and therefore its ability to compete with ASCAP—an ability that BMI claims is already seriously threatened by multi-million-dollar additional payments that CBS and NBC made to ASCAP last year but refused to make to BMI.

The July 10 argument before Judge Lasker of BMI's 70% motion reviewed and elaborated on the earlier briefs and affidavits of the disputants. Much of it dealt with legal points and precedents, but occasionally it was enlivened by sharp exchanges, when CBS counsel, questioned about CBS's role as one of the original founders of BMI, said "we [now] regard BMI as a Frankenstein monster". BMI counsel countered that "CBS is Dr. Frankenstein."

Principal in the argument were Jerome G. Shapiro of Hughes, Hubbard & Reed, BMI counsel; Allan J. Hruska of Cravath, Swaine & Moore, CBS counsel; Arthur H. Dean of Sullivan & Cromwell, ASCAP counsel, and Jay Topkis of the Paul, Weiss law firm representing four individual ASCAP members included as defendants in the CBS suit.

Dickerson resigns after news show is canceled

NBC News last week confirmed that Washington correspondent Nancy Dickerson had resigned, effective when her contract expires on Sept. 1.

Officials said Dickerson's decision to leave after seven years came because of a "disagreement about her new contract." Specifically, one spokesman said, Miss Dickerson was reportedly upset over the decision of NBC-TV to drop her daily five-minute Nancy Dickerson with the News program.

Miss Dickerson, however, will be covering special assignments for NBC-TV, among them a pair of week-long appearances as substitute for Barbara Walters on the Today show.

BROADCASTING, July 20, 1970

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Last stands on prime-time access

Opponents trying for stay of effective date, reconsideration of rules

Westinghouse Broadcasting Co. last week came under attack from CBS and NBC for its position favoring the FCC's new prime-time access rule. ABC, however, voiced qualified approval of the proposal, which would cut back the amount of prime time affiliates may take from networks, but suggested the commission revise its restrictions on acquisition of subsidiary rights and interests.

In its reply to oppositions by Westinghouse to petitions for reconsideration of the proposal, CBS labeled as false Westinghouse's assertion that there have been no detailed showings of the unfeasibility and adverse effects of the proposed rule. The network pointed out that no producers—including Westinghouse—have offered to produce network-quality programs for first-run syndication, and that all "active" producers of such programs commenting in the rulemaking proceeding have stated that such production is economically unfeasible.

CBS also said that both affiliated stations and independents have demonstrated adverse effects the proposed rule will likely have.

CBS termed "unsuccessful" Westinghouse's effort to show that network-quality, first-run syndicated product can be profitable. It said Westinghouse—"which has had no experience in providing network-quality series"—estimates such programing can be produced for $60,000 per half-hour episode. CBS pointed to its estimate (which is shared by NBC and others) of $100,000; and to estimates in that range by MCA, Screen Gems and the William Morris Agency. CBS said Westinghouse's statement that distribution costs would be between 14% and 20% of production expenses, was "unrealistic" and pointed to MCA's estimate of 70% to 75%.

Westinghouse does not offer estimates of adverse effects from first-run syndicated programing. CBS, said, adding its own estimate was only $35,000 per episode before deductions of distribution fees and expenses.

CBS's Dawson becomes pro baseball hirer

Professional baseball has taken a leaf from its much younger cousin, professional football, by hiring a broadcast-oriented individual to talk contract turkey with the networks. Thomas H. Dawson, a veteran CBS executive, was named last Friday (July 17) to oversee organized baseball's dealings and relationships with television and radio. The announcement was made by Baseball Commissioner Bowie Kuhn at a news conference in New York.

Mr. Dawson, one-time CBS-TV network president and most recently assistant to John Schneider, corporate executive vice president, isn't sure just what his title will be.

"It could be 'director of TV and radio' or 'coordinator of TV and radio' for baseball," he said last week, after 45 minutes at his new desk. But, he added: "I'm going to try to relate a lot of years of broadcasting experience to organized baseball as it relates to TV."

The biggest responsibility he will have, he said, is administering the ever-expanding major league baseball-TV contracts. NBC-TV is now in the second year of a three-year contract, he observed, and he pinpointed re-negotiation of the contract as a top priority.

Mr. Dawson's TV-radio responsibilities in the baseball commissioner's office formerly were handled on a part-time basis by retired NBC sports executive, Tom Gallery, who served as consultant to a TV committee of baseball-club owners. According to officials, however, the job grew too big, and the baseball executives started about a year ago looking around for someone to handle the function on a full-time basis. Mr. Dawson left CBS about 10 days ago to take the job.

CBS, which has already requested a stay of the effective date of the prime-time access and related rules (Broadcasting, June 29), last week also offered the commission a new reason for staying the effectiveness of one of them—the one barring network acquisitions of subsidiary interests in programs they do not produce. It is to become effective Sept. 1.

CBS, in a letter to the commission, said its plan to establish a new company to inherit CBS's program-syndication and CATV interests (Broadcasting, July 6, et seq.) is likely to render moot its request for a stay of the Sept. 1, 1971, effective date of the rule barring networks from domestic syndication. But it said its plan for the new company "raises new questions as to the need for the financial interest restriction" not previously considered by the commission.

CBS noted that the commission, in adopting the new rules, said they were required by the "conflict of interest" inherent in a network's acquiring subsidiary rights and then using those rights in its syndication business. But once a network company drops out of the program-syndication business, CBS said, "this justification no longer exists and there is no conceivable need for the financial interest restriction."

CBS noted that, although the details of the new organization are still being worked out, "steps will be taken to insure its operation and management independently of CBS." A company spokesman emphasized this point later by noting that plans contemplate that there will be no common officers or directors of CBS and the new company—an apparent response to published reports that some commission officials have expressed doubt that the commission would agree that CBS would be complying with the new rules if there were a close relationship between the two companies, particularly if top CBS executives were active in both ("Closed Circuit," July 13).

In its reply, last week NBC said that eight of the nine stations selected by Westinghouse as examples of stations that would profit from the prime time access rule would in fact lose money. For the average affiliate, the network said, the rule would increase the amount of time available for spot sale in evening hours by 50% or more—and currently most stations do not sell all their time—even their prime time.

NBC added that Westinghouse "cautiously dismisses" data supplied by producers showing that production costs for a half-hour episode would be about $100,000, and merely states "there is no way to explore the basis of the figures and estimates supplied."

West Coast opposition to the proposed ruling also appears to be mounting.

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BROADCASTING, July 20, 1970
In a letter to the commission, the Producers Guild of America urged the FCC to reconsider its action. The letter is signed by PGA president Robert S. Finkel.

The producers say they are convinced "the resulting decrease in network programming will not be offset by increased syndication demands. Such demands," the letter continues, "if they develop, will be for local shows, game shows, and, in general, lower budget ventures."

Without naming them, the producers assert that the decision "if forced, will create problems for the entire entertainment industry."

The letter from the producers follows closely a request by the Screen Actors Guild that the FCC reconsider the original 50-50 proposal (Broadcasting, June 29).

ABC, in its reply comments last week, said it had no opposition to the prime-time access rule as an interim measure—within the exceptions of news documentaries, live sports and half-hour network news.

"We believe that the long-run diversify which the FCC seeks will better come from full development of UHF and public broadcasting than from CATV (and pay-TV) and that for the next few years, until they are given a chance to develop, the preferable regulatory course is a prime-time access rule, which will help them develop," ABC said.

ABC also suggested that the commission set aside its proposal to restrict acquisition by networks of subsidiary rights and interests and adopt the policy of CBS. CBS offers producers of programs for syndication for which CBS provides financing the option of repaying the network with either an 'unconditional credit worthy promise to pay' or 'a negotiable participation (by CBS) in subsidiary rights or interests."

House Commerce issues
CBS-Haiti report

The House Investigations Subcommittee report on CBS's involvement in an abortive Haitian invasion was released last week by the parent Commerce Committee. The subcommittee's harsh conclusions are basically unchanged from those circulated in a draft report last month (Broadcasting, June 22).

The report makes two basic charges and converts them into broad recommendations: CBS staged scenes for presentation in a documentary (which was never broadcast) and it encouraged an illegal invasion scheme. The report calls for "new legislation in the communications field which would accomplish the following objectives: 1) Protect the public against falsification and deception in the preparation and presentation of purportedly bona fide news programming, and (2) prohibit the practice of news media involvement in criminal activities."

Although no more specific legislative proposals accompanied the issuance of the report, several members including Representatives John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) reportedly will issue some additional views. Some on the committee expressed the opinion that it should be illegal for newsmen to witness a crime without reporting it.

Protest is revived against Alabama ETV's

Senator Charles E. Goodell (R-N.Y.) last week protested the renewal of the eight ETV licenses held by the Alabama Educational Television Commission after the network had dropped three black-oriented programs 'originated by NET.

AFTC contended that it had dropped the programs, 'Soul, Black Journal and On Being Black', because they contained "ludicrous, vulgar, obscene, profane or repulsive material."

Senator Goodell wrote in a letter to FCC Chairman Dean Burch that he was shocked that the FCC had renewed the licenses without a full investigation. He said that the decision to renew had the effect of protecting local censorship. "This paradox of freedom is too obvious to be ignored by the public or the FCC," he said.

At the time of the renewals three weeks ago, the FCC ruled that the rejection of the programs was a discretionary matter of "licensee taste or judgment" (Broadcasting, July 6).

The stations involved are WAIQ(TV) Montgomery, WRIQ(TV) Birmingham, WCHQ(TV) Mt. Cheaha State Park, WDIO(TV) Dozier, WRIQ(TV) Mobile, WFOQ(TV) Florence, WCHQ(TV) Louisville and WCHQ(TV) Huntsville.

New format for WCKY(AM)

Post-Newsweek Stations Inc. last week announced that its WCKY(AM) Cincinnati has changed its program format from that of "contemporary music" to "a pop-standard, easy listening sound." Plans also call for an enlarged local news staff and CBS Radio affiliation later this year. The format switch, effective July 17, is being heavily advertised locally.

Italian-Americans hit network "defamation"

NBC-TV officials late last week were preparing replies to requests from the Italian-American Civil-Rights League—once expected to be a rejection of a bid for equal time; the other, a response to a bid for a meeting among league and NBC officials.

The request for equal time was made on July 10, two days before NBC-TV ran an episode, "The Trial of the Mafia," on its Sunday night series, The Bold Ones. The league, which is fighting what it considers "defamation" of Italian-Americans through programs that suggest automatic links of Italian-Americans with the Mafia, was particularly offended by the "Trial" segment. Spokesmen complained that it "showed persons with Italian names, who were said to be Mafia, who killed their own in-laws."

The spotlight their distrust for the show, about 150 league representatives picketed NBC offices in New York for three hours last Monday evening (July 13). That demonstration followed the league's June 29 rally and picketing of New York FBI headquarters.

A league official last week warned that, if NBC "continues defaming Italian-Americans," the league will "continue picketing in larger numbers."

Big game, big audience

Though regular national ratings were still unavailable, NBC estimated that 50 million persons watched its coverage of the major-league all-star baseball game last Tuesday night (July 14). New York Nielsons showed the program to have attracted the highest rating in New York in the history of TV coverage of the classic (31.9 rating and 54 share on WNBC-TV). Last week's game was the first to be played in prime time, when available audiences are largest.
Chet Huntley has his say—at last

Parting shots at Nixon, Agnew and astronauts bring angry Hill response

Veteran NBC newscaster Chet Huntley stepped from in front of the television cameras last week to provide some personal views—often searing—regarding the Nixon administration and even the medium he served for 14 years as co-anchorman of the NBC Huntley-Brinkley Report. His comments immediately generated outcries from several Capitol Hill Republicans.

"It deeply concerns me that 55% of the American people are getting most of their news from TV," Mr. Huntley said in a Life magazine interview. "These are people who are being confronted with news for the first time. And these are the people who form the Agnew claque."

Mr. Huntley, who leaves broadcasting at the end of this month to return to his native Montana, was no less candid about specific people and incidents. For example, there were the space flights:

"Covering the astronauts was an exercise in boredom. The networks all got trapped. Most astronauts are dull as hell, nice guys, mechanics. The only ones who had a mind of their own didn't last long."

And there was Vice President Agnew: "Spiro Agnew is appealing to the most base of elements. All the networks broke their ass putting his famous Des Moines speech on television (BROADCASTING, Nov 24, 1969). We almost created him, for God's sake. . . . I remember being lumped in with his Eastern Establishment, effete intellectuals. I've had more cow manure on my boots than I ever thought about."

And, finally, there was the President himself:

"I've been with Nixon socially; I've travelled with him in his private plane; I've seen him under many conditions. The shallowness of the man overpowers me; the fact that he is President frightens me."

Mr. Huntley's comments brought angry responses from Republican media watchers on Capitol Hill. Senator Bob Dole (R-Kan.) said: "The real Ch Huntley has finally revealed himself to the American people, and he is nothing more and nothing less than many of us suspected—a pat propagandist who has an antipathy for Republicans. . . . Perhaps his colleague, Mr. [David] Brinkley, will follow his lead."

And in a House speech, Representative William R. Scherle (R-Iowa) was no less outraged: "His retirement comes 16 years too late," Mr. Scherle said. "(He is) what we've always suspected—a Nixon-hater."

Who speaks for the 'real majority'?

CBS's Bill Leonard says broadcast news is still the most trusted voice

Broadcast news, though maligned and buffeted from all sides, is being turned to with "increased confidence" by millions of Americans who represent the "real majority" in the country and not the "so-called silent majority [which] is in truth a very vocal minority, a very determined, very frustrated and very unhappy . . . and very important minority."

That analysis was offered last week by Bill Leonard, CBS News vice president, to the New York State Broadcasters Association at its annual executive conference in Cooperstown, N.Y. As described by Mr. Leonard, the "real majority" is made up of:

"That great body of Americans who are willing to listen, who are willing to learn. Who are not afraid of the truth even if it hurts. In this real majority you will find few flag-wavers or flag-burners. Few rock-throwers and few hatemongers. You will find people who are not so absolutely sure that they are right that they are absolutely sure the other fellow is wrong."

To back up his contention that electronic journalism has the willing ear and eye of these millions of Americans, Mr. Leonard cited studies made of TV news by Roper Associates as well as a Louis Harris poll conducted last year for Time magazine.

Mr. Leonard said the sampling of public attitudes about TV started in 1959 by Roper Associates shows "an increasing dependability on and acceptance of television news." Of particular interest, he said, was the choice of TV as the news medium people are most inclined to believe.

He also noted that while Vice President Agnew has been "in the forefront of those who say we are biased, slanted, liberal and unfair," the Harris poll for Time "indicates that nine out of 10 Americans regularly watch news on TV. A majority of those polled believed newspapers are sometimes 'unfair and slanted in news coverage.' A minority—one in three—believed that of television."

Mr. Leonard asserted that the charge of the so-called silent group that "says television reporting of crime and violence is a major contributor to such crime and violence" draws little support from the "real majority," noting that Roper found TV coverage of disorders ranking "far down the list of what people considered contributory causes . . . ninth among 12 causes mentioned."

Mr. Leonard said there is a "curious inconsistency" in the attitude of those critics who say TV coverage of disorder and violence stimulates the incidence of disorder and violence. "These are pretty much the same people who say that the picture we have painted of the Vietnam war has helped turn people against the war. You can't have it both ways."

Also coming under Mr. Leonard's fire was the belief by some that TV "should be the tool of public policy, that we 'should get in line . . . that [we] should somehow be harnessed, directed, shaped and forced to become an instrument to serve the purposes of authority." Contrary to this, he said, the "real majority" has a "healthy skepticism about government-controlled and government-managed news."

In an exchange of views following his formal talk, Mr. Leonard said—in re-
sponse to an assertion by Philip Spencer, WCBS(AM) Amsterdam, N.Y., that network newscasters are often biased—that while he would accept the practice of labeling commentary for what it is, strict adherence to objectivity in news was desirable. He added that analysis is an integral part of news reporting.

Another broadcaster recalled the airing of complaints about alleged "bias" in network news coverage by a group of NBC-TV affiliates to NBC executives in New York (Broadcasting, May 25), and asked if they were justified in their belief.

Mr. Leonard said that "newscasters give opinions no more often, probably less often today, than they did 10 years ago."

But, he said, in the past three years, "times have changed, people are more sensitive to bias they believe is there," though he suspected "there is less bias in news now than even before."

Affiliates' views, he said, are a reflection of people's attitudes in their communities.

"The TV personality," he added, "is common to all the people—he is there every night as a constant factor—and he is there to get angry at."

ABA presents its Gavel Awards

TV and radio broadcasters were among recipients of the 1970 American Bar Association Gavel Awards and certificates of merit announced last week.

Gavel Awards were given to: ABC for the feature film, "The Young Lawyers"; National Educational Television for the documentary, The Warren Years; NBC News for two documentaries, Voices on the Inside and Between Two Rivers; Universal City studios for a feature film produced for NBC, "The D.A.: Murder One"; noncommercial Wned-TV Buffalo, N.Y., for Are Campus Disorders Out of Hand?, and KFWB(AM) Los Angeles for a series of editorials, Ignorance and the Law.

Those receiving certificates of merit were: CBS News for its documentary, Garnishment of Wages; KING-TV Seattle for The Student and the Law; WMAL-AM-FM Washington for the documentary, Courts on Trial; WIND(AM) Chicago for its action in "clearing a citizen of unjust arrest charges and for bringing about new legislation to expunge the records of first offenders not convicted"; WBAL-AM-FM Baltimore for the series, Buyer Be Aware; WEAM(AM) Arlington, Va., for The Court System; WPUN(AM) South Miami, Fla., for its series, The Law and You, and WSBA-AM-FM York, Pa., for the documentary, Drugs—A Bad Scene.

Program notes:

Travel talk • Frances Koltun, travel editor of Mademoiselle magazine, will broadcast a weekly series on NBC Radio's Monitor beginning Saturday, July 18, on the where, when, and how of traveling.

Come up and see me • Mae West has signed to star in a one-hour television special being produced by MGM-TV, Culver City, Calif. The show, to be sponsored by the Singer Co., is Miss West's first TV special and is scheduled to include several contemporary musical numbers composed by Miss West.

Free black news • The Race Relations Information Center, Nashville, is offering a free audio service, used mainly in the past by black-oriented stations, to general market outlets. The service consists of two feeds of 60 seconds or less, updated the first and fifteenth of each month, on newsworthy racial developments. The feeds are available from the Center, a private, nonprofit organization that gathers and distributes information on race relations, by phoning (615) 327-4217.

Media on media • Report on the Press, a 32-part series based on conversations between Professor William Wood of Columbia University's graduate school of journalism and news media representatives, has begun on WCBS(AM) New York. Among those discussing the role of the news media with Professor Wood will be Elie Abel, dean, Columbia Graduate School of Journalism; John Callaway, vice president, program services, CBS Radio division; Walter Cronkite, CBS News correspondent; James Day, president, National Educational Television, and Chet Huntley, NBC News correspondent.

Return to syndication • Warner Bros. Television has placed into syndication again a package of 37 feature films which had been withdrawn from the market two years ago. The package, titled Volume 4—Reissue, includes such titles as "The Main In the Gray Flannel Suit, "Kiss Them For Me," "The Gift of Love" and "You're In the Navy Now."

More runs for "Valley" • Four Star Entertainment Corp. reports it will be re-releasing third and fourth runs of The Big Valley series following sales of the programing in 140 markets in the U.S. for the first and second runs. The hour series, consisting of 112 episodes, has been sold in 45 of the top 50 markets in the past year, according to Richard Colbert, vice president and general sales manager, and the third and fourth run release "comes well in advance of the original schedule."

Frosty comedy • Television host David Frost will present a series of blackout comedy sketches on a Westinghouse Broadcasting Co. special David Frost Presents: Put a Bit of English on It. One-hour program starring an all British cast will be seen on WBC's five TV stations during the week of Aug. 3. Rickles special • Comedian Don Rickles will star in an ABC-TV special The Many Sides of Don Rickles, Thursday, Sept. 17, 9-10 p.m. NYT. Program is being produced by Tandem Productions and Mindy Beth Productions. Robert Goulet, Harvey Korman and Don Adams will make guest appearances.

"Nirvana" on film • TV script writer Arthur Singer will work on the shooting script for the film version of his unpublished original work "Odyssey to Nirvana." Louis Brandt will produce the film, which is to be shot on location in the U.S., Sicily and Iran, and possibly in Indonesia, India and Tibet as well. Mr. Singer was story editor for Star Trek series and other television programs. The film is not scheduled for release until completion of Brandt's current effort, "Cactus in the Snow."

'The Price' • Arthur Miller's Pulitzer Prize winner "The Price" will be a Hallmark Hall of Fame special starring George C. Scott on NBC-TV Wednesday, Feb. 3, 1971. The drama will be produced by David Susskind.
CBS foresees stable first half

CBS Inc. reported last week that estimated sales for both the second quarter and first half of 1970 had increased over the 1969 levels, while net income for both periods of 1970 were approximately the same as last year.

CBS estimated the second-quarter net income was approximately $16.5 million on net sales of about $283.5 million, compared to 1969 second-quarter earnings of $16.7 million on net sales of $259.5 million. Earnings per share were 60 cents, compared to 61 cents for the second quarter of 1969.

For the first six months of 1970, estimated consolidated net income was $30.3 million on net sales of $593.6 million, compared to $30.2 million and $519.4 million respectively in the comparable period of 1969. Estimated six-months earnings were reported at $1.10 per share of the first six months of 1970.

Publishing buy called off

An agreement in principle whereby Norton Simon Inc., Fullerton, Calif., producer and marketer of consumer

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

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- **Broadcasting with other major interests**

- **AV**
- **BMC**
- **BRC**
- **CN**
- **COM**
- **CW**
- **FQA**
- **GCI**
- **GNY**
- **GCO**
- **LCO**
- **LCN**
- **MDP**
- **OTU**
- **PLO**
- **PCC**
- **SBB**
- **LTL**
- **MTL**
- **TNR**
- **WOM**

- **CATV**

- **Ameco**
- **ACO**
- **CCG**
- **CCS**
- **CPN**
- **CBM**
- **COS**
- **CPP**
- **CPR**
- **CRI**
- **CSC**
- **CYP**
- **CTN**
- **ELE**
- **GRP**
- **HBA**
- **HKC**
- **LCT**
- **TPR**
- **VKK**

- **Total** $116,306 $1,985,737

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FocusOnFinance®

BROADCASTING, July 20, 1970
products and communications services, would acquire Simon & Schuster Inc., New York publishing house, for $23.5 million (Broadcasting, May 18) was called off last week. Neither company commented on the termination of negotiations. Under the initial agreement, holders of Simon & Schuster common and class-B stock were to receive some $23.5 million for the 3,545,000 shares outstanding. While no comment was forthcoming, it was noted in New York that the May announcement of an agreement had failed to obtain favorable reaction both among stockholders and on Wall Street and that the price of the stock of both firms had dropped.

RCA reports 2d-quarter dip

Sales and earnings of RCA Corp. in the second quarter and the first half of 1970 dropped from last year's levels reportedly because of the national economic slowdown and a strike at 12 manufacturing plants throughout June.

Robert W. Sarnoff, chairman and president, said that in the second quarter earnings and sales declined to $14.9 million and $795 million, respectively, from $27.3 million and $808 million in the corresponding 1969 quarter.

Among the factors contributing to the reduced sales and net profit, Mr. Sarnoff said, were the ongoing strike that began June 2 by 12,000 members of the International Union of Electrical, Radio and Machine Workers at plants that manufacture black-and-white TV sets and broadcast equipment, color-TV picture tubes and electronic components; the dip in consumer electronic sales, and reduced operating results of NBC. He noted that NBC's performance was "adversely affected by a decline in major advertising commitments, reflecting current trends elsewhere.

For the six months ended June 30:

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| Service |          |                |                |                 |      |     |                          |                                   |
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| John Blair |       |                |                |                 |      |     |                          |                                   |
| Comsat |          |                |                |                 |      |     |                          |                                   |
| Creative Management |      |                |                |                 |      |     |                          |                                   |
| Doyle Dane Bernbach |     |                |                |                 |      |     |                          |                                   |
| Foote, Cone & Belding |   |                |                |                 |      |     |                          |                                   |
| Grey Advertising |      |                |                |                 |      |     |                          |                                   |
| LaRoche, McCaffrey & McColl |   |                |                |                 |      |     |                          |                                   |
| MovieLab |          |                |                |                 |      |     |                          |                                   |
| MPO Video |        |                |                |                 |      |     |                          |                                   |
| Nelson |          |                |                |                 |      |     |                          |                                   |
| Ogilvy & Mather |     |                |                |                 |      |     |                          |                                   |
| PKL Co. |          |                |                |                 |      |     |                          |                                   |
| J. Walter Thompson |     |                |                |                 |      |     |                          |                                   |
| Wells, Rich, Greene |      |                |                |                 |      |     |                          |                                   |

| Manufacturing |          |                |                |                 |      |     |                          |                                   |
|--------------|----------|----------------|----------------|                 |      |     |                          |                                   |
| Admiral |          |                |                |                 |      |     |                          |                                   |
| Ampex |          |                |                |                 |      |     |                          |                                   |
| CCA Electronics |      |                |                |                 |      |     |                          |                                   |
| Collins Radio |        |                |                |                 |      |     |                          |                                   |
| Computer Equipment |    |                |                |                 |      |     |                          |                                   |
| Conrac |          |                |                |                 |      |     |                          |                                   |
| General Electric |      |                |                |                 |      |     |                          |                                   |
| Harris-Intertype |     |                |                |                 |      |     |                          |                                   |
| Magnavox |        |                |                |                 |      |     |                          |                                   |
| 3M |          |                |                |                 |      |     |                          |                                   |
| Motorola |          |                |                |                 |      |     |                          |                                   |
| RCA |          |                |                |                 |      |     |                          |                                   |
| Reeves Industries |     |                |                |                 |      |     |                          |                                   |
| Telmecan |          |                |                |                 |      |     |                          |                                   |
| Visual Electronics |    |                |                |                 |      |     |                          |                                   |
| Westinghouse |      |                |                |                 |      |     |                          |                                   |
| Zenith Radio |        |                |                |                 |      |     |                          |                                   |

| Standard & Poor Industrial Average | 83.65 | 81.04 | 80.26 |


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<tr>
<td>Taiwan</td>
<td>10.50</td>
<td>10.25</td>
<td>10.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>10.50</td>
<td>10.25</td>
<td>10.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Grand total 725,405 $22,629,536

Trading suspended July 16 by American Stock Exchange.

Shares outstanding and capitalization as of July 1.

*New addition to index.
Visual ends fiscal year with $10.3 million loss

Visual Electronics Corp., New York, reported last week a net loss of more than $10 million in the fiscal year ended March 31.

James B. Tharpe, president, said the main causes of the loss were drop in sales of broadcast products and the company's limited ability to offer delayed payment plans. He added that the loss for fiscal 1970 included material write-downs of certain of the company's broadcast-product inventories at March 31, 1970, to net realizable values in an amount not readily determinable.

Mr. Tharpe noted that the company is engaged in negotiations to obtain a new financing arrangement.

For the fiscal year ended March 31:

<table>
<thead>
<tr>
<th>Income per share</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>15,207,000</td>
<td>21,501,000</td>
</tr>
<tr>
<td>Net income</td>
<td>(10,314,000)</td>
<td>703,000</td>
</tr>
</tbody>
</table>

Company reports:

Walt Disney Productions, Burbank, Calif., reported record revenues and earnings for the nine-month period ended July 4. The period of 40 weeks during the current fiscal year compares with a 39-week period ended June 28, 1969.

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$112,859,000</td>
</tr>
<tr>
<td>Net income</td>
<td>12,926,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,804,000</td>
</tr>
</tbody>
</table>

Note: Earned per share figures are shown fully diluted. Primary earnings were reported as $2.41 per share on 5,610,000 shares in 1970 and $1.85 per share in 1969.

Time Inc. reported an increase in revenues but a decline in net income for the first six months of 1970.

The company noted that net income would have exceeded the 1969 period, except that Time had income for extraordinary items of $5,305,000 last year and none during the current year. For the months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.58</td>
</tr>
<tr>
<td>Net income</td>
<td>11,286,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>310,782,000</td>
</tr>
</tbody>
</table>

Taft Broadcasting Co., Cincinnati-based group owner, reported slight declines in revenues and net income for the first fourth of the fiscal year. Company attributed decrease to losses sustained in operating WTAI-TV Philadelphia and "continued softness in the general economy."

For the three months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.56</td>
</tr>
<tr>
<td>Net income</td>
<td>11,286,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>310,782,000</td>
</tr>
</tbody>
</table>

Gross Telecasting Inc., Lansing, Mich., group station owner, reported increased revenues but a decline in net income for the first fiscal half, and declared a quarterly dividend of 171/4 cents per share payable Aug. 10 to stockholders of record July 24.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.52</td>
</tr>
<tr>
<td>Net income</td>
<td>2,228,026</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,286,000</td>
</tr>
</tbody>
</table>

*Figures include operation of WKBZ-TV La Crosse, Wis., acquired Jan. 15, 1970.

Dun & Bradstreet Inc., a broadly based data and business information service company, whose merger with Cornithan Broadcasting Corp., a group owner, is expected in the fall, last week reported a net income of $5.4 million for the second quarter ended June 30—a jump of 7.6% over the same period in 1969.

For the period ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.33</td>
</tr>
<tr>
<td>Net income</td>
<td>7,866,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>51,299,000</td>
</tr>
</tbody>
</table>

Filmways Inc. announced last week that both revenues and net income declined for nine months ended May 31:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.32</td>
</tr>
<tr>
<td>Net income</td>
<td>5,051,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>65,321,000</td>
</tr>
<tr>
<td>Net income</td>
<td>(1,299,000)</td>
</tr>
</tbody>
</table>

*Includes $1,299,000 in extraordinary loss resulting from shut-down of auto racing facilities at Sears Point, Calif.

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### Equipment & Engineering

Cable television without the cable

Kamen's quasi-laser is second system to get FCC approval

Now there are two cable-less systems for distributing CATV. Last Wednesday (July 15), the FCC approved the quasi-laser aerial system developed by Chromalloy American Corp. and Laser Link Corp., both New York.

The announcement was made at a news conference in New York before official publication of the approval by the commission. The announcement was made by Herbert Zlotnick, an executive vice president of Chromalloy, and Ira Kamen, president of Laser Link, 50% of which is controlled by Chromalloy.

The quasi-laser system uses a "filtered pulse width modulation system" for local distribution of CATV signals. This permits 18 TV channels to be "stacked" on the beam of a single electromagnetic transmitter and broadcast to receivers within a 15-mile radius.

The rules approved by the commission accommodate the multichannel quasi-laser aerial system in frequencies assigned for community antenna relay services—thus, according to a company official, "paving the way for the introduction of cable TV without a cable, to serve both urban and rural markets."

FCC permission to use the system in the 12.7-12.95 gc area of the spectrum, they said, "will hasten the spread of cable TV service to millions in the top-100 markets."

Last November, the FCC approved use of an amplitude modulated link system, developed by Teleprompter Corp. and Hughes Aircraft, in the same band of frequencies (Broadcasting, Nov. 10, 1969).

### Domestic-bird bids are expected soon

Reports speculate on when AT&T, Teleprompter-Hughes and the networks will file

Reports quickened last week that applications to the FCC might be forthcoming in the near future for a domestic satellite system or two. The reports were spurred by a remark made by H. I. Romnes, chairman and chief executive officer of AT&T, that that firm would be filing for a satellite system in a "few months."

According to sources familiar with their company's stance on domestic satellites, applications may indeed be filed with the commission before the summer is through, but their forms are slightly different than has been reported.

According to the best information, it is expected that Communications Satellite Corp. will file to put up a system, and that AT&T will file also as the first customer. AT&T is expected to file applications for the ownership of
a number of ground stations for the Comsat system.

Also in the wings is the expected application to be filed by the broadcast networks seeking a broadcast-oriented system. This has been awaiting a network-underwritten feasibility study done by Page Communications Engineers, Washington. Page's report was due July 1, but it's believed only a tentative preliminary draft was submitted by that date, with a complete submission due the end of this month. There's an indication, according to one source, that Page concludes that the relative efficiency and cost of all-satellite or all-terrestrial systems would be about the same.

A third prospective system is being worked up by Teleprompter Corp., multiple-CATV owner, and Hughes Aircraft Co. This would be principally for CATV, although other users would not be foreclosed. Hughes, which has been extremely active in building communications satellites for Comsat, owns a substantial interest in Teleprompter.

Last March, the FCC invited applications for the establishment of a domestic-satellite system or systems. It formulated no standards, but asked applicants to answer a number of technical as well as policy questions (BROADCASTING, March 30).

The FCC contemplates competition for AT&T

The FCC disclosed last week it is considering opening the door for competition with American Telephone & Telegraph in the specialized communications field. Although immediately concerned with computer data transmission, the commission's action has implications for AM/FM translators as well.

Specifically, the commission is asking for comments on procedural and rulemaking proposals to implement a staff position endorsing microwave system competition.

While most of the more than 1,700 applications already pending for specialized microwave service are concerned with data transmission and private-line service for large government and commercial customers, the commission's Common Carrier Bureau recommendation to allow competition has a potentially far-reaching effect on television and radio signal transmission, similar to existing broadcast hook-ups controlled by the Bell System.

Microwave Communications of America Inc. and other applicants propose "customized" private line services in various parts of the country, which would be tailored to the subscribers' requirements. MCI plans eventually to offer 17 networks. Not only can the band widths in the audio spectrum be tailored for data, facsimile, voice and teletype messages, but for television and radio signals as well.

One reason for competition the commission staff forwarded was that of rapid growth and demand for all types of communications services, particularly in the data field. The bureau added that new entries in the microwave field would disperse somewhat the burdens, risks and initiatives involved in supplying these growing markets.

The commission said tentatively no comparative hearings would be held on issues of economic exclusivity among the applicants, adding the market potential appears sufficient to support competition in the same area and that users should have a wide choice as to how they can satisfy their specialized requirements.

The commission said one applicant, Data Transmission Corp., could be considered separately from the other applications because of its singular characteristics as an all-digital, switched network for use exclusively as a data transmission service.

In setting guidelines, the commission proposed to require applicants to amend their proposals to remove frequency conflicts with existing common carrier stations and to avoid blocking expansion of existing common carrier routes, as well as to avoid frequency conflicts with previously filed applications. No applications involving radio interference to existing or authorized common carriers will be processed, the commission said.

Other guidelines set down by the commission for applicants include proposed rules designed to avoid harmful interference to domestic satellites and to conserve spectrum space.

Users of CARS band may get to stay there

The FCC has issued a rulemaking notice aimed at extending for five years the date which CATV microwave-relay systems must vacate the 12,200-12,700-mc band. The present deadline is February 1, 1971.

In a report adopted October 13, 1965, the FCC established the Community Antenna Relay Service (CARS) to accommodate private microwave-relay systems used by CATV operators. Under that action, these systems would no longer be authorized in the Business Radio Service, but systems then authorized and those authorized subsequently on applications pending when the order became effective, were permitted to continue on frequencies in the 12,200-12,700 mc band. Thirty-seven CATV microwave-relay systems now operate in that band.

Cox Cablevision Corp., Globe-Miami Cable TV Inc. and Garden State Television Cable Corp. asked for an additional five-year period. Florida Antennavision Inc. requested an extension pending FCC action on certain applications in the common-carrier services proposing to provide it with a substitute microwave-relay service.

The petitions said generally that compliance with the 1971 deadline would cause financial injury due to changing equipment before its useful life had run out.

The petitions said the 12,200-12,700 band is not congested and is not likely to become congested in the next five years.

If adopted, the FCC said, the extension would be subject to continuing surveillance of growth and demand for specialized microwave systems, and depending on the result, an earlier cutoff date may be prescribed.

No additional stations or frequencies will be authorized in the service if the amendment is adopted.

NBC, Durham TV back UHF translator move

NBC and WROU-TV Durham, N.C., last week endorsed the FCC's proposed rule amendment to shift translator operations from the high-band to the low-band portion of the UHF spectrum, but expressed concern over translator-land mobile interference. The amendment would help the commission pave the way to allocate channels 70-83 to land-mobile radio users.

In its comments on the proposal, NBC said that adoption of the proposal for translator operations on channels 14-69 is necessary if those translators now on channels 70-83 are to be able to continue to provide broadcast service and land-mobile service occupies channels on which translators are now operating. However, it added that the use of channels 70-83 by land mobile should be on a secondary basis and land mobile should be required to protest translators.

Triangle Telecasters Inc., licensee of WROU-TV, said that although the rules would provide that translators on channels 70-83 would be permitted after expiration of the first license term following adoption of the rule, the FCC would not guarantee protection from interference by land-mobile stations. "This could cause hardship, particularly where the translator station is newly installed and where its useful life, for tax purposes, remains quite long," Triangle said.

As an alternative, Triangle suggested that in such cases the FCC should give the translator operator time "beyond the first license term in the event it can demonstrate that the useful life of the equipment is still substantial."
Bushnell expands broadcast empire

Group adds CFCF-AM-TV plus outlets in Ontario in $27 million purchase

The Canadian Radio-Television Commission has approved major elements of one of Canada's biggest TV-radio and cable ownership transfers.

CRTC approved the purchase by Bushnell Communications Ltd., Ottawa, of a group of TV and radio stations in Montreal from Canadian Marconi Ltd.; and the Thomas-Davis stations in Ontario.

The commission, however, failed to act on the Bushnell requests to also purchase CATV systems in Montreal, Toronto, British Columbia and in other areas.

The approved purchases are estimated to cost Bushnell over $27 million. The entire broadcast-CATV package had been estimated at over $80 million (Broadcasting, June 22).

CRTC approved the transfers of ownership to Bushnell of CFCF-AM-TV, CFQR-FM and CFEX (shortwave) in Montreal, and CKWS-AM-FM Kingston, CHER-AM-FM-TV Peterborough, CKOB-AM-FM Timmins, and CJKL(AM) Kirk-Lake, all Ontario. The Canadian agency also conditionally approved Bushnell's purchase of CFCV-AM-TV North Bay, and Cablevue Bellville, in Bellville, both Ontario. Both were conditioned on Bushnell selling the stations and the cable system.

Bushnell also wanted to buy cable systems in Montreal, and in Toronto, Smiths Falls, Cornwall, Aurora and Cebourg, all Ontario. Although the commission did not act on these applications (it denied the Cornwall application), it has adopted a policy of denying ownership of both TV and cable systems in the same markets which presumably makes the applications for the CATV purchases academic.

Bushnell already owns CJOR-TV Ottawa, CSST-TV Cornwall, both Ontario, plus 75% of a cable TV in Hull, Quebec, and 33 1/3% of a CATV in Ottawa (and it is seeking permission to acquire an additional 50% of this system). It also operates a film and TV production center in Toronto, and a stations-sales representation firm, Independent Communications Sales, in Toronto and Montreal.

Change of name

Ortiz, Scopesi & Ratto, Buenos Aires, newly associated with Ogilvy & Mather Inc., has changed its name to Ortiz, Scopesi Y Ratto/Ogilvy & Mather.

Broadcast advertising

Peter F. Yaman, VP and Eastern sales manager, Television Advertising Representatives, New York, named VP.

Donald R. Sanders, account supervisor, N.W. Ayer & Son, Philadelphia, elected VP.

Sam Kendrick, national sales manager, Computer Image Corp., Denver, appointed VP-eastern marketing. His headquarters will be at subsidiary, Dolphin Productions, New York.


Charles J. Prince, VP, D'Arcy Advertising, St. Louis, promoted to management supervisor responsible for Emerson Electric, Southwestern Bell Telephone and Coleman Co. accounts.

James Sherbert, senior account executive, KG-O-TV San Francisco, promoted to San Francisco office of ABC-TV Spot Sales as manager.

Richard F. Loveton, with CBS Television national sales, New York, joins KCMO-TV Kansas City, Mo., as general sales manager.

Edward W. Walter Jr., with BBDO, Washington, appointed to head newly opened Baltimore office of BBDO.

Daniel L. McCabe, national sales coordinator, WEEI-AM-FM Boston, appointed national sales manager.

Donald C. Palmer, director of national sales development, KFI(AM) Los Angeles, appointed national sales manager.

Owen M. Johnson Jr., with law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, Chicago, named assistant director of Federal Trade Commission's new Bureau of Competition, Washington. Ross D. Young Jr., senior trial attorney, FTC, named assistant to director.

Elia G'Sell named director of advertising, sales promotion and information services for WBBM-FM Chicago. Mrs. G'Sell, before extended leave of absence, had been in similar post at WBBM-TV there.

Carrie Litt, with Dancer-Fitzgerald-Sample, San Francisco, appointed media supervisor.

Michele Buslin, formerly media researcher, Media Information Services, New York, joins Kenyon & Eckhardt there, as media research supervisor.

Claude Stevens, media director, Knox Reeves Advertising, Minneapolis, joins Campbell-Mithun, agency there, as associate media director.
Donald S. Walli, senior account executive, Henderson Advertising Agency, Greenville, S. C., promoted to supervisor on Texize account.

J. Robert Carey, director of marketing and advertising, for Lorillard Corp.'s Kent cigarettes, named president, National Football League Properties Inc., New York, merchandising and promotional arm of National Football League teams. He succeeds Larry Kent, who resigns.

Horace Roth, with WKLO-AM-FM Louisville, Ky., appointed commercial sales manager. Alan R. Bryan, news director, WKLO, appointed marketing sales manager.

Jan Jaffe, with New York office of Tatham-Laird & Kudner, appointed director of research and marketing information.

Gertrude Hodges, assistant to director of sales, WSOQ-TV Charlotte, N. C., appointed commercial manager.

Joe Berwanger, formerly with WMAT-AM-FM State College, Pa., joins KDKA-TV Pittsburgh as assistant sales service director.

Judy Thomas, assistant media buyer, Cargill, Wilson & Acree, Atlanta, appointed media buyer. Susan Otte, with Lowe & Stevens, agency there, joins CW& A as assistant production manager.

Jack Brennan, account executive, WNHC-AM-FM New Haven, Conn., appointed local sales manager.

Ken Miller, account executive, Blair Radio, Los Angeles, joins KMPC(AM) there in newly created post of assistant sales manager.

**Media**

William B. Fox, chairman of National Association of Broadcasters' committee on cable negotiation until it was superseded by new committee two weeks ago, has resigned as station manager of KFMB-TV San Diego (which led fight against cable systems in that area) to head new CATV division of Lanford Telecasting (KALB-TV Alexandria, La.) in which he has owned 24.5% interest.

Arthur Hamilton, VP and general manager, noncommercial WPTV-TV Staunton, Va., joins WSVA-AM-FM-TV Harrisonburg, Va., as general manager.

Wisconsin Broadcasters Association has re-elected following officers: president, Roger Leigland, WTTV-TV Milwaukee; VP-radio, Hugh Dickie, WTMBO-AM-FM Tomah; VP-TV, Robert Southard, WFRV-TV Green Bay; secretary, Ruane Hill, WUWM-FM Milwaukee; treasurer, Nathan Goetz, WDLB-AM-FM Marshfield and WPFW-AM-FM Fort Atkinson; director, Charles Dickoff, WBAQ(AM) and WIAL-AM Eau Claire; director, Andrew Spheeris, WEMP(AM) and WNLU-(FM) Milwaukee, and director, Howard Dahl, WKSH(AM) and WKBT-TV Lacrosse.


Wally Lambourne, director of CATV acquisitions and operations, Screen Gems Broadcasting, division of Columbia Pictures, New York, named VP in addition to his present duties.


Bill B. McBride, station and general sales manager, WOW-TV Omaha, joins KCDE(TV) Boulder, Colo., as general manager.


Gary D. Edens, with WKIX-AM-FM Raleigh, N. C., joins KQY(AM) Phoenix as general manager succeeding Bill Bosse, who joins KTHT(AM) Houston in same capacity. All are Southern Broadcasting, Winston-Salem, N. C., stations.

William Kirkpatrick, with WFUN(AM) Miami, joins KLOU(AM) Lake Charles, La., as VP-general manager.

Sidney S. Lechan, general sales manager, WSAR(AM) Fall River, Mass., appointed manager.

Robert W. Thomas, executive producer, noncommercial WCNY-TV Syracuse, N.Y., appointed general manager, WEXT-(FM) Hammondsport, N. Y.

Mort Roberts, program director, WCAP-(AM) Lowell, Mass., joins WEXT(AM) West Hartford, Conn., as operations director.

Norman White, creative services director, WKLO-AM-FM Louisville, Ky., appointed operations director of WKLO-FM.


26 colorful episodes now available from MGM TELEVISION

*NTI/NTA 1969-70*

Farrel McGonigal, confidential assistant to FCC Commissioner Robert Bartley since 1952, retires July 19. She began career at commission in 1941, was on office staffs of former Chairmen James Fly, Paul Porter and Charles Denny Jr. and was also confidential assistant to late Chairman Wayne Coy.

Bill Fox, executive assistant to VP and general manager, KFMB-TV San Diego, resigns. Future plans are yet to be announced.

Gerardo Borrego, with KTVH-AM-FM Inglewood, Calif., appointed assistant to the president and assistant general manager.

Michael M. Schreter, director, business affairs, WBBM-TV Chicago, joins Golden West Broadcasters, Los Angeles in newly created position of controller.

Ronald M. Miller, assistant VP, external public relations, Easy Industries Inc., Dayton, Ohio, owner and operator of WZDE(AM) Boston, named treasurer of Easy.

Sidney A. Mills, VP-engineering and manufacturing, Ameco Cable Inc., Phoenix, joins Kaiser CATV there as manager, cable operations.

Ralph E. Goldberg, assistant general attorney, governmental affairs, CBS legal department, New York, named general attorney. He is succeeded by Eleanor S. Applewhale, senior attorney.

**Programming**

Stephen Gentry, associate director, program development, CBS-TV Hollywood, appointed director of program development.

Elliot Friedgen, production manager, CBS's Educational Film Division, appointed assistant production manager and post-production executive, Metromedia Producers Corp., New York.

Charles Alsup, Western division sales manager, MGM Television, Culver City, Calif., retires after 20 years with company in TV film sales, 14 as manager.

Harvey R. Reinstein, Eastern sales manager, Four Star Entertainment Corp., Culver City, Calif., appointed VP, sales.


Marion M. Warden, with WMSR-FM Harrisburg, Pa., appointed program director.

**Jeff Dale**, music director, WKYC-FM Cleveland, joins KEBS(AM) Jacksonville, Fla., as production director.

Pete Wood, with WEMP(AM) Milwauk ee, appointed production and operations manager, WEMP and affiliated WNWW(AM) there.

Albert G. Hartigan, general manager, WBUR-TV Buffalo, N.Y., joins TelCom Associates Inc., New York, as general program executive.


Larry Becker, with international sales division, MCA-TV, Universal City, Calif., joins Universal Television there as assistant to executive in charge of daytime programing and specials.

Craig Kellem, with Creative Management Associates, New York, appointed director of TV-variety department, CMA, Los Angeles.

Harlan Sander, chief director, WKBV-TV Philadelphia, joins Philadelphia Flyers of National Hockey League. Games are on WCAU(AM) and WTAI-TV Philadelphia.

**News**

Ed Meyer, manager of radio news, WMAL-AM-FM Washington, appointed manager of news, WMAL-TV. He is succeeded by Eric Engberg, public affairs director, WMAL-AM-FM.

Mr. Meyer


Lloyd Dobyns, manager, TV news operations, WNBC-TV New York, appointed director, NBC News, Chicago.

Martin F. Kline, producer, CBS Radio Program Services, New York, appointed news director, WCRB-FM, CBS-owned station there.


Michael R. Kinslaw, news director, WOBM(AM) Toms River, N.J., joins WWLE(AM) Cornwall, N.Y., in same capacity.

John J. Walsh, UPI correspondent, Southeast Asia, appointed Eastern division news-editor, Pittsburgh, succeeding Frank L. Berkooee, appointed general executive, Eastern division.


Pat Parson, reporter, WFTV-TV Philadelphia, joins WCBS-TV New York as newscaster.

Carey Carlton, news assistant, WTHR-FM Baltimore, appointed desk editor.

John Lottich, reporter, WTVJ-TV Miami, and Mike Piller, with WBTY-TV (TV) Charlotte, appointed news reporters with WBTV.

Frank Black, Sunday editor, The Savannah (Ga.) Morning News, joins WJCL-TV there as sports director.

Tom Snyder, reporter, KYW-TV Philadelphia, named reporter-anchorman, KNBC-TV Los Angeles.

Kent Sturgis, AP day news supervisor, Seattle, named correspondent of AP's new Anchorage bureau.

**Promotion**

Sanford C. Smith, with Gent Creative & Marketing Ltd. New York, PR firm, named VP and director of marketing services.

Ken Linde, director, WRST-FM Oshkosh, Wis., joins WMST-FM Madison, Wis., as promotion and public-relations manager.

Steve Eckstone, on-air promotion coordinator, KHJ-TV Los Angeles, appointed administrator-coordinator, advertising-promotion. He succeeds Robert Nashick, who resigns.

**Equipment & engineering**

Alan K. Urschel, manager of government and industrial sales, Collins Radio, Dallas, joins Lynch Communication Systems, San Francisco, as VP, marketing.

Paul Hansil, formerly chief engineer, noncommercial WTVI(TV) Charlotte, N.C., joins Ampex Corp., Redwood City, Calif., as Northeast region sales engineer with headquarters in Waltham, Mass.

Edmond C. Lauster, director of marketing, On-Line Decisions, Los Angeles, computerized decision service, joins Super Scope, Sun Valley, Calif., American distributor for Sony tape recorders, as director of international operations and office manager.

Charles F. McNulty, chief accountant,
Electronic Industries Association, Washington, named controller.

Nicholas E. Leddo, controller, Riker Video Industries, Maupeuge, N. Y., named to same capacity, ABTO Inc., New York, newly formed to introduce system of converting monochrome film to color broadcasts.

Charles A. Standiford, with Altec Lansing division, Ling Altec Inc., Anaheim, Calif., appointed field sales manager.

James M. Constantine, with Sperry Gyro division, Sperry Rand Corp., Great Neck, N. Y., joins Jerrold Electronics, Philadelphia, as product-material control manager.

Darrell Schweppe, assistant chief engineer-recording, noncommercial KCON-TV Lincoln, Neb., assumes additional post of technical systems coordinator, Nebraska Telecommunications Center there.

Allied fields

Mark Evans, VP and director of public affairs, Metromedia, appointed to President Nixon's Peace Corps National Advisory Council. He will remain in Washington.

Sig Mickelson, formerly of Time Inc. and first president of CBS News, named VP, international and television, Encyclopaedia Britannica Educational Corp., Chicago. He also is elected director.

Deaths

Siegfried H. Reiger, 50, VP-technical, Communications Satellite Corp., Washington, died at his home there July 14. He joined Comsat in 1963 and was elected VP in 1964 with responsibility for technical activities, including launching of communications satellites. He is survived by his wife, Irmgard, and one son.

George V. Allen, 66, career ambassador, died July 10 of apparent heart attack at his farm in Bahama, N. C. He was director of U.S. Information Agency 1958-1960, and one of two final contenders for presidency of National Association of Broadcasters in 1960. (Former governor of Florida, LeRoy Collins, was named to post.) In 1960 he joined Tobacco Institute as president where he defended industry during early reports linking smoking to cancer. He is survived by his wife, Katherine, and three sons.

Arnold F. Petrach, 63, president of KONX(AM) Langdon, N. D., died July 11 at his Grand Forks, N. D., home following heart attack. He had previously been chief engineer at noncommercial KFJN(AM), KOLO(AM) and KOX(AM) all Grand Forks, and consulting engineer for radio stations in North Dakota and Minnesota. He is survived by his wife, Cora, son and daughter.

Clifford C. McDonald, 64, pioneer radio engineer, died July 6 in Los Angeles. He was for 20 years chief engineer for KHJ-AM-FM Los Angeles and was known for work in development of 16-rpm recordings. He is survived by his wife, Muriel, son and daughter.

Preston Foster, 69, movie and TV actor, died July 14 at Scripps Memorial hospital, La Jolla, Calif., following lengthy illness. He starred in The Waterfront series and TV dramas. He is survived by his wife, Sheila, and daughter by former marriage.

Stanley Wilson, 53, creative head of Universal Studios music department, Universal City, Calif., died July 12 of heart attack in Aspen, Colo. He composed the scores for several television shows including Alfred Hitchcock Presents, McHale's Navy and It Takes a Thief. He is survived by his wife, Gertrude, two sons and daughter.

John A. Hilton, 63, manager, traffic and lines, NBC-TV, died July 13 in Englewood, N. J., hospital. He joined NBC as a teletype operator in 1933. He is survived by his wife, Margaret, and three daughters.

L. Wolfe Gilbert, 83, composer and one of founders of American Society of Composers, Authors, and Publishers, died July 12 of stroke in Beverly Crest hospital, Beverly Hills, Calif. He wrote more than 250 songs including “Ramona” and “Waitin’ for the Robert E. Lee.” He is survived by his wife, Rose, and daughter.

Jack O’Brien, 64, who retired in 1968 after 24 years as staff writer in RCA information department, New York, died of cancer July 9 in Miami. He also had worked for New York Herald Tribune. He is survived by his wife, Irene.

For The Record

As compiled by Broadcasting, July 7 through July 14 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aural.—aural. CATV—community antenna television. CH.—critical hours. CP.—construction permit. DA.—daytime directional antenna. ERP.—effective radiated power. kilocycles. kw—kilowatts. K—local station. mc—megacycles. mod.—modification. N.—night. PSA.—preservice service authority. SCA—subsidiary communications authorization. SH.—specified hours. STA—special temporary authority. trans.—transmitter. UHF—ultra high frequency. USWS—unlimited hours. VHF—very high frequency. vis.—visual. w.—watts. *—educational.

New TV stations

Applications

*Boise, Idaho—State Board of Education. Broadcast Bureau granted VHF ch. 4: ERP 27 kw vis. 13.5 kw aur. Ant. height above average terrain 2,474 ft.; ant. height above ground 342 ft. P.O. address: Department of Education, Boise 2007. Estimated construction cost $452,835; first-year operating cost $138,925; revenue none. Geographic coordi-
Summary of broadcasting
Compiled by FCC, July 1, 1970

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<th>On Air</th>
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<th>Total</th>
<th>Not On Air</th>
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* Special Temporary Authority
  1 Includes 25 educational AM's on nonreserved channels.
  2 Includes two licensed UHF's that are not on the air.


- Plattsburgh, N.Y.—Northeast New York Educational Television Association, Broadcast Group granted UHF ch. 57; ERP 250 kw vis.; 82 kw aur. Ant. height above average terrain 3,384 ft.; ant. height above ground 575 ft. P.O. address: c/o Dr. M. Scheffel, Pierce State University, Plattsburgh, N.Y. 12901, Estimated construction cost $1,000,000; first-year operating cost $107,000; revenue, none. Geographic coordinates 44° 54' 52" north lat.; 74° 20' 17" west long. Type trans. GE-TF-857. Type ant. GE TFU-857. Legal counsel E. H. Godfrey; consultant engineer Jansky & Bailey, both Washington, D.C. Trustees: John F. Lord, chairman; et al. Action June 12.

- Philadelphia—Vee Metrics Inc. Seeks UHF ch. 23; ERP 1905 kw vis.; 257 kw aur. Ant. height above average terrain 990 ft.; ant. height above ground 1,348 ft. F.P. address: 1406 Locust St Philadelphia. Estimated construction cost $129,000; first-year operating cost $53,000; revenue $640,000. Geographic coordinates 39° 10' 54" north lat.; 75° 18' 22" west long. Type trans. RCA-TT-60A. Type ant. GE TFU-60A. Legal counsel George A. Heyman, Heyman & Partners; consultant engineer Alfonso C. J. Chao; engineer Raymond E. Hoffer; Principals: Sanford E. Funkhouser, president; George A. Heyman, vice-pres.; et al. Action in Circleville, Ohio (George E. Godley) June 27.


- Action on motion
  - Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.) TV proceeding; granted petition by Civic Communications Corp. for leave to amend financial portion of application (Docs. 18845-9). Action July 6.

- Rulemaking action
  - Agans, Guam—FCC granted addition of reserved channels 4-A and 5-A and reservation of channel 5-A to provide reservation on channel signifies it is not available for commercial use. Action July 1.

- Existing TV stations
  - Final actions
    - KOCP-TV Hollywood, Calif.—FCC notified KOCP-TV Inc. that entire Great Moments in Time and 100 Pointers programs Jan. 4 should have been logged as commercial matter and that continued broadcast of such programs demonstrates pattern of subnormal programming in interest of public to programming in interest of salability. Action July 1.
    - *WTV(TV) Tampa, Fla.—Broadcast Bureau granted license covering installation of auxiliary ant. Action July 1.
    - *KRET(TV) Richardson, Tex.—Broadcast Bureau granted license covering changes. Action June 30.
    - *KFVW(TV) Kennewick, Wash.—Broadcast Bureau granted mod. of CP to extend completion date of station to Jan. 1, 1971; granted mod. of CP to change ERP to kw. 94 kv. 187 kw aur. change type ant. and make changes in anc. system. Action July 1.

- Actions on motions
  - Chief, Office of Opinions and Review in Hartford, Conn. (RKO General Inc.) CP for changes in WHCT(TV), granted request by Commercial Television Co. and extended to July 18 to time to respond to petition for reconsideration and for response without hearing ( According to the Supreme Court of Appeals, 1982). Action June 29.
  - Chief Hearing Examiner Arthur A. Gladstone in High Point, N.C. (Southern Broadcasting Co. (WGHP-TV) and Furniture City Television Inc.) TV proceeding, granted request for hearing examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Aug. 10, 1971 and continued to Sept. 21 (Docs. 18890-7). Action July 6.

- New AM stations
  - Other action
  - Chief Hearing Examiner Frederick W. Dennis in Las Cruces, N. M. (Marvin C. Hans) AM proceeding, suspended, pending awaiting further order following action by commission in Docs. 18842-79. Action June 29.
  - Chief Hearing Examiner Frederick W. Dennis in Circleville, Ohio (George E. Worstel), Scioto Broadcasting Co. and Circleville Broadcasting Co., Inc. AM proceeding, Granted petition to intervene by Post-Newsmound Stations, Florida Inc. license of WCKY Cincinnati, Ohio. Docs. 18850-79. Action June 29.
  - Chief Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, Granted petition by New Jersey AM Association to file time to file proposed findings and to file time to file reply findings (Docs. 1882-1). Action June 26.
  - Chief Hearing Examiner Millard F. French in Kentucky and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, Continued to July 27 to file proposed findings and to file time to file reply findings; Granted petition by Louis Vander Plate for time to amend application to update financial showing (Docs. 1882-1). Action July 6.
  - Chief Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowles), AM proceeding, denied petition for leave to amend application to reduce power from 5 kw. to kw. 1 kw. to eliminate overlap (According to the Supreme Court of Appeals, 1982). Action June 29.
  - Chief Hearing Examiner Arthur A. Gladstone in Alexander City and Clanton, both (Martin Legal Co. and Clanton Broadcasting Corp.), AM proceeding, granted request for extension of hearing examiner (According to the Supreme Court of Appeals, 1982). Action July 13.

Address Change: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.
Existing AM stations

Final actions

- WMOB Mobile, Ala.--Broadcast Bureau granted CP to install composite type trans. to 500 kw. at 210 miles north of Mobile River Tunnel for auxilliary station. Action July 7.
- KSBO Santa Cruz, Calif.--Broadcast Bureau granted license covering changes. Action July 9.
- KBOO Yuba City, Calif.--Broadcast Bureau granted CP to replace expired permit for changes. Action June 30.
- KNJU Kahului, Hawaii--Broadcast Bureau granted license covering, permit granted to change by 95 trans. and antenna location 315 Ano St. Action July 9.
- WARE Ware, Mass.--Broadcast Bureau granted license covering, permit granted to change in Fri. and Mon. 11:30 a.m. to 3:30 p.m. Action July 9.
- KLGR Redwood Falls, Minn.--Broadcast Bureau granted license covering changes: specio type trans.; studio-trans. location as 316 Bridge St., Redwood Falls. Action July 9.
- KKKF Great Falls, Mont.--Broadcast Bureau granted remote control. Action July 10.
- KDNA Winnemucca, Nev.--Broadcast Bureau granted license covering changes, permit granted to change in same hour from 10:00 a.m. to 5:00 p.m. on Fridays and Saturdays. Action June 29.
- WOHO--Broadcast Bureau granted license covering changes of alternate trans. Action June 29.
- WKKR Pickens, S. C.--FCC dismissed application by Pick Radio Co. for renewal of license, stating that replies were not in compliance with rule 98. Action July 9.
- WITJ Jackson, Tenn.--Broadcast Bureau granted license covering operation of trans. by remote control from 255 West Lafayette St., Jackson. Action June 30.
- WPEP South Pittsburg, Tenn.--Broadcast Bureau granted license covering changes: trans. and studio location and remote control revoked. Action June 29.
- WELF Tomahawk, Wis.--Broadcast Bureau granted license covering changes. Action June 29.
- WRIP (AM) Rossville, Ga. and Chattanooga--FCC granted for consolidated license covering changes: from change for 998 kw. 500 w.d in Rossville to 1120 kw. 50 kw-D Chattanooga, and Rock City Broadcasting Enterprises, Chattanooga, for CP for new AM on 1190 kw. 10 kw-D, Action July 9.

Designated for hearing

- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isidore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
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- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.
- Hearing Examiner Isadore A. Honig in Pergus Falls, Minn. (Harvest Radio Corp.) granted petition for leave to amend application to re-apply for station on same site but with improved antenna. Action July 9.

- Chief Hearing Examiner Arthur A. Gla- ston in Portland, Ind. (Glenn West and Southwestern) granted licenses. Action August 8.


Existing FM stations

Final actions


- WFLR(FM) Mobile, Ala.—Broadcast Bureau granted license covering change in auxiliary facilities to main facilities. Action July 9.

- KNEU(FM) El Centro, Calif.—Broadcast Bureau granted license covering new FM. Action July 9.

- KJAE(FM) Lakewood, Colo.—Broadcast Bureau granted licenses covering changes; granted licenses covering use of translator trans. for auxiliary purposes only. Action July 9.

- WSBP-FM Sarasota, Fla.—Broadcast Bureau granted CP to make changes in ant.; conditioned CP to limit ownership; hearing examiner's decision on CP to be re-issued. Action July 9.

- KLOQ(FM) Lyons, Kan.—Broadcast Bureau granted license covering new FM. Action July 9.


- WGBU(FM) Boston —Broadcast Bureau granted CP to change studio remote control and trans. location; Prudential Center—install ant. and make changes in ant. system: remote control peripheral equipment; hearing examiner's decision on CP to be re-issued. Action July 9.

- WCGR-FM Bay City, Mich.—Broadcast Bureau granted license covering changes; special permission subject to Acton. Action July 9.


- WPQ1A(FM) Bethel, Pa.—Broadcast Bureau granted request for SCA on 87 kc. Action July 9.


- WVCC(FM) Linesville, Pa.—Broadcast Bureau granted license covering new FM. Action July 9.

- KLYX(FM) Clear Lake City, Tex.—Broadcast Bureau granted license covering changes. Action June 30.

- KTRH(FM) Houston —Broadcast Bureau granted CP to install trans. and ant. and remote control permitted. Action June 30.


- *KNCT(FM) Killearn, Tex.—Broadcast Bureau granted license to replace expired permit. Action July 8.

- KETY(FM) Livingston, Tex.—Broadcast Bureau granted license covering new FM. Action July 9.

- WW5R-FM St. Albans, Vt.—Broadcast Bureau granted license covering changes. Action June 30.

- WPVR(FM) Roanoke, Va.—Broadcast Bureau granted license covering changes. Action June 30.


Actions on motions


- Hearing Examiner Lenore G. Ehrlig in Hartford and Berlin, both Connecticut

(Continued on page 71)
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—$2.00 minimum. Applications and resumes are accepted, please send $1.00 for each package. All transmissions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING reserves the right to edit display space. Deadline for copy: Must be received by Monday for publication next Monday. Please type or print clearly and use a continuous wire or letter wire prior to deadline.

HELP WANTED MANAGEMENT

Daytime—Major southeastern market programming commercial retail, requires experienced manager. Send resume, reference and pay to Box G-160, BROADCASTING.

Northeast chain wants to grow. Our solution—in a man who is aggressive in local sales, give him ownership and management of the new market. (Interview at your expense). Box G-179, BROADCASTING.

Manager, sales background, for AM/FM stations in very attractive small Ohio city. Great opportunity for successful salesman ready for management with multi-market background. Departmental experience, inherit twenty established accounts. Send resume, references to Box G-105, BROADCASTING.

Help Wanted Sales

Crackerjack sales manager. Leadership and organization essential. If you haven't got what it takes to go up, stay away. Salary plus commission or bonus plus insurance plus working with real people. Indiana medium market with 5000 Pulse and ARIE, Send resume, references and picture (recent) to Box F-343, BROADCASTING.

Experienced sales manager for progressive FM station ready to most prestigious southern university. Twenty percent commission, bonus for all sales above. All other benefits. Departmental experience, inherit twenty established accounts. Send resume, references to Box G-105, BROADCASTING.


Permanent position—Small Texas market sales manager to work on 50% commission, out of town sales—3 towns over, 10,000 in primary coverage—call or write Box C-130, BROADCASTING.

Wanted. Minimum for top notch AM FM station in Northeast. Excellent opportunity for the right man. Box G-141, BROADCASTING.

Young man to do play-by-play and sell time on farm. Great growth opportunity. Box G-166, BROADCASTING.

Exceptional opportunity for experienced local Radio Salesman—WORLD. AM FM station in beautiful midwestern station, number one in market, MOR Formatted, progressing market. Excellent benefits, including company paid profit sharing plan, life, hospitalization and disability insurance, salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience, this is a lifetime position and opportunity. Send resume, references and other important information to Box C-170, BROADCASTING.

Our sales manager has graduated to station manager. Need hard driving salesman capable of managing station soon. We're expanding. Full details first letter. No phone calls. Contact David Davis, WXYZ.

Florida—WAYV needs 28-35 year old salesman with at least two years continuous employment at radio station or related. College course is preferred. Must be able to undergo intensive investigation regarding sobriety, integrity, credit, sales performance, and over all reputation and references. If you can't meet qualifications, do not apply. Excellent opportunity with WAYV, Lehigh Acres/Fort Myers. Fast growing area. Contact Roger Cipilo, 172 White Marsh Road, Ardmore, Pennsylvania, or call 215-642-9766.

Auditor director and counselors in Kansas for the Columbus School of Broadcasting. the world's largest high school radio network. Must be dedicated and enjoy working with young people. Sales and or management experience preferred. Must move immediately and give you a beautifully organized, tested sales plan. You should make $15,000 and up. Send resume and picture to J. D. Hill, 2508 Rigel Drive, Colorado Springs, Colorado 80906.

HELP WANTED SALES CONTINUED

Three station group of young broadcasters is expanding. Suitable young man not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, opportunities. Two of our men are now managers, one with an interest in station management. If interested, travel for interview at your expense. Start after your summer vacation. Call or write Michael Schwartz, 1-203-521-1550 or 998 Farmington Avenue, West Hartford, Connecticut.

$25,000 per year—if you are interested in making this kind of money and are willing to work for it, we will be interviewing in Ohio, Indiana and Illinois starting mid August. Complete company training provided. Full and part time opportunities, send name, address, phone and present position to Box G-322, WJSU, The Roaring Fork, 29222—all replies strictly confidential.

ANNOUNCERS

Eastern major group operator needs top jock. Must be personality, great shift. Great market. Great station. Great group. Write and tape resume and references. Box G-14, BROADCASTING.

Successful AM station in southeast, currently building new FM station, is interested in hiring stabilize sober announcer. You may have limited experience in this field. We are looking for a person who is willing to start at reasonable salary and work yourself up. Must have good personality and to meet people. We have 3rd class en- dorsement available to run adult format. Immediate opening . . . exceptional fringe benefits. If you qualify, write Box C-96, BROADCASTING.

Top rated southern New England contemporary station looking for experienced, bright personality. Strong on commercial production. Excellent opportu- nity for responsible individual with good refer- ences. Five day week, benefit, start $145 to $155. Send resume, ticket for Sept. opening to Box G-110, BROADCASTING.

Wanted 3 experienced announcers CGW and middle of the road. Excellent working conditions, good pay and fringe benefits. Box C-159, BROADCASTING.

Midwest play-by-play sports plus board shift. Must be experienced for high school football and basketball and Sunday morning radio. Send resume and your total 1969 income figures. Box C-188, BROADCASTING.

Anouncer. North Central Penna., full-time looking for a morning man. We need a personality who can do a lively get up show and a telephone talk program later in a.m. Experience a must. Will pay more for a first phone comic man. Send resume, references and a word check to Box C-190, BROADCASTING.

100,000 market midwest station looking for bright sign-on announcer-production combination. Prefer someone from the Midwest with experience. Salary open, send tape, photo, resume and salary require- ments to Jim Miller, Program Director, KRCR, Cedar Rapids, Iowa, 51220.

Immediate opening fulltime first phone for auto- mobile AM/FM station. Announcing and/or engi- neering background necessary. Send resume for interview. KCTA, Corp Christi, Texas.

Morning men and sports announcer for MOR in the southwest. Good future. Small television station. Some radio experi- ence needed. KRCX, Box 625, King City, Calif. 95230.

Southwestern small market AM/FM is looking for a man who likes radio, is dependable, not the best announcer in the market, but the race. Be top man of small staff and write fair copy. Write KRM, Box 1590, Dalhart, Texas or phone 806-249-4741.

Immediate opening . . . talk show announcer. Must be experienced and able to handle two-way con- trol and play-by-play sports helpful. WCVI, Connellsville, Pa.

ANNOUNCERS CONTINUED

Experienced morning man with housewife appeal and some radio experience. All origin in major group. Professional staff, Leading area station. Salary open. Send resume, photo—tape to Jerry Peterson, WPLM AM FM, Ivy Whitney Lane, La Salle, Illinois 61331 or call 815-223-3100.

MOR, combo man with 1st. Stable opportunity for man with some experience who loves sunshine and water. Call or write WNGO, Naples, Florida.

WSLR modern country station, Akron, Ohio is looking for afternoon disc jockey to serve as music director. Contact Program Director, Craig Scott at area 216-535-6165 just 5 p.m. Monday through Friday.


Nome, Alaska, 10 KW . . . needs four experienced announcers to join in educational radio venture. First class, ADA, Federal A license. Send resume and audition tape to Box 200, Nome, Alaska. Beginning about No- vember 1970.

TECHNICAL

Engineer. Maintenance. Some experience. Small market, Kansas, AM/FM. Box C-10, BROADCAST- ING.

Mature chief engineer for 50KW AM daytime and FM. New equipment. Good working conditions, salary. Box C-183, BROADCASTING.

We believe that somewhere in North Carolina, Virginia, Maryland or Delaware there is an old fashioned first class engineer, yearning to become a top man. He may be in mid or to see middle age. He makes clean installations, maintains equipment products, and is an important member in the company. He is capable of some announcing and treats it responsibly. Equally important, he must be willing to live nearer the man. Send us details, experience, personal references, pictures and requirements to be given immediate attention, personal interview arranged. We want to meet you. Box C-190, BROADCASTING.

Immediate opening for top flight combination chief engineer and jock—familiar with IGM automation equipment. Top salary and benefits, ideal working conditions and climate. Send resume, refer- ences and air check to KBOM—AM—KLQZ—FM, Box 40, Hobbs, New Mexico 88240.

KRFM, Phoenix, Arizona, one of the country's top independent FM operators, needs 1st rate chief engineer. Experience. Excellent salary, and 100w transmitter helpful. Thorough knowledge of FM stereo equipment by Catholic Bishop of North Carolina. C. Mgr. at 602-264-0123 or write P.O. Box 10098, Phoenix, Arizona 85016.

Transmitter engineer. Age no barrier if you can do the job. WAMD, Aberdeen, Md. 21001.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOI, Coatesville, Pa. 215-384-2100.

Engineer, first ticket for 5000 watt directional, 50,000 watt stereo FM: new equipment. No an- nouncement must know product, scheduled maintenance, send current picture, references and request to be given immediate attention. General Manager, WMXJ, Mt. Vernon, Illinois 62864.

BROADCASTING, July 20, 1970

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**News**

Major eastern market top news operation wants the big voice with all the credentials. Must be able to project. We will hang our whole operation on you. Be good. Be quick. Tape and resume to Box G-55, BROADCASTING.


Attention small market newsmen ready for move into city as working newsmen. WCAP has opening for reporting position. Write, deliver contact Box station where news is first. WCAP fringe benefits are top. Send resume, photo. Salary open. We have experience we're interested. Send resume, tape, photo, sales requirements, Don White, WCAP News Director, 241 Central Street, Lowell, Mass. 01852.

WIRL Radio has an immediate opening for an experienced new man. We are seeking a professional with a resonant voice and good judgment. Send tape and detailed resume to Ralph Smith, News Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

New Jersey's highest rated radio station is looking for a news director who is also capable of performing as a telephone talk show host. Applicants must have authoritative delivery and showmanship in news presentation. Must have a minimum of 5 years experience as a news director. A previous letter, please, Robert Badger, Manager, WMID, A Miami Media, N.J.


**Programming, Production, Others**

Are you an above average production man? Do you take pride in the commercials you put on the air? Are you looking for a good future with a good growth potential? Do you have a first phone license? If yes, call old friend at contact Box G-68, BROADCASTING, immediately with a tape and resume. We have an opening in our organization for you.

If you have a first ticket, will write some copy, do a little selling in small Maryland market, write Box G-81, BROADCASTING.

Wanted experienced production man. One with ideas, good salary, fringe benefits, excellent working conditions. Box C-140, BROADCASTING.

Graduate assistantship, public radio station. Public affairs, production. Have background in news, public affairs work. Opportunity to pursue M.A. while engaged in local station activities. Send resume with first letter, Box G-193, BROADCASTING.

Immediate opening for top program director for major FM station. Experienced in youth oriented format. Must be able to deliver ratings. Send complete resume to Box C-200, BROADCASTING.

Sports personality—Major market station looking for an experienced sportscaster. Requirement number one must be a complete show of C-197, BROADCASTING.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the Midwest. The good life is here. None of the crazy late nights. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

**Situations Wanted Management**

A southern medium market station is not on top. The owner is unhappy. He needs something . . . He needs me! Box C-42, BROADCASTING.

Once in a lifetime managerial buy. Utilize my talent in sales, top owner, oversee, plan, pro, top ten personality, programming, engineering, first phone or sales. Will run entire station operation. Must be experienced and/or engineering department. Producing polished sound with increased ratings and revenues. Documented proof of major market rating success. 415-775-2102 or Box C-87, BROADCASTING.

**Management continued**

Money tight? Sales is the name of the game. Professional sales oriented station manager/sales manager AM-FM-TV. Excellent sales record and reputation. D. King—132-2972. Box G-135, BROADCASTING.

Automation engineer/programmer wants to manage automated station. Box G-136, BROADCASTING.

 Dependable family man seeks opportunity in small to major market. Has eight years sales with same station. Previous work includes announcing, news duties. must inquiries promptly answered. Box G-148, BROADCASTING.

General manager last fourteen years, small and medium radio markets. Twenty-two years experience all phases. Community minded, hard working family man. Desire position as manager or sales management for medium market a future. Prefer California or Arizona. Box G-155, BROADCASTING.

16 years in small to major market, as chief engineer, di, PD, now sales manager in medium market. Good record, all phases. Family man. Reply to Box G-156, BROADCASTING.

General manager. Radio seeking challenge. Success based on hard work, dedication, and honesty. 12 years experience, 10 in management. Presently employed. Will relocate. Box C-92, BROADCASTING. CASTING.

General Manager: Now with major market ethnic station doing 1/4s. With 5 years experience, desire opportunity to move to a major market. Will consider all things. Box G-172, BROADCASTING.

Business manager—controller—strong station background—presently with NY agency—wants to return to broadcasting. Write Box G-182, BROADCASTING.

Experienced, intelligent young program director seeks new opportunity in management/programming/announcing. Prefer Manhattan/Los Angeles or Island. Third phone. Initial contacts must be confidential. Need last CD. Good salary, decent location, please. Send complete details on request. Box G-178, BROADCASTING.

Take charge guy in top 25 with outstanding sales success. Interim position seeks exciting growth opportunity. Exceptional background in finance, major market. Must consider all areas. Box G-180, BROADCASTING.

Sales

Outstanding major market radio account executive available now. Exceptional experience, willing to sell all stations. Willing to relocate. Box G-192, BROADCASTING.

Amounts

The man with the voice that thrilled women of two continents is now available. Third endorsed. Box G-13, BROADCASTING.

Mature family man seeks permanent association. Announcements, production experience. Ready for PD. Box G-64, BROADCASTING.

Black DJ, mature—dependable work any type station. Third endorsed. Box G-67, BROADCASTING.

**Announcers continued**

Dynamic young sports team, three years experience, major college football, basketball play-by-play, looking for challenging position. Box C-128, BROADCASTING.

Versatile air personality; fully equipped with first phone, sales, and statewide commercial production experience. Ready for responsible with progressive organization. Family, Box C-134, BROADCASTING.

Blind, but thoroughly qualified. Will you give me a chance as a staff announcer? Box C-138, BROADCASTING.

Salesman—Announcer. First phone. Seeking first management position. Single, sober, mature adult, de- sires opportunities in medium market. Box C-143, BROADCASTING.

First phone—ultimor MOR/Top 40 now working Philadelphia. M. excellent refs. Box C-144, BROADCASTING.

Attention Houston P.D.'s: Larry Camfield is coming. Please read your mail. And give Larry 35 minutes. Thank you. Box C-150, BROADCASTING.

Station heavy on sports needing experienced director. 812-346-5366. Top rates available. Box C-153, BROADCASTING.

Soul man school trained in mid-Atlantic area, three endorsed, eager. Try me. Box G-157, BROADCASTING.

Announcer/newman. MOR/country. Tight board. Permanent. Relocate. Box C-162, BROADCASTING.

Navy vet, third endorsed with voice and commercial training seeking announcer or announcer/sales. Prefer medium market. Send tape and resume. Available August 1st. Box G-168, BROADCASTING.


1st phone...pro...now p.d. half million market—27—married—can do it all. Box G-193, BROADCASTING.

Beginner, will relocate, third phone, limited experience. Excellent voice to accept criticism. Box G-195, BROADCASTING.

Production expert . . . Top 40 and MOR personality. Experienced veteran. 3rd. Will relocate anywhere, but only for challenging—good pay—"future". Top ratings. Box G-201, BROADCASTING.

Experienced black dj, R&B, two years in announcings and sales, broadcasting school graduate, 3 years old, married, 3rd ticket, 404-733-3655. Box G-204, BROADCASTING.


Major market pro. with outstanding track record, first phone. 415-755-2102.


1st phone. Currently doing 6 to midnight MOR gig. Want change. MOR, rock, or soul, 25 draft exempt. Relocate. Johnny Jay, 308-632-4313 between 6 p.m.—midnight or 1711 3rd Ave. #3, Scottsbluff, Nebraska 69361.

BROADCASTING, July 20, 1970
Situations Wanted

Announcers continued

Experienced, professionally trained, but unemployed young jock desperately seeks job anywhere. 6201 Fountain Ave. (82A), Los Angeles, California 90028.

23, college graduate, broadcasting school grad, draft exempt, 3 years experience. Seeks permanent position, any location. Contact Gene Telbloom, (312) 256-0014, 3206 Hill Lane, Wilmette, Illinois 60091.

1st phone suburban dJ, engineer, salesman wants to move to larger market or country. Progressives welcome. U.S. only. Chris Kidd, 55 Arrowhead Way, Denver, Conn. 80620, 914-666-3915.

Experienced first phone announcer available. 4329-3241 from 2 to 4 PM or write James R. Taylor, Maple Avon Apartments, Apartment 22, 52 Westfield Street, West Springfield, Massachusetts 01089.

Very limited experience. 3rd endorsed-seeks part-time announcing in or around Rockford, Illinois to gain experience. Salary no object. Contact 95-596-2408 or Robert Hiltibidal, 1088 Douglas Street, Rockford, Illlinois 61012.

First, creative, ambitious, three years experience. Saul Colodny, 2040 East Grand, Escondido, California.

1st phone-graduate Bill Wade School of Broadcast- ing, U.S. 301, Rockford, Illinois prefers to relocate in a major market. Any size market. Replies should be sent to: Box 187, BROADCASTING.


Technical
Chief engineer-heavy experience, including direc- tions-announcing, too. Box F-352, BROADCAST- INC.

Chief engineer/announcer wanting to relocate six years experience . . . prefers country or MOR formats. Hilly and wooded areas. Box C-115, 3 years: Operations & basic maintenance college ETV, Q & S-play-by-play college radio. Want combo or separate. Send resume, box date. First ticket. Write Box C-149, BROADCASTING.

1st phone suburban dJ, salesman wants to move into larger market or country. U.S. only. Chris Kidd, 55 Arrowhead Way, Denver, Conn. 60820, 914-666-3975.

News
Ambitious Newsman with 3% years experience in radio and newspaper looking for interesting, challenging position. Draft deferred, family, 21/2 years college. Box G-30, BROADCASTING.

Experienced newman, college degree, wants medium market position. Possible chance all TV. Box C-152, BROADCASTING.

One of the nation’s finest and active news and sports casters wants out of four years record broadcasting and TV program. Seeks sales for a network or radio/TV-Mr. Sports, or combination. Only the top will be considered. Call or write. Box C-167, BROADCASTING.

Journalist, national-prize-winning writer is firmly in broadcasting as morning newscaster for metro New York TV station. Excellent experience in newspaper, combo announcing-newswriting job. Box C-176, BROADCASTING.

News director seeks opportunity. 12 years radio/ TV, presently in midwest. Box C-181, BROADCAST- INC.

Available—Nine years experience. Dependable family man. Prefers Texas or Southwest. Box C-191, BROADCASTING.

News continued

Radio experience broadcast newsman, 25, avail- able immediately. Seeks good experience in the Middle Atlantic and South. Looking for something permanent, Tom B., News Director. WUJK, Cumberland, Md. AC-301-726-5773.

Mature family man seeks permanent association. Announcing, producing, 3 years experience. Ready for PD. Box G-65, BROADCASTING.

Production coordinator and engineer with top good music FM station in N.Y.C. 1st phone, A.A.S. and B.A. degrees, seeks escape from crime and pollution. Wishes to relocate to the rural northeast, west or southwest. Write Box C-142, BROADCASTING.

1st phone—successful half-million-market—27-8 years pro. Let’s take future. Box C-194, BROADCASTING.


Television Help Wanted

WSNS-TV is the country’s first all news television station. We’re only 13 weeks old—aren’t we great opportunity here for money and growth. If you are a productive hard-working sales executive, please contact: General Manager, WSNS-TV, 430 Grant Place, Chicago 60614.

Accont executive WJTV-10, a Cosmos Broadcasting Corporation station, CBS, is interviewing ex- perience account executives for a position in sales in the Toledo market. Please submit resume and picture to Teledo Sales Manager, 604 Jackson. No phone calls please.

World’s greatest children host and announcer needed by Washington TV station. Send pix and resume to Box G-69, BROADCASTING.

Technical
School Audio-Visual Technician—Small suburban school system. Responsibility to maintain and re- pair audio-visual equipment such as tape recorders, phonographs, motion picture projectors, public ad- dress systems, video recorders and language labora- tory systems. Contact J. E. Elson, 8060 North 60th Street, Milwaukee, Wisconsin 53223.

NEWS
Registered Meteorologist—Major market station with large staff seeks experienced newscaster, weather and sports programming is looking for a professional weatherman. We are interested in a team man with personality large, staffed-in-staff position, sales for a network or radio. Box F-361, BROADCASTING.

NewsPersonality—News dedicated station in largest market looking for air personality. Must project as friendly and professional. Have air authority. Please submit resume and salary history to Box F-368, BROADCASTING.

Production for established women’s oriented day- time news and feature program. Needs creative flair. Strong, medium market TV station, S.E. Include complete resume and salary requirements 1st letter. Box G-5, BROADCASTING.

Television sales needs experienced consumer re- porter who can relate marketing trends to the public in layman’s language and analyze economy impact upon the home. Experience is required. 1st phone and salary requirements in 1st letter. Equal opportunity employer. Box C-73, BROADCASTING.

News continued
TV Anchor/Reporter, . . . . Experienced anchorman needed for expanding early and late weekend news- casts on number one news station. Must have ability to write and shoot/edit 16 MM equip- ment and do some shooting, salary required. Send recent off-air video tape to Box G-84, BROADCASTING.

News director. We need an experienced, efficient news administrator who has a record of successful involvement with community problems for one of the top ABC affiliates. Located in the Southeast, salary number to be number 1. Send resume, picture and professional, personal and business references. Box G-165, BROADCASTING.

Experienced male or female general assignment TV reporter for 8th, market, group owned UHF. Must be able to do film production pieces on location, send in dump resume, VTR, photos, and salary required. Equal opportunity employer, Box G-187, BROADCASTING.

Newscaster—KIMJ-TV, Fresno, California. NBC affiliate. Staff expansion, immediate opening for journeyman anchorman only. Must gather, write and air material and be able to handle large work load, both studio and field. Salary to $12M, depending on experience. Five-day week, including weekends. Liberal benefits. Rush VTR or SOP with resume to: Personnel Dept., KIMJ-TV, 1599 Van Ness Ave., Fresno, California 93721.

Programing, Production, Others
Producer/Director for Florida PTV Station, to do TV and PTV programs. Plus teach course, MA with one year experience preferred, BA with three years experience accepted; 12 month year. Box G-49, BROADCASTING.

Associate director—experience necessary. Photog- rapher must know TV specs shooting in lab. Write Production Services, KCET, Hollywood, California. An equal opportunity employer.

Key position for promotion manager seeking larger market. More responsibility. Must be experienced in all phases of television production, shooting and editing with emphasis on audience and sales promotion. Send resume to: General Manager, KXNL-TV, 1215 Cole St., St. Louis, Mo. 63106.

Motion Picture Cameraman-Editor. To shoot, re- cord, and edit single and double system sound on film for TV use. Extensive experience essential. Resume to: Jim Dale, Maryland Center for Public Broadcasting, Owings Mills, Md. 21117.

Television

Situations Wanted Management
Station, or operations manager. Outstandingly successful VHF group, independent and UHF in small and large markets. Effectiveness, efficiency, economy. Box G-107, BROADCASTING.

Manager. Now C.M. of UHF in major market fringe. Station sold. Top professional background in VHF net, independent. Box G-107, BROADCASTING.

Program director, director producer, 35, experienced VHF and UHF, will relocate. Box C-123, BROAD- CASTING.

Conscientious professional as assistant manager, program or operations director. 17 years all phases of television in major markets. Any size market considered. Outstanding experience from top broad- casters. Box C-154, BROADCASTING.

Sales
Top ten commercial television experience; married, degree, 35, outstanding sales résumé. Must be able to utilize strong network sales opportunity. Box C-163, BROADCASTING.

Successful small market AM general manager wants TV sales with management potential in southeast mid-major market. Send resume, VTR and career history. Box C-174, BROADCASTING.

Sales service. Experienced mature business judg- ment. Accuracy plus ambition. Please write. Los Angeles or Southwest, Box C-202, BROADCASTING.

Technical
Video tape technician seeks major market tape maintenance position. Qualifications: 4 years VTR- 2000 experience; associate’s degree, WVR-2000B, member S.M.P.T.E., first class FCC license, Box C-95, BROADCASTING.
WANTED TO BUY

Equipment continued

4 Bay Low Power CCA Circular polarized FM Antenna; 350 ft. 1/4 inch helical; 3KW FM transmitter; Rack cabinet; CBS Volumax and Audimat; Oopp AA & 140,000 transformer, 150-2500 kw equipment. WO1Z, Box 458, St. George, S.C. 29477.

FOR SALE Equipment

Rigidi Transmission Line—6 4/4-50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused, 500 ft. available— When calling, ask about our (CA-O-

BROADCASTING

Technical continued

Mr. Group Owner, let this engineer of proven ability take charge of your engineering department as soon as possible. References, Box C-98, BROADCASTING.

Transmitter maintenance and construction, two year experience, all phases to learn and work hard. P.O. Box 2359, San Diego 92105.

NEWS

Experienced sportscaster-newman play-by-play, col-


ried... Sept. 15. Box C-138, BROADCASTING.

TV announcer ... Extensive background in broad-

cast journalism. Currently managing editor of prime time talk show here, well-versed in major TV slot with writing duties. Box C-161, BROADCASTING.

Pro TV journalist wishes New England, all media offers considered. Box C-196, BROADCASTING.

Street reporter: Black, excellent background, mas-

ter's degree—journalism. Box C-205, BROADCASTING.

Enthusiastic college graduate, network newscast experience, ready to join growing news operation. Box C-206, BROADCASTING.

Programing, Production, Others

CATV Operators: You're the wave of the future, but new FCC rules on local programming, sale of time, call for professional broadcaster on your team. Complete background and phone. University, college degree and production experience. Excellent organizational and ad-

ministrative and sales experience, many im-

portant contacts. Excellent organizational and admin-

istrative and sales background with ability to

negotiate all contacts. Box C-145, BROADCASTING.

Operations manager—Young, experienced, college degree. Major experience in commercial and pro-

gram production. Knows traffic, programming, film, and production. Excellent organizational and ad-

ministrative and hard-working. Re-

sumes and references. Box C-119, BROADCASTING.

Pro Towns—Veteran's thirty years in broadcasting. Experience includes sales and audi-

ence promotion, publicity, and merchandising in both radio and television in major markets. Box C-145, BROADCASTING.

Young aggressive announcer-engineer-TV weather-

man desired—possessive, independent seeking production manager or assistant. Box C-146, BROADCASTING.

Veteran TV weatherman/announcer, excavating in all areas of agency, promotion commercial and non-

commercial production desires position with pro-

duction manager in medium market station. Box C-147, BROADCASTING.

Minority group member, masters, in major mar-

ket—seeks new ETV challenge. Box C-164, BROAD-

CASTING.

Kiddle show TV host-producer. Box C-184, BROADCASTING.

Producer-director-engineer desires position empha-

sizing an ability to communicate with people! Two years commercial experience seeking position in ETV. Liberal arts degree, will relocate. Box C-180, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. Call Creative Radio Supply Corp., 1314 Turbielle St., Laredo, Texas 78040.

Equipment wanted—Mar! In good condition for remote broadcast pickup work. Reply Box C-74, BROADCASTING.

Television transmitters wanted; we need used high and low band television transmitters, any power. Must be excellent condition. Contact Bruno Schwabbel, Telestima Mexicano, S.A. V. Cheval-

tepca 18, Mexico 1, D.F., Phone: Mexico City 5-18-36-74.

INSTRUCTIONS

First Class FCC License theory and laboratory training in six weeks. Be prepared to meet the requirements of the new FCC licensing in all phases of the FCC licensing schools train you. Approved for veter-

ans and accredited member of National Association of Trade and Technical Schools*. Write or phone the location most convenient to you. Elkins Insti-

tute in Texas, 5033 Mission Road, Dallas, Texas 75235. Phone 214-357-4001.


Elkins in Colorado, 420 South Broadway, Denver, Colorado 80202. Phone 303-744-7711.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.


Elkins in Louisiana, 613 Charles Avenue, New Orleans, Louisiana 70010. Phone 504-525-2010.

Elkins in Minnesota, 4119 East Lake Street, Minneapo-

lis, Minnesota 55406. Phone 612-721-1687.

Elkins in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-754-7530.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-355-6566.

Elkins in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7675.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 210-226-6767.

Elkins in Washington, 404 Dexter, Seattle, Washing-

ton 98109. Phone 206-622-2921.

Assoucising, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of broadcast. Positions available for highly qualified professionals. One of the nation's finest colleges training in all phases of broadcasting. Write or phone the location most convenient to you. You will train at the nation's largest network affili-

ate! All locations available for the

nearest you. Box C-197, BROADCASTING.

Licensed by New York State, veteran approved for FCC 1st Class License and announcement-disc jockey training. Contact A.T.S. Announcer Training School, 925 W. 43 St., New York 12, O.C. 9-5245.

*"1970 Tests-Answers" for FCC First Class License.

**"Preparation of Complete Command Productions, Box 285-A, San Francisco 41926.


Since 1946, original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at schools. Reservations are invited. Write ahead advisable. Enrolling now for Oct. 7 & Jan. 6, 1970. For complete information, write William B. Ogden, Radio Operational Engineer-

ing School, 5075 Warner Avenue, Huntington Beach, California 92648. Phone 213-990-8888.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (Amateur 5 week course) Total tuition $395. Classes begin at all R.E.I. Schools Aug. 3, Sept. 7 Oct. 12, Ca! or write the R.E.I. School nearest you.

R.E.I. In Beautiful Sarasota, the home office. 1336

Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. In Delightful Claremont at 625 E Colorado St., Claremont, California 91713. Call (213) 244-6777.

R.E.I. In Historic Frederick at 809 Caroline St., Fredericksburg, Va. 22401, Call (703) 373-1441.

BROADCASTING, July 20, 1970

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INSTRUCTIONS continued

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition $300.00.


A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0486, 889-2480. A.I.R. in Florida, Koger Building, Boulevardo Lenier, 3365 Beach Boulevard, P. O. Box 16652, Jacksonville, Florida. 904-398-9660.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School... The School of Broadcast Training in Artesia, New Mexico. Three months training in two commercial radio stations... KSVF AM and KSVF FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included... needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Education! Classes begin Sept, 1970 and January 2, 1971 and June 2, 1971. Enroll Now! Write... Dave Button, Manager... School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 71: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HD 2-3281.

Best FCC License Prep Course... 1st class operator license, 3rd and 2nd if required... tuition $300... four weeks full time... room $18 to $20 per week.

Frederick, Md. near Baltimore and Washington FCC testing centers... approved by the Maryland State Dept. of Education... new class starts 1st Monday of each month except December... write or call for details including attractive guarantee. Broadcast Engineering School of Technology, 324 N. Market St., Frederick, Md. 21701; 301-622-6737... a solid foundation for your future career in broadcasting... next class starts Aug. 3.

FCC License—by listening! Taped instruction for I and II only $125.00, Spectra, Box 356, State College, Pa. 16801.

Radio Help Wanted News

WPON NEWS EXPANDING

Wanted immediately an experienced newsman to join one of the largest news operations in the North East. We offer a fine salary and an opportunity for inside and outside work in a bustling news area. If you want to be a part of this growing market, rush your application, resume, writing samples and a recent photo to:

Mr. Paul Lockwood
News Director
WPON Radio
Hartford, Connecticut

Programing, Production, Others

Information Services Director
CBS-Owned Radio Station
Experienced in promotion and advertising... creative writing ability... knowlege of graphics... top salary and benefits. Resume to:

General Manager, WEEI Radio, 4440
Prudential Tower, Boston, Mass. 02199

Situations Wanted Management

SEEKING CHALLENGE

As Gen. Mgr., P.D., or any mgmt. position where I can be creative for you. Nationally respected programer w/15 track record looking for organization ready to make money. Southwest or South. All size markets considered.

Box G-171, Broadcasting.

There are certain rare pleasures in life that have a lasting value...

The audition tape from Maryann Di Nunzio is one of them.

You'll hear a bright, sparkling voice for news, interviews or commercials. You'll see (on VTR) an animated, fresh personality.

Maryann (who holds a Masters Degree in French) can also slip into a perfect FrenchAccent to charm a potential advertiser for a broadcaster; a potential buyer for an advertiser.

Talent, warmth, brains. Maryann should be selling for you.

For audio or VTR audition tapes contact Marijo Rison, at Columbia School of Broadcasting, San Francisco.

Columbia School of Broadcasting
4444 Geary Blvd.,
San Francisco 94118
415-897-3000

Not affiliated with CBS, Inc. or any other institution.

Announcers

NEED PERSONNEL?

We can place an experienced 1st class ticket man on your staff now.

Call: RHE School of Broadcasting
Ph: Sarasota (813) 955-6922

20 WELL TRAINED

Announcers with 3rd phone endorsed. For tapes and resumes call 312-992-0712 or write:

Midwestern Broadcasting School
228 So. Wabash
Chicago, Illinois 60604

Television Help Wanted Sales

ACCOUNT EXECUTIVE

WTOL-TV, a CBS Network station, is interviewing experienced Account Executives for a position in sales in the Toledo market. Please submit resume and picture to Toledo Sales Manager, 804 Jackson. No phone calls please.

WANTED TO BUY—Equipment

USED

VR 2,000 or 1,200—include options

Box G-137, Broadcasting.

FOR SALE Equipment

USED QUAD TAPE

[3M 739] with plastic shipping cases. Tapes average 20 passes. Prices: $15 for 1200, $25 for 2400, $50 for 4800, plus shipping. Write:

Tom Rogenberg
ETS Program Service
P.O. Box 1410
Bloomington, Indiana 47401

MISCELLANEOUS

AMERICA'S CUP 1970

The International Sailing Event of the Century
U.S.—France—Australia
Daily, Weekly, Austin, Film. Video Coverage from Newport, R.I., July, August, Sept.
Sea Media News Service
106 Bellevue Avenue, Newport, R.I. 02840
Tel. (401) 846-4413

BROADCASTING, July 20, 1970
E Radio-TV Personnel Placements

STATION MANAGERS

Why look for personnel call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone: 303-761-3344

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif., 90057
Wash., D.C. 20006

FOR SALE Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y. 10019

station managers

WANTED TO BUY—Stations

YOUNG BUSINESSMEN ARE VERY INTERESTED
In Acquiring a Radio Station in the Southeastern Area of
VIRGINIA
Write:
Post Office Box 644
Ronneke, Augusta 24004

FCC. 1st PHONE in six weeks

- EDUCATION
- COMPREHENSION
- KNOWLEDGE

- FINEST INSTRUCTORS
- YEARS OF PRACTICAL EXPERIENCE
- INTENSIVE METHODS
- ANIMATED ELECTRONIC FILMS
- REASONABLE COSTS
- ONLY ONE CHARGE TO COMPLETION
- SELECTED ACCOMMODATIONS
- STUDENT RATES AT HOLLYWOOD-PERSONAL HOTEL

Top Results
- Our students obtain their jobs.

Bank financing available for tuition and housing

LEARN
at the Nation's oldest and most respected
School of Broadcast Training
DON MARTIN SCHOOL OF RADIO & TV
(established 1937)
Next Accelerated Class Starts August 3, 1970

2045 Peachtree Road
Atlanta, Ga. 30309

Broadcasting, July 20, 1970

Further prehearing for July 7 (Doc. 18701).
Action July 1.

Ownership changes


- WKYX-FM Paducah, Ky.—Seeks assignment of license from WMLK Inc. to Maranatha Broadcasting Inc. for $40,000. Sellers: William R. Britt, James E. Harrelson and George C. Beasley, as a group, 100%. Mr. Britt owns 50% of operations for new AM at Clayton, P. C. Messers, Harrelson and Beasley own 30% and 50%, respectively, of WMLK (FM) in Decatur, N.C., and 50% of WASC (AM) Spartanburg, S.C., and 50% of WKBY (AM) Valdosta, Ga. Buyers: Kenneth J. Crosswhite, president (70%), et al. Mr. Crosswhite owns WKJC (FM) and 68.5% of WOYE (AM) both Welch, W. Va., and 53% of WHJTA (AM) Harriman, Tenn. Ann. July 6.


- KWLM-AM-FM Willmar, Minn.—Seeks transfer of control of Lakeland Broadcasting Co. from Harry Willard Linder (63.33% before, 55.7% after) to Minnesota Key Broadcasting Co. (none before, 41.67% after). Consideration: $20,000. Principals of Minnesota Valley; See KDMA (AM) Monte-video, Minn. Ann. July 9.

- WHNO-AM-FM Hernando, N.Y.—Seeks transfers of control of Steuben Broadcasting Inc from Colin M. Campbell, Arthur C. Meuh- shaw, Edgar L. Nevins, et al. (100% before, 16% after) to Southeaster Publications Inc. (none before, 83% after). James Termin (18% before and after transaction). Consideration: $50,000. Principals of Southeaster: Roger A. Neuhoff, president, Jack V. Harvey, secretary-treasurer (each 49%).

Institution continued

FIRST CLASS LICENSE GUARANTEED IN ONLY 3 WEEKS FOR $300.00

Highly qualified instructors. Attend class 4 hours a day, 5 days a week. Plenty of time to enjoy the Florida sun and surf.

American Institute of Radio
P. O. Box 16652
Jacksonville, Florida
904-938-9600

WANTED TO BUY—Stations

YOUNG BUSINESSMEN ARE VERY INTERESTED
In Acquiring a Radio Station in the Southeastern Area of
VIRGINIA

Write:
Post Office Box 644
Ronneke, Augusta 24004

STATIONS FOR SALE

1. WEST CENTRAL. Daytime, excellent frequency, firmly in black. Price at $135,000.
2. CALIFORNIA. Full time AM and FM. Simulcast. Growing market. $150,000 down required.
3. SOUTHWEST. Daytime, specialty programming. Excellent cash flow. $350,000, 25% down.

Jack L. Stoll
and ASSOCIATES

6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-644-0720

Chapman Associates
media brokerage service®

2045 Peachtree Road
Atlanta, Ga. 30309

(Continued from page 65)
and Joe H. Young, vice president (4%). Mr. Harvey is media broker. Mr. and Mrs. Neuhoff own 79.5% of WBAP(Am) Rochester, WBBM(AM) Anderson, Ind., and applicant to purchase WLOM(AM) and WOHI(AM) and WRTS(FM) East Liverpool, Ohio. Ann. July 7.

**WPVL(AM) Pensacola, Fla.**—Seeks assignment of license from Pensacola Broadcasting Co. to Springdale Broadcasting Co. for 275,000. Mr. Davis is manager. Consideration: $29,000. Mr. Davis is manager. Consideration: $29,000.

**WSTM(FM) Terre Haute, Ind.**—Seeks assignment of license from Terre Haute Broadcasting Co. for 111,000. Mr. Metzger is manager. Consideration: $11,000. Mr. Metzger is manager. Consideration: $11,000.

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New AWRT head brings savvy to her job

Committee to Promote the Employment of the Physically Handicapped and directorships of the county heart association and the cancer society. She is a member of the National Committee for the Support of the Public Schools and is a director of the Blood Bank.

Mrs. Pate's interests in education and broadcasting may yet bear fruit in future AWRT projects. One of the major items on her agenda—scheduled for discussion at the AWRT board meeting last week in Aberdeen, Md.—is a plan close to her heart: The publication of a careers booklet for high-school students that would list broadcasting jobs available to girls. There are also plans to circulate film and audio spots for TV and radio calling attention to this AWRT booklet and urging teenage girls to write in for a copy.

Allied with this is a plan for the establishment nationwide of a series of "College Women in Broadcasting" chapters that will be sponsored by local AWRT chapter—although the campus organizations will not be officially connected with AWRT.

Earlier this month, Mrs. Pate wrote to President Nixon, calling attention to a list of qualified women suggested for federal appointments by AWRT last October. One such appointment might be, Mrs. Pate told the President, the FCC where a "communications-oriented" woman could serve beneficially.

Mrs. Pate demonstrates a remarkable world view of what promises broadcasting holds for global citizens—especially in the area of education. In her keynote address to the AWRT convention this year Mrs. Pate said: "The invention of radio, followed by television, must stand in the first rank, comparable in importance to the advent of the automobile, the airplane and movable type, when measured in terms of its influence on all of us." She said broadcasters throughout the world who have operated under different systems are now faced with the challenge of integrating their individual facilities into a world system because of the development of the satellite. Mrs. Pate said one of the most exciting possibilities is for education on a worldwide scale, and from an economic point of view, the cost can be quite trivial compared with the benefits derived.

"Some studies indicate the cost may be on the order of one dollar per pupil per year. If there are a billion children of school age on earth, then for $1 billion the whole planet could be brought out of ignorance," she said. Mrs. Pate suggested that television could be used to transcend the language problem by using sight plus sound effects, thus the teaching of mathematics, chemistry or biology could be effected more quickly. She said: "What we may now be doing is laying the foundation of the first global society where nationalism will wane in favor of world concerns through the use of communications satellites." And she urged the broadcasters and government to join together to effect such a global venture.

At the moment, Mrs. Pate is preparing for the seven AWRT fall conferences that begin Sept. 25-27 in Great Falls, Mont. By the time this circuit is completed, Havre De Grace will be more than a dot on a map road for those who will have met this dimunitive, energetic woman.

Virginia Forwood Pate—president and general manager, WASA-AM-FM Havre de Grace, Md., president, American Women in Radio and Television; b. Aug. 10, 1919, Havre de Grace; B.A., College of William and Mary, Williamsburg, Va., 1940; broadcast seminar, Syracuse University, Syracuse, N.Y., 1961; management seminar, Harvard Graduate School of Business, 1965-69; member of board of directors of Chesapeake Broadcasting Corp., licensee of WASA(AM) May 1948 to April 1960; assumed WASA management in April 1960 on death of husband, Jason Thomas Pate; past president, Harford (Md.) county board of education; board chairman, Harford Junior College; president, Maryland Association of Boards of Education; president, Maryland-District of Columbia-Delaware Broadcasters Association; past president, Maryland chapter, AWRT; current AWRT post, 1970; children—David, Mary, Mrs. Robert Glacel.

Two radio stations in Havre de Grace, a small community on Maryland's Western Shore at the head of Chesapeake Bay, hardly seem the appropriate springboards for national recognition. But they have provided Virginia Pate with an ample opportunity to demonstrate, as one of the few women broadcast owners-operators, her ability to compete successfully in the business world. And as a result, this dynamic, resourceful woman is the new president of American Women in Radio and Television.

The responsibility of operating WASA(AM) and putting WASA-FM on the air was abruptly thrust upon Mrs. Pate when her husband was fatally stricken in April 1960 with a massive cerebral hemorrhage. At that time the AM license was up for renewal and a construction permit for the FM had to be effected. What had been an active, but essentially incidental interest in broadcasting for Mrs. Pate suddenly became a full-time project.

Both outlets (the AM is middle-of-the-road, the FM has a religious format) stress local news because that is "the great force" of small-community stations, she says.

Mrs. Pate is charming and vibrantly feminine, but she is quick to disavow any accord with Women's Lib. "I'm not a feminist," she says, noting that women can and do get a chance to show what they can achieve in business, although she admits she came in "through the back door.

She was encouraged to join AWRT by her husband in the organization's early days and was installed as its president at the first international convention in London last April. This convention, AWRT's 19th, was a chance to bring together for an exchange of ideas women in broadcasting from Europe and the U.S. Mrs. Pate hopes to follow it this year with a two-month U.S. tour for foreign women broadcasters.

Mrs. Pate has been active in broadcast organizations in addition to AWRT. She has been president and education chairman of the Maryland-District of Columbia-Delaware Association of Broadcasters. Presently she is a member of the radio code board of the National Association of Broadcasters. Before being elected to her present position, she was president of the Maryland chapter of AWRT.

Mrs. Pate has also been active in community affairs—particularly those involving education. She has been president of the Harford County board of education and chairman of the Harford Junior College board of trustees. She also has been president of the Maryland Association of Boards of Education. Her community activities have included the chairmanship of the President's
Congress sets a precedent

The Senate completed congressional approval last week of an act to exempt 44 of the 1,750-odd daily newspapers in this country from the antitrust laws. These are the papers in 22 cities that claim their existence is threatened if they cannot continue to operate combined printing facilities and clerical and administrative staffs, to pool profits and to set joint advertising rates while maintaining separate editorial departments.

The Congress's justification in voting immunity to prosecution for what the Supreme Court has decided are blatant violations of existing laws is that the preservation of vigorous editorial products is the overriding public good. The principle is one that broadcasters and publishers ought to keep in mind in preparing their defense against FCC proposals to break up multimedia ownerships.

If it is in the public interest to permit the only two papers in the same town to violate the antitrust laws, it must be at least equally in the public interest to let one medium draw support from another—a newspaper from a commonly owned television station, for example—as a means of maintaining and improving the quality of both. At least this should be so in communities where there is competition among the multimedia owners—which is to say most communities where there are any media at all.

The "newspaper preservation bill" may be the model of the "multimedia preservation bill" that may eventually be needed to head off the FCC.

Riddle, muddle, mess

If there had been a calculated effort to confuse and befuddle the hypersensitive political broadcasting riddle as a partisan issue long in advance of the usual Section 315 election-year crisis it couldn't have been worse than today's unsavoury mess.

The major political parties and their legislative spokesmen are stumbling over themselves in unconscionable demands for time to respond to the President of the United States, and then to the responders. It's the domino phenomenon with no limit on dominoes.

Simultaneously members of the legislative branch are in the throes of carving out blocks of bargain-rate time while tossing to broadcasters a small Section 315 equal-time bone that would exempt only the quadrennial presidential and vice presidential campaigns.

It serves no purpose now to assess the harm done to the cause of editorial responsibility of broadcasters or to fix blame. The quest must be for a meaningful and, hopefully, graceful way of extricating both broadcasters and overzealous politicians from this trap.

The utopian goal would be, not partial, but full repeal of Section 315. Why only the top of the iceberg? This would allow broadcast journalists to exercise the same degree of editorial judgment that their printed-page opposite numbers enjoy under the First Amendment. The result inevitably would be greater voluntary allotment of free time than is now feasible under the inhibiting mandates of Section 315.

Section 315, it should be noted, applies equally to non-commercial broadcasting. With funds provided to program ETV under the umbrella of the Corp. for Public Broadcasting, candidates would have open sesame to nationwide facilities sustained by the taxpayers. This would be the counterpart of the noncommercial British Broadcasting Corp., which allot blocks of time to the party in power and to the loyal opposition, as well as to qualified minorities.

If our ETV could be adapted (and there's no reason why it could not be), candidates would be on their mettle. They would attract support by dint of sincerity and ingenuity, and not by bombast or even trickery. Every politician knows that even when there are major issues a vast portion of the very electorate upon which they must depend resents pre-emption of regular programing.

Where editing should begin

If the Nixon administration is sincere in its professed desire to reduce the federal budget, it can make a start by firing whoever authorized and executed the Federal Trade Commission's investigation of the editing of motion pictures for television presentation.

As reported in this publication a week ago, the FTC has compiled a list of 164 pictures that played the networks in the second half of 1969 and has reported for each the theater running time, television running time, time deleted and date and time of broadcast. In the federal civil service, that kind of job can be stretched among the coffee breaks for months.

If the FTC has the manpower to waste on a project as pointless as this, it has more manpower than it needs. To begin with, it is none of the FTC's business whether broadcasters are editing features, for whatever purpose. There might be a question of deception if a broadcaster advertised an edited-for-television film as being presented in exactly the form in which it ran in theaters. That is not the issue that the FTC has raised.

Staff sources at the agency suggest that the audience is deceived by the mere act of abridgement. If that theory is to be accepted, it would mean that everyone who ever saw a movie has been deceived; all movies represent the result of editing after original shooting.

At the FTC it's the payroll that needs to be edited.
What's it mean—a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.

This is our masthead

For a free copy of This is Lederle, write to Public Relations Department

LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, New York
If you lived in San Francisco...

...you'd be sold on KRON-TV