Showdown coming on federal-local regulation of CATV
Politicians find a cause in attacking drug commercials
How national advertising volume and costs shape up now
Western Union first to file for domestic satellites

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Reynolds has working proof of this with its anti-litter, aluminum can recycling program. Starting in Miami over three years ago, we've developed approaches that are now about to be put to work in 16 states.

They'll be pulling used aluminum cans and other discarded aluminum products off the scrap heap and back to our reclamation plants. They'll be helping to clean up our streets and conserve our nation's resources at the same time.

Los Angeles gets involved.

We know these programs work. One plan, with a Reynolds promotion drive behind it, has Los Angeles citizens bringing more than a million cans a month into our plant there. It has not only made Los Angeles people more aware of their litter problem, it has involved them, stimulated them into doing something about it.

Now we're expanding our Miami effort to cover all of Florida. We'll be launching our campaign in New York City, and will move into northern New Jersey, Houston, San Francisco, and the Pacific Northwest.

In addition, we are working with Adolph Coors Company of Colorado to help reclaim their used aluminum beer cans. We'll be taking their cans from Arizona, Colorado, New Mexico, Wyoming, Utah, Nevada, Kansas, Oklahoma, Texas, and California.
Used aluminum is valuable.

What makes the program work is the basic value of aluminum itself. Scrap aluminum is worth $200 a ton, because it can be melted down and reused so readily. Scrap steel, by comparison, brings only $20 a ton; paper, $16 a ton.

So used aluminum cans are worth picking up, worth saving and taking to a reclamation plant. Reynolds is able to offer "$1 per can, and to suggest that Boy Scouts, hospital charity groups, and other organizations—and individuals—raise funds by collecting and returning aluminum scrap.

They're taking our suggestions. One million cans that don't show up in Los Angeles garbage heaps every month prove that.

Letters for anti-litter.

Our anti-litter efforts have brought us much applause from Boy Scout officials, Congressmen, Keep America Clean groups, civic leaders, and many others. But our chief satisfaction is in being able to help with this most difficult and important problem. We intend to keep at it, and to work even harder.

Reynolds Metals Company, P.O. Box 2346-LZZ, Richmond, Virginia 23218.

For further information call or write the nearest Reynolds Public Relations Office • NEW YORK CITY 10017: L. E. Whitehead, 19 E. 47th St. (355-7700) • WASHINGTON, D.C. 20006: G. D. McMullen, 503 World Center Bldg. (628-5336) • DETROIT 48235: J. D. Williams, Box 5550, 7 Oaks Station (354-4111) • CHICAGO: R. L. Hainline, McCook Sheet & Plate Plant, P.O. Box 239, Brookfield, Illinois (485-9000) • FLORENCE, ALA. 35630: R. D. Holloway, 412 South Court Street (765-3150) • LITTLE ROCK, ARK. 72201: J. S. Smith, 303 Commercial National Bank Bldg. (374-7588) • LOS ANGELES 90054: R. W. Gamm, P.O. Box 57975 Terminal Annex (937-3680) • PORTLAND, ORE.: J. N. Moffett, Troutdale Reduction Plant, Sun Dial Road, Troutdale, Ore. 97060 (565-9121) • RICHMOND, VA. 23218: Ben Wehrman, Public Relations Manager, Metal Recycling Division, 6601 West Broad Street Road (282-2311), J. F. Awad, General Director of Public Relations.
Erected in 1852 to meet the need for a "community building," the Fulton Opera House was the finest and largest building of its kind in Pennsylvania. Because of its superb physical facilities, it became the rallying point for important civic, political, and cultural activities. And so it remains today, 118 years after its founding.

Just as this historic building continues to focus attention on the commonwealth, so, too, does pioneering WGAL-TV by virtue of its consistently high standards of programming, and its active and innovative participation in the cultural and commercial affairs of the great multicity region it serves. Today, with a high-ranking 48% color penetration, advertisers and public-service participants can depend upon WGAL-TV for rewarding results.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Pulling teeth

Accounts-receivables problem for broadcasters, bad enough when times were better, appears to be getting worse. Just how bad it is over-all nobody knows, but sources close to national-spot situation say accounts 120 to 180 days overdue are not uncommon. Problem varies among agencies and from one client to another, and pinpointing blame is difficult. Agencies say they are frequently victims of slow pay by clients. Broadcast sources, without disputing that claim, feel that many agencies are haggling more over claimed discrepancies, which delays payment further. As for station reps, most must wait until their stations are paid before they get their full commissions, and that can add month or more to their own waiting time. Some authorities gloomily predict situation won't improve much until there is enough decline in interest rates to make slow pay less profitable to slow payers.

Some clues to magnitude of problem are provided in survey of 179 TV and radio stations by Institute for Broadcasting Financial Management. It found 46% of accounts were current, 28% were overdue by 30-60 days, 12% by 60-90 days, 14% by more than 90. But that survey was as of Dec. 31, 1969, and national-spot sources are sure, based on own experience, that situation has worsened in seven months since. They also note survey included local as well as national business, and survey findings gave impression, at least, that local accounts pay more promptly.

Turn about

FCC's own fairness doctrine will be invoked against FCC's noisiest member, Nicholas Johnson, next time he appears on radio or television to take on against broadcasting and broadcasters. Under plan conceived by broadcasters who rankle under what they regard as flagrant misrepresentations by Mr. Johnson, Roy Danish, director of Television Information Office, will be one-man "truth squad." Whenever Mr. Johnson pops off on air, Mr. Danish will demand reply time to set record straight.

Chucking it

Because "it's a whole new ball game," more than just several independent (as distinguished from public-corporate) station owners are showing signs of disenchantment. They protest there's no longer real excitement, what with Big Brother everywhere. Profitability alone doesn't warrant what many regard as harassment. While some may just be blowing off steam, others say that if conditions were more favorable and money readily available they would get out.

Lumped under heading of harassment, coming at time of business uncertainty, are bombardments from Congress and pressure groups, as well as FCC and Federal Trade Commission. While they reluctantly are becoming reconciled to $230-million cigarette-advertising loss, they are bitter about one-to-customer, arbitrary boosts in filing fees to defray FCC's $25-million overhead, extreme pressures being exerted on minority employment, CATV, programming surveillance, fairness-doctrine action, and hardly kind word from anyone.

Ready money

National Cable Television Association has put aside contingency fund of unknown but substantial amount to be tapped for whirlwind campaign of public and congressional relations in case copyright bill comes to life in Senate this year. NCTA officials think it improbable that bill—enormously complicated and involving many interests other than CATV—will get to floor action at this session. But they're ready to shoot at it from all sides if it surfaces with provisions that they deem burdensome to CATV, or to promote it if it looks favorable.

Copyright contingency fund is separate from main NCTA budget, which, it's learned, is now running $1,450,000 this fiscal year (May 31, 1970-June 1, 1971). That's $200,000 more than NCTA board was originally reported to have voted (BROADCASTING, May 18)

It's nearly half budget now in effect at older, bigger National Association of Broadcasters.

Once it starts...

There'll be more than change in weather this fall when new department heads take over at FCC for new "regulatory season." Almost certain to be transferred out of Broadcast Bureau is Deputy Chief James O. Juntilla, holdover Democrat since days of outgoing Commissioner Kenneth Cox who presided over bureau from 1961 to 1963. Change is likely to come when Dean Francis R. Walsh of San Francisco University Law School takes over in September from Broadcast Bureau Chief George S. Smith, who's expected to serve in legal consulting capacity at FCC until he retires at end of year.

Another physical shift expected will be that of Henry Geller, general counsel, who moves to special assignment to clear way for 35-year-old Chicago attorney Kenneth E. Wiley (BROADCASTING, July 13).

High rise

It may be bad news for Chicago television broadcasters that Sears-Roebuck Co. is to construct 109-story, 1,450-foot headquarters—tallest building in world—about 1.5 miles southwest of cluster of Chicago TV antennas atop 1,107-foot John Hancock Center. Chicago telecasters put antennas on present site barely six months ago, at estimated aggregate cost of $2 million. Although blanketing effect from new Sears edifice may be minimal to southwest, scatter reflections could play hob with TV reception among high-income viewers in city's northern and northwestern areas.

What worries city's broadcasters is recollection of New York situation where telecasters on 1,250-foot Empire State building have found it necessary to plan move to 1,350-foot World Center building, under construction, because of potential blanking and reflection problems, particularly toward high-income Westchester county homes.

Missionary

National Cable Television Association is redoubling efforts to get nonmembers (some 40% of total systems) to join up and keep present members happy. It will shortly announce appointment of Donald E. Burton to fill newly created slot of director of membership. Mr. Burton—now with Polio Foundation in Atlanta—will spend most of his time on road. He will assume new duties around middle of August.

Quick cuts

Major shake-up is in evidence in TV production department of Doyle Dane Bernbach, New York. Officials were not available for comment Friday, but six major producers reportedly were let go last week in economy measure. Exiting employees had balked at utilizing Directors Studio Inc., house production facility bought by agency year ago. DSI, reportedly top-notch facility, is said to have lost quarter of million dollars last year.
LEADERSHIP IS THE WILLINGNESS TO TAKE A STAND

WTIC Radio and Television recently completed its first year of editorializing. Delivered by Leonard J. Patricelli, President of the WTIC Stations, reactions were immediate and the results contributed significantly to the welfare of the community.

All of the editorials were reproduced in a brochure. Here is the reaction to some of them—

**RIOT IS AN UGLY WORD.**
Helped stem a growing white backlash. (Won an RTNDA award.)

**PEACE LOVERS?**
Corporations distributed more than 70,000 copies to employees of an indictment of obscenity users who oppose bombing Vietnam villages . . . but favor bombing American cities. Several newspapers reprinted the editorial.

**DON'T GO.**
Instrumental in reducing attendance at a New Haven Panther rally from an anticipated—and feared—35,000 to a manageable 15,000.

**LAW AND ORDER.**
Influential in eliminating the emotional “crime in the streets” issue from the Hartford mayoral campaign.

Community action, involvement and betterment—on all levels—the editorial stand of the WTIC Stations.

**WTIC TV-AM-FM**
BROADCAST-PLAZA, Inc./HARTFORD, CONNECTICUT
New York City Board of Estimate grants two cable franchises in conflict with FCC ruling that New York Telephone Co. may furnish cable facilities to any unfranchised CATV firm. See...

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FTC, NAB, drug-trade group wrestle with possible casual relationship between advertising of 'mother's little helpers' and abuse of hallucinogens, 'ups' and 'downs' by nation's youth. Senator Moss pushes for study. See...

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FTC, long considered weak-sister agency, is endowed with super-powers by Senate to help individuals fight deceptive trade practices and fraudulent advertising. Commission could halt ads, impose fines. See...

Ammunition for consumer advocates ... 24

Ted Bates & Co. in report on media trends predicts network TV and spot radio will gain in national advertising expenditures this year; spot TV will maintain 1969 level, and network radio will dip. See...

How national media shape up now ... 26

American Research Bureau's 15%-to-25% rate increases for TV reports bring scores of subscription cancellations from protesting TV stations. ARB claims new rates are due to increases in production costs. See...

ARB runs into flak on rate hike ... 30

Hearings on hotly disputed issue of fairness in political broadcasts to convene on Capitol Hill under direction of Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. See...

Hill readies for fairness tilt ... 38

National Association of Broadcasters voices strong disagreement with FCC's prime-time access rules. However, Justice Department tells Chairman Dean Burch that rules are "completely consistent" with antitrust laws. See...

New muscle for prime-time rule ... 39

Michael Dann, erstwhile CBS senior vice president in charge of programing now in ETV, charges networks with failing to meet educational and other needs of minorities in testimony before Senate committee. See...

Should TV educate minorities ... 40

Producer of NBC-TV program depicting living conditions of Florida migratory workers tells Senate subcommittee that Coca-Cola Co. brought no pressure on network to alter program. See...

Senate unit airs 'Migrant' dispute ... 42

Global community could become smaller still if FCC approves request by Western Union to link all 50 states with domestic communications satellite system: $95-million outlay projected for three satellites, six earth stations. See:

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Broadcasting

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David Frost has won one of the highest awards in television.

47% of the adult audience.

One of the best things a television star can win is an audience.

And when it comes to the 4:30-6:00 PM audience, David Frost is one of TV's winningest performers.

According to the latest ARB May sweep, David Frost is top-rated in his time period in each of the five Group W Markets: Baltimore, Boston, Philadelphia, Pittsburgh and San Francisco.

With an average share of 47% of the adult audience in these markets.*

Which makes us happy.
And can make you happy too.
Particularly if you want to sell a product to adults.
But winning viewers isn't all David's managed to do in the year he's been on the air. He's also won something equally impressive. The Emmy.

If you're interested in talking to adults, your TvAR representative or any Group W station will talk to you about David Frost. The Englishman who can give America's media buyers what they want. An Emmy Award winning show with an audience.

*Source: ARB May, 1970 Average 1/4 hour audience Mon-Fri 4:30-6:30 PM (4 week time period averages).
The audience figures shown are estimates subject to the limitations of the techniques and procedures used by the service noted.
Sponsors biting nails
There was general agreement Friday (July 31) that, if strike of National Football League players continued much longer, sponsors of preseason games might start looking for exit doors. None has yet and games are sold out. First game is slated on NBC-TV on Aug. 14.
There were also unconfirmed reports on Friday that strike would be over shortly.
William C. MacPhail, vice president in charge of CBS-TV Sports, said couple of sponsors for CBS-TV's first game, scheduled Aug. 22, had called asking if CBS "knew more than they do" about situation. Jack Purvis, sales coordinator, conceded that some advertisers probably were "getting a little edgy. We'll probably see more of them get edgy next week. . . ."
At NBC, whose first televised game is only 11 days away (Aug. 14), there was a bit more optimism. "We haven't had one phone call," said Bill Potts, manager, sports program sales for NBC-TV. "Sports types don't get excited . . . they went through it with baseball last year and football before that . . ."
ABC spokesmen were unavailable for comment. That network's only preseason game is scheduled on Aug. 28.
None of networks reported any contingency programming plans should exhibition grid games be forced off.
FCC proposes easing rules
New rules to relax operator requirements for AM and FM stations were proposed by FCC Friday (July 31).
Proposal, in response to petition by National Association of Broadcasters and requests by individual broadcasters, would permit stations to use third-class operators on routine basis. Showing would include stability of transmitter, employment of qualified first-class operator and at least one other first-class operator on full- or part-time basis. Higher power FM's and nondirectional AM's would have to make showings in some but not all of these respects.
Under present rules, holders of third-class licenses may routinely operate only AM's with 10 kw or less and FM's with 25 kw or less transmitter output power. Directional AM's and stations with power over those amounts must have first-class engineer on duty at all times.
Commission said some 1,200 full-
time or part-time directional AM's would be affected by new rules. Comments are due Nov. 2; replies, Dec. 1.

Equal time spot issue
Equal-time complaint against WOR(AM) New York dealing with one of station's employees has been registered with FCC.
Complaint was filed July 27 by Mrs. Bella S. Abzug, Democratic candidate for Congress from 19th New York district. She asked commission to prevent licensee, RKO General Inc., from continuing to use WOR to promote candidacy of Barry Farber, station personality and Republican candidate for same office, and to provide her with equal time free of format and other conditions.
After Mr. Farber's candidacy was announced, Mrs. Abzug said, WOR cancelled his programs but continued to run commercial spots he made—usually between midnight and 5 a.m., time period he previously used for interview-type programs. After Mrs. Abzug's nomination, she said, WOR returned Mr. Farber to air for daily 45-minute interview program, rejecting her request he be removed.
After she met with station officials, she said, RKO agreed to let her either co-host program with Mr. Farber or conduct 45-minute program herself. She refused, and asked for equivalent number of spots instead. WOR rejected.
WOR told FCC it was aware it would have to offer Mrs. Abzug equivalent time when Mr. Farber was returned to air. But station contended that to allow her spots instead of program would be unfair to Mr. Farber, since 45 scattered one-minute spots throughout day would run to $4,600, whereas 45-minute program cost is $965.25. In addition, station said, Mrs. Abzug would gain from multiple exposures.

Huntley-Cronkite?
Network rivalry was buried Friday (July 31) when CBS newscaster Walter Cronkite paid tribute and bade farewell to his arch-rival, Chet Huntley, who was making his final appearance on NBC-TV that night. On his program, Mr. Cronkite called Mr. Huntley "a giant," and in conclusion intoned, "Goodbye, Chet." At that moment, videotape of Mr. Huntley, by pre-arrangement, flashed on screen saying, "Goodbye, Walter."

AMST at pay TV dke
Association of Maximum Service Telecasters told FCC Friday (July 31) that proposal to toughen restrictions on pay-TV sports broadcasts contains serious loopholes.
In comments filed with commission (see page 43), AMST said proposed new rule prevents live pay-TV broadcast of any sports event teletcast on free TV in past five years, but says nothing about taped broadcasts or cablecasts. Association said this would make it possible for pay-TV or CATV operators to tape any sports event and present it no more than 10 seconds after it actually happened.
Additionally, AMST said, proposed rule would still permit pay TV to carry prerecorded sports events. It would not prevent siphoning of sports events from free TV to CATV so long as latter did not impose specific per-program or per-channel charges; and it would have no effect on pay TV's right to broadcast future sports events which are not presently seen on free TV, such as soccer.

Electen rulings mount
New evidence of rising election-year fever was provided Friday (July 31) when FCC released three separate letters by Complaints and Compliance Chief William B. Ray, all dealing with fairness and equal-time matters.
In one, Mr. Ray informed Representative Herman T. Schneebeli (R-N.Y.) that his five-minute radio reports to constituents are subject to provisions of Section 315. Congressmen's opponents have claimed right to equal time to answer broadcasts, although Mr. Schneebeli regards them as factual and non-partisan.
In second letter, Mr. Ray said there was no apparent basis for concluding that WCBS-TV New York violated Section 315 in its treatment of primary elections for New York state assembly. After candidate for Democratic nomination went on air to respond to WCBS-TV editorial, candidate for Republican nomination requested equal time.
In another ruling, Mr. Ray denied request of Los Angeles businessman who wanted FCC to prohibit broadcasters from reporting results of political polls during last 30 days prior to election. Protests arose when KNXT-(AM) Los Angeles announced, day before California senatorial primary, that polls showed Representative John Tun-
Stanley R. Jaffe, president, Paramount-TV, named president of Paramount Pictures at age 30. He succeeds Charles G. Bluhdorn, who remains as chairman of Paramount and parent Gulf and Western Industries. Mr. Jaffe joined Beverly Hills, Calif., film company in 1969 as executive VP.

Chet Collier, corporate VP of programing and production, Westinghouse Broadcasting Co., named president, television station group at WBC. Position had been open since James E. Allen vacated it to join Post-Newsweek stations last November. Joel Chaseman, president, radio group at WBC, appointed senior VP, programing and production, for radio and TV. His successor has not been announced. Mr. Collier had served in dual capacity also as president of Group W productions and sales programs, post he relinquished few weeks ago to David E. Henderson (Broadcasting, July 20).

George J. Simko, senior VP and associate director of media management, Benton & Bowles, New York, has been named director of media management at that agency. Post is being vacated by Bern Kanner, senior VP and member of B&B’s board, who will become management supervisor of Birds Eye division of agency’s General Foods account. John Anderson, senior VP who previously supervised Birds Eye account as well as some of agency’s Glenbrooks Laboratories business, will continue to handle Glenbrooks account and will be assigned new responsibilities as yet unannounced.

Kevin O’Sullivan, president of ABC Films, named to additional post of president of ABC International, succeeding Donald W. Coyle, who has resigned (Broadcasting, July 27). Mr. O’Sullivan will direct operations of ABC International, which has minority interests in operations of TV stations of 14 Latin American countries and provides program purchasing and/or sales representation services abroad, and of ABC Films, which is TV-program distribution arm of ABC.

John Monsarrat, group executive VP; member of board of directors of J. Walter Thompson Co., New York, has resigned and retired after 35 years in advertising agency business. He has been with Thompson for 15 years in various top executive capacities and earlier was senior VP and general manager of Lennen & Newell, New York; VP of Geyer, Newell & Ganger, New York, and VP and account supervisor with Platt-Forbes Inc., New York.

Hal C. Davis, VP of American Federation of Musicians and president of Pittsburgh local, named president of AFM, succeeding Herman Kenin who died July 21 (Broadcasting, July 26).

For other personnel changes of the week see “Fates & Fortunes.”
Here's a new way
to look at the news

The ABC Evening News has created a new approach to nighttime news.

It's presented in segments consisting of related news events. For example, one segment might report on new draft quotas, then go to selective service reforms and conclude with a report on student demonstrations. It's a nice clear way to get the news.

And it makes sense, thanks to the clearly marked meaningful commentary of ABC's award-winning co-anchormen Frank Reynolds and Howard K. Smith, and a highly specialized team of worldwide correspondents:

Like Science Editor Jules Bergman, who first warned the world of Apollo 13's plight. Political Editor Bill Lawrence, who was first to predict LBJ wouldn't run again. And State Department Correspondent John Scali, who played a key role in the diplomatic maneuverings during the Cuban missile crisis.

With a news team like this, it's not surprising that the ABC Evening News has been pulling in bigger audiences. In just their first year, in twenty major markets, ratings have increased as much as one-hundred-twenty-five per cent.

Quite a ripple. A ripple that might just turn into a wave.

ABC Evening News
with Frank Reynolds and Howard K. Smith

*Audience information is based on Nielsen Station Index May 1970 and March 1970 and May 1969 local rating reports. Data are subject to qualifications available on request.
TEL E C TV \'i N TELEVISION


Soci Taishoff, president; Lawrence B. Taishoff, executive VP.

EDITORIAL

Alfred H. James, executive VP; Edward H. James, editor; Robert A. Malone, senior editors; Joseph A. Cellini, senior associate editor; Alfred H. James, Jr., associate editor; Nellie H. Martine, editorial assistants;.”

BUSINESS

Harry L. Krontz, publisher; Michael Carrig, Kwentin Keenan, Lucy Kim, Mary Ann Lucki, Jean Powers, Shirley David, Maury W. Walen, secretary; Bernice Hase, Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, associate editors.

PRODUCTION

Eugene Taishoff, executive producer; Paul Gunder, assistant producer; Carole Towe, production assistant.

ADVERTISING

Michael Carrig, consultant; William R. Stone, senior account executive; Alan Steele Jarvis, associate editor.

EDITORIAL

Sol Taishoff, executive VP; Michael Carrig, Kwentin Keenan, Lucy Kim, Mary Ann Lucki, Jean Powers, Shirley David, Maury W. Walen, secretary; Bernice Hase, Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, associate editors.

SALES

Maury Long, VP-general manager; David N. Whitecomb, director of marketing; Jill Newman, classified advertising; Daniel Rudy, assistant to the VP-general manager.

CIRCULATION

David N. Whitecomb, director; Bill Corliss, circulation director; Michael Carrig, Kwentin Keenan, Lucy Kim, Mary Ana Lucki, Jean Powers, Shirley Starkey, circulation assistant.

PRODUCTION

John F. Wallen, assistant to the publisher for production; George L. Dini, production manager; Harry Stevens, traffic manager; Bob Sandor, production assistant.

BUSINESS

Irving C. Miller, comptroller; Sheryl Thachuck, Judith Mast; Laura Berman, secretary to executive vice president.

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HOLLYWOOD: 1600 North Vine Street, 90028. Phone: 213-463-3148. Morris Gelman, senior editor. Stephen Glazier, assistant administrator; Bill Merritt, Western sales manager; Sam Tarkoff, publicity director.


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1970 National Association of Broadcasters conference schedule:
Oct. 22-23—Palm House, Chicago.
Oct. 24-27—Benjamin Franklin, Philadelphia.
Nov. 12-13—Montreale, New Orleans.
Nov. 16-17—Brown Palace, Denver.
Nov. 19-20—Mark Hopkins, San Francisco.

(For issue of NAB's 1971 fall conference dates, see Broadcasting June 29).

Open Mike

Praise for special...
Editor: That was a fine piece on broadcast news bureaus in Washington (Special Report, July 27)—thoroughgoing and fair. Well done.—William Swing, bureau chief, Chris-Craft Stations Washington news bureau, Washington.

... And an addition
Editor: I want to commend you on your fine article, but cannot see how Susquehanna Broadcasting Corp.'s Washington news bureau was overlooked. It is a one-man bureau serving all Susquehanna's stations, and has been doing so for over a year. Your magazine ran a piece on it in the March 16 issue.

I am an accredited member of the Radio-TV Correspondents' Association in Congress, and have been for two years. I am also a member of the White House correspondents' association and the State Department correspondents' association. Before coming to Washington, I covered Washington for stations

CCA ELECTRONICS
Announces a 25 KW FM AIR COOLED TRANSMITTER... WITH INDEPENDENT 3 KW DRIVER AND ONE POWER AMPLIFIER TUBE.

Now Broadcasters can radiate TRUE MAXIMUM POWER by using a 25KW FM Transmitter and a low gain antenna! No need to combine several transmitters! One CCA 25KW FM transmitter can solve your high power FM problems!

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ONTARIO, CANADA - PHONE: (416) 751-0881

BROADCASTING, Aug. 3, 1970

Snider for Sugarman this year

EDITOR: I thoroughly enjoyed reading your story on “$66 Million of Football” in the July 20 Broadcasting. Congratulations on a fine job. Naturally, my enjoyment was heightened by the fact that a good portion of the money will go to the National Collegiate Athletic Association member colleges for football rights.

I know you spent a great deal of time and effort on the research involved in creating the story, but wish to correct one point.

NCAA Football Highlights will not be produced by Marvin Sugarman this year. Rather, the NCAA Official Film Service, Washington, directed by Richard S. Snider, will produce the hour-long program for release on ABC on Sundays.

Mr. Sugarman supplied program content for two years.—Thomas C. Hansen, director of public relations, National Collegiate Athletic Association, Kansas City, Mo.

Junior only in name

EDITOR: After reading the July 20 football story, I feel that using football as an effective sales vehicle certainly is not limited to the coverage of the National Collegiate Athletic Association and the professionals. We have been awarded exclusive broadcast rights for football of Arizona Western College, which is always in the thick of the battle for one of the top spots in the National Junior College Athletic Association ratings. Last year, for example, I broadcast two of the four approved post-season NJCAA games from two sides of the country on two successive nights.—Roger Carroll, station manager, kvoy(AM) Yuma, Ariz.

Much ado over old network

EDITOR: A few days ago the June 15 issue of Broadcasting arrived (by ship’s mail), containing the “Open Mike” quotations from my letter (pointing out that AT&T, not NBC, created the first radio network).

Whoever wrote the editor’s note [stating that the AT&T network operated “occasionally”] was led down the garden path. The facts are as follows:

When AT&T turned over its Red Network to NBC in 1926, the facilities consisted of wEAF(AM) New York as key station, plus 16 associated stations interconnected by about 3,600 miles of specially engineered telephone lines. These stations were wEEI(AM) Boston; wtic(AM) Hartford, Conn.; wjar(AM) Providence, R.I.; wtao(AM) Worcester, Mass.; wchs(AM) Portland, Me.; wfi(AM)-wlt(AM) Philadelphia; wrc(AM) Washington; wgr(AM) Buffalo, N.Y.; wcpe(AM) Pittsburgh; wgn(AM) and wlib(AM) Chicago; ksd(AM) St. Louis; woc(AM) Davenport, Iowa; wcc(AM) Minneapolis, and wdaf(AM) Kansas City, Mo. Boston, Hartford, Providence, Worcester, Philadelphia and Washington were served by permanent facilities, the others being connected at availability and advertising sponsorship permitted.

Several pioneering advertisers were already well established as regular Red Network program sponsors, using line-ups ranging from three to 12 stations. Some examples, with their commencement dates, were: National Carbon (Everready), July 6, 1923; B. F. Goodrich, Nov. 30, 1923; Atwater-Kent, Jan. 22, 1925; Bristol-Myers, April 8, 1925; Clicquot Club, Dec. 3, 1925; Cities Service, Dec. 21, 1925.

All these advertisers sponsored weekly network programs, scheduled, pre-announced and widely promoted. Detailed audience-mail counts give proof that the network was a vigorous and growing entity—much more than a series of “occasional hook-ups.” The rapid expansion of its regular coverage is clearly visible in the mail-response totals of its four-year career:

<table>
<thead>
<tr>
<th>Year</th>
<th>Network</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1923</td>
<td>54,815</td>
<td>227</td>
</tr>
<tr>
<td>1924</td>
<td>194,177</td>
<td>3,221</td>
</tr>
<tr>
<td>1925</td>
<td>263,526</td>
<td>88,417</td>
</tr>
<tr>
<td>1926</td>
<td>237,292</td>
<td>113,139</td>
</tr>
</tbody>
</table>

NBC was formed on Nov. 1, 1926. In its first full year of operation, 1927, the Red Network’s mail totals were about the same as in 1926:

<table>
<thead>
<tr>
<th>Year</th>
<th>Network</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>245,341</td>
<td>352,064</td>
</tr>
</tbody>
</table>

Unquestionably NBC went on from there to develop two great nationwide networks. Since I was among those who participated in this process, all the way from 195 Broadway through 711 Fifth Avenue to Radio City, I am not likely to denigrate the accomplishments. But fair is fair.—E.P.H. James, A.C. Nielsen Co., Oxford, England.

Change of name

EDITOR: I appreciate so much your including in the July 20 Broadcasting a profile on me. I have a very high respect and regard for all of your staff who make the magazine the quality publication that it is. However, I am sure you will permit a mother’s prerogative in straightening out the listing of my three children. David and Barbara (Mrs. Robert Glace) are my oldest and youngest, and both are teachers; number two is my daughter Kannon (not Mary) who is employed in the broadcast field in Washington, D.C.—Virginia F. Pate, president and general manager, wasa-AM-FM Havre de Grace, Md.
HOGBACK HAS MADE THE BEST COOK IN THE SOUTH WHAT SHE IS TODAY.

She's not Julia Child or the Galloping Gourmet. They don't cut the mustard in the great Greenville-Spartanburg-Asheville market. But Nancy Welch does. Nancy who?

Nancy Welch. She's the hostess of "The Nancy Welch Show," one of SPA's bright spots every weekday morning at 9:30. Ten thousand women watch her, listen to her, and do what she says, whether she's talking about cooking or telling them what to buy.

What's Hogback got to do with it? Everything. "I would not be without it," Nancy says. "It's made me what I am today."

Because Hogback is Hogback Mountain, sweeping almost straight up from the Piedmont plain 3,465 feet to the top of Channel 7's maximum power antenna. That's why Hogback does a powerful job of thoroughly covering the Greenville-Spartanburg-Asheville market, the nation's 41st television market.

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
Venice ad festival puts the emphasis on salesmanship

It happened in Venice this summer at the 17th International Festival of Advertising Films. You might call it the Revolt of the Delegates.

They came—creative directors, writers, artists, producers and film people—more than a thousand from around the world. As the first day’s showing began, they sat in silence, politely making notes in their programs. But as the day wore on, patience wore thin.

Then it happened. A commercial rolled off. How can I describe it? An extravagant execution of a non-idea. Somebody started to whistle, European equivalent of the Bronx cheer. The whistle became a chorus. From then on any empty-headed commercial that came along got the same frank treatment. Veterans tell me my kind of vocal reaction had never happened at the festival before.

But the good news is that the good commercials got wonderful, spontaneous applause. And what were the good commercials? Not—repeat not—the cinematic film-flam that has so often won high praise from awards audiences in the past few years. Instead it was the films with the strong selling ideas in executions that were visually intriguing, verbally concise.

If you have never been to an international Festival of commercials you should go—once. In five days you see 2,000 commercials from the best agencies and producers all over the world. To view these films end to end is a chastening experience.

True, the home viewer never sees commercials quite this way. But with today’s clutter at station break time and today’s habit of breaking minute spots into two 30-second commercials, the viewer comes perilously close to just the kind of saturation the audience had at Venice.

We took our seats in the casino on Monday morning, opened our programs to page one, and the show was on. That first morning was devoted entirely to beverages: soft drinks, wines and beers. How hard it is in this category to be original, to look original, or to say anything original. But that’s the creative challenge. With that disclaimer I still have to report: Once you’ve seen the usual cliches of beverage advertising repeated ad nauseam for three hours, you’ll never let a cliche into your com-

merical again.

But don’t let me pick on the beverages. Every category you can name has its visual pitfalls, of which I guess we’re all aware while we’re writing. But how embarrassing they become when seen in comparison with many others in the same category. In this sense the International Festival is the best education a creative man can have.

In case film festivals are not your forte, and you really don’t plan to go, maybe you’d like to see my little list. Like the Mikado’s, it’s a little list of things that never will be missed. Visuals I never want to see again in any commercial in any category.

1. Boy and girl frugging.
2. People on skis shot from over, under or between the skies (except in commercials advertising skis).
3. Artwork backgrounds in imitation of Peter Max.
4. Animation à la Yellow Submarine.
5. People, holding glasses just filled with the product, toasting each other and smiling (on cue).
6. Boy chasing girl down the beach.
7. Vice versa.
8. More than 15 cuts in a 30-second spot, particularly when the fast cuts have nothing to do with product or promise.
9. Solarization. This year’s most under-nourishing and over-used technique.

Any creative director who is serious about salesmanship, yet perfectly happy to win an award as well, might want to put an entry in the 18th International Festival in 1971. You will be in good company. The 1970 jury raised the standards so high it even refused to make awards in certain categories.

SSC&B-Lintas International had four members on the jury: Christoph Fechler (Germany), Alberto de Maria (Italy), Hans Gout (Holland) and Matti Larres (Finland).

They and their fellow judges are to be congratulated for a thoughtful job using honest advertising criteria.

Since the jury viewed the films at separate showings, there was no chance for the judges to be influenced by the delegates.

So the professional unanimity at Venice this year was truly heartening.

This festival began 17 years ago as a convention of motion-picture people interested in exchanging views and news about cinema advertising. The delegates were primarily from the motion-picture business.

Later television was invited in and it has come to dominate the entries. With that, the advertisers and the agencies have taken a far greater interest in attending. And from their outspoken response this year, it seems their standards will be the standards of the festival in the future.

It looks as if everyone connected with the making of commercials has decided to get back to the basics of the business. Of course it was bound to come. But it was rewarding and refreshing to be there when it happened: To feel the cool, sweet wind of reason in the air. To see the merchants singled out for the honors at Venice.

From the list of this year’s winners, the verdict is clear. Making movies is no longer the message. The message is the message.
FOR ARGUMENT'S SAKE. Like most cities in the United States, Los Angeles is going through a school crisis. But until last April, the key figures in the dispute had never even met face to face. KNBC saw a chance to close a gap. In a special, prime-time program, "Crisis In Education," the station brought together the President of the Board of Education, the President of the teachers' union, and key members of the California legislature. The problems were not solved, but for the first time, people talked. Viewers spoke up, too. A great many of those who called or wrote the station asked that the program be repeated. It was—the very next week—and updated the following month. KNBC's "Crisis In Education" was the right forum at the right moment.

*For more information, write to "Crisis In Education," KNBC, P.O. Box 170, Los Angeles, California 90028*
WKJG, Indiana. A nice place for your commercial to visit.

WKJG STATIONS
Hilliard Gates, Vice President and General Manager
Fort Wayne, Indiana
MEMBER STATIONS OF THE COMMUNICANA GROUP
Also: WSIV-TV, WTRC-AM and WFIM-FM, Elkhart, The Elkhart Truth
JOHN F. DILLE, JR., PRESIDENT
Who's in charge of cable regulation?

That's question raised by New York CATV grants in apparent conflict with FCC examiner's ruling

The New York City Board of Estimate voted last week, in an action at odds with an FCC hearing examiner's ruling that the New York Telephone Co. could furnish cable TV facilities to any unfranchised CATV firm.

If the examiner's views are upheld, most observers feel that New York and the FCC are on a collision course.

The New York City board, with Mayor John Lindsay presiding, unanimously granted 20-year franchises, but with stringent conditions, to Teleprompter Corp., a multiple-CATV owner, and to Manhattan Cable Co., a subsidiary of Sterling Communications Inc., which is 44% owned by Time-Life Broadcast Inc., group broadcaster and CATV owner.

Both New York CATV's have been operating for the last five years under temporary franchise agreements in Manhattan. Teleprompter has been serving the northern part of the island, Sterling, the southern half. Each is said to have about 20,000 subscribers.

But before the New York City board took its final vote it recessed for an unprecedented six hours to discuss an initial decision by FCC Hearing Examiner David I. Kraushaar involving FCC applications by the New York Telephone Co. to furnish lines to various CATV systems.

Mr. Kraushaar's decision was released the day before the July 28 meeting of the city's Board of Estimate, although it was dated July 20.

Mr. Kraushaar recommended that the New York Telephone Co. be authorized to furnish CATV facilities to Comtel Inc., an unlicensed cable TV service that has been operating since 1966 in the downtown area of Manhattan. It serves mostly hotels and reportedly has about 16,000 subscribers.

Comtel's operation was challenged in the state courts the year it began. Last year a state court upheld a lower court decision that found Comtel could do business in New York City without a franchise since it was using New York Telephone Co. facilities and the telephone company already had the right to provide common-carrier communications services in the city.

Comtel is owned by a firm called Bell TV Inc. (which has no relation to the Bell system). Morton E. David is chairman; Martin Sugar, president.

Mr. Kraushaar's principal point was that the New York Telephone Co. is a common carrier that is required to serve a customer, whether or not he has permission to engage in N.Y. CATV.

He said there was nothing in New York state law or FCC regulation that requires a CATV operator to secure a franchise. There have been other court decisions in other areas of the country holding to this view.

He recommended, also, that the CATV facilities to be made available to Comtel be limited to 12 TV channels and 100 FM broadcast channels for two years. He also suggested that no service other than CATV channel service be authorized, and that the CATV operators comply with existing and prospective CATV rules promulgated by the FCC.

Comtel and the New York Telephone Co. were vigorously opposed by Teleprompter, Sterling and the city's corporation counsel, J. Lee Raukiu. They claimed that the telephone company was favoring Comtel in the use of its underground ducts, but the hearing examiner found this not to be proved.

Mr. Kraushaar also recommended in the same initial decision that the New York telephone company be authorized to serve customers in Hyde Park and Brookhaven, both New York.

And, he said, the New York Telephone Co. should be authorized to make conduit space available upon request to any CATV system, provided, however, that it had not previously denied space to either Teleprompter or Sterling. His recommendations become final in 50 days unless exceptions are filed. These are expected from New York City and other parties.

Resolution of the apparent conflict between the city's franchising authority and Mr. Kraushaar's recommendation prompted some CATV spokesmen to note that this is the very situation that caused the board of the National Cable Television Association last spring to ask the FCC to pre-empt all cable regulation.

Gary L. Christiansen, NCTA general counsel, referred to this board action in commenting on the New York situation. He also noted that the FCC has several proposals under way that treat
with this conflict.

Sol Schildhause, chief of the FCC's Cable TV Bureau, explained that the commission has outstanding a proposed rulemaking, issued early last month, that would put the federal agency above local or state regulatory bodies. In that proposal, the FCC said it leans toward a system whereby the FCC would establish basic standards for CATV operators similar to the criteria it requires from broadcast licensees (legal, technical, financial and character qualifications). These would have to be met by applicants and would be certified to the FCC by the local authority before a cable-TV operator could begin operating. The local government, the rulemaking proposal stated, could regulate such matters as rates, repair services and expansion.

Mr. Schildhause also noted that in the FCC's recently proposed CATV "public dividend plan" there is a suggestion that local entities be permitted to impose a tax of not more than 2% of the gross revenues of a cable-TV system. This again, he commented, would impose the federal agency's desires on the local government.

The tax situation is anomalous in CATV. Last year, the Sixth Circuit Court of Appeals upheld a lower court that ruled two Ohio cities could not impose a tax on cable TV. The two cities involved, Sandusky and Fremont, failed to ask the U.S. Supreme Court to review the decision, so that ruling stands. The FCC has noted, however, that in an earlier ruling, the Second Circuit Court of Appeals held to the contrary. In any event, no CATV has challenged a local government by declining to pay what has now become a customary tax ranging from 2% to 5% and, in some instances, more, of gross revenues.

The New York grants were made in spite of strenuous opposition, particularly to the 20-year life of the franchises. Opponents held that this imposed a practical monopoly.

The Board of Estimate in its final action, however, added a clause that permits the city to reopen the contracts after 10 years and if no agreement can be reached, requires all parties to submit to binding arbitration.

Opposition also developed at the absence of competitive bidding for the franchises. The fact that the two companies had operated for five years and had invested an estimated $30 million in facilities seemed to dispose of that complaint.

The New York City CATV contracts, hailed by supporters as likely models for other franchises throughout the country, give the city broad powers over both the rates and services of Teleprompter and Sterling, and in the end give the city the right to buy the systems. Among other things, the contracts provide that their terms may be made even more restrictive to conform with stricter terms that may be written into any other CATV franchises granted by the city. Sterling and Teleprompter can also be required by the city to build CATV systems in other sections—under the same terms as the present contracts—if competitive bidding does not lead to the issuance of franchises to others.

In apparent response to critics who argued that 20-year contracts were too long (BROADCASTING, July 27), the city wrote in an amendment stipulating that after 10 years it may renegotiate any provision in the agreements except the one setting their length. Unsettled issues in such renegotiation would go into binding arbitration.

The companies are required to expand their present 12-channel CATV services to 17 channels by July 1, 1971, and to 24 channels within three years.

As part of their "basic service," the systems are required to carry the signals of 11 specified New York-area TV stations, and will each have one channel to originate CATV programming—which must include a "reasonable amount of free time to legally qualified candidates for public office."

In addition, two of the 17 initial channels are reserved for free use by the city, two are "public" channels on which time will be leased to members of the public at rates to be filed with the city's Board of Estimate, and one is an "additional" channel—others in this class may be added as the systems expand—that the franchise holders may use for automated, auxiliary, closed-circuit or other programming.

Time on the public channels "shall be leased on a first-come, first-served basis, except that the [franchise holder] shall endeavor to lease such channel time to as many different persons as is practical, it being the intent . . . that such public channels serve as a significant source of diversified expression."

The franchise operator has no control over programming on public channels except as is required to protect [it] from liability under applicable law," and the city's director of franchises can order discontinued any public-channel program that is "essentially promotional or otherwise related primarily to the conduct of a business, trade or profession"—but that doesn't mean, the contract also says, that advertising-supported programming is barred from the public channels.

When public channels or city channels are not in use they may be employed by the system operator "for any purpose consistent with the provisions of this contract." But in time of emergency the city has the right to interrupt any programming for the transmission of emergency messages.

The contract authorizes the franchise holders to provide any communication service that may be needed, "including by way of example, but not limited to, burglar alarm, data or other electronic intelligence transmission, facsimile reproduction, meter reading and home shopping," in addition to present CATV services.

Converters with at least 24-channel capacity must be supplied to all new residential subscribers to the basic service, and must be substituted for lower capacity converters of existing subscribers by Dec. 31, 1971.

Teleprompter and Sterling must interconnect their systems within 60 days and be able to interconnect with any other adjacent systems within four years, and must have cables installed to offer basic service to every block in Manhattan, also within four years.

Each must also be able within four years to send different signals simultaneously into each of at least 10 subdistricts of approximately equal size (in terms of dwelling units) within its franchise area, and must also start immediately to draw up plans for "the greatest number of subdistricts possible." There "may be variously combined so as to constitute neighborhood communities, school dis-

A crew of hard-liners on NAB cable committee

The members of the special Community Antenna Television Committee of the National Association of Broadcasters were announced last week and the six men named to the post by NAB President Vincent T. Wasilewski are considered hard-liners on the cable-TV question.

The function of the committee, which succeeds last year's CATV negotiating committee, is to "implement a program to inform broadcasters, the public and the government of the need for fair and reasonable legislation and rules concerning CATV," according to Mr. Wasilewski.

Members of the new committee: David M. Baltimore, WBBR-TV Wilkes-Barre, Pa.; Richard D. Dudley, Forward Communications Corp.; Jack Harris, KPRC-TV Houston; Terry Lee, Storer Broadcasting Co.; Dale G. Moore, KGVO-TV Missoula, Mont., and Fred Weber, Rust Craft Broadcasting Co. The committee will elect its own chairman.

Members of the NAB's executive committee will participate ex officio with the CATV committee, it was noted.
tricts, congressional districts, state senate and assembly districts and the like," subject to approval by the director of franchises.

The franchise holders must "undertake any construction and installation as may be necessary to keep pace with the latest developments in the state of the art, whether with respect to increasing channel capacity, furnishing improved converters, instituting two-way services, or otherwise."

For basic service to residential subscribers, charges may not exceed $9.95 for installation of each outlet (or for moving and reconnecting an outlet) and $5 a month for the first outlet, $1 a month for each additional outlet and $1 a month for each converter. Similar maximums are set for FM service rates.

The Board of Estimate may, after a hearing, increase or decrease the rates at any time for cause, and after five years may reduce them upon a finding that to do so would not impair the companies' ability to render service and make a "reasonable profit."

The companies must provide free basic service to one outlet on each floor of "all prisons, reformatories, detention centers, hospitals, police and fire stations, day-care centers and public schools" in their respective franchise territories.

Each of the systems must pay the city 5% of its gross receipts from residential subscribers to the basic service—but these payments may not be less than $75,000 in 1971 and $100,000 in 1972, with the minimums scaling up annually to $350,000 a year starting in 1979—plus 10% of all other gross receipts.

Pay TV is forbidden unless specifically authorized by the FCC, and then will be permitted only after additional fees have been negotiated with the city. These may range up to but not above 25% of pay-TV receipts.

Each company must also deposit $250,000 as security with the city, take out prescribed minimum amounts of insurance against personal injury and property damage, plus at least $2.5-million insurance against claims that might arise from programming on any but the city channels.

Among other accounting, the systems must file quarterly reports on gross receipts and remit any extra amounts due beyond the annual minimums—which must be paid in full before Jan. 1 each year. Any payments not made by the due date will carry interest at 2% above whatever is the prime rate at that time.

The city has the right to conform the contract provisions, if necessary, to FCC or New York State requirements.

The contracts also stipulate that neither the franchise holders nor any of their officers or directors shall own stock in any other company owning or operating a CATV system with the city or "any radio or television broadcast station whose signals are carried on the system on a regular basis; any television broadcast network other than a network consisting entirely or substantially of CATV systems, or any newspaper or magazine whose principal circulation market is New York City." Ownership of less than 1% of the stock of a publicly owned company is exempt from this provision.

Other provisions recognize collective bargaining rights of CATV systems employees and forbid discrimination in hiring. Another section requires the companies to distribute questionnaires supplied by the city to get subscribers' opinions of the service they receive.

Finally, each contract provides that when it is up 20 years from now—earlier, if the company defaults and its franchise is canceled—the city will have the right, if it wishes, to buy the system at its "fair value as determined by arbitration." Arbitration for this and other purposes will be by a court-appointed three-member panel, with the majority decision binding.

The Board of Estimate also instructed the city director of franchises, Morris Tarshis, to report by Sept. 30 on his creation of an Office of Telecommunications, responsible to the Board of Estimate, and specified that the Office of Telecommunications should develop a plan for competitive bidding for CATV franchises in areas of the city outside Manhattan and report on that plan no later than Dec. 31.

As to the apparent conflict between New York and federal authorities, Mayor Lindsay called the FCC examiner's report "legally irrelevant" to action on the two CATV contracts. Some other city officials privately had some questions, however. Said one:

"Everybody agrees that neither the FCC nor anyone else can take away the right of a municipality to charge for the space under its streets. But the fact that New York City used that right as a basis for regulating CATV may be open to question."

But, he emphasized, as did others, that the Manhattan CATV contracts make provision for the city to bring the contract terms into line, if necessary, with subsequent actions by the FCC or by New York state.

Charles F. Dolan, president of Sterling, said he thought the ultimate authority for CATV regulation would be the FCC, but that the Manhattan contracts were not in conflict with FCC policy as reflected in its so-called public-dividend plan. Like Teleprompter, Sterling supports that plan.

"The hearing examiner [in the Comtel case] is in conflict with the FCC, but the New York contracts are not," Mr. Dolan said.

He thought the FCC's proposed 2% maximum on fees payable by CATV operators to local governments could probably be made to stick, even though the New York contracts set higher rates. But that, he said, would not necessarily be a break for Sterling and Teleprompter, since the FCC also proposes that CATV's pay a 5% fee to the Corp. for Public Broadcasting and another fee of 0.7% per imported station into a copyright pool.

Mr. Dolan said he felt that the CATV operators lost on some points in

**Why Ken Cox dissented to FCC's cable rules**

FCC Commissioner Kenneth A. Cox thinks the FCC's CATV public-dividend plan is "well intentioned ... but inappropriate and unworkable."

The commissioner's dissent to the commission's proposed rulemaking issued in June, was issued last week. The commission proposes to permit cable TV systems to import up to four distant signals; it also imposes various fees and provides for the substitution of commercials by local UHF stations for those of imported stations, among other actions and proposals (Broadcasting, June 29). The rulemaking was issued over the dissents of Commissioners Cox, Robert T. Bartley and Robert Wells.

Commissioner Cox said he thought the FCC was trying to accomplish a "worthy objective" but that it has come up with a "gimmicky" proposal. He cited what he called a "something for everyone" approach—distant signals for CATV, substitution for UHF stations that may be hurt, and payments to educational broadcasting.

He said his principal objections are to the proposals for commercial substitution and the suggested copyright payments. The first, he said, not only won't work, but will cost UHF stations more through loss of audiences than they will recoup in the proposed benefits. The latter, he said, would destroy the exclusivity principle on which stations program for their audiences. In effect, he added, the loss of exclusivity would have a deleterious effect on all TV stations, and ultimately on their service to the public. He is in favor of full copyright liability for CATV systems.

BROADCASTING, Aug. 3, 1970
their negotiations with the city but that "on balance it's a good contract" with provisions essential to the full development of cable's potential in urban areas.

Irving B. Kahn, president of Teleprompter, called the contract "tough" but potentially of "landmark importance" in CATV development. He said it was obviously in conflict with FCC Examiner Kraushaar but was "almost chapter and verse" with the proposals in the FCC's so-called public dividend plan, which Teleprompter is on record as supporting.

It almost "is" the FCC plan, he said, in its provisions for such elements as public channels, extra services, keeping up with the state of the art. As for the contract's requirement that the franchise holders pay the city substantially higher fees than the 2% maximum envisioned by the FCC, Mr. Kahn said, "you didn't expect the city to settle for 2%, did you?"

He thought, however, that the contract would "work," assuming that the franchise holders achieve the circulation that is expected although he also felt that after gaining experience with it, the city might choose to relax some requirements.

He was less confident, however, that the contract in all respects would work as effectively in smaller markets. But he thought it was "most realistic as to what cable can be." It does not provide for CATV services in the old sense, he noted, but rather provides for "a true broadband communications system."

Mr. Kahn was not sure the city would be able to buy the Teleprompter system at the end of the 20-year contract, as it has a right to do, but said that if it does, the "fair market value" it would pay would be such that "our stockholders shouldn't be too unhappy about selling."

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**Drug commercials under attack**

Ordered by consumer-minded politicians, search is on for connection between drug advertising and drug abuse

On the tube appears Madison Avenue's American housewife—children brawling, telephone ringing, water pipe burst. She's on the verge of a nervous collapse. What's this? A pill to let her cope. She swallows one, and at once serenity sets in. Who cares if the water rises in the basement?

That's the kind of TV commercial that has aroused serious concern in Congress and elsewhere. Does that type of message convince Americans, particularly young people, that drugs can be a cure-all?

Under way on three fronts are studies seeking to determine whether there is a causal relationship between the advertising of energy pills, tranquilizers and sleeping tablets that are sold over the counter and the growing use of "hard" drugs, particularly by youth. The outcome could affect as much as $29 million in broadcast advertising.

Investigations are under way at the Federal Trade Commission, the National Association of Broadcasters and the Proprietary Association (the trade group for nonprescription drugs). All are being prodded by key legislators.

The matter is of special concern to Senator Frank Moss (D-Utah), who introduced a special resolution (S. J. Res. 200) last May asking the FTC, the National Institute of Mental Health and the advertising industry to undertake a joint study of the "relationship between advertising and drug abuse." The resolution also asked the FTC to formulate guidelines "to help advertisers avoid themes and techniques which contribute to or promote drug abuse." Senator Moss was the principal force behind the legislation that outlawed cigarette advertising on radio and television.

Last week, Senator Moss announced that the FTC had begun the drug study that he had requested. He said that the agency promised a report on the subject by Jan. 1, 1971. The senator, who is chairman of the Consumer Subcommittee of the Senate Commerce Committee, said that FTC Chairman Caspar W. Weinberger had written him that the study had been assigned "the highest priority in agreement with your evaluation of the gravity of the problem."

On Thursday (July 30), Senator Moss returned to the theme. "Ads in the mass media which condition our youngsters to eat sugar-coated and sometimes less-than-nutritional breakfast cereals," he said, "may also be conditioning our youngsters to engage in far more dangerous practices." By this he meant drug abuse, he made it clear.

Senator Moss made these comments in an address to a group of supermarket executives meeting in Washington. Two weeks ago, Senator Moss and his Consumer Subcommittee heard a nutrition expert testify that most breakfast cereals contained little if any nutritive value and that those promoted most heavily to children through television advertising had the fewest nutriments (Broadcasting, July 27).

An FTC spokesman said last week that the trade commissioners had authorized the establishment of a five-man task force to look into the question of drug advertising and to determine whether there is a problem and how to
Cereal firms answer critics

Representatives of the major cereal companies will get their day in court before the Senate Consumer Subcommittee this week to answer charges leveled at the industry by Washington-based nutrition advocate Robert B. Choate Jr.

Mr. Choate, who testified before the Consumer Subcommittee July 23, charged that the industry's broadcast advertising huckstered "nutritionally worthless" cereals to children (BROADCASTING, July 27).

As a result of his testimony, Senator Frank E. Moss (D-Utah), chairman of the subcommittee, sent a letter to Federal Trade Commission Chairman Caspar W. Weinberger stating that "If Mr. Choate's information is correct—and I have every reason to believe that it is—then it would seem proper for the FTC to take action to prevent unfair and deceptive advertising of certain of these cereals."

In a related development, Representative Seymour Halpern (R-N.Y.) has cited Robert Choate's testimony before the subcommittee as evidence that the FTC should "stop the deceptions now being foisted on the consumers of breakfast cereals."

"Many television commercials and cereal boxes make claims about their product's food value that are blatantly misleading," he said.

Undoubtedly, the cereal industry representatives will make a mighty attempt to convince Senator Moss and other critics that Mr. Choate's information is incorrect. The hearing will begin at 9:30 a.m., Tuesday (Aug. 4) in room 1318 of the New Senate Office Building.

Moss noted that parents, horrified at the drug culture among young people, themselves seem to be subject to such addictions—"sleeping tablets to ease the burdens of the night; two cups of coffee 'to get started in the morning'; Benzedrine tablets 'to get through the day'; tranquiliizers 'to ease the tension,' and, of course, at the end of the day, a couple of cocktails 'to wind down'."

Senator Moss is a member of the Church of Jesus Christ of Latter-Day Saints, which rejects the use of stimulants as well as tobacco.

And, Senator Moss went on: "But the drug culture finds its fullest flowering in the portrait of American society which can be pieced together out of hundreds of thousands of advertisements and commercials. It is advertising which mounts so graphically the message that pills turn rain to sunshine, gloom to joy, depression to euphoria, solve problems, dispel doubt."

"Not just pills, cigarette and cigar ads; soft-drink, coffee, tea and beer ads—all portray the key to happiness as things to swallow, inhale, chew, drink and eat."

And he asked: "Does advertising merely reflect the growth of a drug culture initiated and stimulated by other economic and social forces? Or is advertising itself a cause, a promoter of the drug culture?"

Television spending for the questioned categories of drugs in 1969 totaled more than $26.6 million, according to figures compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports. The figures show $2.9 million, mostly in network, for stimulants: almost $5 million for "calmatives," close to three-fifths of it in spot, and $18.7 million for sleeping aids, almost $17 million of it in network.

Among stimulants, the biggest TV spender by far was J. B. Williams's Vivarin with almost $2.6 million in network and $33,000 in spot. Among calmatives, Jeffrey Martin Labs' Compoz spent $2.056 million, all of it in spot, and Glenbrook Labs' Cope, the second biggest spender in that group, put $135,000 into spot and $982,700 into network. In the sleeping-aids group, Bristol-Myers's Excedrin PM was easily number one with $9.78 million in network and over $1 million in spot, J. B. Williams's Sominex was second with almost $4.2 million in network and $12,200 in spot; Block Drug's Nytol followed with almost $2.3 million in network and $212,800 in spot and American Home Products' Sleep-Eze put $556,500 into network and $528,400 into spot.

The $26.6 million total for the three categories breaks down to $21.5 million network and $5.1 million spot.

In radio, the figures are not available in the same detail. Trade sources estimate that network and spot radio carry some $2 million in these categories.

McCann acquires Chicago branch

McCann-Erickson Inc. last Thursday (July 30) announced acquisition of the Chicago office of Reach, McClinton & Co., with billings of about $10 million. Financial details were not disclosed.

A McCann-Erickson spokesman in New York emphasized that the merger affected only Reach's Chicago office and not its branches in New York, Minneapolis, Boston, Los Angeles, Las Vegas and Newark, N.J.

Reach's Chicago operation moves in with McCann-Erickson's Chicago office on Aug. 15. Ralph Loeff, president, Reach, McClinton & Co., Chicago, becomes senior vice president of McCann-Erickson Inc.
More ammunition for consumer advocates

FTC gets sweeping new powers; class action suits would be permitted in Senate legislation

A Senate bill (S-3201) that would give the Federal Trade Commission potent new weapons to combat deceptive trade practices, including fraudulent broadcast advertising, was approved by the Senate Commerce Committee last week. The measure would also allow for so-called class-action suits in which a consumer could go to federal court and sue on behalf of all those injured by the same deceptive act.

Although the exact vote was not disclosed, a committee aide called that group's support "overwhelming." The bill, reportedly little changed by the Commerce Committee, will now move to the Senate Judiciary Committee, which must send it to the Senate floor within 30 days. The Commerce Committee's strong approval is considered a victory for Democratic consumer advocates and a setback for the Nixon administration, which wanted less stringent legislation.

The bill as it now stands would put more teeth in FTC investigations and increase considerably the force of the commission's bite when actual violations are uncovered.

Under the measure, the FTC could seek a preliminary injunction which would prevent an allegedly fraudulent advertising campaign, either broadcast or print, or sales practice from continuing while the case is being tried by the commission. Under present law the disputed practice may continue until the case is completed—which sometimes takes years. Opponents of the provision see the possibility of financial losses resulting from the ban on advertising which later is ruled acceptable.

The FTC not only could stop allegedly fraudulent practices, but also would be empowered in the bill to mete out hefty civil penalties to those firms who injure consumers—$10,000 for each violation where the violation was knowingly committed. The commission also could sue in court for unpaid penalties.

Those who violate a commission order to cease and desist fraudulent practices or fail to remedy injuries could also be required by the FTC to pay civil penalties of $10,000 for each violation.

Comparable authority is also given to the Justice Department, which in past practices has shared the consumer-protection role with the FTC.

Title II of the bill outlines those practices, a total of 16, considered unfair or deceptive—and some of the provisions are particularly relevant to broadcast advertisers:

- Offering goods and services with the intention of not selling them as offered.
- Advertising goods and services with no intention of meeting reasonably expected consumer demand, unless the advertisement discloses that such products are available in limited numbers.
- Knowingly making false or misleading statements concerning the need for, or necessity of, any goods, services, replacements or repairs.
- Representing that goods are of a particular standard, grade, quality style, or model knowing they are not.
- Knowingly making false or misleading statements concerning price reductions or savings in comparison to the prices of competitors or one's own price.
- Knowingly representing that goods or services have sponsorship, approval, safety or performance characteristics, ingredients, uses or benefits that they do not have. This paragraph will not be judged an unfair consumer practice if the supplier shows that a statement of the value of the goods did not take unfair advantage of the consumer's level of knowledge, ability or experience.
- Offering gifts, prizes, free items, or other gratuities intending not to provide them as offered in connection with a sale.

The most controversial provision in the bill—and the one most likely to draw administration opposition—is the class-action provision, which would let consumers injured by the same act band together to bring a single suit. It has come under increasingly heavy fire from lobbying groups. The provision's foes contend that such class actions would prompt irresponsible lawsuits, and clog courts with cases which might last for years. Businessmen fear that the publicity from such a suit could damage their reputations regardless of its outcome.

The bill provides that if the judge ruled a case has been brought "frivolously" by consumers or is harassing in nature, consumers could be directed to pay the company's defense costs.

The Commerce Committee bill would permit the suits regardless of previous federal prosecution, providing each customer involved lost $10 or more as a result of the alleged unfair act. If the loss was less than $10, the consumer could sue only following a successful federal suit.

On the House side a class action bill (H.R. 14931) awaits consideration by the House Commerce Committee.

Ma Bell to sponsor series of specials

AT&T, through N. W. Ayer & Son, New York, will present nine specials on NBC-TV, beginning in September. Programs on The Bell System Family Theater will encompass musical comedy, classical music, drama and adventure.

The first special will be "George M!", Sept. 12, 7:30-9 p.m. EDT. Other programs, with dates and times to be announced are: "Jane Eyre", "Jascha Heifetz", "The Santa Maria," "Bing Crosby", "Highlights of the 1971 Ringling Brothers and Barnum & Bailey Circus", "Highlights of the Ice Capades 1971," "The Highest, Shortest, Fastest, Longet, Etc., Etc.", a tribute to individual American achievement, and one other program to be announced.

Program bartering aimed for cables

Nicholson-Muir Productions Inc., Larchmont, N.Y., hopes to offer cable systems programs free of charge in return for spots to be used by advertisers, it was announced last week.

The company said it has pilots of seven half-hour series under the umbrella title of "Video Encyclopedia" (special-interest programming) for which it is seeking financing from advertisers.

Its plan is to have underwriting corporations use two commercial positions in each half-hour program, with the CATV system selling local, noncompetitive advertising in the two remaining commercial slots.

Business briefly:

Bonne Bell Co., Cleveland, through Chirurg & Cairns, New York, has purchased sponsorship for its Ten-O-Six lotion on ABC Radio's American Contemporary Network. General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, for Total cereal, has signed for airing on ABC Radio's American Information and Entertainment networks.


General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, will begin a six-week network-TV campaign for its Cheerios cereal beginning Sept. 1. Campaign will include premium offer of Johnny Lightning racing cars, manufactured by Topper Toy Corp., Elizabeth, N.J.
Reflecting an individualized education system

Until recently Ohio schools were dedicated to preparing students for college. Trouble was, only 30% went. The rest dropped out because of lack of interest or faced serious problems trying to get jobs without specific training.

To reverse this situation, the School Boards in 13 Miami and Montgomery County districts came up with a plan to give students instruction suited to their individual needs—a joint vocational school system providing 47 different vocational subjects. Kids could elect a college type curriculum. Or a practical one.

The only thing left was to get it approved.

And that's where WHIO-TV came in. Answering questions that were bound to pop into the minds of concerned parents, non parents and taxpayers...

"aren't you sacrificing liberal arts...it's too expensive...what happens when kids that sign for vocational change their minds and want to go to college?"

It wasn't easy, but WHIO-TV's Community Service Director, Paul Price did what he set out to do...help the community understand the proposal. And more important, approve it.

A reflection of Dayton
WHIO Television

A Communications Service of Cox Broadcasting Corporation
How national media shape up now

Bates sees a levelling-off in total ad volume; all media prices and most C-P-M’s on the rise

Despite the belt-tightening economy, network television, spot radio and newspapers/newspaper supplements will gain in national advertising expenditures this year, if only a notch or two. Spot TV, magazines and outdoor will maintain their 1969 levels; network radio will slip a notch. In total, national advertising expenditures will advance 1% to 2% over 1969, as compared with a 7% increase in 1969 over 1968.

That is the outlook as seen by Ted Bates & Co., New York, a division of Ted Bates & Co., Inc., billed as the world’s fifth largest advertising agency. The forecast is contained in a special report on media trends compiled for Broadcasting by the media information and analysis division of the Bates media-program department.

The Bates study reports 1970 costs up in all media and audiences down in some, resulting in higher costs-per-thousand in all except network radio. There the C-P-M is unchanged from 1969 (and still 3% lower than 10 years ago).

Bates officials emphasized that estimating 1970 results was unusually difficult, both because of the general economic slowdown and because of the ban on broadcast advertising of cigarettes effective Jan. 2, 1971, which could produce erratic spending patterns in the latter part of this year.

Expenditures in network TV, Bates estimates, will increase about 3% this year, as against a 10% gain in 1969. Spot radio is expected to increase 1%, as compared with 3% in 1969, while network radio is seen as dropping 3%, back to its 1968 level. Spot TV’s anticipated break-even compares with a 10% gain in 1969.

In print, Bates sees magazines holding even after a 4% rise in 1969 and estimates that newspapers and supplements, up 6% in 1969, will increase by 3% while outdoor maintains its 1969 level, 2% below 1968 (and also 2% below 1960).

Bates estimates 1970 C-P-M’s will rise about 13% in daytime network TV, 7% in evening network TV, 13% in both daytime and evening spot TV, 2% in spot radio, 4% in magazines, 3% in newspapers, 5% in supplements, 7% in outdoor.

For 1971, Bates predicts a 5% increase in daytime network TV costs and a 4% rise in C-P-M, while in nighttime network TV the agency foresees a 7% drop in both costs and C-P-M. Network audiences, day and night, are expected to rise 1% to 2%. Spot-TV costs are expected to rise about 3% for both daytime and evening, offset by audience gains of 2% to 3% to hold C-P-M’s at 1970 levels. Spot-radio costs are seen as rising 8% and audiences 5%, producing a 3% C-P-M increase. Network-radio costs, audiences and C-P-M are expected to remain stable. Magazines’ C-P-M is expected to remain constant while C-P-M’s for newspapers rise 4% to 5%, supplements 1% to 2% and outdoor 5%.

One final, optimistic note: Bates believes availability of more broadcast time and correspondingly lower costs may encourage new accounts to enter TV and radio in 1971.

The Bates calculations are based on measurement units of minutes for radio and TV, black-and-white pages for magazines and supplements, 1,000 lines (black-and-white) for newspapers, 100 showings for outdoor.

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Percentage Change</th>
<th>Total Expenditures 1970 (Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV network</td>
<td>29%</td>
<td>$1.725 billion</td>
</tr>
<tr>
<td>TV spot</td>
<td>21%</td>
<td>$1.245 billion</td>
</tr>
<tr>
<td>Radio network</td>
<td>1%</td>
<td>$61 million</td>
</tr>
<tr>
<td>Radio spot</td>
<td>8%</td>
<td>$374 million</td>
</tr>
<tr>
<td>Magazines</td>
<td>23%</td>
<td>$1.375 billion</td>
</tr>
<tr>
<td>Newspapers &amp; supplements</td>
<td>18%</td>
<td>$1.082 billion</td>
</tr>
<tr>
<td>Outdoor</td>
<td>2%</td>
<td>$135 million</td>
</tr>
</tbody>
</table>
The charts below and overleaf show how each medium has performed—and will perform through 1971—relative to its performance in the base year of 1960. The index is 100 for each curve for the base year. All figures are from Ted Bates.

Trends are shown for national advertising expenditures, audience size, cost-per-thousand and cost-of-unit purchases, e.g., minutes for radio and television, black-and-white pages for magazines, 1,000 lines (black and white) for newspapers, 100 showings for outdoor.

Network TV (day)

Network TV (eve)

Spot TV (day)

Spot TV (eve)
Magazines and newspapers (top charts) show variances in efficiency since 1960. Magazine C-P-M has been relatively stable; newspaper C-P-M has gone up 30 index points, is headed still higher next year.

Everything has been going up in spot radio (left below): advertiser purchases, costs, audiences and C-P-M. For advertising efficiency no medium beats network radio (right below) which delivers a thousand listeners now for less than it did 10 years ago.
Newspaper supplements have lost audience in the past 10 years but have held rates down, with result that C-P-M has been kept from going through the ceiling. Least efficient of all media is outdoor. Its C-P-M this year runs 49 points higher than in 1960.

All information in the charts on these and preceding pages is shown in tabular form below. Bates has estimated national advertising expenditures for this year and media costs, audiences and C-P-M's through this year and next year.
American Research Bureau, which became the center of a raging dispute last winter when its market reports showed substantial declines in TV viewing levels, is caught up now in another one—centering this time on rate increases for the reports.

Scores of TV stations apparently have served notice canceling their subscriptions to the reports—if only as a protective action while they try to negotiate the rate increases downward. But a number of stations reportedly say their cancellation notices are not for protective purposes, but mean exactly what they say.

The actions followed ARB’s midyear notices telling subscribers what changes it planned in the reports—and in the rates—for the coming year. ARB sources said the rate increases averaged about 15%, but could go higher in large markets because ARB is trying to tie a market’s rate more closely to its advertising expenditures. A number of stations in major markets claimed their own increases ran as high as 25%, and some said higher.

Subscribers had 30 days—from July 1 to July 31 (last Friday)—in which to cancel. Otherwise, under ARB contract terms, their subscriptions would renew automatically on the new rate basis. Those that canceled, however, have another 30 days—till Sept. 1—as a "grace period" during which they can change their minds and sign up without losing applicable discounts. Presumably most of those that canceled will use the grace period to try to get the rates down.

Just how many did serve cancellation notice was a question subject to varying estimates last week. ARB spokesmen said they had no way of knowing until all the reports were in. Estimates by some station reps and group-station owners ranged from 70 to “more than 100.”

Just what the outcome will be was also subject to varying opinions. One angry official of an important station group said that "we feel we’ve been blackjacked—ARB apparently feels that if it’s got the agencies using the service, it can get all it wants from the stations."

He said all his stations had sent cancellation notices and would fight the increase as hard as possible. He also felt that many stations, especially in smaller markets, probably had sent cancellations not as protective devices to insure further negotiations, but with the intention of not renewing.

He also said though "there is a good possibility that within the next year or so the industry will be forced into the position of putting audience-measurement research up for bids, then selecting the firm that makes the best offer and having it do the job—at little or no cost to agencies."

He said if that were done, the agencies—whose use of a given service now largely dictates its support by broadcasters—would have little choice but to go along. Agencies currently pay for such services, whether offered by ARB or other research companies, but generally at lower rates than broadcasters are charged.

ARB sources said the rate increase was based primarily on increases in ARB’s own production and related costs, rather than on any major addition to the reports next season. They also said that for the first time they were offering broadcasters two-year contracts, which they regarded as a special inducement because these would protect against another cost increase next year.

They said, too, that agencies as well as broadcasters would be paying higher rates next year. Just how much the agency increases would amount to could not be ascertained last Thursday (July 30).

It is generally accepted that ARB’s reports are used by agencies placing a greater volume of spot-TV business than are A. C. Nielsen’s competitive Nielsen Station Index (NSI) reports. Some sources estimated, for example, that ARB’s are used in the placement of about half of all spot-TV business and Nielsen’s in placing about 35%.

Some sources speculated hopefully, however, that Nielsen’s share might be increasing and that the competition between the two firms might therefore become closer.

This speculation was based at least partly on reports that J. Walter Thompson Co., the world’s largest agency and

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**How TV-network billings stand in BAR’s ranking**

*Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended July 19, 1970 (net time and talent charges in thousands of dollars)*

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>$ 129,211</td>
<td>39,298.6</td>
<td>$ 270.3</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>$ 2,226.1</td>
<td>64.5</td>
<td>$ 3,191.3</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,518.2</td>
<td>49,535.5</td>
<td>2,065.2</td>
</tr>
<tr>
<td>10 a.m.-6 a.m.</td>
<td>1,518.2</td>
<td>49,535.5</td>
<td>2,065.2</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>371.6</td>
<td>27,323.6</td>
<td>597.0</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>371.6</td>
<td>27,323.6</td>
<td>597.0</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>143.6</td>
<td>6,496.0</td>
<td>470.2</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>143.6</td>
<td>6,496.0</td>
<td>470.2</td>
</tr>
<tr>
<td>Sunday</td>
<td>73.7</td>
<td>3,348.3</td>
<td>149.6</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>73.7</td>
<td>3,348.3</td>
<td>149.6</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>3,988.5</td>
<td>152,398.4</td>
<td>4,505.2</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
<td>3,988.5</td>
<td>152,398.4</td>
<td>4,505.2</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>192.2</td>
<td>8,152.1</td>
<td>177.0</td>
</tr>
<tr>
<td>11 p.m.-Sign off</td>
<td>192.2</td>
<td>8,152.1</td>
<td>177.0</td>
</tr>
<tr>
<td>Total</td>
<td>$ 6,287.8</td>
<td>$ 247,258.9</td>
<td>$ 8,029.0</td>
</tr>
</tbody>
</table>
also the largest spot-TV agency (an estimated $96.3 million in spot-TV billing in 1969), had recently signed a five-year contract for the use of NSI reports for many of its accounts.

About two-thirds of the more than 20 agencies buying NSI’s complete service are said to be on five-year contracts now. These reportedly include Ted Bates & Co., Young & Rubicam, Benton & Bowles, Compton and Cunningham & Walsh.

Station reps reported a flow of protests from stations against the ARB rate increase. They called it particularly untimely in what was described as “a year of frustrations” that included not only ARB’s earlier reports of declines in TV viewing levels, but also the softening economy and a resultant profit squeeze in which broadcasters are caught between rising costs and flattening sales curves.

One rep predicted that despite all the protests by stations, “in three months it will all be history.” Others thought the protest might be more productive, at least selectively. “If a major group owner says no,” one asked, “what can ARB do?”

Some said their stations were provoked not only by the rate increase but also by what they considered too long delays—55 days in some cases—between completion of an ARB market survey and delivery of the report. These expressed hopes that the August negotiations would produce, as one put it, “a more suitable deal and the promise of better performance.”

Timex backs its share of prime-time specials

Timex Corp., through Warwick & Legler, New York, will sponsor 13 specials during the 1970-71 fall and spring seasons. The subjects and air times of 11 of the programs are: Timex Presents the All-Star Circus, Sept. 12, 9-10 p.m.; Zoos Around the World—National Geographic, Oct. 13, 7:30-8:30 p.m.; Timex Presents the Jack Benny Show, Nov. 16, 10-11 p.m.; Ethiopia: The Hidden Empire—National Geographic, Dec. 2, 8-9 p.m.; Timex Presents the Bob Hope Show, Dec. 7, 9-10 p.m.; Hans Brinker, Dec. 12, 7-9 p.m.; Timex Presents Peggy Fleming at Sun Valley, Jan. 24, 9-10 p.m.; Adventures in the High Arctic—National Geographic, Feb. 9, 7:30-8:30 p.m.; Timex Presents the Jack Benny Show, March 10, 9-10 p.m.; The Great American Desert—National Geographic, April 14, 7:30-8:30 p.m.; David Copperfield, April 21, 9-11 p.m.

The four National Geographic shows will be carried by CBS. The others will be on NBC.

ANA unit to keep tabs on ad trends

The Association of National Advertisers announced last week it has formed an advertising management policy committee to study trends, developments and opportunities in the management of advertising now and in the future.

ANA said that at its first meeting the committee identified a number of areas of interest for further study and action by members individually and by the various operating committees of the association. The advertising management policy committee chairman is William M. Claggett, vice president-director of communications and marketing services,Ralston-Purina Co.

The committee suggested a continuing study of compensation methods, specialized service organizations, changes in agency structures and systems of financial management. The committee discussed the question of product conflicts arising from mergers and acquisitions, but did not recommend further action in this area.

In the area of specialized service organizations, the committee observed that such services as the “creative boutique,” the media-buying organization, the direct-mail, sales-promotion and broadcast-commercial production firms are influencing the way services are being provided to advertisers. It said these services are influencing every facet of advertising management.

The committee also felt that the ANA should remain alert to the implications of agency restructuring. It pointed out that agencies may be moved in the direction of “modular service units,” i.e., computerized media planning, specialized marketing, creative, TV production and other service units which would be available to advertisers piece-meal.

Hooper drops its TAR reports

C. E. Hooper Inc., Mamaroneck, N.Y., has notified station and agency clients that it is terminating its syndicated Total Audience Radio Hoopertings Report, effective with its June-September issue, because of insufficient support from stations and agencies. These reports provide audience ratings in the metro area and the total area by various day-parts and demographic information in 60 top markets and are issued from one to three times a year. This service was launched in the fall of 1968. A spokesman reported that about 100 stations and agencies subscribed to the service which he said was expensive to produce.

Hooper will continue to produce the monthly Hooper Radio Audience Indexes, which have been issued for 37 years and provide estimates of in-home audience by day-parts. This service has more than 250 subscribers.

Norelco in TV splurge through Christmas

Norelco personal-care products will be promoted with a heavy TV campaign in the second half of 1970, to be climax ed with an intensive pre-Christmas push. The major portion of the division’s $10-million advertising budget this year will be spent on spot and network in the last six months.

Five color spots for men’s and ladies’ shavers are scheduled for 44 exposures in prime-time on network TV. The men’s shaver spots will take the approach that Norelco’s shave “as close or closer than a new platinum or chromium blade.” Ladies’ shaver advertising will highlight the home beauty salon, an electric shaver with 11 grooming attachments. The Christmas campaign will be a repeat of last year’s “Noelco” theme.

LaRoche, McCaffrey & McCall, New York, is the agency for Norelco’s electric shavers, personal-care products and home appliances.

Mattel has big plans for the yule season

Christmas is just around the corner, at least for Mattel Inc., Hawthorne, Calif. The toy manufacturer’s annual Christmas advertising campaign is said by the company to be the largest in the firm’s history.

The combined print-broadcast campaign is expected to reach 93% of all children. Over 90% of the advertising budget is to be spent in television, according to the company’s agency, Car-
In addition to regular spot placements throughout the new season, Mattel will also be sponsoring, in whole or part, three new shows. These include *Hot Dog* on NBC-TV, *In The Know* on CBS and a series of one-hour specials dealing with the child’s world. The last group will be aired on the last Saturday of each month by NBC under the title *Mattel/NBC Children’s Theater*.

The specific programs were chosen because the toy company expressed a desire to provide “more intellectually stimulating television fare.”

The annual budget for the firm is approximately $15 million.

Five agencies disavow ties with Vitt Media

Officials of five Boston agencies, which had been reported to have formed associations with Vitt Media International under which VMI would perform their broadcast-buying functions as needed (*Broadcasting*, July 27), denied last week that they had any such agreement with the media-buying service.

One of the five—Reach, McClinton—said it was using VMI for a single client on a test basis only. Outright denials came from officials of the four other agencies: John Dowd Advertising; Dan Sullivan & Co.; Ingalls Associates, and Pearson Guy Weiss Inc.

Sam Vitt, president of VMI, said he and associates had held discussions with representatives of the agencies and that VMI either had handled or was handling assignments for them or for accounts handled by them, but that the announcement of an association with them was “premature” and had been issued by VMI’s public-relations counsel without his knowledge. Phil Dean Associates, New Rochelle, N.Y., which represents Mr. Vitt, said the information came from Mr. Vitt’s office.

Busch-backed special has all-star line-up

Anheuser-Busch, St. Louis, is sponsoring a 90-minute special on NBC-TV on Nov. 29 (Sunday, 8:30-10 p.m. EST) that was said last week to be certain to take its place among the most expensive vehicles produced as one-shots for television. Figures range from $1.5 million for cost of production alone to as high as $3 million, a figure which would include in addition to production other provisions, such as costs of repeats and syndication rights.

The brewer’s program will star screen actor John Wayne in his first TV special. Not yet titled, the show will be an entertainment program using America as the theme and presenting comedy vignettes from this country’s history. Though casting is not complete, it is expected to be crammed with such big names (and big fees) as Bob Hope, Red Skelton, Lucille Ball, Carol Burnett, Johnny Carson, Frank Sinatra, Smothers Brothers, Rowan and Martin, Flip Wilson, Jack Benny and Dean Martin. D’Arcy Advertising, St. Louis-New York, is the agency on the show.

Agency appointments:

- **Holiday Inns Inc.,** Memphis, has named the J. Walter Thompson Co., New York, as the advertising agency for its estimated $2.5-million account. Approximately $500,000 is spent on TV-radio. Holiday Inn’s agency for the past nine years, Cosmopolitan Agency, Memphis, will continue to handle some advertising assignments.

- **Spirio & Walpert Associates Inc.,** Philadelphia, has been appointed to handle promotion for the gubernatorial campaign of Milton J. Shapp in Pennsylvania. The agency, headed by President Walter A. Spirio, will handle all phases of Mr. Shapp’s campaign throughout the state, including production of broadcast spots. Campaign manager Mark Forest will coordinate the project.

- **Rolls Royce Ltd.,** Derby, England, has named Dancer-Fitzgerald-Sample, New York, as coordinating agency in U.S. for Aero engine, Bristol engine and small engines divisions of company.

- **Stewarts Private Blend Coffee Co.,** Chicago, has named Kenyon & Eckhardt there to handle its campaigns for Stewarts’ private blend coffee, freezedried coffee and private blend tea. Broadcast plans are indefinite. Stewarts had no previous agency.

- **Fashions U.S.A.** and **Heavenly Creations Inc.,** both Norfolk, Va., have appointed Gene K. Kolber Advertising Inc., Willow Grove, Pa., as their agency. The account will total $350,000; $50,000 earmarked for radio and television campaign in selected markets. Former agency was the Fairfax Agency, International Waterpure Corp., Fallsington, Pa., also has appointed Kolber Advertising to promote its antipollutant washing unit. About $300,000 will be spent in television spots.

- **American Kitchen Foods Inc.,** Greenwich, Conn., has named Kane, Light, Gladney Inc., New York, to handle a broadcast and print campaign for its frozen potatoes. Firm recently acquired the potato division of General Foods and markets the potatoes under the American Kitchen Foods and Birds Eye brands. Radio and TV campaigns are planned for the following American Kitchen Foods products: Hash Browns, Cottage Fries, Fanci-Fries, Tasti-Fries, Tiny Taters, Potato Puffs and Crinkle Cuts.

Rep appointments:


Also in advertising:

Change of address: **Dodge & Delano Inc.** has moved its New York office from 655 Madison Ave., to 130 East 59th St. Phone remains (212) TE 8-1717.

First account: **M. Patricia McGuinn Inc., New York,** media-buying service that opened for business six months ago, has announced its first broadcast account—Elliott & Hutchins, Malone, N.Y., the Eastern distributor of Ski-Doo snowmobiles.

Workshop scheduled on radio commercials

Spadework has begun on the annual radio commercials workshop to be held Oct. 20 in New York under the sponsorship of the International Radio and Television Society, New York.

IRTS said last week that four committee members have been appointed by the committee chairman, Stephen B. Labunski, WMCA(AM) New York, and society vice president, Maurie Webster, CBS Radio. The four are George H. Gallup, NBC Radio sales vice president; Frederick G. Neubert, executive director of New York Market Radio Broadcasters’ Association; Richard H. Harris, president of Radio Advertising Representatives, and Diane Storch, director of creative services at the Radio Advertising Bureau. The all-day session at the Waldorf-Astoria hotel will focus on advances in radio commercial production with trends analyzed and illustrated.
Everyone even in WLBT case

That's how FCC rules in denying Lamar Life bid for reconsideration

The former licensee of WLBT(TV) Jackson, Miss., last week lost its attempt to head off an FCC hearing that will determine who will operate the station.

In a 6-to-0 vote, with Chairman Dean Burch absent, the commission denied a petition for reconsideration filed by Lamar Life Broadcasting Co., embattled operator of the channel-3 facility.

Lamar lost its license last year in a landmark decision when a federal court of appeals overturned the commission's grant of renewal and ordered a comparative hearing on competing applications for the facility, with Lamar to be treated as one of the applicants. The company is operating the station on a temporary basis until an interim operator is selected.

Lamar's unsuccessful attempt to do away with the new hearing rested in part upon its contention that the commission should give it preferential treatment because of its record since 1964, when it encountered renewal opposition. The commission said the record could not be a part of the new proceeding because the court had already ruled on it and found it insufficient to warrant renewal.

Lamar also questioned the fairness of permitting other applicants to attempt to show that its past record is below par, while denying it the opportunity to show that the record is good. But, again, the commission said it would be inappropriate to allow Lamar a comparative advantage because of its past occupancy of the facility since the court has ordered that the applicants must compete on as nearly even terms as possible.

Just as other parties may rely on the past records of stations they own or control, the commission said, Lamar may rely in part upon the record of WJDX-AM-FM Jackson, which it also controls.

Color sets rise 4.2 million

More than 25-million TV homes are now color-equipped, according to NBC's quarterly estimate. NBC said that as of last July 1, one or more color sets were installed in 25.1-million households, representing 41.7% of the total TV homes in the U.S. NBC estimates for the same period in 1969 reported 20.9-million color-television households.

FCC forgives radio overbilling

It renews license and sanctions sale of station with erratic record

The FCC last week granted applications for renewal of license and sale of WKKO(AM) Cocoa, Fla., without a hearing, rebuffing charges that the station had engaged in fraudulent billing practices.

The commission said that under the circumstances it would expect the sale to be consummated promptly. As the majority put it, it was “indeed a close case.”

The station, a daytimer, is being sold for $255,000 to a group without prior connections to the licensee.

According to an auditor's report submitted by the station, WKKO overbilled advertisers by $41,805.69 between July 1, 1966, and Dec. 31, 1968. In the same period, the auditor found that WKKO had underbilled advertisers by $23,425.35. The underbilling, in the FCC majority’s view, gave some credence to the licensee’s excuse that the overbilling had been unintentional.

The erratic billing was discovered when a local auto dealer sued the sta-

IBA finds sympathetic ear on Capitol Hill

Illinois Broadcasters Association conferred with that state's congressional delegation in Washington last week and the seven-man IBA delegation came away bucked up by the fact that their 24 congressmen and two senators seemed to be anxious to understand broadcasters' problems.

The IBA representatives met with both Senators Charles H. Percy and Ralph T. Smith, both Republicans, and 22 of their 24 congressmen. The meetings were held on July 29 at a breakfast, a lunch and a reception that evening. Among the subjects presented by Illinois broadcasters were cigarette advertising, the fairness doctrine, political broadcasting, fees, CATV, the one-to-a-customer rule and the prime-time network rule.

Present from the state were James G. Hanlon, WGN-AM-TV Chicago; Howard H. Frederick, WIRL-AM-TV Peoria; Buren C. Robbins, noncommercial, educational WSIU-FM-TV Carbondale; Gene Taylor, WLS-AM-FM Chicago; William

Group of Illinois broadcasters held a reception, among other meetings, for their congressional delegation in Washington July 30. Shown above (1 to r) at the reception in the Rayburn Building: Howard H. Frederick, WIRL-AM-TV Peoria, incoming president of the Illinois Broadcasters Association; Representative John C. Kluczynski (Democrat); Representative Charlotte T. Reid (Republican), who was at one time mentioned for a post on the FCC, and James G. Harlon, WGN-AM-TV Chicago, current IBA president.

C. O'Donnell, WBBM-AM-FM Chicago; Joe M. Baisch, WREX-TV Rockford, and Jask Kussart, WAND(TV) Decatur.
tion in September 1968. The dealer eventually won a judgment of $1,160.

The sellers of WKKO are Mr. and Mrs. Jesse Freed: Ronald N., Marilyn O. and Anna Rothschild. The buyers are Stephen A. Marks (45%), Theodore A. Eiland, president and treasurer, and Lillian I. Eiland, vice president and treasurer (both 27½%). Mr. Marks has a minority holding in Delaware Television Service with CATV systems, Dover, Del. Mr. Eiland is general manager of WAKR-TV Akron, Ohio.

The vote to grant the requests for sale approval and license renewal, without hearing, was 4-to-2 with Commissioners H. Rex Lee and Nicholas Johnson dissenting.

In a statement, Commissioner Johnson said that the granting of these applications showed the commission as "prepared to ignore ethical and professional standards essential to the [broadcast] industry interest.

"I can think of little as destructive of the present scheme of advertising-supported broadcasting as the destruction of advertiser faith in the system that is bound to result from cases like this." He added that the case reminded him of WOR Indianapolis which was renewed despite evidence of fraudulent billing.

Adding to his opinion that a hearing to deny the license renewal petition is required, he said this case sets a precedent: "Any time a broadcaster finds himself in trouble with the commission he need only sell his broadcast property, take his capital gains, and leave the industry."

**AM record is reviewed in awarding FM license**

A three-year proceeding involving competing applications for a Tennessee FM construction permit appears to be drawing to a close.

In a cumulative initial decision last week covering all aspects of the case, FCC Hearing Examiner Thomas H. Donahue recommended grant of a CP for an Athens, Tenn., station to Athens Broadcasting Co. over competing applicant 3 J's Broadcasting Co.

Athens Broadcasting is licensee of WLR(AM) Athens and 3 J's owns WYXI (AM), that city.

The applications were designated for hearing in August 1967 and Mr. Donahue's initial decision a year later recommended grant of the CP to Athens Broadcasting, finding its greater coverage and proposed auxiliary power system outweighed 3 J's integration of ownership and management.

In May 1969 the commission's review board reversed the decision in favor of 3 J's. However, last January the commission found that allegations made by Athens Broadcasting raised questions about the qualifications of John P. Frew, owner of 3 J's Broadcasting.

In his conclusions last week, the examiner found that Mr. Frew withdrew from four business associations—which became holders of CP's for radio stations in Georgia—without filing transfers of control with the commission.

The examiner said Mr. Frew was responsible only for "reporting failures" and was not guilty of attempting to withhold information. Mr. Donahue also cited various shortcomings of Mr. Frew as a licensee. These included conducting and promoting a questionable listener survey; broadcasting material on WYXI without sponsor identification; "lack of a listening practice," and using WYXI to promote what was "closely a lottery"—a cash giveaway sponsored by Athens merchants.

**Change Hands**

Announced:

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

- **WINR-TV Binghamton, N.Y.:** Sold by Gannett Co. to Henry J. Guzewicz and others for $780,000. Paul Miller is president of Gannett. Gannett also owns WHEC-AM-FM-TV Rochester, N.Y., and WDAN-AM-FM Danville, Ill., and is publisher of Binghamton (N.Y.) Press and various other newspapers. See **WINR-(AM)** below. Buyers own radio and television tower-construction firm. WINR-TV is a channel 40, NBC-TV affiliate, on 288 kw vis. Broker: Blackburn & Co.

- **WINR(AM) Binghamton, N.Y.:** Sold by Gannett Co. to Peggy Stone Gilbert, Saul Frisching and others for $307,000. See **WINR-TV** above for sellers. The buyers own WUNI(AM) Mobile, Ala. Mrs. Gilbert and Mr. Frisching are vice-chairman of the board and executive vice president, respectively, of H-R Representatives, New York radio rep firm. WINR(AM) is on 680 kc with 1 kw daytime and 500 w night. Broker: Blackburn & Co.


**Outstanding Values in Radio-TV Properties**

**LOUISIANA...$160,000**

AM/FM in single-station market with home county population of 24,000 and retail sales of 39 million. Owns real estate and buildings. Terms of 29% down and balance over 10 years.

**MIDWEST FM...$65,000**

Excellent facility, serving metro area of 175,000 population, with nearly 50,000 watts ERP. Presently duplicates programming of sister AM, which has been sold subject to FCC approval. Owner seeking separate FM buyer to comply with new FCC rule. Tower-transmitter space can be leased. Terms: $10,000 cash, balance over 5 years.

**BLACKBURN & Company, Inc.**

RADIO * TV * CATV * NEWSPAPER BROKERS NEGOTIATIONS * FINANCING * APPRAISALS

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322-2970

ATLANTA  BEVERLY HILLS
Clifford B. Marshall  Colin M. Selph
Robert A. Marshall  Roy Rowan
Harold Walter  Bank of America Bldg
MONY Building  9455 Wilshire Blvd
1555 Peachtree Rd. N.E.  70-23
873-5826  274-8151

34 (THE MEDIA)  BROADCASTING, Aug. 3, 1970
Mr. Wooster heads Radio Hopewell Inc. and has interests in WROW(AM) Rome, W. Va., and WEEK(AM) Washington, N.C. WHAP operates on 1340 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

KAPE(AM) San Antonio, Tex.: Sold by Maxwell M. Marvin and others to Center Atkins Jr. and others for $275,000. Mr. Atkins owns an advertising agency in San Antonio. KAPE is on 1480 kc with 500 w daytime only. Broker: Blackburn & Co.

KRP(AM) San Jose, Calif.: Sold by Edward W. Meece and others to Melvin Gollub and others for $240,000. Mr. Gollub formerly had interests in WIFI(AM) Philadelphia. KRP is on 98.5 mc with 12.5 kw and an antenna 880 feet above average terrain. Broker: Hamilton-Landis & Associates.

KWUN(AM) Concord, Calif.: Sold by Norman Kestner and others to William D. Adler and others for $235,000. Mr. Adler is station manager of WEAW(AM) Evanston, Ill. KWUN is a daytimer on 1480 kc with 500 w. Broker: Hamilton-Landis & Associates.

KBMY(AM) Billings, Mont.: Sold by Kenneth Nybo and others to Howard and Stanley Enstrom for $210,000. Messrs. Enstrom hold real estate interests in the Chicago area and own an applicant for a construction permit for a new AM facility in Wheaton, Ill. Howard Enstrom is a broadcast consulting engineer and was formerly an engineering staff member of WON(AM) Chicago. KBMY is on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.


KPIN(AM) Casa Grande, Ariz.: Sold by Dale Bennett to Augustus Bailey Jr. and George H. Thomas for $75,000. Messrs. Bailey and Thomas are promotion director and assistant promotion director, respectively, for WCPO-TV Cincinnati. KPIN is a daytimer on 1260 kc with 1 kw. Broker: Blackburn & Co.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 54).

WRET-TV Charlotte, N.C.: Sold through bankruptcy by Emil F. Kratt, receiver for Dr. Harold W. Twisdale, David L. Steel and others, to R. E. Turner and Milton Ledet for assumption of $1,225,000 in liabilities. Messrs. Twisdale and Steel own WATU-TV (ch. 26) Augusta, Ga., and hold a construction permit for WMTU-TV (ch. 30) Memphis. Mr. Turner has a substantial interest in the Turner Communications stations—WTCG-TV Atlanta; WGOW(AM) Chattanooga; WMBR(AM) Jacksonvillle, Fla., and WMTA-AM-FM Charleston, S.C. Mr. Ledet has been named vice president and general manager of WRET-TV and was formerly vice president and general sales manager of WTCG-TV. WRET-TV (formerly WCTU-TV) is an independent on channel 36 with 133 kw visual.

KVON(AM) Napa, Calif.: Sold by Arthur C. Youngberg Jr. and others to Thomas L. Young and others for $530,250. Mr. Young is vice president and general manager of Blackhawk Broadcasting Co., which owns KAUS-TV Austin, Minn., and KWUU-TV Waterloo-Cedar Rapids, Iowa. KVON operates on 1440 kc with 500 kw day and 500 w night.

WYZE(AM) Atlanta: Sold by Roy V. Harris to George Johnston III, George W. Barber Jr. and Lathrop W. Smith for $500,000. Mr. Johnston has interests in WJLD(AM) Homewood and WJLN(FM) Birmingham, both Alabama. Messrs. Barber and Smith are Birmingham businessmen. WYZE is a daytimer on 1480 kc with 5 kw.

WKko(AM) Cocoa, Fla.: Sold by Mr. and Mrs. Jesse Freed; Ronald N., Marilyn O. and Anna Rothschild to Stephen A. Marks and others for $255,000 (see page 33).

KCET(TV) moving to old Allied Artists studios
The three-and-a-half-acre studio complex once owned by Allied Artists has been purchased by noncommercial KCET (TV) Los Angeles for approximately $800,000. Funds for the acquisition, plus an additional $1.5 million for modernization, are being made available in loans by the Ford Foundation.

The station has been leasing space in a building owned by ABC-TV. KCET officials expect to move to the new location within eight to 12 months. Former owner of the property was Colorvision Inc., which bought the studio from Allied in 1968. Colorvision has since filed bankruptcy proceedings, allowing the educational station to take over.

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**EXCLUSIVE LISTINGS!**

**NORTHWEST**—High powered daytimer in single station market close to important retail distributing center. Equipment excellent, new combination studio and transmitter building, operation profitable, experienced staff. Advertising sales show steady increase year after year. Priced less than two times gross. $250,000—29% down, balance ten to twelve years at low interest rate.

**Contact Richard A. Shaheen in our Chicago office.**

**MIDWEST**—Fulltimer in growing top one hundred market that has excellent potential. Transmitter land included. Good equipment and experienced staff. Currently billing approximately $14,000 monthly but should be double that. Located in profitable radio market. Absentee owned. Price $300,000—29% down, balance at seven and a half percent interest.

**Contact George W. Moore in our Dallas office.**

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**WILLIAM L. LANDIS INC.**
Brokers of Radio, TV & Newspaper Properties
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AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671
**WMC-TV counters blacks’ charges**

**Resisting Negro attacks on its license renewal, station says it’s fair**

The licensee of WMC-TV Memphis defended its programming and hiring practices against the charges of black activists in a petition filed with the FCC last week. Scripps-Howard Broadcasting Co. urged the commission to dismiss or deny the protests and grant renewal to the Memphis outlet.

The group owner challenged the statements of a black coalition which has argued that WMC-TV discriminates against Negroes in hiring—particularly for executive positions—and neglects black interests in its programming. The blacks filed against WMC-TV and two other Memphis stations, WREC-TV and WHBQ-TV, in separate petitions last month (Broadcasting, July 13, 20).

In its reply, Scripps-Howard began with the assumption that the blacks’ petition should be dismissed because it was filed late and because of certain “procedural defects”—such as “worthless” affidavits that failed to certify that the individuals had personal knowledge of the facts they recounted.

But even if the blacks’ charges are accepted in the form of an informal complaint, Scripps-Howard said, they are seriously misleading.

For example, the company argued, WMC-TV presents more black-oriented programming than the coalition had claimed, and it regularly integrates other programs. In fact, it said, WMC-TV recruits black guests for programs while turning away white prospects.

Scripps-Howard also took exception to the concentration-of-control issue raised by the coalition. The company acknowledged the obvious fact that it owns the only daily morning, afternoon and Sunday newspapers in Memphis, but added that the commission has never before questioned this concentration of media interest and should not suddenly begin to do so now.

On the issue of employment practices, Scripps-Howard said that WMC-TV has an equal-opportunity program in effect which has resulted in the training of numerous black personnel and a consistent rise in the percentage of black employees over the past five years. It also said it has hired one prominent black as a station executive.

The company pointed out that it met with several occasions with leaders of the black group, which has been seeking to negotiate programming and hiring agreements with Memphis stations.

However, it said, WMC-TV refused to “enter into any agreement to modify, share or delegate its responsibilities as a broadcast licensee, or to consent to a program of ‘forced hiring,’” although it felt some progress was being made on some points in the talks with black representatives.

As part of its defense against the blacks’ charges, Scripps-Howard noted the letters of support filed in its behalf with the commission after both the black activists and a white citizens’ group had made known their opposition to WMC-TV’s renewal (Broadcasting, July 20). Numerous Memphis citizens, including educators and black moderates, testified that the station was fair.

“No greater vote of confidence could be accorded [WMC-TV’s] effort toward civil rights,” Scripps-Howard said, “than this outpouring of support in its behalf from all elements of the community.”

**Fate of broadcast bill gets more complicated**

The political broadcasting bill (H.R. 18434) may be in danger of losing the bipartisan support which enabled it to breeze easily through the House Commerce Committee.

The Senate measure, the result of much tedious compromise between Democratic and Republican members of Chairman Torbert Macdonald’s (D-Mass.) Communications Subcommittee, calls for political spending limitations for political candidates beginning Jan. 1, 1971—thus not affecting this year’s congressional elections.

To some House Democrats, who feel the squeeze of limited campaign funds and may see themselves in trouble in the upcoming elections—this date seems increasingly remote.

They would like to see the spending limits applied as soon as possible to equalize any advantage more prosperous Republican opponents might have. Under the bill’s provisions all candidates are subject to the same ceilings on radio-TV advertising—seven cents per vote cast for the office in the previous election.

House Democrats are looking with increasingly hungry eyes at the Senate-passed version of the broadcasting bill which, unlike the House version would go into effect 30 days after signing by the President—and would apply to this year’s congressional elections.

As a result some House Democrats may be planning to move the House bill to the floor to beat the Aug. 14 House adjournment date and attempt to substitute some of the Senate bill’s provisions—the most important being the effective date.

This substitution idea will certainly be a subject of discussion at the Democrats Aug. 5 caucus called last Wednesday by Representative Dan Rostenkowski (D-Ill.), chairman of the Democratic caucus. A major fear, one congressional aide said, is that such a substitution move when the bill reached the floor would break the back of the bipartisan support and might lead to a wild amending session and, perhaps, the death of the bill.

**Media notes:**

Creative outlet: The former creative and sound directors for Mel Blanc Associates, Los Angeles, have formed their own sound service. Radio Atlantis Corp., formed by Richard Clorfene and Joseph Byrd, will create and produce radio advertising, programming, I.D. packages, corporate logos as well as engaging in youth marketing consultation. Messrs. Clorfene and Byrd have developed a multi-track playback system for theatrical sound presentations called Omniphonics. Address: 117 North Robertson Boulevard, Los Angeles 90048. Telephone: (213) 276-4030.

Catholic grants: The Catholic Communications Foundation is accepting applications for 1971 financial grants awarded during January. All individuals and organizations serving the broadcasting mission of the church are eligible for consideration. Applications must be received before Oct. 1 and should be addressed to Mr. Charles Reilly, Executive Secretary, CCF, 405 Lexington Ave., Suite 4200, New York 10017.

New FM for Cape: Dedication ceremonies were held July 26 for WQRC (FM) Hyannis, Mass. WQRC, owned by Cape Cod Broadcasting, will, it is claimed, reach all of Cape Cod. Output is 50 kw in stereo. Format includes continuous stereo music and local news coverage.

Moving out: Wendell L. Craig Inc., New York audio production house, has moved its offices and production facilities from 137 W. 55th Street to new and larger quarters at 300 W. 55th Street.

Expanding: Compix, the commercial photography department of UPI, is opening a full-service facility in New York in September at 227 East 45th Street in addition to its present quarters at 220 East 42nd Street.

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36 (THE MEDIA) BROADCASTING, Aug. 3, 1970
Another round in Alabama ETV case

Blacks say racial bias should have led FCC to lift stations' licenses

More protests were lodged last week against the renewals of eight licenses held by the Alabama Educational Television Commission.

Two petitions for reconsideration of the renewals were filed. One was by Rev. Eugene Farrell, Linda Edwards and Steven Suits—all of whom originally complained to the commission when the licenses were renewed in June. The other was a joint petition by the National Association of Black Media Producers and Black Efforts for Soul in Television. The petitions came two weeks after Senator Charles E. Goodell (R-N.Y.) wrote FCC Chairman Dean Burch protesting the renewals (Broadcasting, July 20).

The commission had received a number of complaints objecting to the deletion by the AETC stations of a number of programs on blacks supplied by National Educational Television. AETC said it had deleted the programs because they contained objectionable material. When the commission renewed the AETC licenses June 29 it said the matter was a discretionary one of "taste or judgment" (Broadcasting, July 6). The AETC stations are WAQQ(TV) Montgomery, WBGQ(TV) Birmingham, WGIQ(TV) Mt. Cheaha State Park, WDIQ(TV) Dozier, WGIQ(TV) Mobile, WGIQ(TV) Florence, WGIQ(TV) Louisville and WGIQ(TV) Huntsville.

In their petition last week, Messrs. Farrell and Suits and Miss Edwards charged that AETC has failed to meet the educational needs of the black community. They said that, despite the fact that 30% of the viewing audience served by AETC is black, none of the programming decisions were made by blacks, AETC has never had a Negro member in its 17 years of existence and among the AETC staff there are no black employees.

The group also noted that AETC listed a total of 257 programs which were integrated, but that these constitute only 10% of AETC's entire broadcast time and "the discrepancy appears too large to be accounted for simply by incidental factors of programming." It added that "AETC could have deleted one (or more) programs in a series without deleting the other programs in the series which did not contain objectional material."

In their joint petition, NABMP and BEST said the 257 integrated programs listed by the AETC as evidence of its policy of nondiscrimination are "a meaningless gesture which underscores the low priority which the AETC has accorded to blacks in Alabama." They said the exclusion of Black Journal and other programs cannot be justified because they have been proven to be adapted to blacks throughout the country, "and their broadcast would help to fill a vacuum created by AETC's own failure to meet the educational needs of black audiences."

It charged the AETC and the commission with imposing their own standards on programs related to blacks without trying to understand black educational needs.

"If there are a few obscene words in some of the programs, and if some of the material is emotionally disruptive, it is only because the black experience is not an idyllic world of contentment," they said, adding the education of blacks "will not be furthered by divorcing them from reality."

NABMP and BEST discussed the AETC situation in broader terms, claiming the situation is not unique and that the "continued failure to respond to black needs can only abet the frustration which has already gripped much of the black community."

YOU MAY NEVER READ THE WORLD'S LONGEST WILL*

BUT... in Greater Western Michigan you'll get action, not words, in auto sales through WKZO.

WKZO will put you into gear if you're after the rich Greater Western Michigan auto market. There are over 150 Ford, Plymouth and Chevrolet dealers in the WKZO primary service area—over a hundred more than the No. 2 station. Shift your sales into high through WKZO, just ask Avery-Knodel about our bumper-to-bumper coverage of Greater Western Michigan.

*The will of Mrs. Fredericka Cook was 95,940 words long, in four volumes.

WKZO
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives
Hill readies for fairness tilt

Senator Pastore will hold hearings this week on reply time to presidential TV appearances

The boiling issue of fairness in political broadcasts will occupy center stage this week at hearings before the Senate Communications Subcommittee.

Chairman John O. Pastore (D-R.I.) called the hearings to consider a resolution submitted in June by Senator J. William Fulbright (D-Ark.). It would require broadcasters to provide time for appropriate congressmen to discuss issues raised by the President in his television appearances (Broadcasting, June 8, July 27).

However, the hearings come at a time when almost every political faction imaginative is asserting its right to television time. After CBS set the controversy in motion by granting regular blocks of time for Democratic spokesmen to answer the President, Republicans and antiwar spokesmen and other groups have vied with one another—sometimes at the FCC—for access to the broadcast media.

Last week, the dispute surrounding CBS’s action was carried a step further at the commission. In the latest round of its debate with CBS, the Republican National Committee said the network granted time to the wrong spokesman when it permitted Democratic National Committee Chairman Lawrence F. O’Brien to answer the President. The committee said that party committees are not appropriate spokesmen for the views of the entire party. Other groups are specifically authorized to speak for the party on policy matters, it said.

Because of this fact, it said, CBS should not have granted time for the Democrats to make a political response to the allegedly nonpolitical addresses of President Nixon. The RNC specifically said, however, that CBS did not violate the fairness doctrine by granting time to the Democratic committee; it contended instead that since CBS did grant the time, fairness would be violated only if the network refused to grant reply time to the DNC’s true political counterpart—the Republican National Committee.

This is one of the issues involved in the fairness dispute. Others will be on display this week when the witnesses parade before the subcommittee.

The first witness will be Senator Fulbright, followed by Senator Edmund Muskie (D-Me.), a powerful force in molding Democratic communications policy as chairman of a Senate Democratic policy Subcommittee on that subject.

All three presidents of the major networks will then testify—Dr. Frank Stanton of CBS and Julian Goodman of NBC on Tuesday (Aug. 4) and Leonard Goldenson of ABC the first witness on Wednesday.

Next on Wednesday will be Joseph Califano, counsel of the Democratic National Committee, followed by W. Theodore Pierson Sr., special counsel of the Republican National Committee, and Donald McGannon, president of Westinghouse Broadcasting.

Thursday, the last day scheduled for hearings, has not been solidly set, but the line-up of witnesses will include Vincent T. Wasilewski, president of the National Association of Broadcasters; John W. Macy Jr., president of the Corp. for Public Broadcasting, and Lawrence Speiser, director of the Washington office of the American Civil Liberties Union.

BEST gets pink slip on its fairness charge

A fairness complaint against WMAL-TV Washington brought by Black Efforts for Soul in Television was turned down last week by the FCC.

Last January BEST charged the station with violating the fairness doctrine in denying it time to present its views on a news commentary aired last December (Broadcasting, Jan. 19). BEST said the station claimed the militants
receive too much attention on the air, implied that it understands the black community and showed a distorted and simplistic picture of "militants" versus the so-called "majority." BEST also alleged that the program made the unsubstantiated assertion that most blacks agree with the views expressed in the commentary.

In a letter to the black organization, William B. Ray, chief of the complaints and compliance division, told BEST "it appears that the station has presented contrasting views in its over-all programming" and has not stated or implied that it understands the black community.

The letter also stated that the question of whether WMAL-TV is meeting the needs and interests of the community will be considered in connection with the station's pending license-renewal application. BEST, which seeks to encourage community participation in the control of TV programming, is one of the groups seeking denial of WMAL-TV's renewal (Broadcasting, Sept. 8, 1969).

Oklahoma CATV gets distant-signal waivers

The FCC last week waived its restrictions on importation of distant signals and permitted an Oklahoma CATV firm to import the signals of seven television stations.

The company, Cablevision of Muskogee, also won a waiver of the commission's limitations on leapfrogging—carrying a distant signal before a closer one of the same kind. Although the cable firm plans to carry distant Oklahoma City signals—which are farther away than comparable signals in Joplin, Mo., and Fayetteville, Ark.—the commission waived its rules because the more distant stations are located in the same state as the cable company.

Cablevision will import the signals of KTEN(TV) Ada-Ardmore, Okla.; KOCO-TV, KWTXTV(TV) and WKY-TV, all Oklahoma City; and KFHTV-TX, KTIV-TX and KTV(TV) Dallas-Fort Worth. The company will also carry five local stations.

The waiver request had been opposed by three Tulsa, Okla., licensees. The owners of KVOO-TX, KTUL-TX and KTV(TX) argued in part that the proposal should be held in abeyance until resolution of the FCC's proposed rules on CATV; that importation of these signals would be inconsistent with the provisions of the copyright bill (S. 543) now pending in the Senate, and that the development of UHF in Tulsa and Muskogee would be damaged by the availability of the distant signals.

But the commission responded that there is no reason to withhold the new service because of pending bills or other proposals that might affect CATV. It also noted that neither of the two UHF licensees in Tulsa had objected to the proposed rule waiver, and said there was no reason to believe that importation would retard UHF development in the area.

Commissioner Kenneth A. Cox was the only dissenter to the commission waiver of its rules.

New muscle for prime-time rule

Justice backs FCC as NAB frets over fate of small-market TV's

The National Association of Broadcasters last week added its voice to the industry's last-ditch attempt to head off the FCC's new prime-time access rules. In a petition for reconsideration of the rules, NAB emphasized the effect the rules might have on small-market network affiliates.

But even as the filing came to the commission, a letter in the office of Chairman Dean Burch indicated that the broadcasters' arguments may be a lost cause.

Richard McLaren, chief of the Justice Department's antitrust division, told Chairman Burch that his department regards the rules as "completely consistent with the objectives of the antitrust laws in seeking to maintain competition in all aspects of broadcasting."

Additionally, Mr. McLaren made it clear that Justice is confident of its authority to act in this area if the commission backtracks on its own decision. "These comments are not intended to preclude the Department of Justice from taking any appropriate action under its responsibilities for antitrust enforcement," he said.

Mr. McLaren said Justice has long felt that "the networks' control over television programing, which appears to have arisen primarily because of their effective control over access to the nationwide television audience, raises serious questions under the antitrust laws...."

NAB tried to combat such attitudes in its comments on the rules, which would eliminate the networks from domestic syndication and restrict to three hours the amount of prime-time affiliates in the top-50 markets may take from networks. It said the commission has created a "30-minute program vacuum which will be filled largely by the lowest common denominator of material."

At present, NAB said, networks program three-and-a-half hours to affiliates, leaving 30 minutes of prime time for local news. If the networks do not program the additional 30 minutes they now provide to all affiliates, NAB said, the stations will have to find other program sources, a problem that is compounded in the smaller markets. Added to this, NAB said, is the burden of keen competition in selling prime-time advertising. Financial support for whatever is to be programmed could scarcely equal that which the networks currently attract, it added.

NAB said that program producers are going to market only what they can sell in the small markets and independents in all markets will either have to put themselves in financial jeopardy to outbid other area stations for programing, or settle for mediocre programs that will result in a decrease in audience levels and revenues. Ironically, NAB contended, the independent UHF which the FCC seeks to favor by the prime-time rules will suffer most.

There are few independent sources available, NAB maintained, and "certainly not at a price the small-market stations can afford." New outlets for programing may be created, NAB stated, "but no one has established that the buyers and sellers exist or are forthcoming."

NAB sided with the opinions of FCC Chairman Dean Burch and Commissioner Robert Wells that even if new program syndicators appeared the uncertainty of selling the expensive product would discourage entry of independent program producers into the field.

The only way independent producers will venture into the market, NAB said, is by providing "inexpensive, marginal quality material."

Ritter rides campaign trail

Allied Artists Television is placing 20 feature films starring Tex Ritter into syndication to TV stations, coincident with the western star's campaign for senator from Tennessee. The films were produced between 1938 and 1941. Mr. Ritter is a Republican.
Should TV educate minorities?

That's question asked of commercial system as Mike Dann nips the hand that fed him

Michael Dann, former CBS senior vice president in charge of programing now working in educational television, told a Senate committee last week that commercial networks are in the main "not interested in educational programing."

Mr. Dann, who for almost a month has been vice president and assistant to the president of Children's Television Workshop, told the Select Committee on Equal Educational Opportunity that "the networks, because of their commercial orientation, have simply ignored the problem of equal educational opportunities, not just for minority groups, but for all groups... Educational programs obviously appeal to small groups. By definition, commercial networks seek mass audiences... the commercial structure as it now stands does not provide for this kind of programing."

While appearances of minority-group members on television have increased, Mr. Dann testified, "far less progress" has been made in three other areas: participation of minority-group members in either the technical or creative production of programs; programing dealing with or including the minority perspective, and involvement in efforts to secure equal educational opportunities for all groups.

Mr. Dann said that while at CBS he received "many letters from major advertisers urging us to intensify our efforts on behalf of minority groups." But because of the "way the industry is run," he said, "the pressures of turning out a weekly program attempting to reach the largest possible audience by creative staffs that continue to be virtually all white automatically minimizes the chance for a minority point of view appearing even on a periodic basis."

"The industry does not have a great deal to be proud of at this point," Mr. Dann concluded.

In response to a question by the committee chairman, Walter F. Mondale (D-Minn.), as to steps the country should take to achieve "mass educational, nonracial" programing, Mr. Dann said the networks must say "one hour... one day... is set aside for educational programing." Time must be allocated and a minority staff built to serve the minority view. "You can't create responsive programing through mandate or legislation," Mr. Dann said.

(Senator Mondale also heads the Subcommittee on Migratory Labor, which is investigating reports that various groups attempting to pressure NBC into canceling or censoring a documentary it televised July 16 dealing with the plight of migrant farm workers [see story page 42].

Mr. Dann's new boss—Joan Ganz Cooney, president of the Children's Television Workshop and creator of much-lauded Sesame Street, said most black and other minority-group children are growing up "seeing too few of their own people on television. It is bound to have an effect on them, on their perception of themselves and on the world around them, and this effect is not good for these children."

Mrs. Cooney testified that Sesame Street's behind-the-scenes team was the "most thoroughly integrated in television." Nine of the 28 key staff members are black, she said, including two senior producers, one curriculum supervisor, the director of utilization and the business manager.

Unions are partly to blame for the scarcity of minority-group technical personnel in television, Mrs. Cooney said. "Television's engineering, lighting, stagehand and other technical unions, for one reason or another, have few members from minority groups. When you need a skilled cameraman, or lighting engineer who is black, you find he just does not exist."

Noncommercial television is the "best bet" for meeting long-range educational goals, Mrs. Cooney testified. She said the increasing prevalence of CATV is making UHF reception compatible with VHF. In response to Senator Mondale's question as to how much money ETV could effectively use, Mrs. Cooney replied: "$500 million... a billion." Without flinching, Senator Mondale responded: "If it's politically impossible to find programs to bring people together, maybe we'll have to do it through television."

Also testifying was Dr. Chester Pierce, a black professor of education and psychiatry at Harvard university and on CTW's board of advisers. Dr. Pierce charged that blacks "remain virtually bereft of any executive decision-making capacity in television... Blacks have no significant participation in this institution."

"Both the white and black child see blacks offended in subtle but definite ways," Dr. Pierce alleged. "The end result of this incessant barrage of micro-aggressions is that the child is taught that blacks are inferior, and should be happy and accommodating to whatever cumulative, mini-assaults are directed to them by whites. The children are taught that blacks have no special contribution to make or any capacity for original, penetrating..."
thought," he said.

"Television must prepare, with sensitivity and skill, the black and white child to the real world he faces as an adult," Dr. Pierce added. He also noted that "it would be important to try to get a black appointed to the Federal Communications Commission."

Network and noncommercial television came under fire from a last-minute, unscheduled witness—Nick Reyes, executive director of the Mexican-American Anti-Defamation Committee, who charged that Chicanos (Mexican-Americans) have become a "new nigger" in the medium.

Mr. Reyes charged that his organization had struck out in efforts to persuade the networks to present "real images" of Chicanos and to cease ignoring them in news reports and other programming. He said networks and advertisers contended they had to address the "mass audience."

ETV personnel, including those connected with Sesame Street, were similarly unresponsive, Mr. Reyes added, claiming that he was able to speak to Mr. Dann only by "buttonholing him in a bar."

Computer Image expands its program services

Computer Image Corp., Denver, has reported completion of its plans to create a "consortium" which the firm claims will be able to provide a "total capability in the fields of commercial, industrial, educational and entertainment film and video tapes." Computer Image currently employs two of its computerized animation systems in the production of animated TV commercials, films and video tapes (Broadcasting, Oct. 13, 1969).

Merger agreements have been reached with Les Weissbrich and Associates Inc., a creative graphics firm; Filmline Production Associates Inc., live film production; Bob Vogel Inc., industrial animation, and Quartet Films and its subsidiary, Quad Services, full animation for advertising, education and entertainment. All are located in Los Angeles. CIC has also acquired Dolphin Productions, New York, a live film producer now equipped with the Computer Image-created Scanimate, a two-dimensional animation computer.

In addition to the Scanimate and Animate, a three-dimensional animation generator, Computer Image has created CAESAR—acronym for Computer Animated Episode Single Axis Rotation—to produce animated full-length movies.

CIC said it has also developed a method of transferring the movements of human beings directly to the computer-driven cathode-ray tube for photograpling. According to Computer Image President Bruce Birchard, a harness device with sensors, when worn by an individual, can reproduce his actions in animated form, creating real-time animation.

The film has provided credits for the Bing Crosby, Raquel Welch and Smothers Brothers specials, created a new introductory film for the National Football League games on CBS-TV this fall and has produced station ID's and educational films for Sesame Street.

Novel-for-TV is due on NBC

Vanished, the first adaptation in NBC's novels-for-television project, has been scheduled to air next season in a two-part "World Premiere" presentation. The four-hour rendering of Fletcher Knebel's best-selling novel about intrigue in Washington will be offered in two two-hour segments on succeeding nights. Richard Widmark has been signed to portray the President of the U.S. Production will begin in mid-September.

The novels-for-television concept was announced last year by NBC in conjunction with Universal Studios. The plan was to provide a flexible mode for faithful adaptation of novels for television. Vanished was the first, and is, to date, the only novel being adapted under the "World Premiere" project.

Mr. Arnold doesn't like 'Sesame Street'

Popular children's program is termed full of nonsense by educational consultant

Educational television in general and Mrs. Joan Ganz Cooney of the Sesame Street program in particular were attacked sharply in remarks prepared for delivery today (Aug. 3) at the American Management Association's sixth annual conference and exposition on education and training in New York.

The attacker was author-columnist-educational consultant Arnold Arnold, who urged "serious and objective research into the effect of frequency and duration of the TV experience on today's children." So far, Mr. Arnold charged, "this [ETV] industry lacks responsibility, imagination and professionalism . . . ."

A child learns "predominantly through direct contact with people," Mr. Arnold said. And, he added, each child develops at a different rate and at his own speed. "It follows," he continued, "that any regular and sustained passivity that supplants or interferes with the stated developmental requirements must be deemed detrimental to preschool and early-grades children."

Mr. Arnold placed television firmly in this "passivity" category and charged Mrs. Cooney, head of the Children's Television Workshop, producer of Sesame Street, with "prevalent unconcern" with this factor.

In doing so, he said he quoted from Mrs. Cooney's "The Potential Uses of Television in Preschool Education—A Report to Carnegie Corp. of New York, 1967." "Whether or not many hours of viewing television is good for children," Mr. Arnold quoted Mrs. Cooney, "we do know that they are capable of long periods of absorption in all kinds of television programs."

Mr. Arnold commented: "This is the kind of irresponsible attitude that directs today's educational programming, beamed at preschool children in the United States."

Mr. Arnold also cited what he said were the dangers that would result from the "erroneous ideas about the perceptual and conceptual learning needs of children" generated by Sesame Street.

"Children will probably survive the nonsense and the hysteria that spew forth from the TV Workshop and from its minions," Mr. Arnold said. "But public policy in day-care; nursery school, kindergarten and other early education have already been detrimentally affected. Further, parental judgments about their children's educational needs have also been harmed by this program."

Mr. Arnold quoted "professionals" who have expressed "serious concern about the value and the effects of Sesame Street. Among them he mentioned Dr. Frank Garfunkel, director of the New England Regional Head Start Evaluation Center, in a critique titled, "Sesame Street—An Educational Dead End?"

"This is not imagination, nor is it pioneering with educational television," Dr. Garfunkel is quoted as writing. "It is more accurately labeled as fraudulent."

As for the future, Mr. Arnold advanced these "constructive specifications for improvement":

Educational TV programming for preschool and children in early grades should be predominantly cultural and participation provoking.

Educational TV must always be supplemental to direct experience.

Well-conceived programming could dramatize the most productive child rearing for parents.
Senate unit airs ‘Migrant’ dispute

Spokesmen for Coca-Cola, farm groups deny attempt to suppress documentary

Martin Carr, producer of the NBC-TV documentary *Migrant*, last week told the Senate Subcommittee on Migratory Labor that the Coca-Cola Co., Atlanta, brought no pressure on the network to alter the program. *Migrant*, broadcast July 16, depicted the living conditions of migrant workers in Florida.

The subcommittee was investigating allegations that Coca-Cola, among others, had either attempted to force changes in the content of the program or had intimidated NBC affiliates in an effort to get them to drop the show.

Reportedly, Coca-Cola had demanded the deletion of material critical of the company for allowing substandard living conditions to exist among migrant workers in their citrus groves (BROADCASTING, July 27). Coca-Cola has interests in Florida citrus production through its Minute Maid Co.

Testifying before the Senate Subcommittee on Migratory Labor, Mr. Carr said that if such requests had been made “I probably would not have gone along with them.”

He said that Coca-Cola officials had met with NBC people the day of the documentary’s showing, to bring to the network’s attention the company’s plans for improving conditions among the workers.

The company’s long-range plan called for better housing, higher wages and social services.

Mr. Carr commented that he had not taken part in the meeting.

“Reuven Frank, president of NBC News, brought this plan to my attention and he felt that to be fair to Coca-Cola it would be good to include the plan in the documentary, if possible,” Mr. Carr said. Additionally, Coke also felt that they bore an unfair share of responsibility for setting the wage standards and living conditions of migrant workers.

Mr. Carr commented that the requests for changes had not been unfair and that he had agreed to the minor alterations that resulted.

In the version which was broadcast Mr. Carr added the words: “Coca-Cola is at work on a major plan, which it claims will correct the failings it has found in its citrus operations.” At another point in the documentary, narrator Chet Huntley originally asserted that Coke and other “giants” in the Florida citrus industry “set the standard for citrus workers in Florida together with the smaller growers.” These comments were deleted from the broadcast version.

Mr. Carr said that the deletion was necessary to avoid the impression that Coke was more responsible for poor living conditions than anyone else. He pointed out that there were a number of large companies with interests in Florida citrus groves.

In a related development, at least one congressman, Leonard Farbstein (D-N.Y.) is not so convinced of Coke’s innocence. He cited Coca-Cola’s meeting with NBC officials as one example of food advertisers’ pressure brought to bear on radio-TV coverage of consumer questions (see page 43).

Several agricultural organizations, The Sugar Cane Growers Cooperative of Florida and the Florida Fruit and Vegetable Association, allegedly at

More legwork on NBC’s new news

That’s aim of three-man team, which starts minus McGee, out of action with an ulcer

NBC newscasters David Brinkley, John Chancellor, and Frank McGee gathered on closed-circuit TV for NBC affiliates last Monday (July 27) to explain plans to “take a fresh look” at the evening news show, known for 14 years as the *Huntley-Brinkley Report*. The new show, *NBC Nightly News*, was to begin Saturday (Aug. 1). It will be fed seven nights a week at 6:30-7 p.m. and 7:30-8 p.m. New York time.

Messrs. Chancellor and McGee are replacing Chet Huntley, who has retired from NBC to return to his native Montana to develop a recreational-resort complex.

“We’re going to try to improve the news show,” explained Mr. Brinkley, “not because Huntley is leaving but because it’s a convenient time to take a fresh look at what we’re doing. We want to see whether some is bromide or cliche.”

Messrs. Chancellor and McGee concurred in the long-range plan, both amplifying it with an announcement that they would do most, if not all, of their own newswriting. Mr. Brinkley explained that he will continue to do his own writing.

NBC spokesmen reported last week that the news staffs of the former *Huntley-Brinkley Report* and the *Frank McGee Sunday Report* have been consolidated.

A key factor in the new plan for the show is, as Mr. McGee explained it, to narrow the “gulf between us and the news.” More stories from the field will be used. “We need closer identification with actual happenings.”

Plans are to have Mr. McGee and Mr. Chancellor alternate in the New York anchor spot, giving the man off more time to cover stories. Mr. Brinkley stays in Washington.

Mr. Huntley got up early on his last day at NBC, last Friday (July 31), to appear with Hugh Downs on the *Today* show. Included were filmed excerpts of Messrs. Huntley’s and Brinkley’s first time together on TV, on Aug. 8, 1956, at the Democratic national convention in Chicago.

Mr. McGee missed his debut on the new *NBC Nightly News* last Saturday. Mr. McGee, suddenly hospitalized with an ulcer, was expected to be absent for 10 days or two weeks.

David Teitelbaum, former producer of *The Frank McGee Sunday Report*, was named last week as producer of *NBC Nightly News*. Les Crystal, producer of the now-defunct *Huntley-Brinkley Report*, was named field producer for the new news show.

Mr. Chancellor  Mr. McGee  Mr. Brinkley
attempted to pressure the network and individual stations into killing the program. Sugar Cane Growers president George Wedgeworth told the subcommittee that the charges were "categorically unfounded and untrue."

Mr. Wedgeworth's organization had sent letters to the FCC and to individual stations carrying the program asking if licensees showing the program were "discharging their responsibilities in a manner warranting their continuation as licensees." An NBC spokesman said, "If a letter was sent, it obviously didn't do any good." He noted that only five NBC affiliates didn't carry the program—W BAL-T V Baltimore, WSYR-TV Syracuse, N.Y., and three stations in the Cincinnati area which carried the Cincinnati Reds baseball game that night.

Mr. Wedgeworth told the subcommittee that the letter was not a threat, but rather a plea for a balanced presentation of both sides of the migrant workers' story. He countered that NBC had posed a threat in news releases sent to its affiliates stating that if a station didn't show the program "there would be a better reason."

A spokesman for W BAL-T V Baltimore, an NBC affiliate which did not air the program but did acknowledge receiving a letter, said that the letter had no bearing on the station's decision. W BAL-TV program director John P. Frankenfield said that station executives had viewed the program via closed circuit and concluded that it did not explore the subject extensively enough to be acceptable.

Are food chains trying to slant consumer news?
Representative Leonard Farbstein (D-N.Y.) charged last week that supermarket chains and food manufacturers are exerting pressure on broadcasters and newspapers to kill or tone down unfavorable consumer stories. He called for an FCC investigation of the matter.

The congressman said that, because of this pressure, "the public cannot look to the news media for full and balanced coverage of consumer questions."

In a speech delivered on the House floor, Mr. Farbstein cited 20 case histories of alleged food advertising pressure around the country. One of the examples cited was Coca-Cola and their reported attempts to censor the NBC show Migrant (see page 42).

Pay TVers see no harm in further sports ban
Two prospective pay-TV operators told the FCC last week that they would have no objection if the commission decides to toughen its present restrictions on

-Changing Formats-

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

* WBAP(AM) Fort Worth—Carter Publications Inc., effective Aug. 17, will change its format to 100% country music. Hal Chestnut, director of radio operations, said the decision to switch from its traditional middle-of-the-road format resulted in part from the increased popularity throughout the nation of country music and "the advent of country-oriented shows on network television." Mr. Chestnut said the station's current all-night country-music program from 12 midnight to 5 a.m. "has long been highly successful."

* WKOP-FM Binghamton, N.Y.—Binghamton Broadcasters Inc., effective Aug. 2, was to begin programming past and present top-40 music and progressive rock. The station was previously a pre-recorded background-music station featuring easy listening instrumental music. A station spokesman noted plans call for stereo operations within four months.

* W BCI-FM Williamsburg, Va.—Williamsburg Broadcasting Inc., effective June 29, extended nonduplicated programming to include the hours from 9 a.m. to 12 midnight sign-off. The stereo facility, previously simulcasting daytime-only WBCI(AM) from sunrise to sunset, now simulcasts a middle-of-the-road format from sunrise to 9 a.m. The FM expanded its easy-listening format, previously programmed from sunset to 12 midnight. William Collins, AM program director, said plans call for an automated FM format soon.

News coverage arouses most FCC complaints
The FCC issued its year-end tabulation of complaints last week and found that those concerning distortion or suppression of news were more than doubled in fiscal 1970.

Specifically, the commission received 5,139 complaints of distorted or suppressed news in fiscal 1970 compared to 2,328 in fiscal 1969, largely, it added, as a result of "heavy mail received following the controversy on network coverage of President Nixon's address on Vietnam in November 1969."

The commission added that other areas showing a marked increase in complaints were: "un-American or Communist programing; obscenity, profanity and indecency, and equal time and fairness." Advertising complaints showed little change from the previous year, totaling 1,829 for fiscal 1970, the commission said.

Complaints on broadcast matters totaled 25,920 for the year ended June 30, compared to last fiscal year's total of 21,542. All complaints, comments and inquiries numbered 60,295 this fiscal year as compared to 57,938 for the year ended June 30, 1969.

More ABC Radio news for many affiliates
In order to allow affiliates of its four networks in the Eastern and Central time zones to remain on the air two hours after other news services, ABC Radio will expand network news service to these stations beginning Sept. 7.

ABC Radio news will provide two additional nighttime newscasts of five minutes each for affiliates of the American Contemporary, Entertainment and Information Radio Networks. One additional nighttime news program will be fed to stations of the American FM Radio Network.

Under the new schedule (all times EDT) stations on the entertainment network will get five minutes of news at 12:30 a.m. and five minutes at 11:30 p.m. Contemporary Network stations will get five minutes at 11:55 p.m. and 12:55 a.m., Information Network stations at midnight and 1 a.m., and FM Network stations will get their extra newscast at 12:15 a.m.
Program notes:

Development deals - Warner Bros. Television has signed separate agreements with Danny Arnold and Leonardo Ber covici to create and produce prime-time network series. Mr. Arnold was writer-producer of That Girl and Bewitched. Mr. Bercovici, who will be making his TV debut, has written and produced numerous motion pictures, with his credits including The Bishop's Wife, Square of Violence and Under Ten Flags.

Days in court - Twentieth Century-Fox Television's live/tape division is expanding its production output, scheduling a new half-hour series and a group of specials. Alan Silverbach, vice president in charge of syndicated sales, said the division will start production shortly on the daily, half-hour Famous Jury Trials, which is a Talent Associates presentation in association with FOX. In addition, second-year production of Beat The Clock syndicated series, sold in 40 markets, will begin soon. Details on an all-family music special will be announced shortly, Mr. Silverbach said.

Simple physics - Metromedia Producers Corp. reports it will begin production shortly on the pilot for a five-minute daytime series, Kitchen Professor, featuring Professor Julius Sumner Miller, who will illustrate and solve everyday problems through the use of simple physics. The pilot is being made for the Colgate-Palmolive Co., New York, through William Esty Co., New York, and is being produced in association with Jerry Dexter Productions Inc., Hollywood.

Derby information - Radio stations may receive rapidly updated news of the All-American Soap Box Derby in Akron, Ohio, to be held Aug. 9-15. A direct dial prepaid phone call to news headquarters in Akron will tie in stations to a tape recorded report of the derby news. Information may be obtained from Dick Zemmin, Campbell Ewald, General Motors Building, Detroit 48202.

Promotion

BPA plans another wide-ranging seminar

The 15th annual seminar of the Broadcasters Promotion Association in Houston on Nov. 8-11 will center on the theme of "The Responsibility and Challenge of Broadcast Promotion II." President F. C. (Mike) Straw of KCMO-AM-FM-TV Kansas City, Mo., said the title was chosen to emphasize that the session will continue the approach of the 1969 seminar, which related the role of the promotion manager to contemporary issues and to broad management topics.

On Nov. 10, for example, the seminar will have a half-day session on communicating with youth and a discussion on licensing and regulation problems of the broadcast industry in the 1970's. The basics of broadcast promotions will not be neglected, it was stated, since there will be a series of workshops in seven TV-radio areas.

TIO distributing anniversary color spot

A 60-second color spot celebrating broadcasting's golden anniversary is being released this week by the Television Information Office of the National Association of Broadcasters. The spot is being shipped free to all TIO sponsor member stations. Other stations may order prints at the $6 cost.

The spot's video portion illustrates the routine and special uses that radio and television are put to: a man shaving to radio, a woman exercising to TV, a woman viewing a funeral cortège, a family watching astronauts on the moon. A voice-over notes that broadcasting has "become so much a part of our lives that we often take it for granted," adding that without broadcasting "only a small handful of us would have seen and heard the great personalities and events of our time."

In addition to the new spot, a limited number of two earlier TIO spots are available. The 30-second spot "The News is People" can be ordered at $4 and a print of the 60-second "You Have the Right to Know" can be had for $7.

Claudia Turner, weather girl on WSFA-TV, Spartanburg, S.C., has been chosen as Miss South Carolina and will compete in the Miss America pageant in September. Miss Turner is also co-host on WSFA(AM) program, Youth in Action.
San Francisco has produced an "A-to-Z" client list for interested media buyers. Created by Image & Design, San Francisco, the station's creative agency, the booklet lists KGO's clients by product category on various-colored children's blocks. Copies are available from KGO's radio sales department or from their national rep, Blair Radio.

**Journalism and chemistry?** The Chemists' Club of New York has initiated an annual awards program to honor individuals in all fields who have advanced the public understanding of chemistry's essentiality to mankind. Nominations for the November awards must be submitted by Sept. 25 to annual awards committee, Chemists' Club, 52 East 41st Street, New York 10017.

PR school **The New York chapter of the Public Relations Society of America and New York University's school of continuing education, division of business and management are starting a program in public-relations management. Details on the courses and enrollment may be obtained from the division of business and management, school of continuing education, New York University, 1 Fifth Avenue, New York.**

**Beetle-Beatle contest** WSSB(AM) Durham, N.C., promoted its WSSB window-sticker campaign by covering a Volkswagen sedan with 756 stickers, driving it around town, displaying the car at local sponsors and hanging it 60 feet in the air from a crane for a weekend remote show. Listeners were invited to guess the number of stickers and the car was the prize. Small appliances and Beatle recordings were also given away.

**Xmas in August** Metromedia Program Sales has sent to TV station managers throughout the country dancing Santa toys to remind them to prepare for Christmas programming. Attached is a description of MPS holiday programming: including the two-hour *Santa Claus Parade*, the one-hour *Ray Coniff Christmas Show* and the one-hour *The Mean Mr. Firecracker*.

**Clean up** KBRC(AM) Mount Vernon, Wash., handled coverage of a massive local cleanup campaign, in which community-youth groups around Mount Vernon collected over 55,000 cans and bottles, and made an $11,000 profit for themselves besides. The program was sponsored by the First Federal Savings and Loan Association of Mount Vernon. The bank paid youngsters two cents for each can or bottle turned in. KBRC ran frequent reports on the proceedings.

**Safeguard freezers** The Association of Home Appliance Manufacturers is making available to TV stations 30- and 60-second color film announcements which warn the public against the menace of abandoned refrigerators and freezers to children. The announcements give steps to be taken in safeguarding abandoned units. Address: 20 North Wacker Drive, Chicago.

**Sesame books** Children’s Television Workshop, creator of *Sesame Street*, and Time-Life Books, publishers of special edition of five-volume *Sesame Street* books, will distribute 90,000 copies of books in disadvantaged areas in the fall. New in Philadelphia J. Robert Holland and Lee A. Pearlman, both formerly associated with the Philadelphia PR firm of Lewis & Gilman, have formed Holland-Pearlman & Associates Inc. there at 1601 Walnut Street. Holland-Pearlman will offer both general and specialized public relations including extensive media contact.

A walk into history CBS Enterprises is renting to people visiting Gettysburg (Pa.) National Military Park a cassette player containing a tape recording describing the decisive third day in the battle of Gettysburg. The script is written by historian Bruce Catton and voiced by CBS News correspondent Walter Cronkite. The project is the first of "living drama walks" to be undertaken by CBS with the cooperation of the U.S. Department of the Interior at about 100 national military parks, historical sites and parkway. Rental fee is $3.

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**ARE YOU A MEMBER OF SNI?**

**DO YOU HAVE YOUR RESERVATION FOR THE UP-COMING SKI SEASON?**

Ski Network International provides daily phone ski reports from major ski areas throughout the United States and Canada; and weekly reports from the Alps and Scandinavia are also scheduled.

Stations may tape phone reports for frequent replay if desired, no extra cost. Time of reports are limited to 60 seconds.

Your station is protected against the possibility of another station, either radio or television in your coverage area carrying SNI programming. Of course, reservation is determined on a first-come, first-serve basis.

Terms: stations are billed every 14 days: $5 a report; i.e., $70 every two weeks. To ensure your station of carrying Ski Network programs for the up-coming season, send the first two weeks payment ($70) and your coverage map. This will be sufficient for opening an account with your station.

**SKI NETWORK INTERNATIONAL**

12440 28th ave. so./Seattle 98168

Phone: 206-244-2960
Western Union last week asked the FCC to approve a proposal for a “high-capacity, multipurpose domestic communications-satellite system to serve all 50 states.” The application was the first tendered to the commission since it opened the door to the establishment of such a system late last March. Western Union had not been among the anticipated applicants, which include Comsat, AT&T, Teleprompter Corp. and the three networks.

In a series of applications, Western Union asked the commission to sanction a system consisting of:

- Three communications satellites to be stationed in synchronous, stationary orbits 22,300 miles above the earth.
- Six initial earth stations near New York, Atlanta, Dallas, Chicago, Los Angeles and Portland, Ore., to send, receive and distribute communications signals to and from the satellites.
- 31 terrestrial microwave relay stations that will link the earth stations with Western Union’s existing 7,900-mile transcontinental microwave network.

The company estimated that the proposed system would require a capital investment of approximately $95 million and would generate some $28 million in annual revenues after it is in full operation. The first satellite launch would take place about two years after FCC approval of the proposal.

The proposed system would provide 10 channels of intercity video relay for broadcast and cable-television transmission in addition to multiple-access message and data services.

For a flat fee of $105,000 per video channel per month, television signals would be relayed in this way: Initially, signals would be accepted at New York or Los Angeles originating points only; they would then be transmitted to Western Union television operations centers in those cities. From the centers the signals would be fed to nearby earth stations for radiation to a satellite. They would then be re-radiated from the satellite to receive-only stations (provided by customers) anywhere in the 50 states.

The service would include associated audio and would be available on a 24-hour basis.

Western Union said it would be amenable to reducing rates for ETV interconnection but said this would result in the necessity of “adjusting” rates charged commercial users. The carrier offered to work with the commission to develop means of providing public-service benefits in the form of ETV channels, “people’s dividend” program assistance and data-transmission services for educational institutions.

Western Union President Russell W. McFall said the proposed satellite system would accommodate most of the communications services now offered by the company. He said the firm anticipated no increase in tariff rates for present message traffic that can be routed through the system, and that after an initial period of operation, “it is probable that we will be able to reduce these charges. Immediate savings,” he added, “would be available to the users of intercity video service.”

The proposed system, Western Union said, is expandable to meet the needs of future growth in domestic channels for inter-city video, voice and messages and data. Broadcasters and other customers would be able to own receive-only stations to pick up satellite-emitted signals, with Western Union adding several mobile transmitting and receiving stations to the system to provide additional operating flexibility.

According to the firm, the proposed system would make possible for the first time direct transmissions to Hawaii and Alaska from either the New York or Los Angeles earth stations without the need for transcontinental transmission to a relay point. This would make “real-time” live transmissions possible to those states, Western Union said.

In inviting applications for domestic satellite systems in March (Broadcasting, March 30), the commission admitted it wasn’t sure what form such systems might take, and asked potential operators to submit a considerable amount of information along with each bid.

In January the Nixon administration recommended that the commission establish a wide-open interim policy on satellite systems allowing virtually any group with the required technical and financial resources to own and operate its own system (Broadcasting, Jan. 26). The FCC, however, reserved for itself several options, including the authorization of specialized versus earth stations, as well as other basic policy determinations.

Comsat said it would have no comment on the filing until it had a chance to study the application. It added that it was continuing discussions with potential customers and that it expected to file its own application in the near future.

An AT&T representative said an ap-
plication for a satellite system would be filed "shortly," which he said meant "a month or two on the outside."

Earlier this month, it was learned that Comsat and AT&T had been having discussions and that the tentative plan was for Comsat to apply for permission to put a domestic-satellite system into operation, and for AT&T to file applications with the FCC for permission to construct ground stations. The Bell system, of course, would use the Comsat system for domestic transmissions (BROADCASTING, July 20).

Irving B. Kahn, president of Teleprompter Corp. (multiple CATV owner), which is preparing an application in conjunction with Hughes Aircraft Co., said Western Union's application "won't essentially be in conflict with our interests. It would be very nice to have somebody helping us pioneer. . . . What is important is that the cable industry has satellite distribution available."

An NBC official said: "We have not seen the filing so we can't react to its contents. In the past Western Union has consulted us in regard to our needs for a domestic satellite, but we have no knowledge of what they've filed."

Page Communications Engineers, Washington consulting firm hired by the three networks to study the feasibility of creating their own programing distribution system has reportedly concluded that a system based on terrestrial facilities and one based on a satellite system would cost approximately the same, with a hybrid system the least desirable set-up on a total system basis. Each alternative, however, would result in a saving over present AT&T rates.

AMST wants translators back on channels 70-83

The Association of Maximum Service Telecasters last week urged the FCC to hold back on its proposal to open up channels 14-to-69 to UHF translators.

In comments filed with the commission, AMST said the UHF spectrum is becoming more and more saturated, because of a variety of new services and because of the growth of UHF itself. The association said there should be no further moves toward reallocation of translators until the commission is able to "undertake an analysis of the future growth trends and demand for translator services and regular UHF television broadcast stations."

AMST noted that it has consistently supported the growth of translator services as a supplement to regular broadcast service, and that the commission has shared this view. However, it added, the best way to place translators within the over-all communications picture is to allocate channels 70-to-83 exclusively to translators, and then to admit translators to channels 14-to-69.

The association said this basic objective was frustrated when the commission allocated channels 70-to-83 to land-mobile radio. It again urged the commission to reconsider that decision.

Additionally, AMST said, "suitable mileage separation standards are a prerequisite to opening up channels 14-to-69 to translators, yet the commission is not apparently prepared to proceed without them, even authorizing higher power for translators with no consideration of the increased interference potential this presents."

The commission proposed to open up channels 14-to-69 to translators at the same time it issued two important orders pertaining to land mobile (BROADCASTING, May 25). It permitted limited sharing of channels 14-to-20, and reallocated channels 70-to-83 to land mobile. AMST has vigorously opposed both actions.

Technical topics:

New shingle - Craig Corp., manufacturers of motion picture and television equipment, has moved to new facilities. New address: 921 West Artesia Blvd., Compton, Calif. 90220. Telephone: (213) 537-1233.

New firm - Applied Video Electronics Inc. has been formed with G. Alfred Dodds as president and chief executive officer. The Cleveland-based firm will manufacture technical equipment including video and pulse distribution amplifiers and video sweep generators and will handle sales of products from selected manufacturers and install and repair studio equipment. Offices: 4936 Caroline Dr., Cleveland, Ohio 44128. Phone: (216) 663-4080.

Cohu's catalog - A condensed catalog on the instrument-product line has been published by Cohu Electronics Inc., San Diego. The four-page brochure has photographs and specifications for AC and DC standards, amplifiers, meters and digital instruments. Request catalog 17-5 from the firm at Box 623, San Diego 92112.

Cue that hue - Rank Precision Industries Inc., West Nyack, N.Y., is offering new Tarif Colorimetry equipment making possible the correction of color errors caused by inaccurate shooting or processing of color film or slides. Besides correcting for unequal color layer densities and mistracking between dye layers, equipment can be used to compensate for color temperature balance errors and inaccurate use of light sources. Gear reportedly can be operated by nontechnical personnel.
Storer reports mild 2d-quarter increase

Storer Broadcasting Co., Miami Beach, last week reported a slight increase in earnings for the second quarter of 1970, but a dip in net income for the six-month period due to a slump in over-all first-quarter earnings and "substantially increased" income tax.

After-tax profit in the second quarter was almost $2.3 million or 54 cents per share, compared with $2.2 million or 53 cents in 1969, attributed to the "more favorable performance" of its 86.1%-owned subsidiary, Northeast Airlines. Northeast produced a net profit of $501,400 for the six months, compared with a loss of over $1.1 million in the same 1969 period. Storer added that second quarter results showed a loss of $286,700 this year, versus a loss of almost $2.6 million in 1969.

Storer noted decreased broadcast revenues contributed to lower profits in that area for both first and second...
quarters, consistent with the general economic picture, but the company reported that sales and revenues since July I have "picked up substantially" and are running ahead of last year.

Storer also disclosed a quarterly dividend of 12½ cents per share of common stock, payable Sept. 10, to stockholders of record Aug. 21.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Gross Broadcasting Revenues</th>
<th>Net Income</th>
<th>Average Shares Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.08</td>
<td>$30,889,000</td>
<td>4,659,600</td>
<td>4,233,002</td>
</tr>
<tr>
<td>1969</td>
<td>$1.21</td>
<td>$32,415,000</td>
<td>5,093,000</td>
<td>4,219,963</td>
</tr>
</tbody>
</table>

Zenith suffers poor first half

The 12-week Chicago area trucking strike and lockout were cited last week by Joseph S. Wright, chairman and president of Zenith Radio Corp., Chicago, as the major reason for continued lower sales and profit performances for the first six months of 1970.

Mr. Wright said the trucking strike forced Zenith to shut down most of company's manufacturing plants for six weeks. He added that earnings in the quarter were affected by the continuing cost-price squeeze and added-start-up costs accompanying the reopening of production facilities.

Net income in the first quarter of 1970 was down nearly 50% compared to a similar period in 1969. Mr. Wright, speaking at Zenith's annual stockholders meeting last April, attributed lower sales and profits in the first three months of 1970 to Japanese competition and the domestic economic slow-down (Broadcasting, May 4).

Second quarter operations resulted in a loss of $1,437,000 on sales of $81,
886,000. In the same period last year, earnings were $4,310,000 on sales of $135,385,000.

For the six months ended June 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.48</td>
<td>$0.47</td>
</tr>
<tr>
<td>Gross filings</td>
<td>150,814,000</td>
<td>129,686,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,058,000</td>
<td>1,019,000</td>
</tr>
</tbody>
</table>

**FC&B drops slightly in first half '70**

"Heavy investment costs" involved in completing construction of its eight CATV franchises were blamed by Foote, Cone & Belding Communications Inc., New York, last week for a loss of seven cents a share for the first half of 1970. FC&B reported a net income of $1,058,000 or 48 cents a share for the period, compared with $1,019,000 or 47 cents a share in 1969. Without the CATV losses, spokesmen said, per-share income would have been 55 cents.

FC&B operates or plans to operate CATV systems in Poughkeepsie, N.Y.; Pueblo, Colo., and in six California locations. Headquarters for the CATV subsidiary is Newport Beach, Calif.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.24</td>
<td>$0.86</td>
</tr>
<tr>
<td>Revenues</td>
<td>210,441,000</td>
<td>320,654,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,829,000</td>
<td>16,276,000</td>
</tr>
</tbody>
</table>

**Plough-Schering merger involves 10 stations**

The boards of Plough Inc., Memphis, and Schering Corp., Bloomfield, N.J., have approved an agreement to consolidate the operations of the two companies (Broadcasting, July 6).

The plan calls for Plough—group broadcaster and producer of drugs, cosmetics and home products—and Schering—pharmaceutical manufacturer—to retain their independent identities as operating subsidiaries of a new company to be named Schering-Plough Corp. The agreement is still subject to approval by the stockholders and by the FCC.

Plough last Friday (July 31) filed applications with the commission to transfer control of its stations to the new parent company. After the transaction Schering shareholders will own 64% or 16,118,866 common shares of Schering-Plough, based on shares outstanding as of June 30. Plough stockholders will own the remaining 36% or 9,004,951 shares.

Dr. Plough, president of Plough, will be chairman of the new company, will be the largest stockholder with 3% of Schering-Plough shares. W. H. Conzen, president of Schering, who will be president and chief executive officer, will own 0.02%.


**Financial notes:**

- CBS, expanding further into the education arena, last week announced acquisition of Business Methods Institute, Chicago, reported to be the largest proprietary data processing school in the Chicago area, and Kansas City (Mo.) Business College, post-high school business school. Terms were not disclosed. The two schools will join the Franklin School of Science and Arts, a paramedical training school acquired by CBS in January, 1970, as units of CBS Holt Schools Inc., which also is a CBS subsidiary.
- Doremus & Co., New York-based advertising and public relations agency, has declared a regular quarterly dividend of $.08 per share on common stock, payable Aug. 14 to stockholders of record July 31.
- MCA Technology Inc., a subsidiary of MCA Inc., Universal City, Calif., has acquired Optimation Inc., Sun Valley, Calif., through an exchange of an undisclosed amount of stock. Optimation manufactures oscillators, oscilloscopes, amplifiers and equipment for computer terminals. MCA Technology produces high-speed magnetic tape duplicating equipment, video products and magnetic heads.
- National CATV Program Library Inc., Dallas, has acquired the major interests of International Recording Inc., that city, which provides creative sound services for domestic and foreign advertising and film industries. Terms were not disclosed. National CATV and its subsidiary Cable TV Productions Inc. supplies more than 2,400 cable systems with color programing on videotape and cartridge.
- Metromedia has declared a regular quarterly dividend of 12½ cents per share, payable Sept. 15, to stockholders of record on Aug. 21.
- Los Angeles: Los Angeles-based Optical Systems Corp., subsidiary of Pioneer Systems Inc., has acquired all capital stock of GN Communications Corp., cable-development firm also based in Los Angeles. Shareholders of GN received 300,000 shares of Optical's common stock. Optical is owner of "DeJoux" method of variable speed, shutterless motion-picture projection.

GN is engaged in development of broadband communications and channel-leasing services for CATV.

**Company reports:**

- Cablecom General Inc., Colorado Springs, operator of 47 CATV systems and subsidiary of group broadcaster RKO General Inc., reported increased revenues, but a decline in income for the nine months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.17</td>
<td>$0.27</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,822,585</td>
<td>3,725,051</td>
</tr>
<tr>
<td>Net income</td>
<td>366,457</td>
<td>405,729</td>
</tr>
</tbody>
</table>

- Cox Cable Communications Inc., Atlanta, operator of 31 CATV systems in more than 50 communities in 15 states and an affiliate of Cox Broadcasting Corp., last week reported a 9% gain in revenues for the second quarter, ended June 30. J. Leonard Reinsch, chairman and president, credited "internal growth" for the increase.

Mr. Reinsch earlier reported a second-quarter 5% gain in revenues for Cox Broadcasting Corp., Atlanta (Broadcasting, July 27). He also announced last week that Cox's acquisition of Lubbock Television Cable Inc. in Texas was finalized on June 30. The Lubbock system, he said, has 5,000 subscribers.

For the three months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.10</td>
<td>$0.10</td>
</tr>
<tr>
<td>Revenues</td>
<td>2,542,061</td>
<td>2,326,989</td>
</tr>
<tr>
<td>Net income</td>
<td>358,039</td>
<td>340,436</td>
</tr>
</tbody>
</table>

**Grass Valley Group Inc., Grass Valley, Calif. manufacturer of TV equipment, reported a 23% increase in revenues and 4% increase in earnings. Grass**
Valley attributed the lower growth rate of earnings to an increasing cost of labor and materials.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.25</td>
<td>$0.24</td>
</tr>
<tr>
<td>Revenues</td>
<td>2,005,000</td>
<td>1,630,000</td>
</tr>
<tr>
<td>Net income</td>
<td>384,000</td>
<td>349,000</td>
</tr>
</tbody>
</table>

Kaiser Industries Inc., Oakland, Calif.-based firm with broadcast properties, reported a drop of nearly 50% in income for the six months ended June 30.

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.27</td>
<td>$0.48</td>
</tr>
<tr>
<td>Revenues</td>
<td>140,791,000</td>
<td>141,404,000</td>
</tr>
<tr>
<td>Net income</td>
<td>7,873,000</td>
<td>13,056,000</td>
</tr>
</tbody>
</table>

Multimedia Inc., Greenville, S.C., newspaper publisher and group broadcaster, reported a 4% increase in operating income from an 11½% increase in revenue for the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.60</td>
<td>$0.60</td>
</tr>
<tr>
<td>Revenues</td>
<td>16,284,652</td>
<td>14,619,902</td>
</tr>
<tr>
<td>Net income</td>
<td>0.53</td>
<td>0.53</td>
</tr>
</tbody>
</table>

Tele-Communications Inc., Denver-based multiple CATV and microwave systems owner, reported a 48% increase in revenue and a 64% increase in cash flow for the first quarter of 1970.

The firm reported a substantial increase in microwave revenues due to expansion of their existing plant, acquisition of American Television Relay System in the Southwest in mid-1969 and acquisition of two other microwave common carriers in the first quarter.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.00</td>
<td>(0.02)</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,838,450</td>
<td>1,244,797</td>
</tr>
<tr>
<td>Net income</td>
<td>79,399</td>
<td>(31,891)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,730,804</td>
<td>2,042,708</td>
</tr>
</tbody>
</table>

Transamerica Corp., San Francisco, diversified company with major leisure time interests, reported a drop of nearly one-third in net income for the six-month period ended June 30. Per share earnings were down correspondingly. Revenue figures are not released by the company until year's end.

The downward trend was said to be the result of reduced revenues from film rentals to television and rising costs in the company's entertainment services.

Transamerica reported a 1969 total consolidated net income of $87,190,000, down from $3,000,000 from 1968. For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.77</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>33,906,000</td>
<td>46,178,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>62,448,000</td>
<td>63,307,000</td>
</tr>
</tbody>
</table>

Fates & Fortunes

Broadcast advertising

George Dewey Roberts Jr., VP and management supervisor, Young & Rubicam, New York, named senior VP.

Donn C. Dolan, VP and senior account supervisor, Foote, Cone & Belding, New York, joins SSC&B there as senior VP.

Ben D. Gill, with American Oil Co., Chicago, appointed advertising manager succeeding Sam G. Van Sickle, who becomes marketing manager, Eastern region, Baltimore.

Robert G. Kaplan, with Post-Keyes-Gardner, Chicago, joins Kenyon & Eckhardt there as VP-account supervisor.

William Grimes, account executive, CBS Radio Spot Sales, named one of two New York sales managers, newly created positions. Other appointments will be announced shortly.

Mr. Grimes

H. Wayne Kennedy, account supervisor, Ketchum, MacLeod & Grove, New York, elected VP.

James D. Graham, account supervisor, Benton & Bowles, New York, named VP.

Richard Nelsen, formerly with MacManus, John and Adams, Minneapolis, joins Knox Reeves Advertising there as VP and media director.

Eugene Cameoosa, VP, DKG Inc. (formerly Delehanty, Kurnit & Geller), New York agency, also named media director.

Jeremy Alan Barkan, account supervisor, Doyle Dane Bernbach, New York, elected VP.


Raymond J. Muer, VP and manager of Blair Radio, St. Louis office, named manager of Blair's San Francisco office.

Thomas V. Cinquina, senior sales executive with Blair, Chicago, succeeds Mr. Muer.


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Phone (609) 963-8000
Ext. PY-4129
appointed media director.


William L. Gregory, assistant media buyer, Clinton E. Frank, Chicago, appointed media buyer.

Vinton Boecher, art director, Arthur Meyerhoff Associates, Chicago agency, joins I/MAC Inc., agency there, in same capacity. Candace Pray, with Kenyon & Eckhardt there, joins I/MAC as media buyer.

David Lloyd Murphy, art director, W. B. Doner Advertising, Baltimore, joins Reach, McClintock, Boston, in same capacity.

John Ackerman, regional director and director of sales, small market division of Radio Advertising Bureau, New York, appointed general sales manager, WJZZ(FM) Bridgeport, Conn.


Cal Adams, with WGVW(AM) and WDM5 (FM) Greenville, Miss., appointed operations and national sales manager.

Robert Q. Tiedje, general sales manager, WKYT-TV Lexington, Ky., joins Bahakel Broadcasting Co., Charlotte, N.C., as national-regional sales coordinator.

Walt Tiburski Jr., with WMSM-FM Cleveland, joins WNCR-FM there as co-sales manager.

Patricia J. Mainini, research assistant/field supervisor, Falstaff Brewing Corp., St. Louis, joins Gardner Advertising there as research project director.


Ron Robson, Missouri state official, joins Communications Concepts Inc., Joplin-based advertising and PR firm, as retail account coordinator.

Media

Varner Paulsen, VP-administration, Metromedia Radio, New York, named VP and general manager, WNEW-FM there.

David G. Fulton, director of planning and analysis, ABC Inc., New York, named corporate controller. He is succeeded by Curtis C. Battles, planning executive with Mobil Oil Corp. there.


John Wheeler Barger, general counsel, McLendon Stations, group owner, Dallas, appointed general manager, KLRL-AM-FM there.

Hugh S. Wallace, general manager, WOR-FM New York, named to similar post at KFJH(AM) Los Angeles. Both are KKO-General stations.

Bill Mitchell, president, New Mexico Association of Broadcasters, resigns to become administrative assistant to John Walton Stations, group owner, with headquarters in El Paso. Dennis Mitchell, first VP of NMBA, assumes presidency.

William M. Brown, general manager, WGMN(AM) Millington, Tenn., joins WFIR(AM) Roanoke, Va., in same capacity.

Murray J. Green, formerly general sales manager, WORC(AM) Worcester, Mass., appointed general manager, WJZZ(FM) Bridgeport, Conn.

John Wolfe, general sales manager, KFAC-AM-FM Los Angeles, joins KIIS(AM) there as general manager.

Dick Frederickson, sales manager, WKDF-FM Aurora, Ill., joins WSB(AM) Geneva, Ill., as station manager.

Joe Ray, with WGVW(AM) and WDM5 (FM) Greenville, Miss., appointed manager of stations, succeeding Jack Stull. Mr. Stull, due to illness, will restrict activities to duties of local sales manager.

Phillip Spillane, sales manager, WTLS(AM) Hanover, N.H., joins WCNL(AM) Newport, N.H., as manager. Ken Stein, program director, WTLS, joins WCNL as assistant manager-program director.

Richard L. Parker, program manager, noncommercial WDCN-TV Nashville, joins noncommercial WVPF(TV) Harrisonburg, Va., as general manager.

Programing

Richard Colbert, VP and general manager, Four Star Entertainment Corp., New York, named executive VP, succeeding Anthony D. Thomopoulos, appointed manager of SelectaVision Programs there (see below).

Anthony D. Thomopoulos, formerly executive VP, Four Star Entertainment Corp., New York, appointed manager of SelectaVision Programs, RCA, New York. In his new post, Mr. Thomopoulos will negotiate programming contracts, acquire talent and develop film library for SelectaVision, RCA’s new color-TV playback system. Henry Ball, manager of system development for SelectaVision, named director of systems development. David F. Miller, manager of marketing, named director, marketing.

Pat Kelley, VP-motion pictures and television business affairs, MCA Inc., Universal City, Calif., joins First Arts Production Co. there as president.

William Schwing, VP, sales, Transmedia International Corp., New York, mobileteleproduction firm, named executive VP.

Bill Dwinell, sales manager, Reeves Production Services, New York, joins Logos / Teleproductions, Washington, production facility, as director of sales.

Leonard Biegel, assistant program director, WNEW-TV New York, joins WTTG(TV) Washington as program director. WNEW-TV and WTTG are Metromedia stations.

Dan Clayton, program director, KWKX-FM Fort Worth, joins KKX-AM-FM Dallas in same capacity.

Mort Roberts, operations director, WEXT(AM) West Hartford, Conn., assumes additional duties of program director.

Robin Walker, with WIRL(AM) Indianapolis, joins WIRL(AM) Peoria, Ill., as program director.

Thomas H. Smith, news editor, WLWT (TV), Cincinnati, joins WNEW-TV, New York, as managing editor.

Mr. Dwinell

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name

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52 (FATES & FORTUNES)

BROADCASTING, Aug. 3, 1970
York, as assistant program director.

Robert Pincus, production executive, Screen Gems, Los Angeles, named to newly created post of production supervisor-live/tape operations.

William L. George, producer/director, KRNT-TV Des Moines, Iowa, joins non-commercial WNED-TV Buffalo, N.Y., as production manager.

William Cerri, with non-commercial WETA-FM Washington, appointed pro- gramming and operations director.

Richard Driscoll, formerly president, Air-Track Productions, St. Paul, ap- pointed program director, WWTC(AM) Minneapolis. Joel Larson, with WWTC, named assistant program director.

Helen Hall, with WCBS-AM-FM New York, joins Fred A. Niles Communications Centers Inc., Chicago, production firm, as director of radio, new division of Niles.

Elliot Friedgen, production manager, educational-film division, CBS-TV, joins Metromedia Producers Corp., Los Angeles, as assistant production manager and post-production executive.

Bill Moss, with WTOY(AM) Roanoke, Va., joins non-commercial WIRA-TV there as producer.

Stanley Friedman, writer-producer, WOR-TV New York, appointed public affairs producer.

David Boston, in public relations with Tuskegee Institute, Tuskegee, Ala., joins WSB-TV Atlanta as program as- sistant for public affairs.

Peggy Wyson, with Elba Systems Corp., Phoenix, joins Canyon Films there, subsidiary of Elba, as public relations director.

Jerry Hughes, associate director and broadcast supervisor, Public Broadcast- ing Service Network center, noncom- mercial KCET(TV) Los Angeles, named staff director.

New York as assistant program director.

Robert Pincus, production executive, Screen Gems, Los Angeles, named to newly created post of production supervisor-live/tape operations.

William L. George, producer/director, KRNT-TV Des Moines, Iowa, joins non-commercial WNED-TV Buffalo, N.Y., as production manager.

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Jerry Hughes, associate director and broadcast supervisor, Public Broadcast- ing Service Network center, noncom- mercial KCET(TV) Los Angeles, named staff director.

News

Lem Tucker, former NBC-TV Washington correspondent, appointed news director, WOR-TV New York.

David L. Bowen, assistant to the deputy general manager, AP, appointed director of communications. Conrad Fink, special assistant to the general manager, named assistant general manager. He replaces Daniel De Luce, who has retired.

Kenneth R. Clark, UPI bureau man- ager, Santa Fe, N.M., appointed re- gional director for Colorado and Wyoming, with headquarters in Den- ver. G. Patrick Lamb, with Albuquerque, N.M., bureau, succeeds Mr. Clark.

Steven H. Yolen, executive assistant, UPI South American headquarters in Buenos Aires, appointed bureau man- ager, Sao Paulo.

Mike Daly, newsman, KSHO-TV Las Vegas, appointed news director.

Max A. Powell, reporter, WTVD(TV) Durham, N.C., appointed manager of Raleigh news bureau of WTVD.

Bill Binn, morning news editor and assistant news director, WLYV(AM) Fort Wayne, Ind., joins WIFE-AM-FM Indianapolis as evening news editor.

James Lynn, director of editorial research, WMCA(AM) New York, ap- pointed director of public affairs.

Michael Heid, with WOR-FM New York, joins WMAL-AM-FM Washington as newscaster.

Frank Kelly, news trainee in minority- hiring program, KGO-AM-FM San Francisco, appointed news writer-producer.

William M. Hammack, reporter, Santa Ana (Calif.) Register, joins WCOA(AM) Pensacola, Fla., as newsman.

Philip Jenrich, news director, KBRQ (AM) Burbank, Calif., appointed to news staff of KHJ-FM Los Angeles.

Promotion


Ted S. Field Jr., with KXTV(TV) Sacramento, Calif., joins WJZ-TV Baltimore as public relations director.

Norma Peterson, promotion director, Stuart Enterprises, Lincoln, Neb., ap- pointed director of community affairs for Stuart Broadcasting, group owner, subsidiary of Stuart Enterprises.

Frank Nardi, formerly advertising and promotion manager, WABC(AM) New York, named manager of advertising, promotion and public relations, WNBC(AM) New York.

Vivian M. Hunt, press and print media director, WMAL-TV Washington, ap- pointed assistant advertising and pro- motion manager.

Equipment & engineering

William H. Butler, director of product management and assistant to VP, Memorex Corp., Santa Clara, Calif., named general manager, CMX Systems, Sunnyvale, Calif., joint CBS-Memorex venture company to develop and manufacture advanced TV equipment and systems.

William S. Lowry, general product manager, Sylvania Entertainment Products, operating group of Sylvania Elec- tric Products, New York, appointed VP-product development. John R. Peterson, with Sylvania Entertainment

26 colorful episodes now available from

*NTA NTA 1969-70

BROADCASTING. Aug. 3, 1970 53

Riding high with Bronson

WTCN-TV, Minneapolis
appointed to newly created position of manager of marketing communications.


Ralph Clements, supervisor of field operations, NBC-TV Burbank, Calif., retires after 31 years with network.

Ben H. Cogan, with quality control department, Litton Industries, joins Westel Co., Mountain View, Calif., as manager, quality assurance.

Louise Pansini, with Imero Fiorentino Associates lighting designers, New York, named VP and director of operations.

William P. O'Hara, with American Electronics Laboratories, Lansdale, Pa., diversified communications and electronics manufacturer, appointed senior antenna development engineer.

Allied fields

Ted Koop, CBS Washington, VP, named secretary of Washington Journalism Center succeeding late John E. Ryerson. Mr. Koop was also elected to board of trustees of center, nonprofit educational institution which awards journalism fellowships.

Robert L. Cue, VP, ABC, New York, named interim director, school of radio-TV, Ohio University, Athens.

Saul Rittenberg, VP-administration, MGM, Culver City, Calif., resigns to return to law practice with Loeb and Loeb, Los Angeles.

Deaths

Paul M. Hollister, 79, advertising executive, died July 18 in Ruidoso, N.M., following lengthy illness. He was a former VP of BBDO New York, VP of CBS and national publicity director for RKO Radio Pictures. He last held post of adviser on corporate publicity for R. H. Macy & Co. (Macy's department stores), New York. He is survived by daughter.

Willis K. Freiert, 55, assistant general manager and director of sales, WBAI-TV Baltimore, died there July 24 after apparent heart attack. He is survived by his wife, Rose, son and daughter.

Charles L. (Red) Hotchkiss, 62, died July 23 in Middlesex Memorial hospital, Middletown, Conn., after long illness. After associations with Disney Studios, NBC and Sherman K. Ellis agency, Chicago, he joined Dancer-Fitzgerald-Sample in 1943 where he was employed for 25 years in account servicing and program production. He retired because of ill health in 1967. He is survived by his wife, Virginia, and two daughters.

Frank Gill Jr., 58, radio-TV writer, died July 11 of heart attack in Los Angeles. He had written scripts for McHale's Navy. He is survived by his wife, June, and two daughters.

Katherine Albert Eunson, 68, newspaper and television writer, died July 26 in St. John's hospital, Santa Monica, Calif., after brief illness. She is survived by her husband, Dale, and daughter.

Molly Low Petty, 52, national sales manager, KOPJ(AM) Los Angeles, died in Los Angeles of cancer. She had been with station since 1952. She is survived by her husband, Frank, two daughters and son.

Robert Fritch, 59, television film editor, died in Los Angeles after long illness. He is survived by his wife, Patricia, and two sons.

Leith Stevens, 60, director of music, Paramount-TV, died July 23 in Los Angeles of an apparent heart attack. He composed and conducted motion picture scores since 1939, switching to TV in 1950. He wrote the theme for the first Burnsi & Allen show, Lost in Space and Daniel Boone among others. He is survived by three sisters.

ForTheRecord®

As compiled by Broadcasting, July 21 through July 28 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocyles. kw—kilowatts. LS—local sustent. mc—megacycles. mod.—modification. N—night. PSA—prescriptive service authority. SCA—subordinate communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UNP—ultra high service frequency. VHF—very high frequency. vis.—visual. w—watts. **—educational.

Final action

Camden and Atlantic City, both New Jersey, and Philadelphia—Broadcast Bureau on request of Vue-Metrics Inc. extended through August 18 10 time to file comments and through August 20 time to file reply comments in matter of amendment of Table of Assignment. Television Broadcast Stations (Doc. 18882). Action July 21.

Rulmaking petition

Ohio Educational Television Network Commission—Requests institution of rulemaking proceedings looking toward amendment of rules to provide UHF channels reserved for noncommercial educational use in Ohio to permit implementation of plans for activation of noncommercial network in Ohio. Action July 8.

Rulemaking action

Charlotte Amalie and Christiansted, both Virgin Islands—Broadcast Bureau granted requests by Department of Education of Puerto Rico, and Western Broadcasting Corp., extended through August 26 time to file comments and through Sept. 9 time to file reply comments in matter of amendment TV, table of assignments (Doc. 18881). Action July 21.

Other actions


Review board in Terre Haute. Ind.—TV proceeding—granted request by Alpha Broadcasting Corp. and extended to Aug. 27 time to file application for review of final rule-making board decision (Docs. 18321-2). Action July 23.

Call letter applications

Guam Educational Telecommunications Commission, Agana, Guam. Requests *KGTFT(V).TV.*

Illinois Valley Public Telecommunications Corp., Peoria, Ill. Requests WTVP(V).TV.*

Northeast New York Education TV Association, Plattsburgh, N.Y. Requests *WNNE-TV.*

Call letter action

New Jersey Public Broadcasting Authority. Trenton. Granted *WMNF(TV).TV.*

Existing TV stations

Final actions

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
(202) 395-6400
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JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
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—Established 1926—
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Consulting Engineers
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Edward F. Lorenz
PRUDENTIAL BLDG.
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WASHINGTON, D.C. 20005
Member APOOB

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
296-2315
WASHINGTON, D.C. 20036
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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 550-6800
Falls Church, Va. 22042
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LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-6215
Member APOOB

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D.C. 20036
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
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SILLIMAN, MOFFET & KOWALSKI
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Republic 7-6646
Washington, D.C. 20005
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2029 K Street N.W.
Washington, D.C. 20006
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(301) 827-8725
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HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5308
Member APOOB

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JONES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member APOOB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4286
Member APOOB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd. 80206
DENVER, COLORADO
Member APOOB

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO
ENGINEERING CONSULTANTS
727 Industrial Rd.
San Carlos, California 94070
(415) 392-1394
Member APOOB

RAYMOND E. ROHRER
Consulting Radio Engineers
427 Wyatt Blvd.
Washington, D.C. 20005
Phone: 347-9061
Member APOOB

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
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Coldwater, Michigan 49036
Phone: 517-278-6733

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SYSTEMS
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29 South Mall
Plainsview, N.Y. 11803
(516) 694-1903

ORRIN W. TOWNER
Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

MERL SAXON
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Lufkin, Texas 75901
634-9558
632-2821

SERVICE DIRECTORY

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
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Lexington, Mo.
Phone Kansas City, 22377

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

RTV International, Inc.
RADIO PROGRAM CONSULTATION
Sheeldon Singer
Vice President
405 Park Avenue
New York, N.Y. 10022
(212) 421-0680

OSCAR LEON CUELLAR
CONSULTING RADIO ENGINEER
Directional Antennas Design
Applications and Field Engineering
1533 South Hudson - 80222
303-756-8565 Data 303-756-7562
DENVER, COLORADO
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COMMERICAL RADIO
CONSULTING ENGINEERS
1812 K St., N.W.
Wash., D.C. 20006
(202) 395-6400
Member APOOB
Summary of broadcasting

Compiled by FCC, July 1, 1970

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<th>On Air</th>
<th>Licensed STA</th>
<th>CPs</th>
<th>Total On Air</th>
<th>Not On Air</th>
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<td>Commercial FM</td>
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<td>Commercial TV UHF</td>
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<tr>
<td>Educational TV UHF</td>
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<td>6</td>
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<td>0</td>
<td>17</td>
<td>190</td>
<td>22</td>
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</tbody>
</table>

† Special Temporary Authorization
† Includes 25 educational AM’s on nonchannel.
† Includes two licensed UHF’s that are not on the air.

For the Record

KGT-TV Fort Smith, Ark.—Broadcast Bureau granted license covering new station. Action July 22.

KPLS-TV Fruita, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 14. Action July 16.

KMSC-TV Monterey, Calif.—Broadcast Bureau granted license covering new station. Action July 22.

KTXL(TV) Sacramento, Calif.—Broadcast Bureau granted license covering new station and specified station location as 191 F St., Sacramento. Action July 30.

WGSP-TV Washington—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 16, Nov. Action 16.


KAIL-LR—Iowa City, Iowa.—Broadcast Bureau granted license to install auxiliary trans. at main trans. location July 26.


KRTN-TV Des Moines, Iowa—Broadcast Bureau granted license changing coverages. Action July 23.

KGL-O-TV Mason City, Iowa.—Broadcast Bureau granted license permitting changes for permit changes, Action July 23.

WHAG-TV Hagerstown, Md.—Broadcast Bureau granted license covering new station. Action July 22.

KHMI-Jackson, Mich.—FCC granted petition by The Jackson Television Corp. for extrastation RF license commission acting for filing application for assignment of CP from Jackson Television to Television Associates Inc., and extended date to Aug. 19, 1971, for filing answers, after action has been taken by commission, contingent upon approval of assignment application. Action July 27.

KMEA-TV Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to May 24, 1971. Action July 15.

WAMO-TF, Maysville, Ky.—Broadcast Bureau granted license covering CP which authorized changes in existing station. Action July 16.

KETC(TV) St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 18, 1971. Action July 16.

KYUS-TV Miles City, Mont.—Broadcast Bureau granted license covering new station. Action July 16.


WNPE-TV Watertown, N.Y.—Broadcast Bureau granted mod. of CP to change from 525 kw to 37 kw, end time from June 13, 1971, to June 29, 1971. Action June 16.

WJUS-TV Jackson, Tenn.—Broadcast Bureau granted license covering CP which authorized changes in existing station. Action June 16.

WOGO-C, Newark, Ohio.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 21, 1971. Action July 20.

WOGO-D-C, Broadcast Bureau granted license covering changes. Action July 16.


KCGA(TV) Tyler, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 31, 1971. Action July 20.

KCPX-TV Salt Lake City—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 16, 1971. Action July 16.

KVNY-TV Burlington, Vt.—Broadcast Bureau granted CP to change to 501 kw vis. and 75.9 kw aud.; makes changes in ant. system. Action July 20.

Initial decision

KRSO-TV Rapid City. BDSI-TV Lead, both South Dakota—Hearing Examiner Thomas H. Dough- nie proposed in initial decision one year renewal of licenses (Docs. 18583-9). Stations are licensed to local renewal Eli and Harry Daniels. Ann. July 17.

Actions on motions

Chief Hearing Examiner Arthur A. Gladstone in Norfolk, Va. (WTAR Radio-Television Corp. (WTAR- TV) anduriar擺; Television Corp.) TV in proceeding, granted motion by WTAR Radio-Television Corp. to change to 10 kw in Jan. 1 in 10 days, as determined to be 10 days following release of order or decision of Board; grants request of Hampton Roads to enlarge issues in proceeding, time for filing response to Hampton Roads initial interrogatories (Docs. 18791-2). Action July 7.

Hearing Examiner James F. Tierney in New York (WPIX, Inc. (WPX(ITV)) and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications Inc. for leave to amend application reflecting agreement for sale of station to Armstrong. Action July 19.

Hearing Examiner James F. Tierney in Charlotte, S.C. (South Carolina Educational Television Commission (WTVI(TV))); et al. TV proceeding, reopened record; granted petition by Reeves Telecon Corp., for leave to amend application reflecting add. either of Antenna at Columbia by Edward L. Glucksman, director, and various holdings of shareholders; closed record. (Docs. 18564-72). Action July 17.

Call letter applications

*KEBT-S, San Diego State College, San Diego, Calif.—Reconsideration—WRLS(F), Forwards of Illinois, Peoria, Re- quests WRAU-TV.

Call letter actions


**New FM stations**

**Applications**

- Kent, Conn.—The Kent School seeks 88.9 mc in Kent, Conn. Estimated construction cost: $2,265; first-year operating cost: $3,719; revenue: $18,500.


**Actions on motions**

- Hearing Examiner Basil P. Cooper in Fairfield, Minn. (KNUJ, Inc.), FM proceeding, granted motion by Mr. Cooper to dismiss the proceeding.

- Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Co., Inc.) proceeding, postponed hearing until Sept. 24, 1979.

- Hearing Examiner Arthur A. Gladstone in Pittsburgh, Pa. (Pittsburgh AM Bureau) proceeding, closed in all.

- Hearing Examiner Robert F. Bennett in Rockville, Md. (WJLA-FM) proceeding, closed in all.

- Hearing Examiner A. E. Lewis in Louisville, Ky. (WLMZ-FM) proceeding, closed in all.

- Hearing Examiner Arthur A. Gladstone in Pittsburgh, Pa. (Pittsburgh AM Bureau) proceeding, closed in all.

- Hearing Examiner Bruce M. Kupchik in Madison, Wis. (WMEC-FM) proceeding, closed in all.

- Hearing Examiner Martin L. Fox in Horseheads, N.Y. (WJZS-FM) proceeding, closed in all.

**Call letter actions**

- WXIX, Broward County Broadcasting Co., Oakland Park, Fla. Requests WEXY.

**Existing FM stations**

- **KAK-E-FM** Little Rock, Ark.— FCC, in response to request asking what rate station may charge candidate seeking to answer another candidate who has appeared on network, informed licensee that station may charge regular commercial rates. Applicant: Dr. Leslie F. Puente.

- **KYNO-FM** Fresno, Calif.— Broadcast Bureau granted license covering new FM; trans.-studio-control location: 1050 Fulton Mall. Action July 23.

- **KLEB-FM** Los Banos, Calif.— Broadcast Bureau granted license covering new FM; trans.-radio-control location: 1050 Fulton Mall. Action July 23.

- **KSF-AM/FM** San Francisco, Calif.— Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 52 kw; ant. height 118 ft; antenna length 707 ft. Action July 23.

- **WEQX-FM** West Palm Beach, Fla.— Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 577 ft; antenna length 700 ft. Action July 23.

- **WMBC-FM** Sandusky, Ohio—Broadcast Bureau granted CP to replace expired permit. Action July 20.


- **KSRN(FM)** Reno—Broadcast Bureau granted CP to change type trans. for use with main ant. to be on 104.5 mc. Action July 22.

- **KBBM(FM)** Pendleton, Ore.—Broadcast Bureau granted license covering new FM. Action July 23.

- **KPU(FM)** Kingsville, Tex.—Broadcast Bureau granted license covering new FM. Action July 23.

- **WESP(FM)** Charlotte Amalie, Virginia Islands— Broadcast Bureau granted license to cover CP for new AM radio and old FM radio station, Paradise Hotel, Charlotte Amalie, V.I. Action July 23.

- **KXYI(FM)** Seattle—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 52 kw; ant. height 118 ft; antenna length 707 ft. Action July 23.

- **KTAC-FM** Tacoma, Wash.—Broadcast Bureau granted CP to change type trans. and studio location: 2000 Tacoma Mall, Tacoma, make changes in ant. system. Action July 23.

**Call letter applications**

- **KBFS-FM** San Diego State College, San Diego, Requests KPBS-FM.

- **WDAF-FM** Omaha Broadcasting Co., Omaha, Nebr., Requests WDCD-FM.

- **WRE-FM** GCC Communications Co., Dover, Del. Requests WDSD-FM.

- **WBFN-FM** WBFN Communications Co., Homer, Ala. Requests WTLQ-FM.


- **KCTA-FM** Broadcast Corp. of the Southwest, Sinton, Tex. Requests KOUL(FM).

**Call letter actions**

- **WQIT-FM** Charlotte AMERICAN Radio Co., Inc., Harrisburg, Pa. Requests WQIX-FM.

- **WWMS-FM** Williams County Broadcasting System Inc., Bryan, Ohio. Granted WWMS(FM).

- **KSLU(FM)** Corinth, Miss. Granted KSLU(FM).


- **KLOL, Kuss Corp., Houston, Granted KLOL(FM).

**Renewal of licenses, all stations**


**Other actions, all services**


- FCC adopted notice of probable rulemaking, proposing possible amendment of its rule on network affiliation agreements to explore whether agreements, particularly those in markets having two VHF stations, can obtain increased access to network programs. Action July 22.

**CATV**

**Final actions**

- Kokomo and Howard county, Ind.—FCC granted petition by Telercable Corp., CATV operating in Kokomo and vicinity for waiver of hearing requirements of rules. Telercable has been authorized to use field strength signals of Indiana stations WTVT (ch. 4) and WTIU-TV (ch. 20) in Indianapolis. Action July 20.

- Richmond, Ind.—FCC authorized Clearview Cable Co., Inc., Applicant for certificate of CATV system at Richmond, Action July 22.

(Continued on page 4)
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Payable in advance, Cash or money order only.
Situations Wanted 25¢ per word—$2.00 minimum.
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Payment must be in full, by letter or wire. No telephone confirmation wire or letter prior to deadline.

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You're good . . . but stymied! If that's you . . . and you can really make your complete resume and photo to this top-rated Phoenix radio station. Radio sales experience essential, but not required. Send resume, photo, references. Box H-35, BROADCASTING.

We're looking for a man—he's experienced, mature; he will be our production manager and pull three-hour mid-day shift, with new equipment, and involved with our city. We're group-owned, network-affiliated, MOR, mellow Florida market. Send resume, air-check and show. Box G-270, BROADCASTING.

WANTED: sales manager for medium market station. Must be experienced in medium market sales. Photo, resume and salary requirements required. Box H-43, BROADCASTING.

Announcers

Announcers needed for top market station. Excellent experience required. Photo, resume and salary required. Box B-209, BROADCASTING.

Programming, Production, Others

Situations Wanted Management

General manager radio-seeking challenge. Success based on hard work and honesty. 12 years experience, 10 in management. Presently employed, can give excellent references. There must be a need somewhere. Box G-172, BROADCASTING.

Take charge guy in top 25 with outstanding sales success. Enthusiastic station manager seeks exciting growth opportunity. Must have solid background in finance, Family, 33, degree. Will consider all areas. Box G-185, BROADCASTING.

Thoroughly experienced young aggressive broadcaster seeks return to small or medium size market. Currently managing major market station. All areas considered. Write Box G-216, BROADCASTING.

Any organization is no stronger than its leader. If it's leadership you need find a mature, experienced, pro. Write Box G-276, BROADCASTING. Medium market/earth of the Mississippi. Salary secondary to liberal profit sharing. No attack option.

19 years experience . . . salesmen . . . sales mgr. . . general mgr. Prefer Utah, Colorado, Oregon, Advance in New England—skilled. Have managed markets from 15,000 to 600,000 . . . Hard working go getter. Give results. Please. Atmosphere ship $20,000.00 plus fringe benefits to start . . . Write Box H-12, BROADCASTING.

If you own FM in top 35 or market 40 and want to be major factor, considered progressive rank? Presently managing just that. Desire change. Prefer a city with a stroke of the world. No desperation situations please. I'm topsrated in top 20 market. Profit sharing? Box H-41, BROADCASTING.

Production-Manager, small market desires same medium market. Has directing experience. Box H-69, BROADCASTING.

General Manager, up through the ranks, hard worker, early 30's, honest and loyal, medium market, preferably Oregon for absentee owner. Box H-106, BROADCASTING.
Announcers


Beginner, will relocate, third phone, limited experience. Anxious to work in radio, fast to accept criticism. Box G-195, BROADCASTING.

D J copywriter, third, 37, experienced professional looking for rocker with future. Box G-210, BROADCASTING.

Versatile, Dependable, 5 years experience, play-by-play, all sports, jazz, MOR, Classical DJ. All shifts. Excellent references, 3rd endorsed. Box G-211, BROADCASTING.

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Situations Wanted

Technical continued

Chief engineer/announcer wanting to relocate...six years experience...prefer country or MOR format...apply immediately. Box H-85, BROADCASTING.

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief or assistant. Any market in the south? Box H-104, BROADCASTING.

Can't afford vacation this year. But would like change of scene. Interested in all phases of AM-FM-TV; would like three weeks work this summer in Northeast. H-786-2083.

Engineered opportunity looking for position of responsible, well-experienced newsman anywhere. Please call (216) 688-2395.

News

News director seeks opportunity. 12 years radio/TV, presently in midwest. Box G-181, BROADCASTING.

Programming, Production, Others

Need somebody you can depend on? College grad, married, three children, references, last year and a half in major market. Programming, production, copywriting, music, first-class transmission. West offer first contact. Box G-224, BROADCASTING.

Last two stations I helped make "Station of the Year". Always the number one show. 20 years experience programming, promotion, sales and talk. Background in public relations and organizational management. Want big city station. Available August 15th. Box H-6, BROADCASTING.

Lift programming load for good, reliable, responsible. Mature (41) 15 year talent wants move from major market tv to smaller radio market, NW & Midwest, or manager, at least. Let's cut red tape and talk. Box H-110.

Nose for news, voice to match needs work! Box H-16, BROADCASTING.

Mind for matters. Nose for news, wants micro-man. Box H-17, BROADCASTING.

Cope, tying, traffic, production, receptionist. Talented—wants boss! Box H-18, BROADCASTING.

World minded, local minded, job minded, need microphone! Box H-19, BROADCASTING.

Split personality—your Hunley & Brinkley pal! Box H-20, BROADCASTING.

Copy, production, traffic, blue eyes! Gal wants boss! Box H-21, BROADCASTING.

News minded, public affairs minded, microphone needed. Yours! Box H-22, BROADCASTING.

Women come second, news comes first—hire me! Box H-23, BROADCASTING.

Copy, operations, traffic—top-experienced gal needs your help! Box H-24, BROADCASTING.

How did Cronkite start? Hire me, find out! Box H-25, BROADCASTING.

Small copywriter, great talent in production—all yours! Box H-26, BROADCASTING.

One year experience, worship Cronkite, need your help! Box H-27, BROADCASTING.

Credited copywriter. Great production voice just for you! Box H-28, BROADCASTING.

Proceeding paid by cuddly copywriter and newsless, newsman, Box H-29, BROADCASTING.

[Creator of "All Format"] format seeking to ppm same for 18-49 audience. Box H-51, BROADCASTING.

Programing, Production, Others continued

Chief engineer wants move to programming and sports, strong play-by-play. Experienced all phases of management, administrative experience. Familiar with college, draft exempt. State salary. Box H-55, BROADCASTING.

Producer-Director, 8 years experience, B.A., color, very interested in new programming, radio, West or East coast small market. Box H-70, BROADCASTING.

Pre writer—many credits—employed...seeking New England, or house or personal, F.R. Box H-75, BROADCASTING.

New Orleans market must find experienced in program direction, music direction, announcing, production, sales, as well as broadcast newsroom. Young, intelligent, solid female voice. Third phone. Able to learn any job. Confidence and speed essential. Send phone number. Box H-79, BROADCASTING.

Ten top morning man. Young with full creative background as top 20 market MOR PD-excellent production. Will work hard for some sharp people. Box H-88, BROADCASTING.

Producer—Announcer TV kids personality. 746-26 Ave, North, St. Petersburg, Florida 33704. Resume available.

Producer/director, 26, family, Talented, creative, resume available. I'm looking for career position with growth. 813-896-7479.

Television Help Wanted

Technical


Immediately opening...experienced TV transmitter engineer...Salary to $180 per week, depending upon experience. Contact W. G. Allis, C.E., ECRG Stations, Cedar Rapids, Iowa.

University owned non-commercial station needs first phone technician. TV transmitter experience desirable. Write or call William Law, WBUTVB, Bowling Green, Ohio. Bowling Green State University, an equal opportunity employer, will give consideration for employment without regard to race, color, creed or national origin.

Experienced television engineers wanted for transmitter and studio maintenance. Good starting salary and excellent fringe benefits. Contact C. A. Perkins, P.O. Box 543, Jackson, Miss. 39204. An equal opportunity employer.

Large Midwest university has an opportunity for two experienced broadcast technicians with 1st class Radio licenses. You'll operate and maintain all types of equipment for closed circuit I.V. and radio in two in two university departments. One position involves supervisory responsibilities. Top salary and benefits. Interested resume to Jeff Larriger, Personnel Dept., 16, Merrill Hall, University of Minnesota, Minneapolis, Minn. 55455. An equal opportunity employer.

Investigative Reporter—The man we seek must be experienced in quietly digging out the facts and then willing to speak with authority. He must be a member of an award-winning news department, but will work independently of the day to day operations. Full-time. Salary $18,000. Address: Box G-237, BROADCASTING.

News

TV news director for CBS affiliate in North Central market. Director's responsibilities include administration of department,anchorman for 6 and 11 p.m. newscasts, coordination and moderating for public service programs. Sterling salary and benefits. Send resume to Box G-241, BROADCASTING.

TV newsman. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer and resume. Box G-266, BROADCASTING.

Television Situation Wanted

Technical

Experienced reporter—photographer for south Florida TV station. Require journalism degree or comparable experience. Complete resume and salary requirements 1st letter. Box H-54, BROADCASTING.

Television station needs experienced consumer reporter who can relate to the public in laymen language and analyze economy impact upon viewers; with detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-105, BROADCASTING.

Experienced reporter—photographer for south Florida TV station. Require journalism degree or comparable experience. Complete resume and salary requirements 1st letter. Box H-54, BROADCASTING.

Television

Sales

Sales and production manager with excellent organizational and administrative skills, seeks position in medium size market. Individual with broad television, promotion and adverstising experience. Excellent references. Box H-33, BROADCASTING.

Immediately available totally experienced television/ radio general manager/general sales manager, Southern Illinois. Looking for position with opportunity and growth. Box H-62, BROADCASTING.

Masters degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Sales executive TV film with major company. Desire position in TV news/talk within TV industry. Young, experienced, Box H-85, BROADCASTING.

Technical

Experienced studio operator 1st phone—desires opportunity in medium sized market. Dedicated, full character references furnished. Prefer East—will relocate anywhere. Box G-217, BROADCASTING.

Top 50 TV chief would like to relocate in smaller market where a more active participation in departmental activities could occur. E.T.V. and radio will receive equal consideration. References. Box G-221, BROADCASTING.

Transmitter maintenance and construction, two years experience on all phases of equipment. Very skilled and work hard. P.O. Box 5355, San Diego 92105.

NEWS

TV enchomorman—Extensive background in broadcast journalism. Currently managing editor of prime time newscasts. Shoot and edit film. Will accept major market slot with writing duties. Box G-161, BROADCASTING.

Stress writer: Black, excellent background, masters degree—journalism. Box G-205, BROADCASTING.

News and documentary writer-producer seeking challenging position with positive news or pro- programs include some Asian experience and market experience, M.A., and family. Box G-222, BROADCASTING.

Young experienced producer—lots of ambition—seeks general reporting, east coast market. College grad, good writer, female. Box H-62, BROADCASTING.
FOR SALE

Equipment continued

Automations Equipment: Station gone live, brand new Scottie tape machine, tape plays forward and reverse wind, 1 audio clock, 3 McCarty tape changeovers, 1 Merrotter log, Must sell. Assume monthly payment for the bank. Approximately $22,000. KOAD Radio, Jack 15917211

For Sale: Two Tower A.R.I.: phaser and cabinet G....B. Q....h...h..h...h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..h..
Instructions continued

Radio Help Wanted

**NEW MEXICO IS A GOOD PLACE TO LIVE**

Opportunities for DJs, salesmen, engineers.

WANTED: announcers needed in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.

New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106.

Management

MANAGERS

Sought for Eastern and Midwest FM applications. Investment required. Send complete personal and professional history.

BOX H-49, BROADCASTING

Announcers

**ALL-NIGHT FORMAT PERSONALITY**

WLW, Cincinnati, Ohio, 50,000 watts NBC, contemporary MOR, is seeking an all-night format personality. Please send resume and air checks of show, news and live spot duties.

Cliff Hunter, Program Director,
Avco Broadcasting Corporation,
140 West Ninth Street,
Cincinnati, Ohio 45202

No phone calls, please.

An equal opportunity employer M/F.

News

**RADIO NEWSMAN**

Experienced reader/writer . . . professional sound a must . . . valid figures for top man . . . a great market.

Greater living, major Northeasten city.

Rush tape and resume to:

BOX H-31, BROADCASTING

WANTED ANNOUNCERS and NEWSMEN

KRLD AM-FM

New ownership offers opportunity on 50kw station for "pros" with top flight credentials. Forward resumes and tapes to:

John Barger

KRLD

DALLAS

Inquiries treated in strict confidence.

An Equal Opportunity Employer

Situations Wanted Announcers

**AIR PERSONALITY PRO**


BOX H-63, BROADCASTING

**PUT SOME LIFE IN YOUR DRIVE TIME PERSONALITY . . . PACING . . . INTELLIGENT HUMOR**

Red hot college grad now with number one MOR station in a 100,000 market. B.A., first phone, 3 years experience and ready to move up. Rush your photo, station qualifications and salary capability to:

BOX H-87, BROADCASTING

TELEVISION HELP WANTED

Announcers

**PROFESSIONAL HOCKEY PLAY-BY-PLAY ANNOUNCER**

Man we are seeking must be able to handle National Hockey League in a major market. If qualified and interested please send resume—photo and audio tape.

Box G-250, Broadcasting.

Technical

Wanted: First Class Technicians

KUAM-TV, Guam

Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam, Salary $9,900 annually, round trip travel expenses paid, minimum 2 year contract.

Box D-114, Broadcasting

NEWSFILM EDITOR

Editor experienced in all phases of newsfilm cutting with ability to handle major west coast network affiliated VHF station. Union position with excellent pay and benefits. An equal opportunity employer. Send full resume to:

Box G-279, Broadcasting

INSTRUCTIONS

F.C.C. 1st PHONE in six weeks

- EDUCATION
- COMPREHENSION
- KNOWLEDGE

F inest Instructors

- Years of practical experience
- Intensive Methods
- Animated Electronic Films

R easonable Costs

- Only one charge to completion

S elected Accommodations

- Student rates at Hollywood-Plaza Hotel

T op Results

- Our students obtain their firsts

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

(establisbed 1937)

Next Accelerated Class Starts

Oct. 2, 1970

for additional information call or write

DON MARTIN SCHOOL OF RADIO & TV


HO 2-3281

BROADCASTING, Aug. 3, 1970
For Sale Stations continued

STATIONS FOR SALE

Attractive suburban fulltime AM currently profitable with gross revenues over $200,000. Will consider cash or terms. Principals only.

BOX H-30, BROADCASTING

NORTHEAST FULL-TIMER

Single-station small market, well established, grosses over $100,000; can go higher. About $105,000 down, plus terms and lease. Principals only.

BOX H-71, BROADCASTING

SOUTHWEST DAYTIMER

One KW non directional facility with fixed 6 AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, healthful climate. Grossed $75,000 last year. Asking $137,000. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX H-107, BROADCASTING

ALASKAN

Class IV 250 watt station in small market, offered for first time. Seventeen years of operation under same ownership. Also offered is closed circuit television system in same community. If spiritually inclined, write.

Box G-230, Broadcasting

SOUTHERN CALIFORNIA
OWNER MUST SELL

Unique opportunity, fulltime AM. Land and building worth $40,000. Station is breaking even. Price $125,000. $60,000 to handle.

BOOMING MARKET.

Wilt Gunzendorfer
P.O. Box 35272
Los Angeles, Calif. 90035
(213) 621-8800

FLORIDA

Regional fulltime station on the coast, no brokers, growing market, write

BOX H-40, BROADCASTING

N.Y. small fulltime $200M 58M
East metro CATV $110M 29%
South medium TV 525MM cash
Calif. sub FM 500M 145M
La. medium fulltime 225M 62M
Wash. metro daytime 70M 29%
Ky. metro daytime 500M 29%
East major daytime 368M 29%
West major TV 2.2MM nego

East profitable CATV 500M nego

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
212-3439

Chapman Associates
media brokerage service

2045 Peachtree Road
Atlanta, Ga. 30309

NEED HELP?

Your ad here...

Broadcasting

Focuses you nationwide display
For Rates Contact:

John L. Stoll
and Associates

6311 Pennsylvania Ave.
Los Angeles, Calif. 90028
Area Code 213-664-7119

Properties
Available
Radio-TV-Cable

Contact:

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067

1801 Ave. of the Stars

Century City, Suite 501

213/277-1567

Wash., D.C. 20006

1725 Eye St., N.W.

Suites 714

202/223-1933

Firmly in black. Priced at $135,000. 29% down.

1. SOUTHWEST. Full time. Exclusive to market. $175,000. Terms. Fine profit.

2. MIDWEST. Daytimer on fine frequency. Firmly in black. Priced at $135,000. 29% down.

3. CALIFORNIA. Full time AM-FM. Growing market. Requires $150,000 down.

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
904-398-9600

Employment Service

BROADCAST PERSONNEL AGENCY

Sharlene Barish, Director

COMMUNITY NEEDS SURVEY

$25.00 buys a copy of mine, plus instructions for use in your market, interview format in amendment form, meets and exceeds FCC Primer requirements. My attorney's comment, "sensational!" Commission granted C.P. 16 days after submission.

Lee Shubison, KFWJ Radio, Box 980, Lake Havasu City, Arizona 86403.

FOR SALE Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
212-3439

For Sale Stations

continued

1. SOUTHWEST. Full time. Exclusive to market. $175,000. Terms. Fine profit.

2. MIDWEST. Daytimer on fine frequency. Firmly in black. Priced at $135,000. 29% down.

3. CALIFORNIA. Full time AM-FM. Growing market. Requires $150,000 down.

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
904-398-9600

Employment Service

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Lee Shubison, KFWJ Radio, Box 980, Lake Havasu City, Arizona 86403.

Wanted to Buy

Equipment

USED

VR 2,000 or 1,200-include options

Box G-137, Broadcasting.
Broadcasting, August 3, 1970

Transmitter actions

**Broadcast Station**

- **New York, N.Y.** — FCC granted channel 13 station WNEW-TV, Inc., operator of CATV system in New York, and Gulf CFTV (TV) to broadcast in New York, U.S. UHF station is also active. Action July 29.

- **Dayton, Wash.** — FCC denied motion filed by Towne Broadcasting Co., Inc., operator of CATV system in Dayton, for stay of ruling on FCC action for renewal of CATV permit in system of UHF station. No notice of proposed hearing was given. Action July 11.

**Hearing Examiner**


**Broadcast Bureau**

- **Baltimore, Md.** — Broadcast Bureau granted renewal of license for WBNF-TV, Inc., operator of WBNF-TV, for operation of station. Action July 12.

**Applications**

- **New York, N.Y.** — Broadcast Bureau granted to WNEWTV, Inc., operator of CATV system in New York, and Gulf CFTV (TV) to broadcast in New York, U.S. UHF station is also active. Action July 29.

**Franchise applications**


**Cable television**

- **Ohio Cable Corp.** — Ohio Cable Corp., owner of cable television system in Columbus, Ohio, has applied for franchise. Action July 23.

**License permits**

- **New York, N.Y.** — FCC granted channel 13 station WNEW-TV, Inc., operator of CATV system in New York, and Gulf CFTV (TV) to broadcast in New York, U.S. UHF station is also active. Action July 29.

- **Dayton, Wash.** — FCC denied motion filed by Towne Broadcasting Co., Inc., operator of CATV system in Dayton, for stay of ruling on FCC action for renewal of CATV permit in system of UHF station. No notice of proposed hearing was given. Action July 11.

**Hearing Examiner**


**Broadcast Bureau**

- **Baltimore, Md.** — Broadcast Bureau granted renewal of license for WBNF-TV, Inc., operator of WBNF-TV, for operation of station. Action July 12.

**Applications**

- **New York, N.Y.** — Broadcast Bureau granted to WNEW-TV, Inc., operator of CATV system in New York, and Gulf CFTV (TV) to broadcast in New York, U.S. UHF station is also active. Action July 29.

**Franchise applications**


**Cable television**

- **Ohio Cable Corp.** — Ohio Cable Corp., owner of cable television system in Columbus, Ohio, has applied for franchise. Action July 23.

**License permits**

- **New York, N.Y.** — FCC granted channel 13 station WNEW-TV, Inc., operator of CATV system in New York, and Gulf CFTV (TV) to broadcast in New York, U.S. UHF station is also active. Action July 29.
Elmer Snow could sit for a poster to depict the typical broadcaster. Or lawyer, or banker, for that matter.

But his employees at WTTV (TV) Bloomington-Indianapolis feel his performance and leadership in community affairs and daily station operation better qualifies him to be representative of what they consider today’s “conscientious broadcaster.”

Such suggestions of flattery impress Mr. Snow very little. As general manager of the broadcast division of Sarkes Tarzian Inc. he is more concerned with the hard practical realities of finding new ways to continually improve programs and service while still preserving the efficiencies necessary to produce a profitable return on investment. It is a challenge he addresses conscientiously, his associates add.

In addition to WTTV, Mr. Snow’s division responsibilities include WATI (AM) Indianapolis, WPTA (TV) Roanoke-Fort Wayne, Ind., and WPTH (FM) Fort Wayne. Two other Tarzian stations, however, WTTS (AM) and WTTV-FM Bloomington, Ind., report directly to the company’s founder, Sarkes Tarzian, who operates from Bloomington.

Though the Tarzian firm turns out such broadcast equipment as color TV cameras and automated switching gear, Mr. Snow is careful to explain that the stations under his supervision are definitely not test laboratories.

“They convey the impression we experiment,” he says, “and we sure don’t. We do use most of the equipment built by our sister division, but we expect the same kind of performance, finished product and ready to go, as we would if using anybody else’s equipment.”

About a year and a half ago WTTV began making use of the Tarzian computer and automated billing operations. The invoicing system now completely reconciles itself and has helped in substantially cutting down the lag time in accounts receivable. During its evolution, Mr. Snow and his aides often consulted with the Television Bureau of Advertising, which also has been working on the ways data processing can help cure TV’s paperwork problems. The system now is also used at WPTA.

WTTV functions with the Tarzian automated master control system too. Except for local live shows, all other switching is completely automated.

“We couldn’t get along without it at this point,” Mr. Snow explains, “considering the volume of business running through this independent station today. TV is a flood of constantly changing bits and pieces now and the only really efficient way to handle them is through automated switching and billing. More important, these techniques demand a higher order of care and exactness in everything else we do, which is as it should be in station operation anyway.”

Mr. Snow examines program policies with the same analytical eye. It is quite obvious to him that in highly competitive TV markets today you survive best by counter-programming. Both WTTV and WPTA, for example, pit strong entertainment shows against the 11 p.m. news of the other stations in their markets. WTTV airs its news at 10:30 instead, WPTA both earlier and later.

Mr. Snow’s attention to excising anything of questionable taste is described as bordering on the meticulous. So is his insistence that the variety of views and opinions on the air, controversial and otherwise, shall be balanced. For this reason, he says, the stations do not presently editorialize.

WTTV regularly airs a report to the people by Indiana’s governor and supplies half-hour tape copies to many other TV stations in the state. Mr. Snow also is pleased with the success of all of the station’s various forum and interview shows as well as the weekly program on WTTV produced by members of the black community.

The assorted public-service ventures mix with his role as secretary-treasurer of the Indiana Broadcasters Association and chairman of its legislative committee. This past year he has spearheaded a concerted drive to get all station operators in the state more deeply involved with government at every level and to get to know their local representatives more personally. “When the state legislature meets every two years and starts to thrash out new laws it is too late then to begin,” he notes.

There is no such thing as AM or FM to Mr. Snow. Radio is radio, he feels, and each station must study the needs of its particular market and find its niche. For this reason, daytimer WATI (AM) is finding its good-music format works best in Indianapolis while 24-hour stereo WPTH (FM) is doing well with more emphasis upon the on-air personality and his particular middle-of-the-road music.

Mr. Snow grew up in the small Maine seacoast town of Belfast, poking into the back end of the family’s round-topped Philco table radio, hoping to figure out what made it work while listening to all the adventure serials of that day. He was active in his high school’s radio club, got his amateur license in 1940 and was DX-ing with his rig December 7, 1941, when the American Radio Relay League broke into most bands to tell of Pearl Harbor and instruct all hams to get off the air.

Too young to be drafted in World War II’s beginning, Mr. Snow enlisted in 1942 at 17 and went to Belfast in a communications sergeant in an Army tank battalion in Europe. After the war he studied engineering at the University of Maine before entering broadcasting.

An engineering supervisor at WABI (AM) Bangor, Me., he helped get WABI-TV on the air in a single month when the TV freeze was lifted in the early 1950’s. In 1956 he was hired as chief engineer to get WAGM-TV Presque Isle, Me., on the air, a job that entailed much managing too. Then he helped WAST (TV) Albany, N.Y., convert from UHF to its present VHF assignment.

Mr. Snow relishes hard work, sticking with a job until it’s done. He tells new help: “If you’re not happy and eager to come to work each morning, you’re in the wrong business.”

It’s the kind of philosophy that makes any rock-bound Maine grandson of a sea captain right at home in Hoosierland.
The prime issue in prime time

President Nixon's decision to open his evening news conference last Thursday to live broadcast coverage is certain to add a fresh element to the hearings that the Senate Communications Subcommittee is to conduct this week into the application of the fairness doctrine to political appearances on television. The news conference, which White House sources freely admitted was timed for peak-audience attraction in the West, where the President was sojourning, can only agitate the argument that was already raging.

The question, of course, is whether frequent use of television by the President, especially in prime time, entitles his opponents to a reasonable measure of television exposure of their views. This is the question that Frank Stanton has answered for CBS by giving the Democrats 25 minutes of prime time for the first of at least four programs. The Democrats' choice of their paid chairman, Larry O'Brien, as their spokesman on the program and of a general attack on the Nixon record as the subject of the show led in turn to Republican demands for time to answer the Democrats. Thus the specifications were clearly drawn for an endless circle of political manoeuvring.

The trouble here is that broadcasters in the first instance are making the mistake of automatically opening their facilities to the President whenever he wants to go on the air. There is nothing in the Communications Act that directs the whole broadcast system to drop everything else and run to the White House at the President's every nod. Indeed the act could logically be read to suggest the exact opposite. Is it in the public interest to deprive the people of other network programs while the President is on the air? Not everyone is all that fascinated by the President's—any President's—every word.

To be sure, the President is the world's most newsworthy figure, but that does not mean that everything he says is first-magnitude news or that he has the authority to decide when he will be presented on all networks in full text. The press, print and broadcast, must be left in the charge of its editors.

It has been repeatedly suggested through many administrations that for routine appearances by a President a system of rotation of live coverage should be worked out among the networks. In principle that suggestion is still good. To it we would now add that the publicly subsidized noncommercial television system ought to be considered as the standard forum for such use.

There are times, of course, when the importance of a presidential statement merits the simultaneous attention of the whole country—a declaration of war, for example, or, more to be desired, an announcement of peace. On lesser occasions broadcasters must decide how much coverage to give him. That choice may be hard, but whoever said the practice of journalism was easy?

Not by bread (or cereal) alone

Now they're making jokes about dry cereals and how most of them are lacking in nutritive values.

It is getting so that nothing that is grown, compounded, manufactured and then advertised is honest, healthy or uncontaminated. This is all the more remarkable because Americans, with each new generation, grow taller, stronger, healthier and brighter than their forebears.

The consumer crescendo rises each election year, but never before has it been at such a high pitch, with a big assist from Nader's whiz kids and tax-exempt foundation money. This may explain why Senator Frank Moss (D-Utah), the man who gave us the discriminatory anticigarette-advertising snow job, is now after the proprietary people just in time for the upcoming elections in his state.

As for the so-called "junk-cereal" complaint, we go along with the cereal makers who say that no single food can supply all of the nutrition an adult, let alone a growing child, needs. To us, it's still a great way to start the day.

It would be refreshing if some one would just once come out in favor of a commodity list, or better yet, a product list by brand names, and say, "These are good for you." The closest it ever comes to this is through The Advertising Council, which works with Uncle Sam in furtherance of campaigns in which government needs, of all things, advertising help. The self-supporting council, once a year, gets an accolade from government for the voluntary advertisers and agencies and for the literally billions of listener-viewer-reader impressions. The big-name board of directors comes to Washington to get a pat on the back from whatever President happens to be in office—perhaps at a rose garden pass-through at the White House.

Maybe some day someone will be bold enough to admit that all those Advertising Council campaigns wouldn't be possible if those cereals, analgesics, bleaches, cigarettes, and other major businesses didn't underwrite it all through their advertising on the air and in print.

A better idea

The New York board of estimate has awarded two cable-television franchises of 20 years duration in Manhattan. As our story elsewhere in this issue explains, the grant raises interesting questions of federal and local jurisdiction.

But quite apart from those, it sets a precedent that the U.S. government would be well advised to follow in the issuance of broadcast licenses. Now that broadcasters are paying what amounts to franchise fees, why not give them license periods of reasonable duration? If a 20-year term is reasonable for cable, it is equally reasonable for AM, FM or TV on the air.

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It should have a lot of brain to it.
And heart.
And spirit.
And trust.
You don’t believe (and believe in) Galen Fromme because he smashes a lot of words on your ear. You somehow get the feeling he has thought about what he’s sharing with you.

Your feeling is right.
Galen puts in about 80 minutes behind his microphone each day. But he puts in 12 hours a day behind those 80 minutes. So Galen’s thinking/talking ratio is very high.

And that is part of what makes a great radio station great.
Some stations worry a lot these days about what they call their SOUND. They tinker. Super-think. Pull stunts. And repeat, repeat their top, top tunes, tunes, loud, loud, loud!

Often the effect is more noise than sound.

We prefer not to get uptight about our sound. In fact we'd rather you consider it our personality. A 24-hour-a-day impression made up of individual traits. Hopefully each one genuine and fresh, no matter when you happen to join us.

Did you ever try to define your own personality? It is very hard. Specifics are best.

Item: Jack Lacy. He plays Blood Sweat & Tears and Mama Cass. But he plays Moonlight Serenade and Andy Williams, too. Variety is the spice of our music.

Item: Morning. A zestful time for some people. Double distilled, dismal for others. Ted Steele somehow gets us all together every day. It’s a knack.

Item: Relentlessness. We don’t believe in waiting for Baltimore to come to us. We question and question to find out what’s happening. And when we discover what’s happening is not healthy we let you know. Like when we sounded off on air pollution.

We think radio should be more than just mouth.
Further proof... sound has never been in better shape!

RE55 OMNIDIRECTIONAL DYNAMIC MICROPHONE

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For the microphone is even more rugged than the 655...long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a fawn beige Micomatte finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year unconditional guarantee. No matter what happens, if an RE55 fails to perform during the first two years -- for any reason -- we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!