Cutting the frills out of commercials
Why FCC went for probe of conglomerates
Farm programming: changing with the times
A compromise on news-source confidentiality

53 hour productions... in color
completely new to syndication

THEATER OF STARS
(Formerly presented by Bob Hope)
Thomas S. Oshidari, World Trade Center, Tokyo 105, Japan

Adak
WGN Continental Broadcasting Company

Thomas S. Oshidari is the Far Eastern representative of WGN Continental Broadcasting Company, with an international sales service-public relations office in Tokyo that services Japan and the entire Orient, including Hong Kong, Taiwan and Thailand.
How to turn a dry well into a $6 million success story.

Five years ago the Tyonek Indians in Alaska barely made a living, trapping and fishing. Then Humble paid them six million dollars for the right to look for oil on their land.

The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn't find oil. But it's nice to know someone got some good out of our search for oil.

Because we've learned, as we go about our business of making good products and a fair profit, there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE
Oil & Refining Company . . .Where you get all the extras.
WGAL-TV
Balanced Coverage for Maximum Marketing Efficiency

In the vital Channel 8 market, the WGAL-TV audience is not only big but it's properly proportioned with respect to the three essential elements of an effective marketing program:

- Location of TV households
- Effective buying power
- Food store sales

When you want to reach the rich Lancaster, Harrisburg, York, Lebanon market, effectively and efficiently, you need WGAL-TV.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
News and networks
If legislative plan holds up over Labor Day recess, Representative Harley Staggers (D-W. Va.), chairman of House Commerce Committee, will introduce bills bringing networks under direct FCC regulation and imposing federal standards on broadcast news.

Draft of legislation, originating in Investigation Subcommittee that criticized CBS News for complicity in staging aborted invasion of Haiti, was sent to Mr. Staggers at end of last week.

News standards would prohibit broadcast of any "false news report," defined as "any misrepresentation of an objective and ascertainable fact, made willfully or with reckless disregard of the reason." They would also require disclosure on news shows of any video or audio editing, any payment to news subjects or sources, any sound (except narration) not simultaneously recorded with accompanying pictures.

Strength at the top
It may not reflect over-all situation, but sampling of radio business in 10 major markets indicates national and local sales for first half of 1970 were up, on average, about 5% above same period of 1969. There were variations among markets, but on whole local "rescued" national in first quarter but national came back stronger—while local slowed—in second quarter. Sampling, conducted on confidential basis, did not extend to other markets. Published projections late last spring anticipated that, despite soft economy, national radio business in total would at least maintain year-ago levels in first half and perhaps exceed them slightly (Broadcasting, June 1).

Widening control
FCC appears to be cranking up for close look at children's programing and re-examination of its responsibility in policing deceptive advertising—both in response to petitions for rulemakings by citizens groups. Action for Children's Television, Boston-based coalition of mothers, had asked for rulemaking on advertising aimed at banning advertising on children's programs and requiring broadcasters to carry minimum of 14 hours weekly of adless shows for young. George Washington University law students calling themselves TUBE (Termination of Unfair Broadcasting Excesses) want commission to establish code of standards to bar deceptive ads from television.

Commission isn't about to institute rulemaking proceedings. But it is considering study, either by outside organization or staff, on nature and amount of children's programing and commercials aimed at kids; study might also explore wisdom of proposed rule, according to one source. And, while Federal Trade Commission and Food and Drug Administration have principal authority over question of deceptive advertising, FCC is considering meeting with representatives of those agencies to determine what role it, too, might play.

Still the favorite
Television's share of top advertisers' budgets keeps inching up. Television Bureau of Advertising's 13th annual "TV Basics" pocketpiece, out soon, will report that close to 63% of top-100 national advertisers' ad dollars in 1969 were spent in TV. That's only fractional-share point gain from 1968, but it was achieved on 2.5% bigger total-advertising base and represented almost 3% increase in TV spending. Of almost $3.369 billion spent by top 100, television got over $2.118 billion. According to TVB's calculations, it was 15th straight year television was number-one medium for top 100.

In 1969 as in 1968, 89 of top 100 used television as their basic advertising medium (and three of 11 others were distillers, whose major products are not accepted for TV advertising). Once again, too, eight of top 100 put more than 90% of their budgets into TV. S. C. Johnson & Son had most complete TV commitment with 97.3%. Procter & Gamble cut its TV spending somewhat—but cut other media more —but remained TV's biggest customer at $174.3 million, increasing TV share of total P&G budget from 91.5% to 92.9%.

Ins and outs
When FCC holds its next regular meeting Aug. 26, Chairman Dean Burch will notify fellow commissioners that Dean Francis Walsh, of San Francisco University Law School, will report Sept. 8 or 15 as new chief of Broadcast Bureau. Mr. Walsh, 46, will succeed George S. Smith, who retires next year, but will move into office of Commissioner Robert E. Lee as his legal aide until then.

There will be reorganization in Broadcast Bureau with Deputy Director James O. Juntilla, veteran FCC lawyer, expected to move to new assignment with bureau. Who his successor will be is speculative, but it wouldn't surprise insiders to see Robert J. Rawson, chief of Renewal and Transfer Division, move up. While Mr. Juntilla won't retain rank, he will continue to draw present super-grade salary (in $30,000-plus area) for two years.

Out with August
Kenneth A. Cox will leave FCC by Sept. 1, even if his nominated successor hasn't been confirmed by Senate. He so advised Chairman Dean Burch last week. Mr. Cox is expected to remain in Washington and probably become partner in communications law firm with possibility of another nonconflicting Washington representation.

Credit to Weaver
One interesting footnote to FCC action denying petitions for reconsideration of controversial prime-time access rule was ease and speed with which commission rejected industry pleas and affirmed its adoption of rule. Staff wasn't expecting easy decision; it had drafted alternative orders just in case—one denying reconsideration, other easing provisions of rule somewhat. But in Aug. 7 meeting, commission spent little time in discussion, voting within minutes to deny reconsideration—reportedly with Commissioner Robert E. Lee leading charge.

Major factor in commission thinking was said to be letter of Sylvester L. (Pat) Weaver Jr. endorsing new rule (Broadcasting, Aug. 10). Commissioners were said to have been impressed because of his credentials as one-time board chairman and president of NBC. He's now communications consultant.

Deterrents to trading
High interest rates, tight money and shaky stock market are taking their toll in radio and TV station sales. While one-to-customer proposals of FCC have tended to stimulate negotiations, closings are being delayed in many instances, and renegotiations at lower prices or different terms are not unusual. One broker last week reported major-market radio station (in top 30), transfer of which had been approved by FCC, probably will be turned back because of purchaser's inability to raise $1-million-plus purchase price even though his net worth at time of transaction had been 10 times that amount.
The worst thing to be in this country is a native American.

The American Indian doesn't live like an American citizen. For one thing he's not directly governed by the government. But by a Federal agency, The Bureau of Indian Affairs.

Most still live on the same reservations set up by the white men who confiscated their land. Only now their slum conditions make a city ghetto look good by comparison.

It's time everyone took a hard look at the way 400,000 of our fellow citizens are forced to live.

That's why we prepared the one hour documentary, "Ho Ka He." The program produced by our Baltimore station, WJZ-TV, was filmed on Pine Ridge Reservation in South Dakota. It examines the problems of the Oglala Sioux tribe. But more important it looks at their solutions. "Ho Ka He," is another of the 52 prime-time specials Group W is bringing you on its five television stations throughout 1970.

This time we bring you a special about something that shouldn't be any American's problem. His heritage.
Days of affluence draw to an end for commercials as ragged business economy foreshadows continued "big production numbers." Extravaganzas wane and old ways are revived as many return to pretesting and re-issues. See...

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CBS-TV finally agrees to pay American Society of Composers, Authors and Publishers $360,000 a month for use of music while new license terms are being litigated or negotiated. See...

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Broadcasters are moving quickly to seek court appeals of FCC's denial of petitions to reconsider prime-time access rule. CBS and WCAX-TV Burlington, Vt., have appealed and NBC is on verge of doing so. See...

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Political broadcasting bill sails through House with strong bipartisan support, only to be endangered by snag in ensuing House-Senate conference committee over bill's effective date. See...

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**Broadcasting**

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AMERICAN BUSINESS PRESS, INC.

BROADCASTING, Aug. 17, 1970
When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It’s an everyday occurrence for Ward. He’s WFAA-TV’s General Sales Manager.
Fairness day at the FCC

FCC, in landmark fairness-doctrine ruling, has held that major television networks must make prime time available to spokesman for those opposing President Nixon's views on war in Southeast Asia.

Commission, in second major ruling Friday (Aug. 14), said that fairness doctrine requires CBS to afford Republican National Committee time to reply to Democratic National Committee Chairman Lawrence F. O'Brien. Mr. O'Brien appeared on CBS's first *Loyal Opposition* program on July 7.

Decisions were contained in package disposal of five fairness-doctrine complaints.

Only one complaint was rejected outright—that of Senator Robert Dole (R-Kan.) and 10 other senators who had been denied time by NBC to reply to Senate doves who had bought time to back end-war bill.

Commission stressed that decisions did not amount to engrafting of equal-time policy on fairness doctrine. Licensees are permitted wide discretion in affording time for expressing contrasting views under fairness doctrine, commission said.

But critical question in President Nixon's case was fact that President had taken to network five times to discuss southeast Asia war since November 1969.

Commission said that all three networks—and particularly NBC—had done something toward providing opportunities to answer President. But, in view of President's five speeches, commission said, results fall short of what is reasonable. (Commission said problem would not arise from single speech.)

Accordingly, commission said, networks must afford time "for one more uninterrupted opportunity by an appropriate spokesman to discuss this issue, with the length of time to be determined by the nature of the prior efforts in this area of uninterrupted presentations." Commission said choice of spokesman was up to networks.

Ruling was in response to complaints filed by 14 anti-war senators, Business Executives Move for Vietnam Peace (BEM) and Committee for Fair Broadcasting of Controversial Issues (group of Yale University professors and law students and members of New Haven Black Coalition).

BEM and 14 senators had asked for ruling that spokesman should be given equal opportunity to respond when President addresses nation. But commission denied this aspect of complaint, contending such equal-time requirement in fairness area is wholly inappropriate.

Commission, in upholding Republicans' complaint against CBS, held that CBS's *Loyal Opposition* series—designed as means of permitting DNC to respond to President in prime time—was good idea, but that July 7 program did not fulfill CBS's intention.

Commission denied complaint of Senator Dole and 10 other senators on ground that NBC did not act unreasonably in refusing their request for time. Commission said NBC had "extensively" presented opposing points of view on newscasts, in interviews and in documentaries.


Commissioner H. Rex Lee issued statement asserting that all complaints should have been denied.

House punts on politics

House Democratic leaders sidestepped showdown vote on political-broadcasting conference report last Friday (Aug. 14), after discovering that Republicans—who oppose measure in its final form—were present in uncomfortably large numbers.

When first quorum call was taken, tally showed that enough members were present to permit vote on bill. However, it was apparent that ratio of Republicans to Democrats was almost equal—and, reportedly, many Republicans who declined to answer quorum call were waiting in wings, in case conference report came up for vote.

House originally passed bill with bipartisan support, but crucial change made in House-Senate conference committee turned most Republicans against entire package.

Where original bill would not have taken effect until Jan. 1, 1971—after fall elections were out of way—congress agreed to make bill effective 30 days after enactment (see page 46).

Now that bill has passed through conference, individual sections cannot be voted up or down. Both houses must say yes or no to bill in its entirety.

Final vote will now be put off until early in September, when House returns from summer recess.

AT&T scares satellite bidder

Western Union told FCC Friday (Aug. 14) that permitting AT&T to enter domestic-satellite field could make it difficult for WU or any other entity to compete.

In comments on FCC's notice of proposed rulemaking relating to establishment of domestic communications satellite systems, WU warned that if number of systems are authorized, fragmentation of market would result, causing applicants, satellite users and general public to suffer.

WU called for single "high-capacity, multi-purpose" system to be shared equally among all users. And it suggested commission should confine AT&T's participation—at least initially—to leasing channels for its public message service from systems owned by others.

WU, first to apply for domestic satellite system (*Broadcasting*, Aug. 3), said its proposed system will have capacity to meet needs of common carriers—including AT&T—and that it will encourage interconnection with carriers.

If AT&T is permitted to own and operate system, WU said, it would pose substantial "constraining" factor to potential entrants who could not compete with AT&T.

Musicians accept new pact

Ratification of new two-year contract with TV networks was announced Friday (Aug. 14) by American Federation of Musicians, whose members voted...
overwhelmingly for pact.

Agreement had been reached last month but details were withheld pending ratification (BROADCASTING, July 27).

Pact calls for basic 12% increase in wages for casual musicians and rise to $300 weekly from $277.70 for staff musicians, retroactive to Aug. 1.

Contract also calls for reduction in quota for staff musicians at networks in Los Angeles and New York. In Los Angeles, quota of 25 at NBC will end on July 31, 1971 (other networks do not have staff men there.) In New York, there will be reduction of five staff musicians at each of networks (now 25 at ABC, 30 at NBC and 40 at CBS) on July 31, 1971, and remaining musicians will be guaranteed employment for second year of pact through July 31, 1972.

Setback for educators

Educational groups found themselves almost shut out in latest FCC proposals for U.S. presentation to international telecommunications conference next year.

Commission, in seventh notice of inquiry, released Friday (Aug. 14), said it was rejecting two proposals made by educational groups interested in assignment of frequencies for international space communications.

One called for allocation of 108 mc band for FM direct satellite broadcast. Commission said signal from satellite would represent potential interference source over one-third of world.

Second proposal was for reserving 2500-2690 mc band for exclusive use of educational TV, public TV services and other educational and noncommercial communications. While declining to adopt plan, commission invited comments on definitive proposals for use of band "in part or entirely in manner compatible with other existing or proposed uses."

Current U.S. proposal for use of 2500-2690 band involves space-to-earth transmissions in earth sciences satellite service, employing one or two remotely-located sophisticated earth stations. Communication satellite space-to-earth operations in Alaska are contemplated in 2500-2550 mc band.

"Properly qualified," commission said, there was "merit" in proposal by educational groups to allocate band of frequencies at 12 gc for distribution service. But it termed "too general" related suggestion for allocations in 18 and 35 gc bands.

Commission removed earlier limitation of communications-satellite service solely to distribution of TV programs, saying it would waste spectrum space.

Retained by commission in proposals for broadcasting satellite service was definition of term "direct reception" as covering reception by both individuals and community groups. Commission said proposal looked toward evolutionary process beginning as satellite service to conventional earth stations for program distribution, progressing to system rendering service to smaller stations for local distribution centers, and finally direct satellite-to-home service.

Comments on new proposals are due by Sept. 23; replies by Oct. 5.

Cowles earnings up

Cowles Communications Inc., New York, reported Friday (Aug. 14) increase in consolidated net income of $1,276,000 for first half of 1970. Gain was attributed mainly to extraordinary items—biggest of which was sale of Star Publishing Corp., publisher of San Juan (Puerto Rico) Star to Scripps-Howard Newspapers for $9.75 million.

Sale, consummated Aug. 12, followed termination of earlier negotiations for sale to Fairchild Publications, division of Capital Cities Broadcasting Corp. (BROADCASTING, July 6, et seq).

One way to pick a regulator

Senator William Proxmire (D-Wis.) last week urged that consumer be given voice in nominating new Federal Trade Commission chairman—voice, he said, which consumers now lack.

He said in letter to Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, that little consideration was given to consumer-oriented groups' requests for role in selecting FTC head similar to that played by organized labor in choosing Secretary of Labor.

He pointed out that letter in no way reflected on competence of Miles Kirkpatrick, nominee for top FTC position (see page 19).

Senator Proxmire defined ideal FTC chairman as technically competent, with "a will to perform in interests of consuming public," and "the confidence of the country's consumer movement.

National agency for AAMCO

AAMCO Transmissions Inc., Bridgeport, Pa., has named Compton Advertising, New York, as its first national agency, it was reported Friday (Aug. 14).

Account bills about $2 million, of which approximately 80% is in TV-radio. In past AAMCO has used various local and regional agencies for its advertising.

Protest on satellite fees

Senator Mike Gravel (D-Alaska) has asked FCC to reconsider proposed $50,000 flat fee for granting of initial satellite earth-station construction permits.

"Serious concern" was expressed by senator that fee might pose obstacle to implementation of Alaskan communications satellite system.

While fee was probably set with larger Intelsat type of installation in mind, senator told commission, "such large fee for construction of small stations could seriously deteriorate economic feasibility of generalized satellite communications for Alaska."

Robbery at WHIT(AM)

Equipment valued at $13,000 has been stolen from WHIT(AM) New Bern, N.C. Thieves made off with four modified Ampex AG-4400's and one Schafer VLR logger.

Insurance company is offering $1,000 reward, but both equipment and culprits were still missing late last week.

New use for Nielsen data

A. C. Nielsen Co., Chicago, confirmed Friday that its Designated Market Area television data will be employed for print versus television comparisons in "Circulation-'70," publication of American Newspaper Markets Inc. Newspaper group heretofore has used Area of Dominant Influence TV market data from American Research Bureau.

Week's Headlines

Mr. Kirkpatrick

Miles W. Kirkpatrick, Philadelphia lawyer who was chairman of American Bar Association committee that was critical of Federal Trade Commission, nominated by President Nixon to be chairman of that agency (see page 19).

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

Mood. Now there's an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film "look." But whatever you call it, there's only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can't help being the commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there's only one choice.

EASTMAN KODAK COMPANY
A calendar of important meetings and events in the field of communications

**August**

Aug. 17-18—CATV engineering seminar, State College, Pa. For further information, contact Mr. George P. Dixon, with C-COR Electronics, State College, Pa. 16801 (814) 238-2461.


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


**September**

Sept. 1—FCC administrative conference on pending rule making concerning broadcast ownership and station financing. Broadcasters will be prohibited from acting as agents of broadcast banks by stocks acting through their fruit departments.


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

Sept. 15—FCC annual engineering seminar, Los Angeles. For further information, contact Mr. Phil Simmons, FCC, 4420 North Figueroa, Los Angeles, Calif. 90090 (213) 627-8873.

Sept. 15—Public hearing of the Canadian Radio-Television and Telecommunications Commission, St. John's, Newfoundland, Nfld.


Sept. 24-25—Annual broadcast symposium, Group on Broadcasting of Institute of Electrical and Electronic Engineers. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of American Women in Radio and Television, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of directors of Alabama, Georgia, Carolina State Broadcast Associations. Ponce de Leon Hotel, Pensacola, Fla.


Sept. 28-29—Fall display meeting, Pacific North-West Cable Television Association, Statler-Hilton-Hammond House convention center, Richmond, Wash.

**October**

Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competitive with two VHF's.

Oct. 1—FCC proposed rules concerning broadcast announcements of soft violence to children have been announced.

Oct. 1-2—Fall meeting of New York State Cable Television Association. Agenda and location to be announced.


Oct. 4-7—Western region meeting, American Association of Advertising Agencies. Broadmoor, Colorado Springs.

Oct. 4-9—103rd technical conference of Society of Motion Picture and Television Engineers. Speaker: David V. Piker, president of United Artists.

Oct. 7—Deadline for comments on FCC's proposed rules concerning the use of technical standards for CATV systems. Concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.


**November**

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use three-second identifiers on radio stations which have been separated by 60-second segments, Nov. 6—Deadline for reply comments on FCC's proposed rule permitting radio stations to use three-second identifiers on radio stations which have been separated by 60-second segments.

Nov. 5-7—Eleventh annual Information Film Producers of America Conference. Newporter Inn, Portland, Ore.

Nov. 5-7—Annual fall meeting, Oregon Association of Broadcasters. Ramada Inn, Portland.

Nov. 7-21—Sixth Chicago International Film Festival. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Room 301, Chicago 60610.

Nov. 8-10—Annual convention, Broadcast Promotion Association. Astroworld complex, Houston.


Nov. 11-14—Sigma Delta Chi convention. Palmer House, Chicago.


Nov. 17-19—Fall meeting, board of trustees, National Academy of Television Arts and Sciences, Essex House, New York.


Nov. 22-23—Palmer House, Chicago.

Nov. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

List of National Fall Conference Dates (see Broadcasting June 29).
theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC’s proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV’s to import distant signals.

December

Dec. 1—Deadline for reply comments on FCC’s proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

January, 1971

Jan. 11-17, 1971—Triannual meeting, U,da, international catholic association for radio and TV Loyola university, New Orleans.

OpenMike ®

Man of a thousand faces

Editor: I have always admired actors whose versatility permits them to play the full latitude of roles from comedy to heavy tragedy. Until I read this week’s Broadcasting (Aug. 3), I did not fully appreciate— the versatility of one of my good friends, Mike Dann. I have long recognized his unique skills as a raconteur, satirist and scene-stealing end man, but I surely didn’t realize he could also play the role of the stern schoolmaster, nipping on the hand that recently fed him!—Rex G. Howell, president, XYZ Television Inc., Grand Junction, Colo.

Fairness for broadcasters

Editor: I just noticed that Roy Danish (director of the Telecommunication Information Office) is going to answer Nick Johnson’s explosions (“Closed Circuit,” Aug. 3).

I’m reminded of the commercial: “Aunt Jemima, what took you so long?”

At the Nebraska broadcasters convention last year I heard some of the sages saying it was wrong to answer him because it would draw too much attention to him. This I disagreed with diametrically. If the fairness doctrine is supposed to work according to that fellow who invented all the card games— Hoyle—then it should work for the broadcasters as well.—Gordon C. (Bud) Pentz, president, KWB-AM-FM Beatrice, Neb.

What’s the truth?

Editor: I protest your editorial in reference to the lack of nutritional value in many cereals foisted on the public today (Broadcasting, Aug. 3). Your argument that we have a healthier generation is, evidently, not traceable to cereals or many of the analogics advertised today. And poorer still is your inference that the public should continue to be deceived because some advertising revenues are used to underwrite public causes through the Advertising Council. One would think that as a responsible publisher you would welcome any move to provide more truth in advertising instead of winking at deception with an eye always beamed towards the dollar to be gleaned thereby? There is no substitute for truth anywhere, and more especially in the marketplace.—A. Lincoln Faulk, president, WCKB (AM) Dunn, N.C.

How spots garner awards

Editor: As a TV-commercial juror at the Cork (Ireland) International Film Festival last September, I found the jury strong on salesmanship as the number-one requirement for commercial excellence.

The Miles Labs vitamin commercial (J. Walter Thompson), which won the grand prize, and the other category winners all happened to be pointed directly at the cash register. And the other jurors were all United Kingdom and continental creative men.

So the “Monday Memo” by Richard R. Uhl (“Venice ad festival puts the emphasis on salesmanship,” Broadcasting, Aug. 3) echoes the Irish festival in judging commercials.—Don L. Kearney, director of sales, Corinthian Stations, New York.

Other outlets too

Editor: The article about broadcast news bureaus in Washington [Broadcasting, July 27] was interesting and well-written. However, the Wave Inc. stations (now Orion Broadcasting Inc.) with Dean Nolan lists all of our stations as AM. The list should read WAVE-AM-TV Louisville, Ky.; WMT-AM-FM-TV Cedar Rapids, Iowa; WJEITV Evansville, Ind., and WFRF-TV Green Bay, Wis.—Bill Logan, promotion director, WAVE-AM-TV Louisville, Ky.
A LOCAL NEWS STORY HAPPENED OUT OF TOWN AND WRGB-TV’S ERNIE TETRAULT LOST 180 LBS. BRINGING IT BACK

This WRGB-TV news interview was a journalistic exclusive... an enlightening 35 seconds of tumbling, floundering and floating in zero gravity with NASA experimenters.

The upside down man on the right is Air Force Major Robert Lilac. The man on the left is WRGB-TV anchorman Ernie Tetrault. When WRGB-TV learned that Major Lilac, a resident of New York’s capital district, was in astronaut training, they sent Ernie and cameraman Bob Schneider to investigate. They returned with a fascinating aerospace venture.

Capital district news doesn’t always happen in the capital district. WRGB-TV newsmen follow local citizens to the newsfronts... to Vietnam, Israel, the national political conventions. When it comes to understanding the complex news stories of today, there’s nothing like having a member of the community right there on the scene to bring back a community point of view.
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Southern Californians, ranging from regular railbirds to the society set, blinked when *Laugh-In*'s Ruth Buzzi, as Gladys Ormphby complete in hair net and baggy sweater and stockings, talked about "naked" horses at Santa Anita race track in a series of television commercials. They also raised eyebrows when radio spots invited them to go to Santa Anita and find out what a "maiden" was.

Santa Anita's radio and television campaign for its latest season was a major step in a current revolution in horse-racing advertising, which for decades has been stereotyped by newspaper and outdoor campaigns announcing that so-and-so track is now racing. But in the past couple of years, the managements of the country's largest tracks have been forced to take a close look at their advertising and promotional efforts. Attendance has been down, especially in comparison with the booming days of the latter '40s and '50s.

This has not been an easy task for track managers to face up to, because in the "good old days" thoroughbred racing was the Sport of Kings and received extensive coverage by the press. They asked the obvious question: Why spend promotional dollars when they didn't have to?

But the slipping gates of the past couple of years demanded that the tracks conduct a few surveys.

Results pointed up two major problems:

First, competition for the entertainment dollar is a lot tougher than it was only five years ago. The general public is spending its leisure-time dollars on football, basketball and other sports, including those participation activities such as camping and boating. Second, the existing horse-race fan averages around 45 years of age and is simply dying off. He is not being replaced by new fans.

In an attempt to crack the market of Los Angeles basin adults who do not go to racing—and they make up the majority by far—Santa Anita tripled its ad budget and changed agencies. After reviewing six shops, the track selected Davis, Johnson, Mogul & Colombatto, a Los Angeles based agency.

In approaching our problem at Santa Anita, Bob Davis, president of DJMC felt that because of the short time span of a 75-day racing season, a highly provocative and memorable campaign was necessary. He felt an advertising push that would evoke an immediate response was required. As he said, "We couldn't afford to be placid or passive."

In analyzing our previous advertising efforts, Bob Colombatto, executive vice president and creative director of the agency believed our ads had become stereotyped—that we had been saying essentially the same thing year after year to the same people.

Knowing that we wanted new people to think about racing, even think about it in a different way, he suggested a comedy treatment.

Following along the line of these thoughts, media selections were easily made. Television was a natural. Thoroughbred racing offers beautiful horses in dramatic action plus jockeys in colorful silks and crowds displaying every imaginable emotion.

We chose radio for another reason. Our surveys have shown that 75% of those that go to the track, make up their minds that morning. And since our whole effort was directed at getting more people to come, we used saturation spots on several of the mass-appeal radio stations.

All told, two-thirds of our total budget went into broadcast media. The remainder was put into newspapers and the horse-racing press.

The television and radio schedules were set up in waves. The season was to be launched with three weeks of TV spots, followed by a couple of weeks of saturation radio, then back to TV and on until the end of the season. A limited budget did not permit continuous, prime-time television for the full three-and-a-half month season.

As these schedules were arranged, creative planning and production got under way. Four 20-second television spots were produced.

In each, Miss Buzzi came on full screen and gave a lead line, which was followed by quick cuts of horses and people in action, visually complementing what she had said.

For example, Miss Buzzi was shown in her most negative expression as she said, "I know all about Santa Anita. All those nasty horses running around with just their shoes on. Disgusting." Then tight shots of action were shown, with a male voice-over announcing, "Yes, come to Santa Anita and see naked horses."

Another spot was built around the line, "People get wildly emotional nine times a day at Santa Anita."

The radio spots used the same themes, with additional spots explaining that in horse racing a "maiden" is one that has never won a race.

Was the television and radio campaign successful?

We don't really know. A labor strike delayed the opening of Santa Anita for over a month, and all of our carefully made plans were thrown completely out of line. The budget was cut proportionately. Original schedules were canceled and new ones were arranged at the last minute.

However, Southlanders who were never aware of horse racing were talking about those naked horses at Santa Anita.

And the average daily attendance during the last two months of the season was 1,100 people more than over the same period the year before.

Ken Downs has been advertising and public-relations director of the Los Angeles Turf Club (Santa Anita Race Track), Arcadia, Calif., for two years. Formerly he held advertising and promotional positions with Mobil Oil, Pabst Brewing and Glendale Federal Savings. He says all of his jobs have involved him in professional sports, including auto racing, boating and football. He was graduated with a degree in journalism from the University of Southern California.

16

BORACASTING, Aug. 17, 1970
Will people pay $1250 to watch a TV broadcast?

Yes, and now your station can have this World Cup Soccer

The world's most exciting TV event, watched by more TV viewers than the moon landing... World Cup Soccer 1970. Real soccer, the greatest in soccer. And look how it pulled.

In the U.S., closed circuit telecasts, in arenas, at up to $12.50 per seat, smashed box office records in every major market. In New York, for example, Madison Square Garden and Felt Forum were sold out so completely that hotel ballrooms and the big New York Coliseum were added. And even then SRO was sold out.

Now these games which drew almost a billion TV viewers in other countries can be yours. All 32 of them. The world's greatest teams, in the world's most exciting sport, in the world's most exciting (once-in-four-years) event... World Cup Soccer 1970.

32 action-packed 2-hr tapes in color

WORLD CHAMPIONSHIP: Brazil vs. Italy

SEMI FINALS: Brazil vs. Uruguay
Italy vs. West Germany

QUARTER FINALS: Brazil vs. Peru
Italy vs. Mexico
W. Germany vs. England
Russia vs. Uruguay

Peru vs. Morocco
Brazil vs. England
Sweden vs. Uruguay
Belgium vs. Mexico
Morocco vs. Bulgaria
Uruguay vs. W.Germany

USSR vs. Mexico
Peru vs. Bulgaria
Czechoslovakia vs. Brazil
Uruguay vs. Italy
Em Salvador vs. Mexico
W. Germany vs. Bulgaria
Brazil vs. Rumania
Italy vs. Israel
Uruguay vs. Israel
Belgium vs. El Salvador
Morocco vs. W. Germany
Rumania vs. Czech
Sweden vs. Israel
El Salvador vs. USSR
W. Germany vs. Peru
Czech. vs. England
Rumania vs. England
Italy vs. Sweden
USSR vs. Belgium

Call, write or wire
SPANISH INTERNATIONAL NETWORK
250 Park Ave., New York, N.Y. 10017 (212) OX 7-0585
When it's partly cloudy,
our weathermen say it's partly sunny.

Everybody's heard the old adage about the glass being either half full or half empty.

The pessimists say it's half empty.
And the optimists say it's half full.

Of course, they're both right. It just depends on how they look at it.

At the ABC Owned Television Stations we like to think the glass is half full.

Whether we're giving you tomorrow's weather or today's news.
This doesn't mean we're Pollyannas. We give you the news, and that means all the news. Straight. No holds barred. No punches held.

That's our commitment as professional newsmen.
But we also feel we have another commitment. A commitment to the people who have to listen to today's news.

So our men deliver the news with a little more hope. A little more warmth.
And a lot more concern for the viewer.

Even if that means making sure our weathermen have sunny dispositions when the weather doesn't.

It's our style. Our delivery. Call it whatever you like.

But the simple truth is, it's working.
Since our stations have begun showing more concern for the viewer...there have been more viewers. Over one million of them.* And there are more coming every day.

Which just goes to prove--there's a bright side to looking at the bright side.

Our weathermen with their sunny dispositions are: John Coleman at WLS-TV, Chicago, Jim Smith at WXYZ-TV in Detroit, Peter Giddings at KGO-TV in San Francisco, Allen Sloane at KABC-TV in Los Angeles and Tex Antoine at WABC-TV in New York.

We let the sun shine in.

ABC Owned Television Stations.
Cutting the frills out of commercials

Extravaganzas are out, pretesting is in as agencies, clients react to tight economy

Major advertisers and agencies are reshaping their approach to TV commercial production, applying hard-headed methods to cope with rising costs in a period of general economic uncertainty.

A sampling last week of advertising agency officials responsible for TV commercial production indicated that their expenditures in the medium generally were not keeping pace with 1969's. Even the more active agencies said their spending was at approximately the same levels as last year, though costs have risen.

But agency production executives were quick to point out that they were guarding against the sacrificing of quality for economy by intensifying some of the techniques they have used in the past:

There is more extensive reliance on pretesting of commercials before agencies commit to a finished product; there is a movement away, in many instances, from the lavish, expensively produced commercial; there is a curtailment of location shooting on distant shores and there is some increase in the re-showing of older commercials.

The production companies that make the commercials for the agencies are feeling the pinch. The slackened pace of the industry was underlined by Harold Klein, executive vice president of the Film Producers Association, whose membership accounts for approximately 70% of the national volume. He called 1970 "a crisis year and probably the worst in the past 10 years."

Mr. Klein estimated that the gross for TV commercial production in the East last year was about $70 million, but that this year, based on figures to date, "the dollar volume is running anywhere between 15% and 20% lower than in 1969." He said reports from Hollywood, the other main center of the commercials field, indicate that production there has slumped as sharply as in the East.

Undoubtedly the principal reason for the cutback in production, Mr. Klein conceded, is the ragged business economy, which has forced advertisers to evaluate more sharply both their media and production outlays. But he placed some blame on the inclination of some advertisers and agencies to use the services of nonunion production houses and independent production specialists as a means of saving production expenditures.

"This is a situation that we can control to an extent," Mr. Klein stated. "We plan to hold a meeting soon with the three unions most closely associated with commercials production—the International Alliance of Theatrical Stage Employees, the Teamsters Union and the Screen Actors Guild—to see if they can set up machinery to police their contracts more closely."

A check of some of the leading TV commercial studios in New York generally substantiated Mr. Klein's assertion that the first seven months of this year were lackluster.

On the other hand, the reaction of some of the top advertising agencies to reports of production retrenchments was less unanimous. There were some agency officials who readily acknowledged they have cut their output, but there were others who insisted they were turning out as many as in 1969 and at the same dollar level. But significantly they revealed that in an era of rising operating costs they were not increasing their budgets.

Mr. Klein said that his investigation showed that with fewer commercials being produced, advertisers are, in some instances, re-editing them and running them more often.

There was no unanimity on this point among agency officials. Several agreed they had adopted this course to effect savings, but others contended that usage of a commercial was related only minimally to production costs. They pointed out that usage hinges on such factors as the "wear" quality of the spot; its place in the schedule (for example, a daytime commercial carried every day should be replaced more often than one carried once a week in prime time) and new-product introduction, which dictates a new commercial.

There was some evidence that the expensive, lavish commercial will not be made as frequently as in the past. But not all agency executives would go along with the thesis of Douglas MacIntosh, senior art director and producer, W. B. Doner Co., Detroit, who recently said that the era of "the elaborate high-cost TV commercial may be nearing its end."

Mr. MacIntosh claimed that in line with trends in feature films, commercials are returning to the "neglected values of simplicity, honesty and directness."

There was some outright support for Mr. MacIntosh's prediction by some agency executives, but others felt that the high-budget commercial, though perhaps not so prominent as in the past, would continue to be made in instances where certain production values were indicated. Several said they were still producing costly commercials as well as those of a more modest price.

The sluggish tempo of commercials production thus far this year was indicated by an official of Movielab Inc., New York and Hollywood, which says it handles processing for about 60% of all TV commercials. He said business in 1970 so far has been "just so-so." He said several production houses have gone out of business and several others are on the verge of closing shop.

In recent months, two of the larger...

Alfred R. Tennyson, vice president in charge of commercial production at J. Walter Thompson Co., New York, estimated that JWT would spend as much this year as in 1969 but said it probably would turn out more commercials. He indicated there would be a small drop-off in the more lavish commercial and a substantial increase in the number of pretested commercials.

A spokesman for Dancer-Fitzgerald-Sample said that some of the larger producers are losing business to "a new kind of guy" springing up in the business—the independent producer-specialist. He indicated that some agencies prefer to work with this type of specialist on particular assignments.

Carl Sturges, vice president, TV production, Young & Rubicam, New York, reported the agency has been watching production costs carefully for the past three years, and believes Y&R will spend about as much in this area as in 1969. He indicated there would be some, but not a substantial reduction in the number of expensive commercials, and pointed out that Y&R subjects them to intensive testing.

Mr. Sturges felt that the general economic slump has hurt certain production houses, but added it was his opinion that other producers are faring reasonably well, particularly those with good reputations and realistic pricing policies.

Gordon Webber, vice president and director of television commercial production for Benton & Bowles, noted a "marked cutback" in the number of commercials ordered this year and added that his company's commercial production was "down 30% from last year's."

"Advertisers are more hard-headed in their assessment of advertising effectiveness and are trying to produce the best possible commercials," he said.

B&B is also producing more test commercials and seeking quality production at budget prices, through low-cost tape. All of the test commercials are made in its own shop and used exclusively for concept testing among consumer groups. Outside firms are used for the final production.

Bernie Haber, vice president and TV producer at BBDO New York, said production volume is running at the same level as last year, though the agency is watching budgets closely. He said the agency is ordering commercials in the middle brackets ($17,000 to $18,000) as well as the expensive ones ($35,000-$40,000), depending on the needs of the clients.

He noted that production companies in commercials sometimes expand too rapidly and build luxurious facilities in the expectation of obtaining business that often does not materialize. But he added that although some of the larger companies may shut down, there is always a group of smaller companies that spring up from personnel leaving the bigger organizations.

Barry Biederman, a vice president and creative director at Needham, Harper & Steers, noted "some slack" in commercial production, but added: "I don't think there's been any devastating fall-off." He emphasized that the situation varies by client, although he conceded cost estimates "are being looked at far more closely."

As an agency, Mr. Biederman said, NHS has always done a lot of test commercials, but recently he has seen an even greater trend toward pretesting spots. Among NHS clients making expanded use of pretest spots are Calgon, S. C. Johnson, Kimberly Clark, and, outside the package-goods area, Xerox.

These spots are done by outside production services, often small film houses set up specifically for low-cost, unpolished production of test commercials. NHS clients also put animated storyboards to frequent use.

The production head of a large TV agency conceded that "the general talk is, you know, that there are fewer commercials being made this calendar year," but he hesitated to call the drop "significant." He said spots are getting "a little more simplified and direct," a result not only of the impulse to economize, but also of a creative trend.

He called the trend away from elaborate and expensive commercials a return to "good selling concepts—I think there has been a swing-around as far as that's concerned."

Sam Magoff, president of Elektra Film Productions Inc., New York evaluated his company's commercial output this year as "even with last year's." He said that business was slack earlier in the year but that "advertisers are in a last-minute rush to get commercials out for the new season beginning Sept. 15."

As to reports that some clients are running commercials for longer flights to save money, Mr. Magoff said that some of his company’s commercials done three years ago were re-appearing on television this year. As an example he cited an animated Alka-Seltzer commercial featuring a simulated stomach. "Some of the commercials are just as valid today as when they were made," he said, "and there's no reason not to use them."

George Cooney, vice president-general manager, EUE-Screen Gems, and president, Film Producers Association of New York, reported TV commercial business off 20%, principally, he said, because of the "tightness of money" has forced advertisers to re-use old commercials instead of making new ones.

As for the commercials that are being made, Mr. Cooney saw no change. Some are of the more expensive, elaborate type; others of the simpler, less expensive variety.

Mr. Cooney also saw something of a trend in the production of test commercials, with most of them being made by outside companies—of which, he adds, there are fewer. And he ticked off three that have closed in the past two months because of the drop in business: Pelican, WCD and Poverty Productions.

Sheldon Satin, executive vice president of VPI Inc., noted a definite falling-off in the number of commercials being produced and in general a "greater concern about cost." Many advertisers and agencies are pre-testing spots and, once they are on the air, using them far longer than customary in the past, said Mr. Satin.

Discount stores set the pace in local TV

Department-discount store expenditures in local television rose $3.4 million in the first half of 1970 from the same period last year, the Television Bureau of Advertising said in a report being released today (Aug. 17). The climb, according to TVB, ranks department-discount stores as the fastest growing retail category in local TV.

Among the retail organizations spearheading this investment rise was Sears, Roebuck—the nation's number-one retailer and TV's top local client—which boosted first-quarter TV investments from $2.4 million in 1969 to $5.8 million in 1970, an increase of 138%, TVB said.

The TVB report, based on information provided by Broadcast Advertisers Reports, which monitors 261 stations in 75 leading markets one week per month, indicated a TV investment by local retail firms of $10.1 million in 1970's first quarter, compared to $6.7 million
$2-million Bic campaign is highlighted by humor

Waterman-Bic pen's 10-week, $2-million TV campaign that starts this week in support of its dealers during the back-to-school season is also the first major creative effort for the company by its new agency, Kurtz, Kambanis, Symon, New York.

The agency's association is of particular interest because of Waterman-Bic pen's surprise switch of its $4 million in billings, virtually all in TV, after a nine-year residency at Ted Bates & Co. (Broadcasting, Feb. 9). That appointment more than doubled the billings of the fledgling Kurtz agency.

For the campaign, the agency prepared six new 30-second commercials. Though the commercials are varied, each uses humor, nearly all picture some product demonstration and one of them subtly spoofs the "torture test" advertising that Bates had formerly produced for Waterman-Bic.

That spoof spot has "Professor Dummkopf," a wild scientist type who operates an elaborate machine with which he attempts to wear out a Bic ball-point. Another spoof has a Dracula scene in which the vampire changes his order from two pints of blood to a chocolate milk shake after using a fine-point pen. Two commercials promote the Bic Clic, one by a head waiter, the other by a man who finds a third hand pushing his writing hand aside. A fifth spot has a woman shopper finding a school pen pack the only bargain after a buying spree, and a sixth has a Bic pen writing after it is used to punch holes in a soda can during a picnic lunch.

The first commercials begin in both daytime and evening network shows Thursday (Aug. 20) and during the 10 half-hour portion produced by Jules Power. This segment will view the universal characteristics of children, shown through the art of American Indian artist David Paladin.

AAAA reports rise in agency profits

The net profit of incorporated advertising agencies rose slightly in 1969. After taxes, it amounted to 4.03% of gross income (as compared with 3.97% in 1968) or 0.80% of billing (as compared with 0.76% in 1968).

That report was issued last week by the American Association of Advertising Agencies, which said "the modest improvement in profit" resulted from a "slight decrease in total payroll" (65.79% of gross income, as against 66.16% in 1968), which in turn "was tempered by a slight increase in overhead costs" (total expenses, including payroll, came to 93.68% of gross income, up from 93.56% in 1968).

AAAA said that although payroll as a percentage of gross was down slightly in 1969, payroll dollars did not decline — the percentage was derived from a higher gross in 1969 than 1968. The only other significant change noted by AAAA in 1969 was that percentage of gross allocated to employee insurance rose to 0.94% from 0.82% in 1968.

Agencies focus on younger consumers

The 18-to-49 age group continues to be the single most requested demographic upon which spot radio buys are based, Robert E. Eastman & Co., station representatives, reported last week. The findings were based on a study conducted by Eastman from buying patterns in more than 100 markets from January 1968 through May 1970.

According to Frank Boyle, Eastman president, the study will be ongoing. The study, broken down by market size and six age groups, also indicated that the age group showing greatest decline was adults aged 18 and over. It also showed that agencies were requesting consistently younger demographics in the top 60 markets, while over-all at least 75% of all buys made were premised on demographics 18 years or older.

Among other findings in the top 60 markets: 18-34 shows most rapid growth and teens plus 18-24/34 are spurtig, as a new, combined demographic.
How TV-network billings stand in BAR's ranking

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<th>NBC</th>
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<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>$1,517.1</td>
<td>$52,595.5</td>
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<td>$255.4</td>
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<td>$4,241.6</td>
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<td>Monday-Sunday 11 p.m.-Sign off</td>
<td>$565.6</td>
<td>$9,029.0</td>
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Miles Kirkpatrick named FTC chairman

He headed ABA committee whose criticism of agency stimulated reform

President Nixon acted on old age last week—to put the critic in charge of the thing he criticizes—when he nominated Miles W. Kirkpatrick, a Philadelphia lawyer, to be the new chairman of the Federal Trade Commission. The Senate Commerce Committee announced that a hearing on the nomination will take place Thursday (Aug. 20).

Mr. Kirkpatrick, 52, was chairman of an American Bar Association committee that critically studied the FTC and recommended drastic changes in the structure and operation of that agency. Kirkpatrick's nomination was not unexpected. There were reports last month that he would be named to the FTC post to succeed Caspar W. Weinberger, a California lawyer, who left Aug. 7 to become deputy director of the new White House Office of Management and Budget (Broadcasting, July 27).

Mr. Weinberger's term has six years to run.

Mr. Kirkpatrick is a member of the Philadelphia firm of Morgan, Lewis & Bockius.

He is a 1940 graduate of Princeton University and a 1943 graduate of the University of Pennsylvania Law School, receiving his LL.B. in absentia since he was serving in the Army during World War II. He is the son of William H. Kirkpatrick, for many years a U.S. District Court judge in Philadelphia.

Pending Mr. Kirkpatrick's confirmation, President Nixon named FTC Commissioner A. Everett MacIntyre as acting chairman. Mr. MacIntyre, a Democrat, was named an FTC commissioner by the late President Kennedy in 1961.

It was while Mr. Kirkpatrick was chairman of the ABA's antitrust section in 1968-69 that he headed the study of the FTC. That group's findings were submitted to President Nixon in the fall of 1969.

It concluded that the agency was wasting time and energy on what it called "trivia." It also said that many of the agency's top personnel were incompetent. It recommended that the trade agency put more resources into detecting and eliminating frauds against consumers and in promoting competition.

Many of these suggestions were incorporated into the reorganization of the FTC that followed the appointment of Mr. Weinberger. During Mr. Weinberger's year as chairman, the FTC was reorganized into two bureaus (consumer protection and competition). In the process, many long-time staff executives retired or were displaced.

Discount policy at WJAR

WJAR-AM-FM Providence, R.I., will reduce its regular rates by 25% for political broadcasts. The discount policy was reported in a 30-page "Political Broadcast Manual" distributed by the stations last week in conjunction with a political broadcast seminar they conducted Thursday (Aug. 13) for local, state and national candidates seeking election this year.

FC&B gets out of race for advertising awards

Foote, Cone & Belding, which has expressed dismay over the proliferation of advertising-awards competitions and hinted of its eventual withdrawal from the field, last week made it official.

In an internal staff announcement, John E. O'Toole, president of Foote, Cone & Belding Communications Inc. and Foote, Cone & Belding Advertising, said the advertising agency—encapsulating all of its domestic and international offices—"will be entering no more awards competitions."

(Leo Burnett Co., Chicago, affirmed last week that it also has withdrawn from the advertising-awards field.)

Mr. O'Toole in his memo observed: "By now there must be as many advertising awards as there are advertisers."

He said that with their increase "an inordinate amount of [agency] creative time has been devoted to selecting, screening and preparing entries, coordinating between offices and attending tedious awards dinners."

Mr. O'Toole noted that FC&B collected "more than our share" of awards in recent competitions and cited some of them, observing also, "The list goes on and on, and therein lies the problem."

He said that while he was proud of the advertising of the people involved in it, "I've had to conclude that the results just don't justify the time expended."

"I can't help but feel those hours would be better used against our prime professional objective: Moving our clients' products ahead in their categories."

22 (Broadcasting, Aug. 17, 1970)
ARB proves it's a prime time to be on Stockton/Sacramento's KOVR-13.

In the nation's 25th TV market, KOVR has six of the eight top ARB prime time shows:

1. Room 222 ........................................ 183,000
2. Courtship of Eddie's Father ............. 178,000
3. Station A ........................................ 178,000
4. Mod Squad .................................. 165,000
5. Nanny & The Professor ................. 164,000
6. Station A ........................................ 164,000
7. ABC Movie of The Week ............... 155,000
8. Johnny Cash .................................. 149,000

And in the demographic area with the heavy purchasing power—18-49 Women—KOVR has 11 of the top 15 shows.

For best results in Stockton/Sacramento, the nation's 25th TV market, choose KOVR.

Remember, KOVR is in one of the nation's leading color TV markets with 57% color penetration.**

Data Sources: *Stockton/Sacramento ARB Feb. 11 - March 10, 1970.
**Broadcasting 5/18/70
Estimates subject to errors, variations and interpretive restrictions, inherent in sampling surveys.

KOVR - CHANNEL 13

McCLATCHY BROADCASTING
Basic NBC Affiliate
Represented Nationally by Katz Television
Even during summer, radio holds listeners

The first Radio's All-Dimension Audience Research (RADAR) report for a summer period shows that radio listening continues at a high level during the hot weather.

The study, conducted by Brand Rating Research Audience Studies Inc. during August 1969 and issued last week, revealed that 14.6% of all persons (aged 12 and over) were using radio during the average quarter-hour between 6 A.M. and midnight. It was said that, considering differences in time of year, this percentage compares favorably with the previous RADAR report (March 1969) of a 15.4% average tune-in.

According to the summer study, more than 22 million persons aged 12 and over listen to radio during the average quarter-hour, with the weekly cumulative audience listed at more than 138 million persons. Individual radio networks attain cumes of as many as 22 million persons over seven days, with average quarter-hour figures of more than 2 million persons, according to the study.

RADAR is supported by the ABC, CBS, MBS and NBC radio networks.

Going all the way

Federal Trade Commission has announced it will conduct public hearings, beginning Oct. 15, on a proposed trade regulation rule requiring disclosure of tar and nicotine content in all cigarette advertising. Cigarette advertising on radio and television is barred by law after Jan. 1, 1971.

Business briefly:


Sears Roebuck & Co., Chicago, through Foote, Cone & Belding, New York, will sponsor NBC-TV special Winnie the Pooh and the Blustery Day, Monday, Nov. 30 (7:30-8 p.m. NYT) preempting The Red Skelton Show.

Coca Cola Co., through McCann-Erickson, and Interstate Brands, through Dancer - Fitzgerald - Sample, will co-sponsor half-hour rebroadcasts of three CBS-TV Peanut specials on CBS-TV next season: It Was a Short Summer, Charlie Brown at 8:30 p.m. (EDT) Sept. 16; It's the Great Pumpkin, Charlie Brown at 8:30 p.m. (EDT) on Oct. 24, and A Charlie Brown Christmas at 7:30 p.m. (EST) on Dec. 5.

Coca Cola Co., Foods Division, Houston, through Marschalk Co., New York; Vick Chemical Co., through Benton & Bowles, both New York; General Mills Inc., Minneapolis, through Dancer-Fitz-Gerald-Sample Inc., New York; and McDonald's Corp., St. Louis, Star-Kist Foods Inc., Terminal Island, Calif., and Philip Morris Inc., New York, all through Leo Burnett Co., New York, have given full sponsorship of NBC-TV's telecast of the 82d Annual Tournament of Roses Parade, Friday, Jan. 1, 1971 (11:30 a.m. - 1:45 p.m. NYT).

Gertz Department Stores of Long Island, N.Y., and Stern Brothers of New Jersey, both affiliated with Allied Stores Inc., will promote back-to-school sales on a series of children's TV specials. Stores will sponsor four one-hour musical-comedy programs performed by the Prince Street Players, the Children's Repertory Company, on wcbs-tv New York. Programs, scheduled for four successive Sundays, will be Jack and the Beanstalk, Aug. 16, Pinocchio, Aug. 23, The Emperor's New Clothes, Aug. 30 and Aladdin Sept. 6. Neither chain retains outside agency.

Faberge Inc., through Nadler & Lainer Inc., both New York, is beginning two-month network and spot-TV campaign for Woodhue Trio Perfume sets Sept. 15. Thirty-second commercials will be used.

Rep appointments:

- Kcct (AM) Corpus Christi and KsJt (FM) San Angelo, both Texas: AAA Representatives, New York.

Also in advertising:

Pixy promotion * Pixanne, central character of Metromedia's nationally syndicated children's show, played by Jane Norman, is saleswoman for series of one-time-only commercials for Colgate Dental Cream, written especially for children. New scripts will be prepared weekly for minute commercials, tailored to program on which it appears.

A pig's eye * The high-pitched voice of a young boy who's uttered the "more Parks sausages, Mom" theme on spot radio for 12 years is also moving into spot television in 30-second animated commercial beginning Sept. 21 and continuing through Dec. 13. Leon Shaffer, Golnick Advertising, Baltimore, is handling the $500,000 campaign for H. G. Parks Inc. The company spent approximately $400,000 in radio last year. Zander Associates, New York, will handle commercial production.

Daily notes for services * Jefferson Productions, Charlotte, N.C., has announced addition of its new DMI Videodisc-1000 slow-motion recorder and CDL computerized electronic editing system in the package for which advertiser and agency clients will be charged $2,950 daily. Jefferson's flat daily rate for TV commercial assignments went into effect June 1 (Broadcasting, June 1).


DDB for ACS * American Cancer Society has named Doyle Dane Bernbach as agency for its 1971 educational and fund-raising public service campaign—the annual April Crusade. All time and space are donated by the media and DDB will not charge ACS for its work.
One way to keep a boy off the streets.

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

FCC staff turns up signs of in-house trade deals, finds no positive benefits in diversified firms

The FCC's initial study of conglomerate ownership of broadcast stations has drawn some blood. It was not as much as some expected, as one commissioner put it, but some—enough to help persuade the commission to continue and to expand the study.

This became evident last week when descriptions of the confidential staff report that figured in the commission's decision, on Aug. 7, to send questionnaires to some 30 companies (Broadcasting, Aug. 10) became available.

The report is said to have raised few if any questions about four of the six licenses with substantial nonbroadcast holdings that were selected last December to receive a pilot questionnaire in the commission's effort to determine the impact of such holdings on broadcast operations.

But the report, by the conglomerate study task force, is critical of the intracorporate dealings of the remaining two, Avco Corp. and E. W. Scripps Co. What's more, the study questions the assertion frequently made in defense of conglomerate ownership of broadcast properties—that nonbroadcast holdings contribute to improved broadcast service.

The other four companies studied—each of the six was chosen as representative of a different category of conglomerate—are Chris-Craft Industries Inc., Fuqua Industries Inc., Cox Enterprises Inc., and the Travelers Corp.

The study, which covered a three-year period beginning July 1, 1966, concludes that in most cases there was no evidence that the parent company used stations improperly to advance nonbroadcast interests. It also said that parent company supervision of broadcast operations appeared to conform to normal corporate practice.

But some of the practices of Avco and Scripps, as described by the task force, appear to confirm fears that some commissioners, notably Kenneth A. Cox and Nicholas Johnson, express in opposing conglomerate company acquisitions of broadcast properties.

The report is said to contain correspondence among Avco executives, including John T. Murphy, president of Avco Broadcasting Co., indicating the broadcasting arm of the conglomerate used corporate relationships as an argument in attempting to persuade an Avco finance company subsidiary to place advertising with Avco stations.

The FCC staff argues that such in-house dealings are unfair to newspapers and broadcast stations attempting to compete with a conglomerate's broadcast outlets. Indeed, it urges the commission to obtain the Justice Department's views on whether such practice constitutes a restraint on competition, both from the standpoint of the antitrust laws and the public-interest standard of the Communications Act.

The report also includes correspondence the staff sees as indicating that Avco corporate relationships can influence Avco stations in their sports news judgment. The staff says one letter, from Avco broadcasting's public-information director, indicates that Avco's San Francisco stations, KYA(AM) and KOIT(FM), would have covered a hockey tournament if they were aware that two of the teams were sponsored by an Avco finance company; a news release informing the broadcasting arm of the Avco connection arrived late.

Avco, the 120th largest industrial firm in the country, has holdings in aircraft, space and missile companies, communications systems, and financial and lending businesses, in addition to 12 broadcast stations—WLW(AM) and WLWT-TV Cincinnati, WLWC-TV Columbus, WLWD-TV Dayton, all Ohio; WLWI-TV Indianapolis; WOAI-AM-FM San Antonio, Tex.; WWDV-AM-FM Washington; WRTH(AM) Wood River, Ill., and the San Francisco outlets.

The task force's concern with Scripps, parent company of Scripps-Howard Broadcasting Co., centers on an apparent no-cash trade-off of advertising between Scripps-Howard's W EWS-TV Cleveland and the commonly owned Cleveland Press. The study cites company correspondence indicating the trade-off was an unprecedented departure from company practice and was apparently aimed at helping the newspaper meet competition from the Cleveland Plain Dealer.

The study says such no-cash trade-offs between commonly held newspapers and broadcast stations run contrary to commission policy. And it suggests that the commission require other newspaper-licensees to file intracorporate communications that would enable the commission to determine whether the newspapers are using the stations to gain advantages not available to their press competitors. Scripps owns 15 morning and evening newspapers and seven Sunday newspapers in 14 cities, the United Press International wire service and seven stations—WMC-AM-FM-TV Memphis and WNOX(AM) Knoxville, both Tennessee; WCPO-TV Cincinnati and W EWS-TV Cleveland; WPTV-TV West Palm Beach, Fla.

Avco officials declined to comment on press accounts of the task force's report; they noted they had not seen the document itself. Jack Howard, president of Scripps-Howard Broadcasting as well as of the parent company, made clear his annoyance over the publication of material the six conglomerates had turned over to the commission on the understanding it would be kept confidential.

But he aimed his fire principally at the Wall Street Journal, which carried an account of the report on Tuesday. "I don't believe I care to comment on
Women’s revolt hits ABC News
Backed by ACLU, secretary to Lower charges discrimination

ABC News in New York was charged last week with “unlawful discrimination against women in employment.” The charge was filed as a class action by the American Civil Liberties Union on behalf of Sharon Niederman, a secretary in the office of ABC News President Elmer Lower, “and on behalf of all female employees.”

A news conference to announce the action had been scheduled last Thursday (Aug. 13), but was canceled, according to Miss Niederman, because “the threat of economic deprivation due to the loss of jobs and the ridicule and harassment we are subjected to has caused the large number of women I represent in this action to refuse to come forward.”

“The present pattern of employment by ABC News supports the charge of discrimination and job segregation,” the ACLU said in a letter to the New York City Commission on Human Rights.

The ACLU claimed that, of 250 employees of ABC News in New York, 50 are women, with only 10 of those “scattered throughout the higher categories of employment at ABC News.”

Most, the ACLU added, are “at the bottom of the job hierarchy.” Miss Niederman said her employment figures came from an “official source.” ABC could not confirm the breakdown.

Miss Niederman, 22, a 1969 graduate of George Washington University with a BA in English literature, and eight MA credits from Harvard, said she applied to ABC for a “position concerned with the writing and production of news shows.”

She said she passed the typing test and last November was assigned as secretary to George Merlis, director of public relations for ABC News. Any attempts to better herself, she claimed, were met with “laughter” or were “ignored.”

Miss Niederman called her situation “symbolic of the plight of the American working woman.”

The ACLU, in its four-page letter to Mrs. Eleanor Holmes Norton, chairman, New York City Commission on Human Rights, signed by Melvin Wolf, ACLU legal director, called for an immediate investigation of the charges.

Copies of the letter were sent to Messrs. Lower and Merlis and to Martin Rubenstein, vice president and general manager, ABC News.

ABC News officials declined immediate comment, pending further study of the matter.

The commission authorized the task force to conduct follow-up field investigations of Avco and Scripps-Howard, as well as of any of the companies that are chosen to receive a questionnaire in the expanded study.

While Avco and Scripps-Howard were singled out for critical comment in the report, all licensees with substantial nonbroadcast holdings—and conglomerates considering entering the broadcast field—had reason to view the document uneasily.

For it gave short shrift to the answers the six companies had provided in response to a question as to what benefits their broadcast operations derived from their nonbroadcast holdings. The most direct benefit the licensees claimed was increased financial capacity.

But the FCC staff said that the station operations of the six are profitable and contribute more to the parent companies' net earnings than most of the other subsidiaries involved; indeed, no flow of financial support to the stations takes place.

There was no indication last week how soon the new phase of the conglomerate study will be undertaken. The task force is revising its questionnaire in light of the experience gained in the pilot project. When that job is completed the questionnaire will be submitted to the Office of Management and Budget for clearance.

The identities of the new companies to be surveyed have not yet been finally determined. It is understood that decisions will be made after the revised questionnaire is cleared—and that the aim is to include all multiple owners with substantial nonbroadcast holdings.

Conceivably, this could result in a list of slightly more than the figure of 50 mentioned in the commission’s announcement.

The commission’s action authorizing the expanded study, on a 5-to-2 vote, came as a surprise. The project had been conceived in February 1969 as a means of soothing the anger of Commissioners Cox and Johnson over approval of several sales of broadcast stations to conglomerates (including Fuqua and Avco) (BROADCASTING, Feb. 10, 1969).

Chairman Dean Burch, who with Commissioner Robert Wells dissented to the extension of the inquiry, had been reported eager to kill the project as soon as Commissioner Cox left the commission and made way for a Republican majority—which is expected to occur within a matter of weeks. (Commissioner Wells has been nominated to replace him; and Sherman Unger, now general counsel of the Department of Housing and Urban Development, has been named to fill the remaining 11 months of Mr. Wells’s present term [BROADCASTING, July 27]).

The chairman is said to feel there are more pressing needs for the commission’s resources in staff and money.

However, the line-up on the proposal to expand the inquiry showed that the chairman had lost the vote of Commissioner Robert E. Lee, who originally had voted against starting the inquiry. He is said to feel that the results of the pilot project warrant a further look.

And, as commission officials were quick to point out, the widespread publicity given the task force’s confidential report would make scuttling the project more difficult.

The possible results of the project, in terms of commission action, will have to await completion of the new phase. But by a minimum, the commission may adopt the task force’s recommendation that ownership forms be revised to provide more information about nonbroadcast holdings of licensees.

The project may have an early byproduct for the commission in connection with the pending rulemaking in which it is considering requiring the break-up of multimedia ownerships, including newspaper-station holdings, in the same market. The task force said it would confer with Broadcast Bureau Chief George Smith on whether it would be helpful if the task force sent revised questionnaires to some 40 newspaper licensees to obtain information for use in the rulemaking proceeding.

House group to act on CPB requests

The House Rules Committee last week cleared for floor action the Corp. for Public Broadcasting authorization bill (H.R. 17982). The bill is expected to come to a vote soon after the Labor Day recess.

The bill provides for up to $30 million for CPB plus an additional $5 million to be matched dollar for dollar with nonfederal contributions, for a total of $40 million. The authorization covers a one-year period.
Gross-receipts tax fails again in court

It's ruled unconstitutional; now Ohio city must decide whether to seek higher appeal

If the city of Toledo, Ohio, wants to bite the bullet and make the effort, cities across the country and the CATV systems they franchise—not to mention the FCC—may yet get a Supreme Court ruling on whether the gross-receipts tax the cities are imposing on the systems is legal. But odds seem to be against such an effort.

Last June, the cities of Sandusky and Fremont, both Ohio, passed up an opportunity to seek Supreme Court review of that question (Broadcasting, June 22). A federal appeals court had upheld a district court's ruling that ordinances adopted by those cities providing for such a tax violated the interstate-commerce clause of the Constitution.

The decision not to challenge the circuit court's decision left a cloud of uncertainty hanging over the legality of a practice that had been built into the structure of the CATV industry over the years. Indeed, the FCC has assumed the practice's legality in a pending rule-making it proposes to limit to 2% of gross revenues the amount of receipts tax that cities might impose on CATV systems.

But on July 1, Judge Don Young, who had handed down the original decision in the Sandusky-Fremont case, did it again—he issued an opinion holding that the Toledo CATV franchise ordinance was unconstitutional for the same reasons cited in the earlier case: it imposed a gross-receipts tax on proceeds (3% of gross monthly revenues) from interstate commerce.

And on July 29, he issued an order declaring that ordinance and related ones invalid and unenforceable—with the result that Buckeye Cablevision Co., which had been operating under a non-exclusive franchise for four years and now serves some 15,000 subscribers, is out from under local regulation. Buckeye, 80% owned by the Toledo Blade and 20% by Cox Cable Communications Co., leases its plant from the local Bell telephone system.

The suits challenging the CATV franchise ordinances in all three cities were filed by Lamb Communications Inc., of Toledo, and subsidiaries, more than four years ago after Lamb was frustrated in efforts to establish CATV service. Lamb had contracts with the Bell company to build CATV plants for it on a leaseback basis in Sandusky and Fremont, but was blocked from going ahead after the cities adopted the CATV franchise ordinances. Lamb filed for a franchise in Toledo about the same time it entered into a leaseback contract with the telephone company in that city. However, Toledo awarded its franchise to Buckeye.

Toledo has until Aug. 26 to decide whether to appeal Judge Young's opinion to the Sixth Circuit Court of Appeals—a decision that, given that court's opinion in the Sandusky-Fremont case, would most likely require the city to commit itself to a Supreme Court test. But last week there was no certainty the city was ready to undertake that course. John Burkhart, chief counsel of the city's law department, said the matter was under consideration. But he indicated that an appeal was less than likely because of what he seemed to regard as the "doubtful" ability of the city to win in the high court. He also said his office was considering recommending that the city council amend its CATV franchise ordinance to meet the objections raised by Judge Young.

Buckeye, which was not a party in the case brought by Lamb, regards the decision with some uneasiness—particularly one part of Judge Young's opinion invalidating the ordinance granting Buckeye its franchise. Joseph Nathanston, counsel for the company, said he is studying the opinion to determine its impact on Buckeye. Buckeye may seek the court's permission to enter the case if the city decides to appeal.

Meanwhile, Lamb Communications appears determined to make the most of what it regards as the opportunity offered by its success in court.

Edward Lamb, chairman of the company, said last week he feels the court decision clears the way for its establishment of CATV service in the three cities with facilities leased from the telephone company—and that it intends to do so. Lamb, which owns wceu-tv (ch. 12) Erie, Pa., now operates unfranchised CATV systems in Flint and Hillsdale-Janesville, both Michigan, and a franchised system in North Canton, Ohio.

Jefferson Standard gets a tax break

Following court decision, FCC grants certificate for sale of WBTW(TV)

The FCC has issued its first tax certificate under a new policy to permit postponement of taxes resulting from the sale of a station and to relieve some of the financial pressure put on licensees selling their facilities because of multiple-ownership requirements.

Last week's action, granting a tax break on the $4.5-million sale of WBTW-(tv) Florence, S.C., puts the WBTW case in line with the commission's notice of June 16, which allowed a tax relief certification if a transfer showed a "casual relationship" between the commission's new multiple-ownership policy and the sale of a station, and if the sale effectuates the new policy.

Before the July 6 ruling, the commission had said that tax certificates would only be issued where licensees were required to dispose of their broadcast holdings "involuntarily", because of a change in commission policy.

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

The commission's action also permits broadcasters to treat such sales as involuntary conversions of property (Broadcasting, July 20).

The commission granted the sale of WBTW from Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co. on Feb. 28, 1968.

It further rejected Jefferson Standard's request for a tax break on the sale which the licensee termed necessary under the commission's 1964 multiple ownership rules.

Jefferson Standard appealed the ruling and a federal district court judge ruled that it had sold the station to comply with the ownership rules.

Jefferson Standard, in requesting the certificate, contended it had sold WBTW because it could not increase the signal strength of either WBTW or its WBTW-(tv) Charlotte, N.C., without violating a commission rule barring the improvement of already overlapping signals of commonly owned VHF stations.

The commission's rule was adopted in 1964, 10 years after Jefferson Standard acquired WBTW and 15 years after it began operating the Charlotte station (Broadcasting, Sept. 29, 1969). Jefferson Standard still seeks an increase in power for WBTW.
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WBAL has Baltimore's only 24-hour news department.

After you go to bed, and after the papers go to bed, and after the newsmen from the other radio and TV stations go to bed, our news department is still going strong.

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye peeled for you. All night long we keep up with the news, wherever it happens.

So if you hear the news during the wee small hours on WBAL, you can be sure it hasn't been pre-written or pre-recorded hours earlier.

Of course, you're probably not awake to hear our 4 a.m. news.

But our 7 a.m. news (or the news you do hear) is better because of it.

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We talk to you like a person.
Mitchell offers an olive branch

Attorney general says he alone will authorize subpoenas to get sensitive information from newsmen

Attorney General John N. Mitchell combined word and deed last week in an effort to ease newsmen's concern over what some reporters regard as the government's effort to turn them into quasi-government agents. And he appeared to make some progress in that effort.

In a speech to the House of Delegates of the American Bar Association meeting in St. Louis, he indicated he is aware of the depth of newsmen's feelings about government subpoenas calling on reporters to testify or turn over film or other material in criminal cases.

His action—announced in the speech—was to issue a set of guidelines aimed at limiting the discretion of government lawyers to subpoena newsmen.

"Serious journalists from all the media have told me privately that they will go to prison rather than comply with subpoenas," he said; "that they will destroy their notebooks and burn their film rather than permit them to be used in a judicial proceeding." Newsmen, the attorney general said, feel that such subpoenas violate the constitutional guarantee of free press and, if complied with, would result in drying up of news sources grown mistrustful of reporters.

Mr. Mitchell made it clear he was not foreclosing the use of subpoenas. Indeed, he expressed the view that "under the law as it stands today, there is no constitutional or common law privilege for the press to refuse to produce evidence requested in a properly drawn subpoena."

But he expressed the hope that the guidelines would provide "reasonable safeguards" to protect the news media's rights and privileges in a manner consistent with the public interest in the fair administration of justice.

They provide that no subpoenas will be issued to newsmen unless the information cannot be obtained from nonpress sources and that, before seeking a subpoena, government attorneys will attempt to obtain the information through negotiations aimed at accommodating the needs of the government and of the news media.

But what's clearly new in the guidelines is the provision that, even when negotiations fail, no subpoenas will be issued to newsmen "without the express authorization of the attorney general." Subpoenas obtained without that authorization will be quashed—though without prejudice to the Justice Department requesting the subpoena on proper authorization.

Mr. Mitchell conceded that not all subpoenas to newsmen, giving rise to the controversy, have met those guidelines. Some, he noted, "were very broad" and some "were issued in haste with little awareness of their burden on the press."

The attorney general referred to the guidelines as "an interim measure." What is "urgently" needed, he said, is a comprehensive study, perhaps by the ABA or similar group, on the fair trial-free press issue as it affects the controversy over subpoenas—an issue he described as "one of the most difficult" he has faced as attorney general.

There was no immediate reaction from the ABA as to its interest in such a project. But some of those affected by the subpoena issue indicated varying degrees of enthusiasm over the guidelines. ABC News President Elmer Lower said that he was "encouraged" and that the guidelines "appear to be an earnest effort to reconcile the freedom of the press with the administration of justice."

"If the guidelines are applied in the manner and spirit in which they were

Under what circumstances subpoenas may be issued

Government attorneys are under new instructions from Attorney General John N. Mitchell to exercise greater care in seeking subpoenas to newsmen. The five points listed by the attorney general last week follow:

- The Department of Justice recognizes that compulsory process in some circumstances may have a limiting effect on the exercise of First Amendment rights. In determining whether to request issuance of a subpoena to the press, the approach in every case must be to weigh that limiting effect against the public interest to be served in the fair administration of justice.

- The Department of Justice does not consider the press "an investigative arm of the government." Therefore, all reasonable attempts should be made to obtain information from nonpress sources before there is any consideration of subpoenaing the press.

- It is the policy of the department to insist that negotiations with the press be attempted in all cases in which a subpoena is contemplated. These negotiations should attempt to accommodate the interests of the grand jury with the interests of the news media. In these negotiations, where the nature of the investigation permits, the government should make clear what its needs are in a particular case as well as its willingness to respond to particular problems of the news media.

- If negotiations fail, no Justice Department official should request, or make any arrangements for, a subpoena to the press without the express authorization of the attorney general. If a subpoena is obtained under such circumstances, without this authorization, the department will—as a matter of course—move to quash the subpoena without prejudice to its rights subsequently to request the subpoena upon the proper authorization.

- In requesting the attorney general's authorization for a subpoena, the following principles will apply:

a. There should be sufficient reason to believe that a crime has occurred, from disclosures by nonpress sources. The department does not approve of utilizing the press as a spring board for investigations.

b. There should be sufficient reason to believe that the information sought is essential to a successful investigation—particularly with reference to directly establishing guilt or innocence. The subpoena should not be used to obtain peripheral, nonessential or speculative information.

c. The government should have unsuccessfullly attempted to obtain the information from alternative nonpress sources.

d. Authorization requests for subpoenas should normally be limited to the verification of published information and to such surrounding circumstances as relate to the accuracy of the published information.

e. Great caution should be observed in requesting subpoena authorization by the attorney general for unpublished information, or where an orthodox First
announced," he said, "the rights of the public . . . press . . . and defendants should be safeguarded." But he added that "a final statement on the guidelines must await the tests of actual cases.

Neither of the other major networks made a public statement. CBS had no comment, and NBC's President Julian Goodman expressed his views in a wire to the attorney general, but the network, terming the message "personal," declined to make it public.

The Washington Post, a frequent critic of the Nixon administration, said editorially that the attorney general's statement on subpoenas is worth "approximately two cheers." And the New York Times, no particular friend of the administration either, said in an editorial that the new guidelines "go far toward easing the fears raised by the dragnet subpoenas the Justice Department issued this year" to newspaper and television reporters.

The Times comment appeared particularly significant because one of its reporters has been found in contempt of a federal court in San Francisco for refusing to testify before a grand jury about his interviews with Black Panther leaders.

And the president of Sigma Delta Chi, the national journalism society, issued a statement describing the guidelines as "a fair and reasonable stopgap to the delicate question of subpoenas to the news media." SDX President Frank Angelo also said that the society welcomed the study proposed by the attorney general and that it expects to be represented on any study group that is formed.

In the process of elaborating on the dilemma the department finds itself in seeking information from the news media, Mr. Mitchell paid those media high praise for their strength and aggressiveness in digging out the news. "Because of their healthy economic conditions," he said, news organizations are able to detach reporters for weeks or even months to study an issue.

The result, he said, is that the public is told not only about the surface event but background details that are "factors of some consequence in an investigation." "Thus, occasionally," there are newsmen and photographers "who have more information than the government has—factual information and photographs which the government finds difficult, is not impossible, to obtain through its own investigatory agencies."

Mr. Mitchell restated his view—first expressed in an interview on CBS's 60 Minutes, in May (broadcasting, May 18), that he would not oppose legislation granting some form of reporter-informant privilege. Bills to provide such privilege have been introduced in the House and Senate.

But there is no legislation now, he said, "and I am required to use the tools which I have in attempting to fairly administer justice." For, he said, "it would indeed be a questionable society which permitted an innocent man to be convicted or a guilty man to be freed because, under current law, I declined to subpoena a newsman who had information vital to the case."

Amendment defense is raised or where a serious claim of confidentiality is alleged.

f. Even subpoena authorization requests for publicly disclosed information should be treated with care because, for example, cameramen have recently been subjected to harassment on the grounds that their photographs will become available to the government.

g. In any event, subpoenas should, wherever possible, be directed at material information regarding a limited subject matter, should cover a reasonably limited period of time, and should avoid requiring production of a large volume of unpublished material. They should give reasonable and timely notice of the demand for documents.

There are general rules designed to cover the great majority of cases. It must always be remembered that emergencies and other unusual situations may develop where a subpoena request to the attorney general may be submitted which does not exactly conform to these guidelines.

ABA hopes to update regulatory procedures

The ABA house of delegates Wednesday approved 10 resolutions concerning recommendations to revise the Administrative Procedure Act submitted by a special ABA committee on that subject. The Administrative Procedure Act relates to legal processes at various federal regulatory agencies, including the FCC and FTC.

The resolutions generally seek amendments to the Administrative Procedure Act with respect to clarifying rulemaking proceedings, expanding public opportunity to participate in such proceedings and otherwise to simplify and streamline adjudicatory hearings.

But the resolutions also propose tougher amendments to the Administrative Procedure Act concerning ex parte conduct, both within the regulatory agencies by staff members and by outsiders. The committee noted initially licensing and rate-making were originally exempt from the prohibitions on staff ex parte contacts but it felt such activity should be more restricted in the future. The aim is to avoid improper staff influence on agency decisions.

The resolutions proposing amendments in these two areas:

1. "Providing that agency employees engaged in investigative or prosecuting functions in an adjudicatory proceeding or formal rulemaking proceeding cannot ex parte participate in or advise in the decision of that proceeding by agency heads, review boards or hearing examiners."

2. "Prohibiting ex parte communications between agency members and parties or other interested persons outside the agency on any 'fact in issue' in the decision of an adjudicatory or formal rulemaking proceeding."

The Supreme Court's chief justice, Warren E. Burger, in what the ABA called a "special appearance" last Monday, consented to full-media coverage of his talk. The ABA news department, however, issued this warning in its advance notice:

"His other appearances at various events are informal and he has requested that there be no radio or television coverage. In keeping with his wishes, no recording or photographic equipment will be permitted at any of his other appearances. The chief justice will not be available for any interviews, whether for TV, radio or the press."

The ABA's president-elect for 1971 is Leon Jaworski, Houston lawyer who served on the President's Commission on the Causes and Prevention of Violence. The ABA's new president for this year who took office in St. Louis is Edward L. Wright of Little Rock, Ark.
New sheen on an old blueprint

Elman says FTC and other independent agencies should be split into executive, judicial roles

A government lawyer with over 30 years in the federal bureaucracy, some of them in high echelons, recommended last week that federal regulatory agencies be run by one man, and that a separate court be established to adjudicate cases involving an agency and the industry it regulates.

The recommendations, similar to ones made seven years ago by Newton N. Minow, former chairman of the FCC, were made by Philip J. Elman, outgoing Federal Trade Commission member. Mr. Elman, who has served as an FTC commissioner for the last nine years, made his suggestion in a speech to the antitrust section of the American Bar Association meeting in St. Louis. Mr. Elman, in fact, mentioned Mr. Minow's recommendations in his talk; he also quoted FCC Commissioner Kenneth A. Cox in discussing presidential appointments to federal agencies.

Mr. Elman's term on the FTC expires Sept. 25. He has indicated that he is not seeking reappointment, and it is seen as doubtful that President Nixon would reappoint him. The FTC consists of five members, no more than three of whom can be members of the same political party. At present there are two Democrats, one Republican with a second Republican nominated to be chairman (see page 22), and Mr. Elman, an independent.

Because regulatory agencies should not be judge and prosecutor simultaneously, Mr. Elman said, a special "trade" court should be established to hear cases involving charges by the agency against businessmen.

This court, he said, should be decentralized and hold hearings in every state, "thus bringing the judicial process much closer to the people." Or, he said, this function might be transferred to the federal district courts. But it was evident he likes the other idea better.

By relieving the agency of its adjudicative responsibilities, Mr. Elman noted, its remaining functions could and should be vested in a single commissioner "serving at the pleasure of both the President and Congress and removable by either. . . ."

This, Mr. Elman said, would permit the public to hold both the President and Congress accountable for an agency's performance. Mr. Elman noted that neither the President nor Congress is held accountable when a regulatory agency fails to perform in the public interest—although the President nominates the commissioners and the Congress confirms them.

The elimination of adjudicatory functions, Mr. Elman said, would enable an agency to concentrate on its main job, policies, through investigations and studies, rulemaking, and bringing suits against those charged with unlawful acts. It would also, he said, be able to recommend to the President and the Congress the need for new legislation.

"All of these essential administrative tasks, executive and quasi-legislative in nature, are better performed, more quickly and more incisively, by a single administrator than by a multimember tribunal," he said.

He confessed that these thoughts are a complete reversal of those with which he had entered government service. He has come to the conclusion, he said, that the so-called advantages of multimember commissions appointed for long terms (group decisions by commissioners whose judgments are unconcerned with tenure) has not been realized. Such agencies, he said, are too unwieldy, engage in long delays in reaching decisions which are more often than not anemic compromises unresponsive to public needs and sometimes too responsive to political pressures.

Discussing the "independence" factor, Mr. Elman said that this tends to discourage "creative and courageous" regulation. "Independence," he said, "means that an agency lacks a constituency, a power base, and the backing of the President." And, he added, it "nourishes institutional timidity and fear" of reprisals from disgruntled members of the industry it regulates, which may result in reductions in its power or in its appropriations.

And also, he added, independence impedes the development of "comprehensive and harmonious" national policies that involve other agencies of the government beside the regulatory agency.

Mr. Elman said he thinks it would be "a serious mistake" to transfer the agencies to the executive department "where they would disappear."

Seven years ago, when Mr. Minow left the chairmanship of the FCC, he made a similar proposal. Mr. Minow recommended to the late President Kennedy that the FCC be reconstituted into a single administrator to establish policy and oversee regulation, and an administrative court, to hear comparative rases and perform other judicial functions (Broadcasting, June 10, 1963).

Mr. Minow's suggestions followed by a bare six months a report by a special committee of the Federal Communications Bar Association headed by Washington lawyer Leonard H. Marks, recommending that the FCC be sliced into three parts—a single administrator, an administrative court and a five-man bipartisan commission to set policy.

Almost from the inception of the seven-member FCC in 1934, there have been calls for a restructuring of the agency. The dichotomy between its legislative and its judicial functions has been questioned by an attorney general's committee in 1946, by the two Hoover commissions in 1949 and 1955, during the hearings that resulted in the MacFarland amendments to the Communications Act in 1952, and in 1959 when Louis J. Hector, retiring from the Civil Aeronautics Board, told President Eisenhower that regulatory agencies are too cumbersome and recommended that the policy-making and regulatory functions of agencies be turned over to executive departments and judicial functions to a special appeal court.

In 1958, legislation was drawn up, but never introduced, by Senator Warren G. Magnuson (D.-Wash.), then and still chairman of the Senate Commerce
Committee, that would have abolished the FCC and set up in its place a single administrator and a court to hear appeals from the administrator's decisions. Details of the bill were suggested by former Senator Clarence C. Dill (D-Wash.), one-time chairman of the Commerce Committee and co-author of the 1927 Radio Act and the 1934 Communications Act.

In 1960, former Harvard Law School Dean James M. Landis, in a report to President-elect Kennedy, singled out the FCC for inefficiency. An executive order by President Kennedy that would have, among other things, given the chairman of the FCC more authority, was vetoed by the House of Representatives in 1961.

Mr. Elman, 53, a New York native, was graduated from the City College of New York in 1936 and from Harvard Law School in 1939. After serving as a law clerk to a New York judge, he became an attorney in the FCC's Law Department in 1940, leaving a year later to become law clerk to the late Associate Justice Felix Frankfurter. In 1943 he was a State Department attorney, then in 1944 the office of the solicitor general. He was a legal adviser to the high commissioner in Berlin in 1945-46, and returned as assistant to the solicitor general. In 1961 he was named to the FTC. He has not announced his plans when he leaves the trade agency next month.

U.S. courts are now fairness arbiters

Democratic committee and three West Coast antihar groups appeal FCC rulings

The federal courts are beginning to displace the FCC as the principal arena for the mounting dispute over the extent to which the public is entitled to access to the nation's broadcast facilities.

A number of commission decisions—most dealing with the fairness doctrine—that frustrated those seeking wider access are under challenge in the U.S. Court of Appeals in the District of Columbia, or soon will be.

Last week, the Democratic National Committee and three West Coast antihar groups filed notices of appeal from commission decisions denying their petitions on the access question.

A Quaker group had already filed an appeal from a commission decision denying its fairness-doctrine complaint against WRC-TV and WMAL(TV), both Washington. And the Business Executives Move for Peace is due to appeal soon a commission action denying its complaint against WTOP(AM) Washington.

The DNC is appealing a commission decision, issued two weeks ago in response to a request from the committee for a declaratory ruling, that broadcasters may not arbitrarily refuse to sell time to political parties for the solicitation of funds but that they may decline to sell time for the presentation of the parties' views on controversial issues (Broadcasting, Aug. 10).

The DNC had asked for a ruling that broadcasters may not arbitrarily refuse to sell time for either purpose. And Lawrence F. O'Brien, chairman of the DNC, in announcing plans to lodge an appeal, called the ruling "absurd on its face." He said the DNC would press its fight to the Supreme Court if necessary.

The three West Coast antihar groups had filed a fairness-doctrine complaint against more than 20 San Francisco area stations in connection with an effort to obtain time to respond to the broadcast of armed forces recruiting announcements.

They contended that the commission's application of the fairness doctrine to cigarette advertising provided a precedent for its application to recruitment spots.

The Quaker group—the Peace Committee of the Baltimore Yearly Meetings of the Religious Society of Friends—had also complained to the commission after a request for time to reply to recruitment spots was denied.

The BEM case involves the group's contention that WTOP violated the fairness doctrine by refusing to sell time for the presentation of BEM's messages urging immediate withdrawal of American forces from Vietnam.

FCC's fairness powers could extend to papers

Two companion bills, which would bring newspapers under the FCC's fairness doctrine, were introduced last week by Representative Leonard Farbstein (D-N.Y.). The FCC would also be given the responsibility of enforcement.

The first measure (HR 18927) would extend the fairness doctrine to newspapers in communities of 25,000 or over, which do not have two separately owned papers.

The second bill (HR 18928), would empower the FCC to fine or revoke the antitrust exemption of papers falling under the Newspaper Preservation Act which were not presenting conflicting views on the issues. The Preservation Act provides for an exemption of newspaper joint operating agreements from the antitrust laws.

Under the laws, a Farbstein aide said, a reader could not object that a newspaper's editorials cover only one viewpoint—the reader would have to look at the newspaper as a whole, for a period of time, and then decide that he had not been exposed to divergent views on an issue. The FCC could then consider a complaint on that basis. The FCC, he said, would have no authority over content, only over the balance of presentations of opposing viewpoints.

In another related proposal, Representative Michael Feighan (D-Ohio) introduced a measure (HR 18941) which would require newspapers of general circulation to print editorial advertisements—which include solicitations for funds or explanations of particular viewpoints on issues—and to guarantee a person's right to reply to editorial comment directed at him. The Feighan bill would avoid empowering the FCC to enforce such measures, and would look instead to a mandatory injunction in federal court for enforcement.

CBS and NBC trade places

CBS-TV and NBC-TV will complete an exchange of affiliations in Rapid City, S.D., on Sept. 13. CBS announced last week that it would replace its affiliation with KOTA-TV Rapid City and satellite KHSD(TV) Lead, S.D., with K2SD-TV Rapid City and satellite KSDJ(TV) Lead. NBC confirmed that it was effecting a switch—as K2SD-TV to KOTA-TV.
Hard words from Bob Wells

He tells broadcasters to stop 'minor skirmishes' and face the real crises

An FCC commissioner and a small-market radio operator warned broadcasters last weekend that they had better begin thinking of "gut" issues and stop quibbling about small differences. Both men were scheduled to address the Arkansas Broadcasters Association semiannual convention in Hot Springs last Friday and Saturday (Aug. 14 and 15).

Commissioner Robert Wells told the broadcasters that there were serious and vital issues confronting them, far more important than some of the issues they have complained about.

"...When a governmental agency is threatening to enter actively into programming, is it really important to you that you must ascertain your community needs?" he asked. And he continued: "Is documentation required by the FCC important when the very financial structure of your industry is in jeopardy? Is it really important to you what the FCC requires on technical standards when the whole industry is under fire for being too powerful, and moves are under foot to limit the amount of money that can be spent in your industry? Is it really important that we spend time and money fighting these minor skirmishes when the real battle is much more significant?"

Mr. Wells said that he felt the cigarette-advertising broadcast ban is discriminatory and that limitation on broadcast spending in the political broadcasting bill (see page 46) does not get to the heart of the problem of high campaign costs and the plight of the poor candidate. "The money will just be spent in other sources and probably with less effect," he said.

"So," Mr. Wells said, "let us be blunt. . . . Licensees have an obligation to the future of this industry and the obligation is here now."

Earlier in his scheduled talk, Mr. Wells noted that recent FCC decisions on the fairness doctrine (BROADCASTING, Aug. 10) make it clear that licensees have a responsibility to cover important and controversial issues but that "it is the licensee who decides how he will cover. . . . issues."

Mr. Wells commented, also, that these decisions make clear that "no specific individual has a right to demand broadcast time." Treatment of an issue, he said, is left to the licensee's "journalistic discretion."

And, he warned, licensees cannot attempt to avoid the fairness issue by staying away from controversial programs. "Nothing," he said, "could be further from serving the public interest. . . ." And, he added, "I have never seen a licensee get into trouble for covering any controversial issue if he gave any kind of well-rounded coverage."

Commissioner Wells' call for broadcasters to face key issues was seconded by John F. Hurlbut, WYMC(AM) Mt. Carmel, Ill., who is also a member of the radio board of the National Association of Broadcasters. Speaking at the same meeting, Mr. Hurlbut was scheduled to appeal for broadcasters to let their congressmen and senators know how they feel about basic issues affecting broadcasting.

Terminating his speech a sermon ("For what shall it profit an owner, if he gain the whole market . . . and lose his license?") Mr. Hurlbut noted that broadcasters are extremely successful in attracting an audience, selling time and moving merchandise. "But," he added, "in the area of selling ourselves to the public, creating an image of responsibility with the Congress and our regulators, our muscle is flabby at best. . . ."

Broadcasters, he said, cannot expect the NAB staff to do it all. "Your congressmen and your senators," he said, "get elected by the people in your coverage area. They are not elected by the NAB people charged with government-relations responsibility. And until congressional committees or whoever realize that our headquarters people represent grass-roots strength, don't expect much improvement."

Too many broadcasters, he concluded, are "more concerned with the rate-cutter down the street and too little concerned about the fires in our industry fanned by the super-regulatory crowd. . . ."

The Arkansas broadcasters were also to hear from J. W. Roberts, Time-Life Broadcast, president of the Radio-Television News Directors Association. Mr. Roberts called on broadcasters to professionalize their news operations, to join with (and become members of) RTNDA as it works to establish standards for broadcast newsmen—and seeks to counter "a sustained attack on broadcasters." And, he said, for the first time there is a "detectable strong public reaction against wide areas of broadcasting, including news."

NAB and FCC confer on small-market paperwork

You're a small-market radio broadcaster. Your community has a population of 4,000—6,000 if you count the entire county. You and your wife operate the station, with the help of a couple of technicians. You run the board, sell time to local merchants, buy programs, make up and mail bills, and do all the myriad other things a small business man must do to remain solvent— including seeing that the washroom is clean.

Your license is up for renewal and you are filling out the application, one requirement for which is that you append a long, laborious and extensive questionnaire on community needs based on interviews with "community leaders." You feel silly because you see these men virtually every day. Who needs it?

To try and reduce this extra and what they characterize as mostly unnecessary workload for small-market radio broadcasters, a three-man subcommittee of the Small Market Radio Committee of the National Association of Broadcasters met last week in Washington with FCC Commissioner Robert Wells, himself a former Kansas broadcaster, and Robert V. Cahill, administrative assistant to Chairman Dean Burch. Mr. Burch was due to attend the meeting, but a back ailment kept him at home that day (Aug. 10).

The committee members are Clint Formby, kpAN-am-fm Hereford, Tex.; J. R. Livesay, WLBB-am-fm Mattoon, Ill., and Norton E. Warner, KIMB(AM) Kimball, Neb.

Their aim is to try to persuade the FCC to relieve small-market radio broadcasters from the paperwork imposed by the commission, especially in such areas as license renewals, community needs, equal-opportunity reports, the application of the fairness doctrine and the equal-time provisions of Section 315.

The subcommittee hopes to have another meeting, this time with Chairman Burch, probably the same week that the full small-market radio committee meets in Washington Sept. 11.
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Another challenger drops out
Post-Newsweek's rival for Miami channel will settle for out-of-pocket expenses

For the second time since it was adopted on Jan. 15, the FCC's policy statement on comparative hearings involving renewal applicants has cooled the enthusiasm of a challenger of a prominent broadcaster. A group of Miami businessmen, including several with ties to President Nixon, has decided to withdraw from its contest with Post-Newsweek Stations for Miami channel 10, occupied by Post-Newsweek's WPIL-GTV.

The decision was disclosed in a pleading filed jointly last week by Post-Newsweek and Greater Miami Television. The two parties asked for a continuance of a prehearing conference that had been scheduled for Aug. 10 on the ground that they had reached an agreement under which GMT would withdraw from the contest in return for reimbursement of its expenses. Commission approval of the reimbursement, which is expected to amount to some $60,000, would be required.

This was the same scenario followed when a group of Los Angeles business and professional people known as Voice of Los Angeles bowed out of their contest with NBC for channel 4 Los Angeles, now occupied by NBC's KNBC(TV).

It is understood that, as in the KNBC case, GMT will cite the Jan. 15 policy statement as justification for commission approval of the withdrawal agreement. Voice which had filed its competing application almost one year before the policy statement was adopted, said that the statement adversely affected its chances for success.

The statement asserts that, in comparative hearings involving renewal applicants, the commission will favor incumbents if they can demonstrate that they have "substantially" served the needs and interests of its area. It also states that the hearing examiner is to decide that issue before the competing applicant presents its case.

The commission last month accepted Voice's justification, and approved the withdrawal agreement, which provided for reimbursement of $102,400 (Broadcasting, July 7). The Post-Newsweek-GMT agreement is expected to be submitted to the commission this week.

GMT filed its competing application two weeks before the policy statement was adopted.

The filing was entered only 65 days after Post-Newsweek acquired the station from L. B. Wilson Inc. (Broadcasting, Sept. 29, 1969). However, in designating the competing applications for hearing, the commission said Post-Newsweek would be allowed to show the extent to which its operating proposals had been implemented (Broadcasting, June 29).

The GMT application had drawn national attention because of the White House angle. W. Sloan McCrea, president of GMT, is a business partner of Charles G. (Bebe) Rebozo, a close friend of the President. In addition, Mr. McCrea and Hoke T. Maroon, GMT treasurer, were once business associates of the President in a Miami Beach real-estate venture, and two GMT directors, William Pawley and Frank E. Mackle, Jr., are said to be friends of Mr. Nixon.

The GMT challenge was also noteworthy because Post-Newsweek's Washington Post has been cited by Vice President Spiro T. Agnew in his criticism of the media.

Counsel for both Voice and GMT is Welch & Morgan. The firm also represents several other applicants seeking to displace incumbent licensees. But Edward Morgan, a partner in the firm, last week predicted that the Jan. 15 statement would discourage any more challenges.

The statement offers a applicant "too little chance of success" for the money involved in competing with an incumbent, he said.

Two of the challenger applicants represented by his firm, Hampton Roads Television Corp. and Community Broadcasting of Boston, last week began a court suit aimed at overturning the policy statement. Hampton Roads is seeking to displace WTAR-TV Norfolk, Va., as occupant of channel 3, and Boston Community is one of two applicants challenging RKO General for channel 7 Boston, now occupied by WJAC-TV.

The commission adopted the new policy statement to provide "stability and predictability" to broadcast operations after a rash of challenges to renewal applicants were filed in the wake of the commission's WDHH-TV decision the previous year.

That decision appeared to offer a bright opportunity to those interested in challenging multiple-owner licensees. In it the commission denied WDHH-TV Boston renewal of its license, and granted the application of a competing applicant, Boston Broadcasters Inc.,
Bureaucratic moves to block Jacksonville transfer

The communicative bureau last week opposed a settlement agreement among the four applicants for channel 12 in Jacksonville, Fla.

The applicants, who have been the interim operators of the facility now occupied by WFGA-TV, are Florida-Georgia Television Co. (45.5%-owned by Wometco Enterprises), Florida Gateway Television Co., Community First Corp. and New Horizons Telecasting Co. Under the agreement, the parties would form a new company—Channel 12 of Jacksonville Inc.—which would purchase Florida-Georgia's assets for $2,875,000. Florida-Georgia would be liquidated and its assets, including $65% of the new company, would be distributed to its stockholders. (Broadcasting, June 29).

The broadcast bureau said it opposed the agreement because there has been no showing that the new company is financially qualified to construct and operate the proposed station. It has been shown that neither Florida Gateway, Community nor New Horizons has as much as $50,000 in funds, the broadcast bureau noted, adding that the proposed initial outlay amounts to nearly $3 million.

The bureau also said there has been no showing as to the value of the assets to be acquired by Channel 12 from Florida-Georgia. It added that if the price is less than the actual value, the other three parties, by virtue of their stock interest in Channel 12, would receive a "windfall" in exchange for dismissal of their applications. It also noted there is a character issue involving anticompetitive practices still pending against Florida-Georgia stockholders.

San Diego airline buys two FM outlets

Pacific Southwest Airlines, San Diego-based intrastate carrier, has diversified its holdings, entering the broadcast industry with the announced purchase of KBBI(FM) Los Angeles and KBFW(FM) San Diego. The stations were sold, subject to FCC approval, by Biola Schools and Colleges Inc., Los Angeles, for $1,150,000.

Pacific Southwest Airlines is headed by J. Floyd Andrews, president. George A. Whitney, formerly vice president and general manager of KFMB-AM-FM-TV San Diego, will head the airline's new broadcast division. PSA operates

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several resort hotels in addition to being a common carrier.

Mr. Whitney also said the airline was in the talking stage with other owners to purchase additional broadcast and CATV properties. "Our acquisitions are expected to be primarily in California," he added.

KBBI (FM) operates on 107.5 mc with 34 kw and an antenna 2,783 feet above average terrain. KBBW (FM) is on 102.9 mc with 50 kw and an antenna 185 feet above average terrain.

**Inequities seen in FCC's new fees**

**Now under protest:**

charges for microwaves, cables, earth stations

NBC, a group of CATV operators and representatives of the common-carrier industry found separate flaws last week in the FCC's newly adopted fee schedule.

The network filed a petition seeking reconsideration of the grant fees for initial construction of earth stations in a satellite-communications system. NBC argued that, while the current flat $50,000 fee for each earth station may be reasonable for complex international-type stations that may cost around $5 million, it is unreasonable when applied to those required for a 'domestic satellite system, including receive-only terminals, configured for television-network program distribution.' The latter may range in cost from $50,000 to $250,000.

Under the present schedule, NBC said, total grant fees for such a national network system would exceed $5 million because the system would require over 100 terminals. It suggested either a charge of 2% of construction cost with a $50,000 maximum or a flat fee of $1,000 for each domestic-service earth station.

A joint petition by 200 CATV systems—including group operators Teleprompter Corp., Columbia Cable Systems Inc., LVO Cable Inc. and United Artists Theater Circuits Inc.—alleged that the fees applied to cable systems represent an attempt to burden the CATV industry with underwriting the cost of a regulatory scheme "to retard the growth of cable in order to protect broadcast television."

They said, despite a "trickle" of FCC decisions favoring CATV, the regulatory picture of the industry is still uncertain, and CATV operators have been "stymied" by the commission's strict regulatory approach in their attempts to service the top-100 markets. Most CATV rules benefit broadcasting, they stated, and this is evidenced by the fact that CATV is not available to 90% of the population. The cable operators called on the commission first to finalize a regulatory approach to CATV, then to formulate a fair fee structure. To do otherwise, they said, would be to "put the cart before the horse."

The cable operators said they have over 500,000 subscribers and represent a cross section of the industry.

A group of 20 microwave companies (several of which are owned by Teleprompter) felt the fees are excessive in the light of the services performed by the commission.

The fee for application for modification of microwave construction permits should be reduced from $50 to $25, they stated in their joint petition. They also suggested eliminating the $150 fee for a CP grant except when the application is for modification of a CP which involves either new service or additional service to existing points of communication.

In addition, they felt that a 45-day period in which to pay CP grant fees is a burden to carriers who need the additional capital during the construction period. The grant fee should be due at the time the application for a license to cover the CP is filed.

**Employment rules affect common carriers**

Rules on equal-employment opportunity applicable to common carriers have been adopted by the FCC.

The new rules, similar to those adopted for broadcasters (Broadcasting, May 25), take effect Sept. 18 and require common-carrier licensees or permittees to establish and carry out a "continuing program of equal opportunity" in every aspect of employment policy and practice.

Specifically, common carriers with 16 or more full-time employees must file statements of equal-employment programs within 90 days of the effective date. Changes in the programs are to be filed by April 1, 1971. In addition, common carriers must file by April 1 each year an employment report indicating whether any equal-employment complaints have been filed against the carrier and giving details. If the information has been filed with the Equal Employment Opportunity Commission, it would not be necessary to file it with the FCC, but the EEOC filing must be noted.

Chairman Dean Burch and Commissioners Kenneth A. Cox, Nicholas Johnson and H. Rex Lee voted for the proposal; Commissioners Robert E. Lee and Robert Wells concurred. Commissioner Robert T. Bartley concurred in part and dissented in part, issuing a statement to be released later.

**Second Memphis TV settles with blacks**

**WREC-TV meets demands for more Negro programs, more Negroes on staff**

A group of blacks have now withdrawn two of the petitions they filed opposing the license renewals of three Memphis television stations over alleged discrimination in programing and employment practices.

The Coalition for Better Broadcasting last week dropped its opposition to WREC-TV Memphis after the station amended its renewal application with a policy statement embodying points acceptable to the coalition.

The coalition, which comprises eight black community organizations, had petitioned the FCC to deny the renewals of WREC-TV, WBBQ-TV and WMC-TV (Broadcasting, July 13, 20). Last month the group reached an agreement with RKO General's WBBQ-TV. No agreement has yet been made with WMC-TV, owned by Scripps-Howard Broadcasting.

In its 18-point policy statement, WREC-TV, a Cowles station, committed itself to the "systematic inclusion of blacks on all locally produced programs." In addition, the station agreed to include coverage of the black community in its local newscasts and to take "affirmative action" in the training and employment of minority members. The policy statement included deadlines for achieving some of the goals.

In a letter to the commission last week announcing the agreement, Allen Black Jr., coalition leader and local field director of the Legal Defense and Education Fund of the National Association of Colored People, said that any "material variance" by WREC-TV from the policy statement would be regarded as a breach of license.

In addition to the legal defense fund, members of the Memphis coalition include Action Consolidated; Barbers Local 734; the Black Knights Inc.; the Co-Elites Club Inc.; the NAAACP's

**NBC sees dangers in crossownership ban**

NBC last week urged the FCC to reconsider its rule barring crossownership of CATV's by networks or TV stations in the same community.

Disqualifying a network from future ownership of a business is "virtually unknown in American jurisprudence," the network said in its petition, adding that CATV's early stage of development—where the risks are great and the potential too uncertain—is not the time to deny ownership "by those whose natural interests in and history of innovations in communications may be the greatest."

NBC advised the commission to encourage as many different types of CATV participants as possible—particularly those with the necessary personnel, experience, resources and financial strength—to assure the fullest experimentation in and development of CATV. To require stations to divest themselves of cable or TV interests by Aug. 10, 1973, it added, is an "unfair sanction."

**Media notes:**

- **New affiliate** - WHEC (AM) Rochester, N.Y., owned by Gannett Co., will return to CBS Radio Aug. 17. Station was affiliated with CBS from April 1930, to June 1968 when it went to ABC Radio's Information Network. ABC plans to pick up another station in the Rochester market. WHEC operates on 1460 kc, 5 kw unlimited.

**New agency formed** - Bob Harris, former advertising, publicity and promotion manager with Metromedia's KLAC (AM) and KMET (FM) Los Angeles, has resigned to form Bob Harris Advertising-Public Relations. Agency offers full creative services, according to Mr. Harris, and lists KLAC and KMET among its clients. Address: 319 S. Citrus Avenue, Los Angeles 90036. Telephone (213) 938-3981.


**Historic display** - The Detroit Historical Museum will offer an exhibit, starting Aug. 20, honoring the initial radio transmission of WWJ (AM) there, 50 years ago to the day. The exhibit will include WWJ's original transmitting unit, a wireless exhibit and a Model T Ford police car with a mock hook-up of the first police car radio, used in 1923 to monitor WWJ's signal.

**New PR house** - Philadelphia PR executives J. Robert Holland and Lee A. Perlman have formed new agency, Holland-Perlman & Associates Inc. Firm will specialize in media contact but will also deal in medical, political, financial and corporate relations. Messrs. Holland and Perlman were previously associated with Lewis & Gilman. Philadelphia. Address: 1601 Walnut Street, Suite 23, Philadelphia. Phone: (215) 3-2222.

**FCC denies equal-time pitch**

FCC Complaints and Compliance Chief William B. Ray has declined to settle an equal-time dispute concerning an employee of WOR (AM) New York. He said the matter should be resolved in "good faith" negotiations between the contesting parties.

The complaint against WOR was filed by Bella Abzug, Democratic candidate for Congress. Her opponent, Barry Farber, is a station personality, who runs a 45-minute interview show. Mrs. Abzug wanted equal time. The station offered to let her co-host program or conduct her own 45-minute show during the campaign, but Mrs. Abzug refused (Broadcasting, Aug. 3).

Mrs. Abzug said she wanted her equal time in the form of spot announcements. WOR said that would be unfair, and turned her down.

Mr. Ray said the Farber show clearly creates equal-time responsibility, but that Mrs. Abzug's request for spots is unreasonable. He added, however, that WOR cannot arbitrarily limit her to 45-minute segments; other kinds of program time might be just as acceptable and more desirable from Mrs. Abzug's point of view, he said. The exact nature of her appearances on the station should be negotiated in good faith, Mr. Ray said.

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**International**

**Irish television switching to color**

State-run commercial system will convert completely by 1974—despite tight money

Irish national television, still in its infancy compared to U.S. broadcasting, is taking its first steps into color TV—and the color uppermost in mind is the green tint of the pound note. The commercial (though state-run) Telefís Éireann plans five hours a week of color transmissions this fall.

With half its programing imported and most of that coming from U.S. suppliers, there should be no shortage of color product to fill those initial color hours. And 1974 is the target date for full conversion to color.

Telefís Éireann's first experiment with color this spring was a huge success. RTÉ (Radio Telefís Éireann) televised a BBC commentary in color from Mexico City during the World Cup soccer finals. With little warning and no promise of future color transmissions, the Irish public responded by buying color receivers. One RTÉ spokesman estimates "2,000 color sets cropped up straight away."

While conversion to color is going to require capital outlays that will further strain an already overburdened financial situation, it may mean more money flowing into RTÉ coffers from license fees. A license fee for color has not been set; color TV is too new to Ireland, but most countries requiring license fees from viewers elicit substantially more for color-set licenses.

RTÉ financing makes it one of the more unusual broadcast operations in the world. Despite its status as government-run and nonprofit, Radio Telefís Éireann is highly dependent on spot revenue. Licensing revenue from black-and-white receivers has stabilized at about 40% of RTÉ's income. Ireland recorded a set count of 443,000 last year, representing 64% of the 697,000 households in the country. Although the Radio Telefís Éireann authority raised the license fee in 1969, it still remains low and the limited population of Ireland remains an unalterable fact. Neither extraordinary prosperous nor populous, Ireland must support its TV op-
Open-door policy for pre-release

FCC permits CATV's to carry programs carried earlier in Canada

A ruling by the Canadian Radio-Television Commission limiting the amount of U.S. programming on all Canadian TV stations by the 1972-73 season has figured in a pair of FCC actions.

The FCC has ruled that cable systems near the Canadian border need not afford protection against the carriage of American programs by Canadian TV stations. Often such programming is aired on stations across the border before it is released in the U.S.

And, in another action, the FCC renewed CBS's authority to deliver radio and TV programs to Canadian stations. In both cases the commission pointed out that the CRTC ruling would limit to 30% the amount of U.S. programming on Canadian TV's and that at least 60% of prime-time programming is to consist of Canadian programming. The CRTC action may alter the current competitive relationships between U.S. and Canadian stations with common audiences, the FCC said. It added that the percentage of U.S. audiences tuned to Canadian stations will probably decrease as Canadian programming increases.

Eight TV stations had sought pre-release protection on CATV systems in Washington, New York, Vermont, North Dakota and Minnesota. However, the commission concluded that the problem was not significant and that whatever problem exists seems to be on the verge of elimination.

CBS proposed to deliver radio programs to Newradio Ltd., a Canadian corporation—which uses them in its Canadian-oriented news service—and to transmit programs to a Canadian syndication company. CBS also proposed to deliver TV entertainment and sports programs to Canadian Broadcasting Corp. or CTV Television Network Ltd., which would offer them to affiliates.

WBEN-TV Buffalo, N.Y., alleged that the practice gives Canadian TV's an unfair competitive advantage since U.S. audiences view prime-time programs on these stations first, resulting in a decline in WBEN-TV viewers.

The commission concluded that it would be concerned if the prerelease practice had this result, but added that available data did not indicate the practice had an adverse effect on WBEN-TV. Canadian TV stations receive only about 3% of the audience share in the Buffalo market, the FCC added, and there was no basis for attributing even this percentage to the prerelease practice.

The vote on both actions was 6-to-1 with Commissioner Kenneth A. Cox dissenting and preparing a statement to be released later.

'Black Journal' opens Ethiopian bureau

Black Journal, National Educational Television's monthly program about black Americans, has established a permanent bureau in Addis Ababa, Ethiopia, for production of films about Africa. Heading the bureau is Horace Jenkins, Black Journal producer.

The show will devote one segment a month to information about Africa, with the films also made available to African nations for use on TV.

"We, as Africans in America, need to see the positive side of Africa so that we can develop a much-needed psychological identity with Africa to develop our roots of identification," commented Tony Brown, executive producer of Black Journal.
Fuqua suffers six-month dip

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a slight increase in net sales and other income but a large decline in net income for the six months ended June 30. J. B. Fuqua, chairman, noted, however, "the comparison with last year's second quarter looks much worse than our actual operating results because of two unusually large profit items occurring in 1969."

In spite of the teamsters' strike in Chicago which caused "a severe profit drop," Mr. Fuqua said sales of most of the company's products and services are "holding up very well considering economic conditions."

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>$0.34</td>
<td>$0.94</td>
</tr>
<tr>
<td>Net sales and other income</td>
<td>152,250,000</td>
<td>151,637,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,305,000</td>
<td>5,959,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1.22</td>
<td>1.99</td>
</tr>
</tbody>
</table>

Cash Flow Notes: 1969 figures restated to include pooling of interests and year-end adjustments applicable to first half of 1969. Earnings per share restated to include addition of common equivalent shares. 1969 net income figures include extraordinary loss of $57,000.

Company reports:

Liberty Corp., Greenville, S.C., diversified holding company with broadcast interests, has reported a $300,000 gain in net earnings for the first half of 1970—in what one spokesman called "a tight year"—compared to the same period last year. Net earnings were listed at $3.5 million or 50 cents a share.

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>$0.50</td>
<td>$0.46</td>
</tr>
<tr>
<td>Revenues</td>
<td>45,885,000</td>
<td>40,518,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>3,500,000</td>
<td>3,200,000</td>
</tr>
</tbody>
</table>

Norton Simon Inc., New York, diversified conglomerate whose interests include Talent Associates Inc., reported record earnings and sales for the fiscal year ended June 30. David J. Mahoney, chairman, chief executive officer and president, credited the successful introduction of several new food products, efficient operations of two subsidiaries, Glass Container Corp. and Canada Dry Corp., and the sale of Plimpton Press which improved the position of McCall printing. The firm also declared the regular 2 1/2% common stock dividend payable Sept. 30 to stockholders of record Sept. 9.

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.46</td>
<td>$2.10</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,406,031,000</td>
<td>968,943,000</td>
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<tr>
<td>Net income</td>
<td>30,787,000</td>
<td>31,561,000</td>
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<tr>
<td>Shares outstanding</td>
<td>11,138,000</td>
<td>11,121,000</td>
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</table>

Note: Earnings before dilution were $2.87 per share in 1970 and $2.34 per share in 1969.

For the first six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
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</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.55</td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>538,409,119</td>
<td>46,181,983</td>
</tr>
<tr>
<td>Net Income</td>
<td>160,260</td>
<td>1,082,802</td>
</tr>
</tbody>
</table>

Publishers Co., Washington-based printer, publisher and broadcaster, reported increases of 36.5% in sales and 19.3% in after tax earnings for the six months ended June 30, compared to the same

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported net sales for the quarter ended June 30 of $19,421,346, 16% below the $23,064,343 reported in the similar quarter last year.

E. A. Carter, chairman, noted that despite the company's current position and the continuing sluggish economy, the firm's financial position remains strong.

KATZ REPRESENTS KVII-AMARILLO

Your KATZ TELEVISION WEST rep now carries a new folder in his briefcase.

It tells how KVII-TV took the Amarillo market by storm (40% metro share overall in the spring count). It tells a lot of other reasons why, when you buy Amarillo, you should buy KVII-TV.

Your KATZ TELEVISION WEST rep has the details. Ask him.
advertising agency, reported increased worldwide billings of $191,000,000 for the second quarter ended June 30, compared to $188,000,000 for a similar period last year.

Dan Seymour, president, said the increases "reflect modest decreases in U.S. billings, which were more than offset by increases in billings in overseas offices."

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug 13</th>
<th>Closing Aug 6</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
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<tr>
<td>AV</td>
<td>N</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>25 1/4</td>
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<tr>
<td>BMC</td>
<td>A</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>CN</td>
<td>N</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>CWL</td>
<td>N</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>FOA</td>
<td>N</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>GCI</td>
<td>N</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>GY</td>
<td>N</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
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<td>2%</td>
<td>2%</td>
<td>4</td>
<td>2</td>
</tr>
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<td>14</td>
<td>12</td>
</tr>
<tr>
<td>LC</td>
<td>N</td>
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<td>15%</td>
<td>15%</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>AAO</td>
<td>N</td>
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<td>1%</td>
<td>1%</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>MDP</td>
<td>N</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>OTU</td>
<td>N</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>PLO</td>
<td>N</td>
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<td>12%</td>
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<td>12</td>
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<tr>
<td>PRU</td>
<td>N</td>
<td>19%</td>
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<td>19%</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>BJR</td>
<td>N</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>TL</td>
<td>N</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
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<td>29</td>
</tr>
<tr>
<td>WOM</td>
<td>N</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>19</td>
<td>18</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated to give effect to year-end adjustments.

The Broadcasting stock index

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

<table>
<thead>
<tr>
<th>Broadcasting</th>
<th>Stock symbol</th>
<th>Closing Aug 6</th>
<th>Closing Aug 6</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>25 1/4</td>
<td>9</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>23</td>
<td>21</td>
</tr>
<tr>
<td>Corinthian</td>
<td>N</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>Fox</td>
<td>N</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Metromedia</td>
<td>N</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>N</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Rainforest</td>
<td>N</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Taft</td>
<td>N</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>19</td>
<td>17</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated to give effect to year-end adjustments.

42 (FOCUS ON FINANCE)
Financial notes:

- MCA Technology Inc., subsidiary of MCA Inc., Universal City, Calif., has acquired from Universal Data Acquisition Corp., Houston, for an undisclosed amount of stock, UDAC's product lines in tape decks and data entry service. MCA Technology manufacturers high-speed magnetic tape duplicating equipment, video products and magnetic heads for the entertainment and computer industries.

- Viewlex Inc., Holbrook, N.Y., has announced agreement with RCA to purchase for $5 million RCA's 16-mm motion picture projector product line designed primarily for educational and training use. Agreement does not include RCA's TV broadcast station 16-mm projectors, manufactured, marketed and serviced by RCA.

- General Telephone & Electronics Corp., New York-based parent company of Sylvania Electric Products Inc., reported its principal international subsidiary has acquired Empire-Industria Nacional de Radeo e Televisao S.A., privately held Brazilian television and radio set manufacturer, for an undisclosed price. Brazilian firm had sales exceeding $7.5 million in 1969 and has headquarters and plant in Sao Paulo. GT & E has two operations in Sao Paulo, one making television picture tubes and lighting products and another supplying telecommunications equipment and systems.

- Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, has declared a regular quarterly dividend of 10 cents per share, payable Sept. 30 to stockholders of record Sept. 1.

- Post Corp., Appleton, Wis., publisher and group broadcaster, has declared a

<table>
<thead>
<tr>
<th>Programing</th>
<th>Stock symbol</th>
<th>Ex-Ch</th>
<th>Closing Aug 13</th>
<th>Closing Aug 6</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Pictures</td>
<td>CPS</td>
<td>N</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>Disney</td>
<td>DIS</td>
<td>N</td>
<td>92%</td>
<td>100%</td>
<td>107</td>
<td>159</td>
<td>96%</td>
</tr>
<tr>
<td>Filmways</td>
<td>FWY</td>
<td>A</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Four Star International</td>
<td>O</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>GW</td>
<td>N</td>
<td>11%</td>
<td>13%</td>
<td>20%</td>
<td>120%</td>
<td>11%</td>
</tr>
<tr>
<td>Kinney National</td>
<td>KNS</td>
<td>N</td>
<td>21%</td>
<td>24%</td>
<td>25</td>
<td>36</td>
<td>21</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA</td>
<td>N</td>
<td>13%</td>
<td>14%</td>
<td>16%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>MGM</td>
<td>MCM</td>
<td>N</td>
<td>12%</td>
<td>14%</td>
<td>19%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Music Makers Group</td>
<td>O</td>
<td>3</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>National General</td>
<td>NC</td>
<td>N</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TA</td>
<td>N</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>20th Century-Fox</td>
<td>TF</td>
<td>N</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Walter Reed Organization</td>
<td>O</td>
<td>3</td>
<td>3%</td>
<td>3%</td>
<td>13%</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Weather Corp.</td>
<td>WCO</td>
<td>A</td>
<td>5%</td>
<td>6%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex-Ch</th>
<th>Closing Aug 13</th>
<th>Closing Aug 6</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>BJ</td>
<td>N</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>CD</td>
<td>N</td>
<td>36%</td>
<td>37%</td>
<td>39%</td>
<td>57%</td>
<td>25</td>
</tr>
<tr>
<td>Creative Management</td>
<td>O</td>
<td>7%</td>
<td>7%</td>
<td>8</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Doyle Dane Bernbach</td>
<td>O</td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
<td>24%</td>
<td>14</td>
</tr>
<tr>
<td>Footes, Cone &amp; Belding</td>
<td>FCB</td>
<td>N</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Grey Advertising</td>
<td>O</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>LaRoche, McCaffrey &amp; McCullough</td>
<td>O</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>MDP</td>
<td>A</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>1,407</td>
</tr>
<tr>
<td>MPO</td>
<td>A</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Nielsen</td>
<td>O</td>
<td>30%</td>
<td>32%</td>
<td>34%</td>
<td>42%</td>
<td>26%</td>
</tr>
<tr>
<td>Ogilvy &amp; Mather</td>
<td>O</td>
<td>16%</td>
<td>17%</td>
<td>19%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>PKL Co.</td>
<td>PKL</td>
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<td>12%</td>
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<td>2%</td>
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<tr>
<td>WT Thompson</td>
<td>JPT</td>
<td>22%</td>
<td>23%</td>
<td>25%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Wells, Rich, Greene</td>
<td>WRG</td>
<td>A</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
</tr>
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**Manufacturing**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex-Ch</th>
<th>Closing Aug 13</th>
<th>Closing Aug 6</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
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</thead>
<tbody>
<tr>
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<td>ADL</td>
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**Standard & Poor Industrial Average**

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<td>81.75</td>
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**Grand total** 727,786 25,006,348

*Shares outstanding and capitalization as of July 1.*


1 Trading suspended July 18 by American Stock Exchange.
regular quarterly dividend of 4 cents per share, payable Aug. 20 to shareholders of record Aug. 10.

RCA Corp. directors approved agreement in principle to merge Cushman & Wakefield, a New York-based commercial real-estate firm into RCA. Both firms' directors have now approved the merger, valued as of trading in the middle of the week at about $27.5 million. When first announced in June, price tag of the transaction was placed at $25.6 million (Broadcasting, July 6).

Scripps-Howard Newspapers last week announced agreement to buy Cowles Communications Inc.'s San Juan (Puerto Rico) Star for $9,750,000. Early last month Capital Cities Broadcasting Corp. tentatively agreed to pay Cowles the same amount for the English-language daily, but the transaction subsequently was called off (Broadcasting, July 6). When completed, the agreement will add an 18th daily to the Scripps-Howard chain. Scripps-Howard Newspapers is owned by E. W. Scripps Co., majority owner of Scripps-Howard Broadcasting Co.

Warner Bros. Records Inc., Burbank, Calif.-based subsidiary of Kinney National Service Inc., and the stereo tapes division of Ampex Corp., Culver City, Calif., have completed an arrangement whereby Ampex will handle manufacturing and distribution of all Warner Bros. 8-track and cassette products. Mo Ostin, president of Warner Bros. Records, announced the agreement, but did not disclose financial arrangements.

A. C. Nielsen Co., Chicago, has declared a quarterly dividend of 12 cents per share of common stock payable Aug. 1, to stockholders of record July 8.

Television Communications Corp., New York, owner of cable systems and of broadcast stations, expects to report a lowering of earnings for the fiscal year ended last July 31 to about five cents a share, compared with 23 cents a share in the previous year. The company said the anticipated decline was attributable mainly to a decision to discontinue the development of a low-light level camera intended for use by its TeleVigil subsidiary (surveillance equipment).

CCA Electronics Corp., diversified manufacturer of broadcast equipment, reported sales of broadcast equipment totalled $1 million during June and July. Bernard Wise, president, said sales, which exclude income from firm's subsidiaries, were at record level for any two-month period in company's history.

Programming

CBS warbles ASCAP's tune

It offers to pay over $300,000 a month while court settles per-use license dispute

CBS-TV, whose officials had insisted they would not agree to pay ASCAP $360,000 a month—a 4.32 million a year—in interim fees for the use of ASCAP music, reversed its position last week.

The agreement, between CBS and the American Society of Composers, Authors and Publishers, was incorporated in an order signed Monday (Aug. 10) by Judge Sylvester J. Ryan of the U.S. District Court for the Southern District of New York.

The agreement and order gave CBS an out; however: It stipulated that either CBS or ASCAP could terminate the deal on 30 days' notice.

The $360,000-a-month interim rate is the same that NBC-TV agreed to earlier (Broadcasting, July 20). The interim rates cover the use of ASCAP music while new ASCAP license terms are being litigated or negotiated, a process that usually takes years.

The ASCAP interim rate was only one part of a big package of music-licensing litigation that includes a suit by CBS-TV demanding that ASCAP and its major competitor Broadcast Music Inc., grant licenses under which CBS-TV would pay for music on a per-use rather than the traditional percentage-of-time-sales basis; demands by NBC-TV that both ASCAP and BMI grant it limited licenses covering only specified compositions rather than all music in the two repertories; a demand by BMI that CBS-TV be forced to pay 70% as much as CBS-TV pays ASCAP on an interim basis; a counteroffer by CBS-TV to BMI, and an action by ASCAP seeking to put CBS and NBC virtually out of the TV business.

CBS-TV had insisted repeatedly that it would not accept an ASCAP interim rate as high as $360,000 a month (Broadcasting, July 13, et seq.).

CBS counsel had also said that if the court approved their counteroffer to BMI—to pay BMI interim rates on a per-use basis equaling the amount BMI pays its affiliates for CBS-TV's use of the same music—they would withdraw from the ASCAP interim-rate proceeding and attempt to work out a similar interim per-use deal with ASCAP (Broadcasting, July 20).

In addition, CBS counsel said that the "only" circumstance in which CBS would accept an interim blanket rate from ASCAP would be the court's denial of CBS's offer of interim per-use rates to BMI. This assertion led to speculation last week that in accepting the $360,000-a-month interim rate, CBS-TV was anticipating denial of its per-use counteroffer to BMI, which has strenuously opposed it.

That issue is not before Judge Ryan but before Judge Morris E. Lasker, also of the U.S. Southern District Court in New York, who has been assigned to try the CBS per-use suit against both ASCAP and BMI.

Judge Lasker has not ruled on BMI's 70% motion and CBS's per-use counteroffer, although he had expected to do so by the first of August (Broadcasting, July 13).

Validity of the speculation that CBS authorities thought Judge Lasker might deny the per-use offer could not be confirmed. Sources said last Monday's session before Judge Ryan on ASCAP's interim-rate bid had been set weeks ago and that if Judge Lasker had ruled before that time on the per-use question CBS would have responded appropriately but that, considering all the circumstances, $360,000 as an interim rate seemed "reasonable," particularly since ASCAP was demanding more.

Officials said they still considered $360,000 a month too much to pay for ASCAP music except on an interim basis and with cancellation rights.

The 30-day cancellation provision, it was emphasized, could be invoked if Judge Lasker grants interim BMI rates
on a per-use basis, and CBS could then start negotiating for interim per-use rates with ASCAP. CBS counsel have acknowledged that this tack, if it failed, could result in massive infringement suits by ASCAP, but they said they were willing to take that risk if Judge Lasker established the per-use precedent in the BMI case.

While Judge Lasker has assigned to try CBS's per-use suit, which was brought under the antitrust laws, Judge Ryan presides over cases involving ASCAP's consent decree, under which the ASCAP/CBS interim-free issue was raised.

The hearing before Judge Ryan last Monday was held in San Juan, P.R., where he is temporarily presiding.

ABC-TV is not involved in the controversy because, according to statements made by ASCAP counsel in earlier court proceedings, ASCAP and ABC are trying to negotiate a new contract based on the traditional blanket license, percentage-of-time sales basis, whereas both CBS-TV and NBC-TV are seeking forms of license never granted before.

Noncommercial TV gives doves time

Senators against war will use 40 minutes opposing Nixon policy

National Educational Television officials last week announced that 14 antiewar senators had accepted a NET offer of 40 minutes of free time—starting at 9 p.m. (EDT) Monday, Aug. 24—to oppose President Nixon's Indochina policies and support the Amendment to End the War. The same senators have asked the FCC to force commercial networks to provide time for their views.

The NET program will be followed by a 20-minute analysis, and will be offered to some 200 stations. NET spokesmen said last week that the exact number of stations carrying the broadcast will not be known until air time. The offer to the senators, first made by NET's president, James Day, on July 23, was accepted by Senator Harold Hughes (D-Iowa) on behalf of his colleagues on Aug. 8, NET reported.

The senators will be responsible for producing the program and will bear production costs.

The official NET announcement explained that, since NET had no nightly broadcast, officials felt it only fair that the antiewar spokesmen had their say. The senators earlier had been rebuffed by the commercial networks, which claimed that all sides of the issue had been explored on their regular newscasts.

The antiewar senators also considered submitting the program—which has not yet been produced—to individual commercial stations for airing, but the tight time factor proved too large an obstacle. A senate aide said that negotiations with individual commercial stations could not have been completed before the Senate considered the Amendment to End the War.

The NET program is timed to fall just before Senate consideration of that amendment, which would cut off war spending after the close of the fiscal year. Senate action may come the week of Aug. 24 or be postponed until early September—after the Labor Day recess.

The final format of the NET program, which will be coordinated by Senator Alan Cranston (D-Calif.) and staff, has not been arranged. A Cranston aide said, however, that strong consideration was being given to a series of short segments—each featuring an ordinary citizen—which would present a doctor's or housewife's or businessman's views favoring the amendment. It is unlikely that any professional talent will be used.

Production costs are expected to be relatively low, probably not exceeding $20,000. Free production support will be given by Advertising People against the War, the group of New York advertising people who also produced the antiewar senator's spot campaign, widely distributed to stations across the country. The NET program will be produced by Bob Colodzin, executive director of the advertising group.

The antiewar senators plan to cover any remaining production costs with funds remaining from the senators' successful half-hour fund-raising program on NBC-TV in May which reportedly brought in close to $500,000 in donations.

The NET broadcast comes only a few weeks before NET is to be dissolved and consolidated with WNDT (TV) New York into the Educational Broadcasting Corp. with Mr. Day as president (Broadcasting, July 6).

Daytime shuffle at ABC-TV

ABC-TV is changing its daytime schedule effective Monday, Sept. 28, in a move said to be aimed at strengthening the beginning portion of the schedule. Repeats of Bewitched, currently telecast at 11 a.m., will move to the noontime slot, replacing The Best of Everything, which will have its final airing on Friday, Sept. 25. The 11-11:30 a.m. period will be returned to affiliates for local programming. That Girl will continue at 11:30 a.m.
Fortune is fickle for broadcast bill

It sails through House on one-sided vote, then runs into difficulty over date

The political broadcasting bill (HR 18434) came out of the House last week smelling like a rose but fell into the thorns during the House-Senate conference that followed.

The House measure, which would place a ceiling on campaign spending for broadcast time and limits on the rate at which time could be sold to candidates, passed the House intact last Tuesday 272 to 97 with strong bipartisan support—only to be endangered by a glaring partisan rift in the ensuing House-Senate conference committee.

The split developed over the bill’s effective date. The conference committee sessions were held to iron out differences between the House-passed bill and the Senate version, passed by that body April 14.

The conferees—five from each chamber—adopted the House bill provisions with one glaring exception. The Jan. 1, 1971, effective date in the House bill, which would have had no bearing on the upcoming round of general elections, was scuttled in favor of the Senate bill date—which goes in force 30 days after it becomes law.

The conference committee vote, which makes the bill limitations applicable to the upcoming November elections, divided exactly along party lines with Democrats from both houses voting for the date change and all Republicans dissenting. House conferees were Representatives Torbert Macdonald (D-Mass.), Harley Staggers (D-W.Va.), Lionel Van Deerlin (D-Calif.), James Broyhill (R-N.C.) and William Springer (R-Ill.) and for the Senate, Senators John Pastore (D-R.I.), Warren Magnuson (D-Wash.), Vance Hartke (D-Ind.), Hugh Scott (R-Pa.) and Howard Baker (R-Tenn.).

The new effective date for the enforcement of the bill, which would be applied to upcoming general elections but not to primaries, was modified to suspend the spending limitations for candidates who, by Aug. 12 had written contracts with licensees in excess of the bill’s 7-cents-per-vote or $20,000 limitations. The spending limitations in that case would also be lifted for every candidate for that office in the race, and would allow each candidate to spend the same total amount.

The effective date, the hottest political item in the bill, has been a particularly sore spot with Democrats, according to House Commerce Committee sources, who felt that applying the bill to the 1970 round of elections would help equalize the spending advantages more prosperous Republicans might hold over less well-heeled Democratic opponents.

By contrast, a large measure of Republican support for the bill was based, Republican House and Senate members say, on the effective date remaining

No time is lost on prime-time appeals

CBS and WCA-7 both file court suit in New York while others consider same move

Broadcasters were moving quickly last week to initiate appeals from FCC’s denial of petitions for reconsideration of its prime-time access rule.

CBS filed formal notice of appeal in the U.S. Second Circuit Court of Appeals in New York within hours—if not minutes—after the commission announced its denial on Aug. 7 (BROADCASTING, Aug. 10).

Even so, authorities said, WCA-7 Burlington, Vt., had gotten there first with its own appeal notice.

NBC officials said last week they also will appeal the decision. The rule would not only limit major-market TV stations to no more than three hours of network programing between 7 and 11 p.m., but would also bar networks from acquiring subsidiary rights or interests in independently produced programs and divest them of domestic syndication operations (BROADCASTING, May 11, et seq.).

Some major production companies, such as MCA-TV and Warner Bros. Television, which had also opposed the three-hour rule, were reported considering joining in the appeals. So was Time-Life Broadcast, one of many station groups that opposed the rule. No announcement has been made by any of the network-affiliate groups as to whether they will appeal the commission action.

One original critic that was not unhappy with the outcome, however, was Hughes Television Network. HTN had opposed the original version on grounds that Hughes would have been subject to—and its potential for growth limited by—the same programing restrictions
Jan. 1, 1971. Senator Hugh Scott blasted the action as a "frantic effort by the Democrats to save some of their candidates."

"They're trying to pull a fast one," the senator told newsmen after emerging from the final conference committee session. "They're changing rules in the middle of the game." He vowed to oppose the measure on the Senate floor.

The conference report, which incorporates the date change, must pass back through both House and Senate and, undoubtedly, will encounter much rougher going with Republicans in both houses banding together to do battle with the compromise measure. The House, which was to begin its Labor Day recess Thursday, tentatively scheduled consideration of the conference report for Friday. Defeat of the conference report would, in effect, kill the bill.

The measure, if it survives, would: repeal the equal-opportunities provision of the Communications Act with respect to candidates for the office of President and Vice President; require that broadcast charges for any legally qualified candidate for public office not exceed the lowest unit charge of the station to commercial advertisers for the same amount of time in the same time period; restrict spending limitations for general elections for the office of President and Vice President, and for both the general and primary election for senators, representatives, governors and lieutenant governors. The limitation for the general election would be $20,000 or 7 cents per vote cast in the last election, whichever is greater. The limit for primaries would be exactly half that amount.

Impose a 15-cent-per-minute limitation on broadcast time for any candidate for public office not exceeding three minutes. The new limitation would not apply to any candidate for the office of President or Vice President.

Imposed upon the major networks. But Hughes officials said last week that the definitions had been changed "to let us out" and that they were pleased with the result.

Network is defined in the new rules as applying to an entity offering interconnected program service on a regular basis for at least 15 hours weekly to 25 or more affiliated television licensees in 10 or more states and/or any entity controlling, controlled by or under common control with such an entity.

CBS and ABC presumably moved so quickly in getting their appeals notices on record that merely to let it be known they intended to appeal but also to establish the appeals court in New York as the one in which the appeals will be heard. Legal sources said that traditionally when a court has been established for a given proceeding, it becomes the court for all matters related to that proceeding.

NBC is expected to appeal all three phases of the rule—limitation on prime-time access, prohibition against networks acquiring interests in independently produced programs and eviction of networks from domestic syndication—just as it did, in considerable detail, in its petition for reconsideration (Broadcasting, June 15).

CBS also filed detailed arguments against all phases of the rule at the same time NBC did, but it was not clear last week whether—or with what degree of intensity—CBS would argue against the network-syndication han in its appeal.

Since filing its petition for reconsideration, CBS has announced plans to spin off its syndication operations, along with its domestic cable-TV systems, to a publicly held company whose stock will be held, at the outset, by CBS stockholders (Broadcasting, July 6, et seq).

One argument that is expected to be pressed by appellants is that the prime-time access limitation in the rule was adopted without ever having been designated as an issue on which evidence was submitted.

The three-hour limit stemmed from a Westinghouse Broadcasting Co. proposal that the commission adopted virtually intact.

The three-hour limitation in particular has been widely opposed by stations and production companies on grounds that substitution programming of network quality would cost beyond the margins of most stations and that instead of opening up new opportunities for producers/syndicators, the rule in practice would restrict them by curtailing their access to network schedules.

ABC alone among the networks took the position that it could live with the new rule—an acquiescence in which it was roundly opposed by the ABC-TV Affiliates Association.

The commission, in denying petitions for reconsideration, said it had not been persuaded to change its view that the new rule will provide substantial benefit to the public by opening up prime evening hours to nonnetwork program sources.

It said that broadcasting should be composed of competitive commercial ventures based on private enterprise and that development and growth should depend on individual initiative and responsibility.

"The result of our prime-time access rule," the commission added, "will be to make available for competition among existing and potential program producers, both at the local and national levels, an arena of more adequate competition for the custom and favor of broadcasters and advertisers."

The pay-TV battle: Will it never end?

Film industry wants FCC rules relaxed; AMST says they should include cable

The FCC's "antisiphoning" rules for pay and cable television are continuing to stir up controversy. The Association of Maximum Service Telecasters has asked the commission to strengthen the provisions; the Motion Picture Association of America has alleged that the reasoning behind the rules is fallacious.

The antisiphoning rules prohibit pay-TV or CATV origination of certain sports events and feature films and all series-type programs.

In a petition for reconsideration of the rules, AMST pointed out the provisions for CATV applied only when origination involves per-program or per-channel charges in addition to subscriber fees. The rules should apply to all CATV originations, AMST said. "In short, CATV origination is pay television," it said, "... and it is absolutely irrelevant that CATV may or may not separately state the charges for originations."

The present rules specify sports events may not be shown live on pay or cable TV if they have been telecast live on a regular basis on free TV during the two years preceding their proposed subscription telecast. A proposed amendment would increase the embargo to five years. However, AMST said the rules should prohibit CATV's from live or recorded carriage of sports within a week of their occurrence if they were broadcast on a regular basis by free TV during any of the previous three years or if events of the same sport not involving the same colleges or high schools are presently being carried on free TV.

AMST also suggested prohibiting origination of motion pictures which had been released to theaters for more than a one-year period. The present embargo is two years. It added there is "no reason to permit CATV originations to consist of up to 90 per cent feature films and sports."

The MPAA and nine of its 72 members (including Metro-Goldwyn-Mayer, Twentieth Century-Fox, Warner Brothers and United Artists) alleged the commission has adopted its "restrictive" pay-cable program rules on the assumption that a free and open market, from which stations and pay-cable systems may obtain programming, is against the public interest and constitutes a threat to television.

The joint petition for reconsideration said the real threat is that the public will be deprived of a "viable pay-cable..."
industry" because it could not exist on the "meager fare" available to it under the present rules.

The petitioners said the rules "will abort in its infancy pay-cable which, together with the television industry, could bring to the public a diversity of quality programming not presently available to it." They pointed out that the film industry is now compelled to cut production budgets, reducing the quantity and quality of films. Pay-cable, they said, could provide a new outlet for family-oriented motion pictures which under present circumstances cannot be produced profitably for theaters and television alone.

'Story on firing elicits wrath of WJXT

Post-Newsweek's WJXT (TV) Jacksonville, Fla., last week asked Time magazine for "prompt and complete retraction" of a story in Time's Aug. 17 issue concerning the station's dismissal of an investigative reporter.

According to the article, the station hired Charley Thompson—a former Memphis newspaper reporter—and assigned him to its "pollution beat." Mr. Thompson produced a series of documentaries identifying several local industry leaders and government officials as pollution villains.

The Time story says Mr. Thompson was "fired for doing his job too well" after antagonistic reaction set in. Among other things, James T. Lynagh, vice president and general manager of WJXT, was reportedly dropped from the Rotary Club and the station's "ad director sarcastically offered [Mr. Thompson] a list of WJXT's customers 'so I could hit them systematically instead of one by one.'"

In a letter to Time's managing editor—which included a "point-by-point refutation of the charges and insinuations" contained in the article—Mr. Lynagh defended the station's record of "courageously and forthrightly dealing with the most basic and most sensitive problems in its community" and its "commitment to first-rate journalism."

Mr. Lynagh charged that at no time had the Time reporter consulted with WJXT on the circumstances surrounding Mr. Thompson's dismissal. "Crusading zeal is an important attribute for a news medium, and for a young reporter. Equally important . . . are judgment, perspective, and balance. WJXT requires all of these from its investigative reporters," Mr. Thompson noted.

"It's obvious to us that Time visited the marketplace of sloppy reporting and bought a bunch of sour grapes," he added.

**Senators seek more coverage of POW's**

But all three networks say the subject has been fully aired

Two U.S. senators have called for network production of specials highlighting the plight of American prisoners of war in Southeast Asia—as seen through the eyes of former prisoners, and friends and families of POW's still held captive.

Senators Edward W. Brooke (R-Mass.) and Robert C. Byrd (D-W.Va.) said last week that if the three major networks would bring attention to the POW problem over nationwide TV "we believe the expressions of outrage on the part of Americans, and indeed, the people of the world, would be sufficient to persuade Hanoi to adopt more humane measures."

In response to the senators' request, ABC chided Senator Brooke for issuing his plea for more extensive coverage of the POW story while knowing about the planned Sept. 14 half-hour ABC-TV special POW: Next of Kin.

An NBC spokesman said that prisoners of war are "a subject that has always been covered in our news programs." He added that the network is always looking for "different ways" to present the story and is trying to develop specials on the POW topic.

CBS News President Richard S. Salant answered the senators by wire, acknowledging that CBS News "agrees that this [POW story] is one of the most newsworthy of the continuing stories of the war." He recalled that CBS News has "been covering it intensively since 1965 on our TV news broadcasts" and cited several examples, referring to more than 200 reports on morning and evening newscasts.

He referred to the June 23 Cronkite Evening News when one-third of the broadcast was devoted to the subject and assured the senators of plans to continue coverage.

**WETA-TV accedes to Seale interview**

Noncommercial WETA-TV Washington last week agreed to clear an edited version of a controversial film interview with Black Panther leader Bobby Seale when it is fed nationally to ETV stations today (Aug. 17) by Public Broadcasting Service.

However, PBS said it had reports that some ETV's still had reservations about the program and would not clear it.

WETA-TV, over the objections of some staff members, had reportedly decided not to carry the interview, which was filmed last April by KQED(TV) San Francisco (Broadcasting, Aug. 10). After an initial closed-circuit screening of the film, WETA-TV attorneys expressed concern that airing the interview might cause problems relating to profanity, libel, the FCC's fairness doctrine and the prejudging of a trial (Mr. Seale is on trial in New Haven, Conn., charged with ordering the killing of a fellow Black Panther).

WETA-TV and several other ETV stations prevailed on NET to edit the program.

The new version omits two segments, one dealing with Mr. Seale's sex life in jail and another in which he identifies by badge number a prison guard he says beat and kicked him.

After viewing the edited version Thursday (Aug. 13), WETA-TV and some of the other stations which had objected to the program agreed to clear it.

An NET spokesman said the cuts—totaling 20 seconds—would have no effect on the over-all editorial point of view of the interview, entitled Stagger Lee: A Conversation with Bobby Seale.
A real-life detective series

KTAR-TV documentaries lead to four indictments for drug-related murder

For KTAR-TV Phoenix, Ariz., the documentary, *Was Warren Hudson Murdered?*, not only answered the question posed by its title, but also named the specific individuals who were later indicted for the murder.

Logan McKechnie, investigative reporter for KTAR-TV, began his research on the program three days after joining the station in February. The probe into the death of Warren Hudson was triggered by a letter from Ed Rose, imprisoned in Arizona for transportation of marijuana, to his mother; Mr. Rose wondered why he was in jail when the killers of Mr. Hudson, who had disappeared Oct. 13, 1968, were still free.

"Our investigation turned up evidence that Hudson was connected with a drug-smuggling ring operating in Arizona and California," Mr. McKechnie says.

"Hudson's disappearance and apparent murder came as a result of that association."

The documentary was aired in 29 segments, each three to five minutes long. Two different reports were televised daily during a three-week period in March and April. According to Mr. McKechnie, the first report began by saying: "In case you're interested, officers of the law, here are the four men who killed Warren Hudson."

Additional reports documented dates, times and places of meetings held by the four individuals named in the program.

The end result was that California authorities issued warrants for the arrest of the four men for the murder of Mr. Hudson. After getting the approval of KTAR-TV executives, Mr. McKechnie and cameraman Bill Sherman spent one month putting the reports together. The evidence gathered was then gone over for an additional five months by special investigators from California, eventually resulting in the indictments.

"We anticipate being challenged in the courts on the same constitutional basis as the Sam Sheppard case," Mr. McKechnie says. "California officials, however, believe they have enough evidence to bring the men to trial."

One of the sidelights to his investigation was the revocation of the press credentials issued Mr. McKechnie by the Maricopa county sheriff. KTAR-TV is located in Maricopa county. According to the 28-year-old television reporter, the revocation was because he had uncovered a connection between the accused murderers and a detective in that department's narcotics division. After the documentary had been aired, the Arizona Department of Public Safety issued him state-wide credentials along with a letter of commendation for discovering the commission of a crime.

Networks answer Hill on broadcast access

Congress has sounded out the networks on opening up congressional floor action to broadcast coverage. The networks replied that they have always favored such a proposal.

CBS officials recalled CBS President Frank Stanton's proposal of such a policy in his Dec. 15, 1969, speech to the Advertising Council. In it, he also recommended TV coverage of Supreme Court hearings. CBS said the network's stance on the matter is still the same and that officials are looking at the situation to possibly come up with concrete proposals for implementation.

Spokesman for ABC News President Elmer Lowery said the network had no specific proposal except to "let the people see their own representatives. It's the democratic thing to do. And the quicker the better."

NBC News President Reuven Frank, commenting on the matter, noted that NBC always had supported the proposal and that NBC News crews have always been stationed the closest they are permitted—outside the doors of Congress when key votes are being taken.

Affiliates to receive political-program preview

CBS-TV is agreeable to providing "loyal opposition" political programs for prescreening by its affiliates, but will do so only if the shows are made available to the network in time for previewing.

The network is also said to be firm in its position of not requiring the taping or filming of a "loyal opposition" program some 24 hours in advance as suggested by some of its affiliates.

A stand taken by some affiliates, as voiced by Kenneth Bagwell, vice president and general manager, WJW-TV Cleveland and chairman of the CBS affiliates Advisory Board, had suggested the "opposition" shows be fed more than 24 hours before scheduled telecast because of the "unpredictable" nature of content (Broadcasting, Aug. 10).

The network's position as conveyed to affiliates also was reported to have pointed up the conventional practice of the network in dealing with similar political shows, for which CBS has not required advance preparation. Some authorities noted that the affiliates' viewpoint, if followed to the letter, would have prohibited live broadcasts of "loyal opposition."

$2.05-million suit is over unaired TV film

Metromedia Inc., Shep Morgan, producer, and Gene Rayburn, host of WNEW-TV New York's *Hellra Town*, are being sued for $2.05 million by Trans World Attractions Corp., New York, over a segment allegedly filmed for the March 29 *Town* program but never shown. The segment involved the casting for "The Female Hostage," an art feature produced by Trans World.

The suit charged breach of contract, fraud and misrepresentation. Among other charges, it said WNEW-TV had "failed to fulfill promotional lures" aired prior to the show.

WNEW-TV officials in March, explaining why the segment was canceled, said further editing was needed and indicated that it possibly would be shown at a later date. A station spokesman last week, however, said a decision had been made not to use it and called the suit a "publicity" exercise.
Program notes:
Comedy special on ecology ♦ Paramount Television is developing a one-hour comedy special Breathe Deeply, which deals with serious problems of ecology. It is being prepared in association with ABC-TV for the 1971-72 season.

More TV for Barry ♦ Jack Barry, creator of several television game shows, is returning to television. Jack Barry Productions Inc. has entered into an agreement with Four Star International Inc., Los Angeles, to create, produce and occasionally star in television and motion picture programs. Mr. Barry will be back at the Four Star offices in Beverly Hills.

Al Freeman Jr. signed ♦ Warner Bros. Television has signed Al Freeman Jr., star of the Emmy Award-winning My Sweet Charlie, for top role in a program series project under development. As part of his arrangement, Mr. Freeman will be available for Warner Bros. theatrical films and for features produced especially for TV.

Scary laughs ♦ A half-hour variety series patterned after Laugh-In but using monsters as its premise, is being developed by Youngstreet Productions, Los Angeles, for CBS-TV. Boo will star Vincent Price and is slated for filming this fall. Youngstreet is also preparing The Chuck McCann Show for CBS-TV. In addition, two variety spinoffs of their Hee Haw show are being prepared for offering to the networks. One, Archie Campbell Presents is a half-hour show similar to the old Talent Scouts program while Nashville Palace with Gordie Tapp as host, will be a 90-minute talk variety show.

Extraordinary athlete ♦ Charlie Boswell, a blind golfer, will be featured in a one-hour special, A Couple of Days in the Life of Charlie Boswell, produced by TeleVideo Productions. Others in the special will be golfers Arnold Palmer, Jack Nicklaus and Tony Jacklin and comedian Bob Hope. TeleVideo also is working on The Ethiopians, a one-hour study of two Olympic marathon champs who are bodyguards for Ethiopia Emperor Haile Selassie.

 Teens on the run ♦ The teenage runaway and what makes him run will be the subject of a one-hour Westinghouse Broadcasting Co. special, The Runaway. Documentary, produced by Joel Holt, will be seen during the week of Sept. 14 on the five WBC television stations.

Buenos noches, David ♦ KGO-TV San Diego is reaching the residents of Baja California, Mexico, with the NBC nightly news. The station is simulcasting the program in Spanish over KFGO-FM, permitting viewers to listen either in Spanish or English.

Emphasis on blacks ♦ WLS(AM) Chicago has started a new community affairs program, Black is . . . The show will take a weekly look at various elements of Chicago-area minority groups. Host Lou House said the show will attempt to "communicate to blacks, Indians and Spanish Americans." Mr. House is moderator and producer of NET's Black Journal and Dean of Health Service Institute of Malcolm X College.

Wylie names game ♦ Philip Wylie, American novelist and essayist, author of Generation of Vipers and The Disappearance has agreed to write his first television script, Planned for The Name of the Game, the story will deal with ecology and be seen during the upcoming season. A novella, based on the script, will be published after the program has been televised.

Contract renewed ♦ Tele-Tape Produc-
tions, New York, has renewed its contract with Group W Productions for three years. Firm will provide the technical, studio and video-tape equipment and operating crews for the production of The David Frost Show.

Silliphant signed ♦ Writer-producer Stirling Silliphant has been signed by Paramount Television to develop a 90-minute feature as an ABC-TV Movie of the Week for next fall and as the pilot for a prospective ABC-TV series for 1971-72. The program is based on the adventures of a blind detective named Duncan MacLain, the central character in a 12-volume mystery series written by Baynard Kendrick.

Answer man ♦ ABC Radio's American Contemporary Network has begun a new one-minute question-and-answer feature. Call the Doctor, moderated by Dr. Donald J. Pion, director of the division of family planning and sex education at the University of Washington's school of medicine, answers questions called in anonymously by young people.

Four Star's first ♦ A comedy-drama will be the first Movie of the Week to be produced by Four Star International, Culver City, Calif., for ABC-TV. The story concerns a contemporary family of four crossing the continent. It will air during the 1970-71 season.

Special Paramount magic ♦ A one-hour video-tape special mixing magic and comedy is being produced by Paramount Television for airing during the upcoming season. The show will serve as the pilot of a projected series for Saturday mornings during 1971-72.

There's a sales in my soup ♦ Comedian Soupy Sales will star in a comedy-special music special, The Soupy Sales Show, Friday, Aug. 28 (7:30-8:30 p.m. EDT) on CBS-TV. The program is produced by Sullivan Productions Inc.

A musical game show replaces Linkletter

NBC-TV is offering advertisers one-minute participations in a new game show, Words and Music, which on Sept. 28 will replace Life With Linkletter in the Monday-Friday, 1:30-2 p.m. (EDT) period.

The scheduling of Words and Music will expand NBC's daytime game-show block. NBC-TV has structured its weekday schedule to program game shows from 10 a.m. to 1 p.m. and serial dramas from 2 to 4 p.m.

While there is no network feed in the 1-1:30 p.m. period, the five NBC-owned television stations fill that half-hour with the syndicated It's Your Bet, also a game show. The owned stations now will be programing game shows from 10 a.m. until soap operas take over at 2 o'clock.

The new show will combine musical entertainment with contestants vying for cash and prizes. Wink Martindale, singer and songwriter and host of the syndicated Can You Top This? TV series, will star in Words and Music, which will originate in Hollywood. David Writers and Burt Rosen are executive producers.

Armand Grant is producer and Jack Quigley is musical director. The Life With Linkletter show starred Art Linkletter and his son Jack in a general-interest format of interviews and conversation.

ABA in St. Louis gives Silver Gavel awards

Honorary Silver Gavel awards, five to television and one to radio, were presented last week by the American Bar Association at its annual meeting in St. Louis. The ABA also gave certificates of merit—two to TV, six to radio.

The purpose of the ABA award program is to cite programs "contributing to public understanding of the American system of law and justice." Similar awards also went to the other media. The gavel awards to TV:

NBC News—for two documentaries, Voices on the Inside and Between Two Rivers, examining respectively prison conditions and the plight of the Amer-
Bill allowing access languishes in House

House consideration of its reorganization bill (HR 17546)—the object of only sporadic attention thus far—will not resume until after the Labor Day recess.

The bill, which contains a provision for broadcasting of House committee meetings under a strict set of rules (BROADCASTING, July 29), has been sidetracked periodically since going to the House floor in mid-July, in favor of other legislation. Debate of the measure will probably resume during the week of Sept. 15.

Representative B. F. Sisk (D-Calif.), floor manager of the bill, has said that he will abandon the effort unless he receives assurances that the House leadership will set aside time to consider the bill without interruption.

NBA seeks pot of gold in TV-film business

A three-year contract to create, film and market weekly television series and specials devoted to action in the National Basketball Association has been agreed to by the NBA and GRS Film International Inc., New York.

The film venture of the league will be called NBA films. Its product will be designed for local and regional telecasting and first-run syndication.

Preproduction has already begun on a half-hour weekly series, This Week in the NBA, highlighting game action of all the league's teams. Several one-hour specials have also been started. Work is being completed on a highlight film of last season's Los Angeles Lakers-New York Knickerbockers championship series.

Principals in GRS Films, which has produced the Lakers' highlights for the past two years, are Herb Golden, Jerry Ross and Jack Samuels. Mr. Golden will be executive producer of all NBA film productions.

NBA Commissioner Walter Kennedy said the decision to establish a film subsidiary was motivated by a "desire to capitalize on the mushrooming interest that has catapulted our sport into one of TV's hottest properties."

Although a premiere date or network affiliation was not announced, ABC, which recently signed a long-term contract with the NBA is expected to have first chance at the programs. The series will be seen during the 1970-71 basketball season.

New forecasts from Telcom

Telcom Associates, New York, program marketing and buying organization, has issued an updated version of its annual prime-time network forecast because of the recent CBS reshuffling of its schedule (BROADCASTING, July 27). But the CBS moves, Telcom said, do not appreciably change its original estimates for the first season of 1970-71 made last April. Telcom concluded that NBC still will emerge as the winner for the first season with a 19.9 (a decrease of one-tenth of a point from Telcom's originally predicted 20.0), with both CBS (18.8) and ABC (17.2) remaining at the same levels (BROADCASTING, April 13).

Conversations with the past

Metromedia Producers Corp., Los Angeles, is developing a new series built around "interviews" with historical figures.

Guest artists will appear in the roles of famous men and women from the past, who are quizzed about their lives. The half-hour programs, titled simply The Interview, will be produced by Michael Campus, former director of special programs for CBS-TV.

Negotiations are under way for sale of the series to one of the networks, according to Michael Fries, executive vice president in charge of production.

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BROADCASTING, Aug. 17, 1970

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A move to restrict electronic imports

Hartke introduces bill that would fix quotas based upon 1966 inflow

A bill that would impose stiff import quotas on foreign electronic equipment entering the U.S. has been introduced by Senator Vance Hartke (D-Ind.), to curb what he calls "a consistent pattern of increasing unemployment and decreasing employment opportunity in the American electronics industry."

The legislation (S.4198) would restrict the yearly inflow of a wide range of foreign consumer electronics products including TV sets, radios, tape recorders and antennas to the number of each item imported in 1966. It would also limit the import of electronic components—TV picture tubes, electron tubes and magnetic tape included—to the average quantity of each item imported during the 1964-66 period.

The bill, Senator Hartke said, would allow foreign competition, but would not allow foreign manufacturers—who enjoy lower labor costs and use American technology—to destroy the American electronics industry.

During introduction of the measure in the Senate Aug. 6, the senator expressed alarm at the growing unemployment rate in the U.S. electronics industry. "Factory worker employment in the radio and TV receiving equipment industry declined 17% during the October 1967 to October 1969 period, a loss of 24,500 jobs, coupled with the layoff of 20,000 in the electronic-components industries during the same period—a total loss of 44,500 jobs," he said.

He added that the growing unemployment rate was coupled with an increasing influx of foreign equipment, which saw TV imports reach $300 million in 1969. This, he said, was a 140% increase over TV set imports in 1967.

Radio import estimates in 1969 were quoted at $415 million. "An estimated 85 to 90% of all radios sold in the U.S. are of foreign manufacture," Senator Hartke added.

The legislation provides that if domestic consumption of any item (such as TV receivers) should increase or decrease more than 5% from the 1966 level, the quantity imported could be raised or lowered according to consumption changes.

RCA hopes strike is near an end

RCA officials were optimistic last week that the company's 14 plants would be back in full operation this week, following a 10-week strike by 12,000 workers. Voting by members of the International Union of Electrical, Radio and Machine Workers on a new contract with RCA was to begin last Friday (Aug. 14).

The strike that began on June 2 had been blamed by Robert W. Sarnoff, RCA chairman and president, for the sharp dip in sales and earnings for the first half of 1970 (BROADCASTING, July 20). The strike also affected production of black-and-white TV sets and broadcasting equipment, but company officials would not estimate the loss.

St. Louis police get microwave TV system

The St. Louis police department has turned on and tuned in a new microwave television-broadcasting system, becoming the country's first law enforcement agency licensed by the FCC to use the 2,500 mc educational band.

Station WBF80 (ch. H-1), owned and operated by the department, is being used to disseminate police training information and internal intelligence to police headquarters and St. Louis's eight district police stations.

Built by Ampex under a $200,000 contract, the system uses centralized broadcast and closed-circuit video-tape recorders to tape program segments for later replay. A mobile van is also equipped with cameras and video recording equipment for on-the-spot documentation of accident or crime scenes. Transmitter and control studios are located in the police academy adjacent to department headquarters in downtown St. Louis.

One application will be the elimination of the daily show-up of recently-arrested suspects, who cannot be held more than 20 hours. Upon arrest, a videotape will be made of each suspect; it can be viewed at any time at any or all of the nine receiving stations.

The system was funded by 72 St. Louis businesses and industries.

Color consistency is aim of new test

Stations and networks to use EIA technique in search of standards

Improved, more uniform color-TV reception is the goal of testing being undertaken by the Electronics Industries Association with the cooperation of the major networks.

The tests involve the inclusion of a new "vertical interval color reference" signal in the transmission of selected network programs. Transmitter engineers at individual stations will use the calibration signal to adjust their equipment so that the color picture each station broadcasts corresponds as closely as possible to that fed from the originating studio.

The tests will begin Sept. 1 and are expected to last three months.

An EIA spokesman said no sudden improvement in color reception was anticipated since it would take some time for station engineers to learn to make the best use of the special signal.

The signal was developed over the past 18 months by EIA's broadcast television systems committee, composed of representatives of broadcasters, receiving and transmitting equipment makers, telephone companies and consulting firms. The testing is being conducted with FCC approval.

EIA's engineering department said the two most annoying shortcomings in home color reception are variations in hue (tint) and in saturation (color) during program transmission. Factors contributing to hue variation include lighting fluctuations at the picture source, incorrect chrominance level, incorrect phase relation between the color burst and the picture information, and differences in the position and duration of the color burst.

Walker becomes consultant

A. Prose Walker, former director of broadcast communications division, Collins Radio Co. and one-time director of engineering for the National Association of Broadcasters, has established the telecommunication consulting firm of A. Prose Walker & Associates, Pendercrest Court, Fairfax, Va. 22030, and 1604 K St. N.W., Washington 20006.
Keeping them informed down on the farm

Broadcasters tailor their specialized product to reach an ever-changing, sophisticated audience

The times, they are a-changin'—and so is farm broadcasting, which has played a vital role in helping to improve the methods and life-style of the American farmer since the early 1920's. But the coming decade of increasing agricultural and urban complexity may well call for radical changes in farm broadcasting, according to a survey of active and associate members of the National Association of Farm Broadcasters representing those who devote nearly full time to this profession.

By 1980, the survey by Broadcasting indicates, the farm broadcaster will still be talking to the agribusiness manager in the sophisticated terms of the scientific technologies of plant and animal husbandry—and telling him of the sponsor's products filling his needs. But he will be talking much more extensively to the consumer too about his personal interests, such as nutrition and local food supplies, and his broader interests, such as agriculture's challenge to feed a world's exploding population.

The survey also finds calls from farm, educational and government leaders for farm radio and television to more fully and more effectively report the story of modern agriculture and its problems to the public at large.

Ecology, conservation, pollution and related issues could prove to be the farm broadcaster's greatest opportunities in helping his station serve the general community, many point out. It is a challenge for which he is well qualified, they note, and how effectively he seizes upon it might determine whether politicians enact proposed new laws—such as those concerning the use of agricultural chemicals—on the basis of known facts or mere popular emotion.

Broadcasting's survey of NAFB members finds that while some feel the ranks of the professional farm broadcaster may be thinning out a bit, his influence is as great or even greater than ever. NAFB claims its active farm director membership hit its high about 1960 and then began to fall off slightly, but has held steady at about 225 for the past five or six years. Associate memberships, meanwhile, continue to climb.

Some stations with strong farm departments report business from agricultural accounts has never been better (see page 57). Total time devoted to farm-service material each week also is higher, both in radio and TV, they say. Others, however, are concerned with the loss over the past decade of many farm programs or farm departments, especially among the ranks of the big-city-based clear-channel and other high-power outlets as well as some major regional stations. As veteran farm directors retire, they note, they often have not been replaced.

NAFB's 1970 directory, used by many advertisers and agencies as a guide in buying farm radio-TV, still shows 13 class 1-A clear-channel stations among its list of 120 U.S. farm-radio stations. The list also includes almost a dozen class 1-B clears and eight class II outlets with 50 kw power on certain other clear channels including those internationally shared.

The NAFB directory also lists 80 farm-television stations, most of them affiliates of radio members.

NAFB's president, Jack Crownor, wave-am-tv Louisville, Ky., says that while there may have been some cutting back in major markets, "I've been impressed with the directions many smaller stations are taking and am encouraged at the renewal of interest in farm broadcasting at the local level."

He stresses, however, that certain large stations in key agricultural areas...
Regional networks keep pace with the farmer

Specialized agricultural information and advertising networks have been around the radio scene for many years, but their popularity is picking up. One reason is that network packagers are becoming more aggressive and making it easier for agencies and advertisers to buy farm broadcasting with a single buy on collections of smaller stations.

Another reason, some packagers candidly claim, is because too big-city "power-house" stations have "abandoned" their traditional wide-area farm service for the urban ratings race.

The newest entry, announced last week by Walton Broadcasting Sales, Chicago, is the Kansas Farm Network made up of 15 stations in that state. It is a sales package for existing farm programming. President Robert J. Walton is very bullish on the future of such networks.

For 15 years an agricultural advertising specialist with a large station representative whose list included major-market stations, Mr. Walton recalls he came to "see the handwriting on the wall" and ventured on his own. "However, at first I still went after the big markets with the RFD's," he recalls, but when he found that management wasn't interested, it forced him into his present network approach.

Organizing an Illinois Radio Network initially with 21 stations (now 26), Mr. Walton turned $200,000 of new farm-sponsor business the first year. Similar networks in Indiana, Iowa, Nebraska and Missouri have followed and Walton has added representation of older existing networks in Wisconsin, Minnesota and Oklahoma.

"You would have thought I had invented the wheel," Mr. Walton said last week, "as agencies just realized that the smaller stations were doing a much in-depth job, but were much harder to buy. You can't buy poor farm time on Olney, Taylorville, Hannibal, Ottumwa, etc. It's all farm time. The audience is geared to an agricultural economy."

Similar success is being experienced by another new network entry by a regional veteran, Harry Severance, Wilson, N.C.

"We have operated the Carolina Radio Network, specializing in agricultural advertising, in the two Carolinas and Virginia for over a dozen years," he says. "And beginning this year we expanded nationally under the name, Farm Directors Radio Network."

So far "we have placed business for some 35 clients on about 250 stations," he notes. "Further proof of the growth farm radio is making." FDRN's sales representative is the Devney Organization.

"Over the past few years the Iowa Radio Network, a wired network of 15 stations, has increased its efforts to serve the farm community with some highly specialized programming," reports C. Ross Martin of IRN, Des Moines. One example is the daily feeder cattle and feeder pig-market reports, he explains, since many farmers now buy their own feeder animals rather than raising them. "For stations that cannot command a fat rate card," he notes, "a full-time farm director is not economically possible, but with our network farm director the cost is split.

Roddy Peeples, San Angelo, Tex., reports continued success with his Voice of Southland Agriculture Network for farmers and ranchers in that region. He contracts with stations to do their agricultural broadcasts for them. "These are live, five days a week, fed by leased phone loop," he explains, "and my program follows a sort of Monitor format with segments separated by station breaks. The breaks are sold individually by the affiliates and they keep that income. The segments are sold by the VSA Network and that income is retained by the network. Each station also pays a small monthly network subscription fee."

Despite changes in farming and farm radio-TV, Mr. Peeples sees a "great future for farm broadcasting if those of us in the business address ourselves to the changes in agriculture and agricultural management, and do a better job of helping agencies get what they need and make it easier for them to use." If the trend to regional farm networks continues to grow, he concludes, it "will be a natural development since farmers and ranchers will listen to those who serve them best."

Major stations in strong farm areas also can be the catalyst for regional networks. Capitol Broadcasting Co., operator of WRAL-AM-TV Raleigh, N.C., for example, has a farm department of six people plus two photographers and originates the Tobacco Radio Network plus other special radio and TV networks.

"Our operation has doubled in scope and billing each year for the past five years," reports Ray Wilkinson, farm relations director, who feels this approach "will not only survive during the next quarter century but actually will prosper as it effectively answers the need of a specialized, localized, shrinking farm community using more advanced techniques resulting in increasing production."

The network operations air peanut news in peanut-production areas, and cotton and tobacco news in those areas where such crops are grown. "There are 270 stations included in our commodity networks," he notes.

also actually have increased their farm-department staffs in the past year or so, contrary to what some may feel the trend has been. Mr. Crowner notes that WMT-AM-TV Cedar Rapids, Iowa, under common ownership with the WAVE outlets, is a good example of where agricultural business has so increased that the farm department has been enlarged to include three men plus an intern.

What concerns him the most, Mr. Crowner admits, is a situation like Chicago where at least five 50 kw radio stations still reach far out into the rural areas but only one has a full-time farm department, WGN(AM) there and its sister outlet, WGN-TV.

The WGN stations' farm veteran, Orion Samuelson, explains what he feels may be a key: "To really be effective in farm broadcasting you must have management behind you, and we certainly do here." He and his partner since 1967, Bill Mason, also an NAFB member, have more time on radio and TV now than ever before and the list of 52-week agricultural accounts is at its peak.

In 1969 they published a detailed analysis of the WGN radio farm market over a five-state area. It shows that farmers are not only avid listeners but considerable consumers of farm radio-advertised products.

Mr. Samuelson says that balanced farmer-consumer programing, such as that during the noon hour on WGN, can win city listeners too. He cites in particular the April-May report of the American Research Bureau showing WGN's Country Fair led in total listeners per average quarter hour in the Chicago metro area.

The broadcast division of Stauffer Publications is another entity that puts considerable resource into its farm broadcasting and has found equal success at WBWB-AM-TV Topeka, Kan., and KGNC-AM-TV Amarillo, Tex. Both Topeka and Amarillo have three-man farm staffs and each man has an agricultural degree.

The Kansas Farm Facts report by the WBWB stations is another example of the in-depth research that strong farm outlets provide. Ray C. Senate, WBWB national sales manager, participated as a member of NAFB's recent research committee, which produced an analysis of farm broadcasting nationally for agencies and advertisers. "The sight, sound and demonstration of farm machinery, farm chemicals, seed, feed and
director, WINA (AM) Charlottesville, Va.,
helps make his shows more interesting
to the town folk as well as rural.

Two-way mobile radio for remote specials and citizen-band radio for talking with farmers are tools used effectively by Robert G. Hauser, farm and ranch director, KSEN (AM) Shelby, Mont. KSEN's farm department costs about $14,000 a year to operate.

Local farmer interviews and involvement are of prime interest to WJON (AM) St. Cloud, Minn., with 25 hours of farm shows spread over the week, Andy Hilger, WJON president, reports. WJON invests $25,000 a year in its farm department.

William H. Day, WCMR (AM) Elkhart,
Ind., airs over 12 hours a week of farm programming; sells his own accounts with slide presentations he personally prepares. His agricultural business is about 20% of the station's total.

Importance of promotion of the farm department the same as other station services and personalities is cited by Bob Etheredge, farm and ranch director, KDAR (AM) Lubbock, Tex. He says farm news has been instrumental in delivering a larger, higher income audience throughout the day.

It's a mutual love affair

Advertisers use medium in special ways to reach their specialized clients

Somebody out there likes farm broadcasting—especially the sponsor, even if the millions he spends are largely unmeasured.

One major user of farm radio since 1937 is still representative of the important advertisers in that medium, DeKalb AgResearch Inc., DeKalb, Ill., hybrid corn firm. DeKalb uses some farm television now too, placing through Lennen & Newell/Midwest, Chicago.

"DeKalb's policy is to use radio farm directors on a 52-week basis exclusively,"explains Leo B. Olson, DeKalb advertising director. The exclusive product spokesman practice is common in farm broadcasting. "We supplement this with spot flights in the spring and fall where the product and market require," Mr. Olson adds.

DeKalb used 48 radio stations on a regular basis this past year, according to Don V. Duncan, assistant advertising director, for a total of 8,200 minute spots or roughly three per week per station. Added seasonal flights ran on 104 different stations for a total of 4,200 spots, he recalls. Five-week, spring flights in television last year were placed on about 30 stations.

This past year DeKalb began distributing occasional news features to some 50 stations, Mr. Duncan says. DeKalb is mentioned only for identification and the material is purely of informational value to farmers on timely crop problems. DeKalb's sales volume runs about $65 million.

Apart from the big farm-equipment manufacturers who usually have been significant farm-broadcast advertisers over the years, another category, agricultural chemicals, has become increasingly important as a source of farm radio-TV billings. As in most farm advertising, though, accurate spending data by markets is hard to obtain because so many of the areas fall outside the usual monitoring and measuring services, which are keyed more to consumer advertising.

Geigy Chemical Corp.'s agriculturalchemicals division considers itself the leading advertiser in its class and spends about $1.5 million in farm broadcasting, split about evenly between radio and TV, though the emphasis is on radio. Cunningham & Walsh, New York, is the agency.

John Curtin, the agency's media supervisorkon the account, says Geigy doesn't measure farm audience by people but rather by cost per thousand acres of the crop concerned. Though Geigy seeks exclusive product representation with farm directors, he explains, "we do more than buy personalities. Geigy also carefully studies markets and stations too."

Geigy buys farm programs and spots year around on radio stations in about 45 major markets, Mr. Curtin says, then makes spot flights on stations in an additional 150 markets depending upon season and product situations.

The firm uses radio for about 35 different products, many involving small budgets. One major product is Aatrex for corn and it will get all-year promotion on 45 regular outlets plus seasonal promotion on another 90 to 95 stations. Geigy uses television only for major products that can support cost of commercial production, and spots run usually in the evening time on stations in about 47 markets, the largest being Indianapolis, Mr. Curtin notes. Though there are some good farm TV stations, he explains, Geigy doesn't consider TV competitive with farm radio and doesn't buy it the same way.

Ralston Purina Co., St. Louis, has a long and successful history in broadcasting for consumer products as well as agricultural lines. It has a list of nine agencies for its various brands in both fields.

"As part of our advertising program for Purina Chows and health products we sponsor farm broadcasters in key areas," says Richard L. Wood, manager, company radio-TV advertising and sales promotion.

"We look upon a good farm broadcaster as an effective salesman for the Checkerboard," Mr. Wood adds, "and he is not only a good salesman on the air but also in his personal contacts as he travels and participates in many events."

Ralston encourages its district sales managers to work closely with their farm broadcasters in developing commercials and on-the-farm interviews with Purina feeders, he explains, and in addition the Purina sales manager provides the farm broadcaster with news of local Purina events, such as field days, feeding demonstrations and openings of new dealers.

Purina also augments its company-sponsored farm radio with a dealer cooperative-advertising program, Mr. Wood says. "Approximately 1,000 of our 3,000 Purina dealers will sponsor some form of local radio this year," he states, adding, "we have seen no reduction in the use of radio. In fact, in some areas of the U.S. there has been a significant increase in the number of dealers using radio."

(The foregoing special report was researched and written by Lawrence Christopher, senior editor, Chicago.)
Broadcasting advertising

Richard S. Boaz, associate director of research; Ray Michaels, creative supervisor, and William G. Wolfe, copy supervisor, Foote, Cone & Belding, New York, elected VP's.

Richard Morse, account group supervisor, and Elinor Messiqua, account supervisor, Norman, Craig & Kummel, New York, named VP's.

George Benaman Jr., account supervisor, Ketchum, MacLeod & Grove, New York, named VP.

Charles F. Kleber, VP, W. B. Doner, Detroit, and Eugene Azzam, executive art director there, named to board of directors. James Q. Frost, with W. B. Doner, Baltimore, appointed associate creative director.

Celestino Adriano Bua, associate creative director and VP, SSC&B, New York, joins Green Dolmatch, agency there, as VP and creative supervisor.

Robert Gross, head of TV production and administrative director—creative department, Norman, Craig & Kummel, New York, elected VP.

Thomas Blosl, VP, Botsford Ketchum, San Francisco subsidiary of Ketchum, MacLeod & Grove, elected executive VP.

Gazeter (Gaz) Graham Green Jr., formerly New York district manager, Procter & Gamble foods division, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based advertising & PR firm, as executive VP.

Robert M. Darcy, business manager, Metro Radio Sales, New York, joins Petry Radio as director of business administration.

Sidney L. Cohen, with S. A. Levyne Co., Baltimore agency, elected VP.

Norman Schiffman, Greener, Hiken, Sears, New York, rep firm, named VP.

Al Moss, VP, client services, Bauer, Tripp, Henning and Bressler, New York agency, joins David Singer Associates, agency there, as executive VP.

Wilson Leifer, sales manager, KOVR(TV) Sacramento, Calif., McClatchy station, named sales manager of McClatchy Broadcasting there.

Michael P. Duffy, with KSDK-TV St. Louis, appointed local sales manager.

E. Abbott Lawrence, national sales manager, KTLA(TV) Los Angeles, named general sales manager.

Bryce Baker, with KUPR-TV Garden City, Kan., appointed sales manager.

James Davis, with Jim M. Frye Advertising, Fort Worth, appointed as head of Dallas sales office, WBPAM-AM-FM Fort Worth.

Michael J. Feherty, sales manager, WINS(AM) New York, named general sales manager.

Aaron Daniels, advertising director, Fairchild Group, division of Capital Cities Broadcasting, New York, appointed general sales manager, WPAT-AM-FM Paterson, N.J., Capital Cities station. Fred Weinhaus, with WPAT, appointed sales manager.


Media

John Moler, general manager, WHN(AM) New York, resigns. James P. Storer, newly named VP of Storer Radio division (Broadcasting, Aug. 10), licensee of WHN, will serve as operating head until replacement is named.


He succeeds F. Gordon Fuqua, who has not announced future plans. Edward J. DeMarco, formerly VP-corporate development, Athena Communications Corp., New York, named director of CATV system development, TVC.

George C. Castell, assistant treasurer, CBS, New York, appointed treasurer, Viacom International Inc. there, new corporation into which CBS plans to spin off its CATV and TV-program syndication operations (Broadcasting, July 6).

Bill Bailey, general manager, KBIM-TV Roswell, N.M., joins KTVC(TV) Ensign, Kan., in same capacity.

Jack G. Thayer, VP and general manager, KXOA-AM-FM Sacramento, Calif., joins WGAR(AM) Cleveland as general manager succeeding Carl E. George, who remains as VP, Nationwide Communications, licensee of WGAR.

Programing

Herb Victor, assistant program director, WABS-TV New York, named program director, KGTV-TV San Francisco. Both are ABC-owned stations.
SPRINGFIELD BROADCASTING COMPANY'S* Duet**
FOR FARM LAND U.S.A.'S LISTENERS

Jim Jae, General Manager calls KHMO, “The Voice of Mark Twain Land,” a Big Station with a Big Staff, to cover a Big Market, which listens to Dick McHargue, our NAFB Farm Director.”

KHMO HANNIBAL, MISSOURI

Don C. Dailey, Vice President of Springfield Broadcasting and KGBX, says,

“I’m proud that the U.S. Department of Agriculture chose Loyd Evans, our NAFB Farm Director, not once, but twice to host Foreign Agricultural Experts.”

* Springfield broadcasting licensee of KGBX and became licensee of KHMO in June, 1970 (Broadcasting, June 29)
** KGBX and KHMO

KGBX SPRINGFIELD, MISSOURI

KHMO

- each with separate and rich farm coverage
- each with separate programming
- each with separate sales
- both with common ownership
- both with voting NAFB Farm Directors
- both with one National Representative

JACK MASLA & COMPANY INC.

new york, chicago, detroit, st. louis, kansas city, atlanta, dallas, los angeles, san francisco
fertilizer is the best selling tool the farm advertiser can use," he notes.

KGBX(AM) Springfield, Mo., had no farm department until 1958, but since then this phase of its operation has proven highly successful and during many months the farm shows are completely sold out, reports Don C. Dailey, vice president-general manager. KGBX's veteran farm broadcaster, Loyd Evans, now has a part-time assistant, he notes.

KGBX's sister outlet, KHMU(AM) Hannibal, Mo., considers itself typical of the smaller market station that will continue to succeed by total involvement in services to an area with most business agriculture-oriented. KHMU's general manager, James F. Jae Jr., is past chairman of the NAFB associate members.

An example of a TV-only operation that has found profit in farm broadcasting is KWTY(TV) Oklahoma City. Farm director Wayne Liles, immediate past president of NAFB, reports particular success in helping develop new local accounts. Farm reports in the early morning and at noon have been effective vehicles for helping boost new sales and dealerships for area equipment firm, he relates.

One-man farm departments in television are finding success at KHQ-TV Spokane, Wash., and WTVY(TV) Dothan, Ala. KHQ-TV's Wey Simpson especially recognizes the farm broadcaster's opportunity in the pollution battle. WTVY's Gene Hagan also is a working farmer, invaluable for his years in farm broadcasting.

"Management must be just as dedicated and active in farming activities as the farm director," according to Rex H. Lathem, past-president, general manager, KMJ(AM) Grand Island, Neb. He notes the trend to super-farms may be at its peak because of profit-efficiency factors and is optimistic about farm families continuing strong though their farms now are considered businesses and are larger. Since they get their newspapers by mail, they long will rely on radio's immediacy and strength of services, he indicates.

Jack Timmons, general manager, KWKH(AM) Shreveport, La., agrees that tomorrow's more sophisticated business farmer will rely heavily upon farm radio's fast and thorough resources. KWKH's farm staff includes two men plus secretary and typically travels 100,000 miles a year to cover its market.

"Perhaps our greatest advertising success story," Mr. Timmons says, "is represented by the number of private cattle sales advertised on KWKH by farmers and ranchers spending their own money. We now have some 100 to 125 sales advertised each year compared to none five years ago."

Richard B. Belkin, vice president-general manager, KXXX(AM) Colby, Kan., feels his operation may be a good example of pure farm radio because of the area. He notes especially the high efficiency of good farm-radio buying and says there is less waste by far than some prime-time TV buying. Farm business at KXXX increases steadily, he adds.

One of farm radio's best sales friends on Madison Avenue is also an enthusiastic student of the subject, Milton F. Allison, director of station relations, CBS Radio Spot Sales. He notes that while the farm population in the U.S. in 1969 was only 10.3 million or 5.1% of the total population (down from 15.6 million and 8.7% in 1960), the economic value of farm business continues to soar far beyond comparison. With jet-transported international marketing developing, he notes, radio will continue to be the most effective link with farmer-businessmen.

Although his farm time has been extended, Bob Walsh, farm and ranch director at WBAP(AM) Dallas-Fort Worth, also notes "the city audience is more important than you might imagine. We are beginning to carry more and more consumer-type advertising on our farm programs."

Keith Kirkpatrick, farm service director, WHO(AM)-TV Des Moines, Iowa, doesn't believe there has been any reduction in the amount of good farm programing in recent years in the industry though outlets may have changed. He cites the vigor of the WHO stations activity in this respect, noting that of 81 weekly radio farm-show units a total of 56 are sponsored by long-term program advertisers.

The continuing strength of good farm-radio stations, especially in the Midwest, is emphasized by Maynard Speece, farm director for WCCO(AM) Minneapolis, and "I think we'll have them 10 years from now too." Information affecting the pocketbook of the farmer is the target at which he and his associate Chuck Lilligren aim, but the city audience is becoming more important too. Advertiser faith in the medium is the true test of farm radio's strength, he feels.

City audience also is becoming more important to Marvin Vines, farm service director, KAAY(AM) Little Rock, Ark., a clear-channel type. He also notes top retailers are starting to use farm-radio advertising effectively.

Another pioneer farm broadcaster, Bob Miller, WLM(AM) Cincinnati, explains the farm show is an excellent spot to describe cost-price effects and similar often misunderstood data to the urban listener. He notes increasing use of radio for public-relations advertising in the non-farm audience by farm-oriented groups.

Talking on the air with listeners by telephone is one way Bill Ray, farm
Helen Kaufman, head of her own PR agency in Los Angeles, named public relations director, Four Star International there.

Dick Conrad, promotion and advertising director, WHK(AM) Cleveland, also appointed director of programming. Paul King, with WHK, appointed assistant director of programming and promotion.

Harry Waterhouse, formerly with WMRI-AM-FM Marion, Ind., joins KLJC(AM) Kansas City, Mo., as program director.

Gifford Cummings, account executive, Teletape Productions, New York, appointed director of production sales, Quadruplex Commercial Productions Inc. there.

David Impastato, director, John Urie & Associates, Los Angeles, joins EUE/Screen Gems, New York, in same capacity.


Budd Weiner, director of operations, KNEW-TV San Francisco, joins Bay Promotions, Oakland, Calif., as director of TV syndication.

Will Roth, general manager, Recording Studios Inc., New York, joins Telescriptions International, video-tape production firm there, as director of operations.

Jon Boettcher, senior producer-director, noncommercial WBRA-TV Roanoke, Va., appointed production director.

A. Price Broughton, with Southern Educational Network, Columbia, S.C., joins noncommercial WKNO-TV Memphis as production manager.

Hank Sommers, with WNBF-AM-FM Binghamton, N.Y., joins WRJN(AM) there as music director.

Kenneth Harris, director, WCTI-TV New Bern, N.C., named production supervisor.

Paul R. Ballantine, with Telemation Productions, Glenview, Ill., appointed manager of market development.

News


Bill Fyffe, news director, WLS-TV Chicago, named news administrator, KTLA-TV Los Angeles.

Charles Arlington, with KPWR(AM) Los Angeles, joins KB9Q(AM) Burbank, Calif., as director of news.

Barry Mahler, general manager, Nortex Broadcasting Co., former licensee of KLUR(FM) Wichita Falls, Tex., appointed news director, KLUR Broadcasting Co., new licensee of KLUR.

Mort L. Rosenblum, AP West Africa correspondent at Lagos, Nigeria, appointed head of AP operations in Malaysia.

Robert Papper, former PR director, Columbia University, New York, joins WCCO-TV Minneapolis as public affairs writer and producer.

Christine Lund, former news director, WLXT-TV Aurora, Ill., joins news staff of KGTO-TV San Francisco.

Martyn E. Green, formerly cameraman, NBC, Southeast Asia, joins news staff, KJEO(TV) Fresno, Calif.

Promotion

Ray Barath, director of promotion and advertising, WSOC-AM-FM-TV Charlotte, N.C., named community affairs director.

Harvey Mednick, director, audience promotion and advertising, RKO's KHJ-AM-FM Los Angeles, named audience promotion director, RKO General radio division, western region.

Tony Visk, promotion manager, WPROM-AM-FM Providence, R.I., joins WQXL-TV Atlanta in same capacity.

Yolanda Lozano Rios, with WOAL-TV San Antonio, Tex., appointed director of Mexican-American affairs.

Equipment & engineering

John H. Battison, consulting engineer with offices in Washington and Annapolis, Md., joins Carl E. Smith Consulting Engineers, Cleveland.

Bruce Singleton, chief engineer, WLCY-TV Tampa-St. Petersburg, Fla., named VP, engineering, WLCY Inc., licensee of WLCY-AM-FM-TV.

G. Earl Morgan Jr., engineering supervisor, WTOP-Washington, named technical operations supervisor.

Jesse L. Nickels, manager, professional electronic systems sales, RCA, Burbank, Calif., appointed manager, government and closed-circuit TV sales, in RCA broadcast systems division, Camden, N.J.

David R. Stott Jr., with Ampex Corp., joins CMX Systems, Sunnyvale, Calif., as director of marketing. CMX Systems is CBS-Memorex joint venture company to develop and manufacture advanced TV equipment and systems.

Merrill A. Trainer, manager of customer relations, RCA Commercial Electronic Systems, Camden, N.J., retires after 43 years of RCA service.

Richard Raczek, manager of marketing, AM and FM towers, Stainless Tower Co., North Wales, Pa., joins
CCA Electronics in newly created position of manager, customer service and contract administration.

George R. Bakker, branch manager, educational and industrial products division, Ampex Corp., named Midwest region sales engineer in firm's St. Louis office.

W. D. Harlow, with Sony Corp. of America, Houston, appointed district manager for video products in Louisiana and southern Texas.

Allied fields

Elie Abel, dean, Columbia university graduate school of journalism, New York, and former NBC News diplomatic correspondent, named Godfrey Lowell Cabot Professor of Journalism at the school. Appointment honors professor distinguished in international journalism.

James E. Pitt, director of public relations, Time Inc., New York, also appointed VP for communications, National Center for Voluntary Action, Washington, group founded to assist volunteer organizations. He will direct Advertising Council campaign for Center and, working with chairman of Center's communications committee, Leonard Goldenson, president, ABC Inc., he will also be responsible for helping to enlist volunteers in media, advertising and PR.


Anne Blair, Washington bureau chief, Triangle Stations, named to radio-TV advisory board, White House Conference on Children.

Deaths

Arthur Mermin, 49, member of Cahill, Gordon, Sonnett, Reindel & Ohi, New York law firm which has NBC among its clients, died July 28 in New York.

He is survived by his wife, Stephanie, two sons and daughter.

Howard A. Mayes, 59, news director, KDSX-AM-FM Denison-Sherman, Tex., died Aug. 5 of heart attack. He is survived by his wife, Mary Alice, two sons and one daughter.

Frances Farmer, 56, movie actress and air personality, WFRM-TV Indianapolis, died Aug. 2, apparently of throat cancer.

George King, 57, production supervisor for Beverly Hillbillies and Green Acres series, died Aug. 4 in Hawaii of heart attack. He is survived by his wife, Dorothy, and two daughters.

Samuel B. Mosher, 77, founder of Signal Oil & Gas Co., 49.9% owner of Golden West Broadcasters, Los Angeles group owner, died Aug. 5 at his home in Santa Barbara, Calif. He is survived by his wife and daughter.

Ken Cariker, 46, air personality, KOCO-TV Oklahoma City, died Aug. 6 there of heart attack. He is survived by his wife, Dorothy, and two daughters.

As compiled by Broadcasting, August 4 through August 11 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, surg.—surgical. CATV—community antenna television, CH—critical hours, CP—construction permit, DA—directional antenna, EDF—effective radiated power, kw—kilowatts, ls—local station, mod.—modification, N—night, PTA—preliminary service authority, S—special, SH—specified hour(s), SAA—special service authorization, STA—special temporary authorization, TR—transmitter. UHF—ultra high frequency, U—unlimited hours. VHF—very high frequency. vis.—visual. watts—watts. edu.—educational. New TV stations

Actions on motions

Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.), TV proceeding, granted Civic Communications Corporation's request for production of documents and its motion to compel answers to interrogatories by Lamar Life Broadcasting Co. to extent indicated in order, and granted motion for protective order and motion for additional time to respond to interrogatories and for protective order by Lamar Life Broadcasting Co. to extent indicated in order (Docs. 18845-9). Action July 24.

Hearing Examiner David I. Kraushaar in Home- wood and Birmingham, both Alabama, TV proceedings, set certain procedural dates and scheduled hearing for Dec. 7 (Docs. 15461, 16760-1 and 16758). Action Aug. 4.

Other actions


Review board in Miami, TV proceeding, granted motion for extension of time, filed July 31 by Post-Newsweek Stations Florida Inc. to extent that time for filing responsive pleadings is extended to Aug. 12 (Docs. 18889-90). Action Aug. 3.

Review board in Miami, TV proceeding, granted motion for additional extension of time filed Aug. 5 by Post-Newsweek Stations Florida Inc. (Docs. 18889-90). Action Aug. 3.

Review board in High Point, N.C., TV proceeding, granted petition for extension of time filed Aug. 5 by Broadcast Bureau (Docs. 18906-7). Action Aug. 6.

Rulemaking action

New Brunswick, N.J.—FCC denied petitions by Inter-Media Broadcasting Co. of New Jersey opposing Commission action which would remove stations from Augsburg, Minn., to extend completion date to Jan. 27, 1971. Action July 27.

KBAK-TV Bakersfield, Calif.—Broadcasting Bureau granted license covering use of former licensed auxiliary transmitters, and formerly licensed main antenna, as auxiliary transmitters, and as main transmitters. Location. Action July 27.

KCTV San Mateo, Calif.—Broadcast Bureau granted mod. of license covering change in aur. ERP to 2.09 kW. Action Aug. 4.

WMDU-TV South Bend, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 27, 1971. Action July 27.

WLTV-TV Bowling Green, Ky.—Broadcast Bureau granted CP to change aur. ERP to 30.2 kW; trans. location to off State Highway #67, 1 mile northeast of Bay Branch, Bowling Green; change type trans. and ant.; alt. height 740 ft.; conditions. Action July 27.

WMMA(TV) Jackson, Miss.—Broadcast Bureau granted license covering changes at new station and specify studio location as Eastover Dr. at Ridgewood Road, Jackson. Action July 28.


WHF-TV Harrisburg, Pa.—Broadcast Bureau granted license covering changes; and granted license covering installation of auxiliary trans. and ant. Action July 24.


For The Record

Rulemaking action

FCC denied request by attorneys for ETV program The Advocate asking for reconsideration of commission ruling of May 20 refusing to exempt program from equal opportunities provision of rules. Action July 29.

KBAK-TV Bakersfield, Calif.—Broadcasting Bureau granted license covering utilization of former licensed auxiliary transmitters, and formerly licensed main antenna, as auxiliary transmitters, and as main transmitters. Location. Action July 27.

KCTV San Mateo, Calif.—Broadcast Bureau granted mod. of license covering change in aur. ERP to 2.09 kW. Action Aug. 4.

WMDU-TV South Bend, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 27, 1971. Action July 27.

WLTV-TV Bowling Green, Ky.—Broadcast Bureau granted CP to change aur. ERP to 30.2 kW; trans. location to off State Highway #67, 1 mile northeast of Bay Branch, Bowling Green; change type trans. and ant.; alt. height 740 ft.; conditions. Action July 27.

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WHF-TV Harrisburg, Pa.—Broadcast Bureau granted license covering changes; and granted license covering installation of auxiliary trans. and ant. Action July 24.

by

to Scioto Broadcasting

issues Ariz., Oct. CBS places one Broadcasting Corp.) Contract dated July compensation substantially occupied time 

Florence, Action territories and to time

Action

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24.

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27.

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24.

Action

WBBJ -TV

Hearing Examiner Frederick W. Denniston

Zaba Radio Corp., Hearing Examiner Ernest Nash

Hearing Examiner Herbert Shafman in Globe,

ARC, (Mace Broadcasting Co., AM proceeding, grant of special temporary authorization for leave of absence with payment of his application with recent balance sheet (Duc. 19832) Action July 28.

Hearing Examiner Millard F. French in Frankl-

in and Hackettstown, both New Jersey, (Louis Van Nostrand, New Jersey, AM proceeding, granted petition by Radio New Jersey and extended to Aug. 14, time to submit proposed findings of fact and conclusions of law on all issues except community survey, ends Aug. 24, time to file reply findings (Duc. 18257-2) Action July 24.

Hearing Examiner Frederick W. Denniston in

Circleville, Ohio, AM proceeding, on request by Scioto Broadcasting Co., applicant in Duc. 18857, dimissed with prejudice in its application pursuant to rules (Duc. 18856-8) Action Aug. 3.

Hearing Examiner Ernest Nash in Broadway,

Timberville and Charlottesville, all Virginia, AM proceeding, on request by Broadcast Bureau, re-scheduled prehearing conference for Sept. 25, postponed Sept. 23 hearing (Duc. 18903-4) Action Aug. 4.

Other actions

Review Board by Sylvia Sylacaigua, Ala., AM proceeding, denied motion for extension of time filed July 31 by University Broadcasting Co. (Duc. 18989-18990 Action Motion received July 30.

Review board in Honolulu, AM proceeding granted to extent indicated and denied in all other respects pending motion to enjoin issues, filed June 19 by Hawaiian Paradise Park Corp. (Duc. 18819) Action July 30.

Review board in Ponce, P.R., AM proceeding, granted to extent indicated and denied in all other respects pending motion to enjoin issues, filed May 21 by Zaba Radio Corp., Ponce, P.R. (Duc. 18564 and 18566) Action July 23.

Summary of broadcasting

Compiled by FCC, July 1, 1979

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* Special Temporary Authorization. 

Current AM stations

Final actions

WKKO Cocoa, Fla.—FCC granted renewal of license. Action July 8.

WINU Highland, Ill.—Broadcast Bureau granted CP, change location from 1510 kc. to 1520 kc., w, DA-D to 1510 kc., 1 kw, DA-D; install new trans. and make changes in license; conditions: Action Aug. 4.

WAVE, Louisville, Ky.—Broadcast Bureau granted license covering mod. of auxiliary trans. Action Aug. 9.

WKLO, Louisville, Ky.—Broadcast Bureau granted license covering use of present main station; license mod. of CP, to make change in auxiliary station. Action Aug. 9.

KLNG, Omaha—Broadcast Bureau granted license covering use of former main station, as alternate main station. Action Aug. 12.

KOBY, Reno—Broadcast Bureau granted CP, to change MEOV's and ground station. Action July 27.

WARREN, N.C.—Broadcast Bureau granted CP, to change station from 1520 kc. to 1510 kc., 1 kw, DA-D, change of location. Action Aug. 17.

WWSF, Chicago, Ill.—Broadcast Bureau granted CP to increase daytime power from 250w, Unl. to 250w, Kw-U, and install trans. and condition: Action July 27.

WKCR Pickens, S.C.—FCC granted stay of action, suspending application of Pick Radio Co. for renewal of license of WKKR until decision has been made on the license-applicant's petition for reconsideration. Action Aug. 5.

WPTN Cookeville, Tenn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.

WTNN Millington, Tenn.—Broadcast Bureau granted license covering change in corporate name to Shelby County Broadcasting Co. Action July 27.

KVEL Vernal, Utah—Broadcast Bureau granted CP to change frequency from 1250kc to 920kc; to make remote control permitted; condition: Action July 27.

FCC action on CP

FCC Complainants and Compliance Division Chief William B. Ray in response to complaints by Mrs. Bella S. Abig, Democratic candidate for Con-
gress for 19th district of New York, that WOR New York City, refused her request that she be allowed to keep her CP, which she was entitled by presenting short statements as many times as necessary to equalize the time utilized by her Republican opponent, (WOR air personality) has informed station's licensee, RKO General Inc., that commission would make no definitive ruling in this case at this time. The FCC states that "good faith," reasonable negotiations between both parties to resolve conflict. Action Aug. 7.

New FM stations

Starts authorized


KSLM-FM Salem, Ore.—Authorized program operation at 105.1 mc., ERP 100 kw, and height above average terrain minus 650 ft. Action July 1.

WAEL-FM Mariaca, P.R.—Authorized program operation on 96.1 mc, ERP 10.5 kw, and height above average terrain 1990 ft. Action July 1.

Final actions

Phoenix City, Ala.—Chattanooga Broadcasting Co. Broadcast Bureau granted 100.1 mc., 3 kw, 1500 watt average power, 600 foot above average terrain 1000 ft. Action Aug. 2.


Final actions

Phoenix City, Ala.—Chattanooga Broadcasting Co. Broadcast Bureau granted 100.1 mc., 3 kw, 1500 watt average power, 600 foot above average terrain 1000 ft. Action Aug. 2.


Initial decision

Athens, Tenn.—Athens Broadcasting Inc. Hearing Examiner Thomas H. Donahue in initial decision recommended grant of license to WYCS, 98.3 mc., 3 kw, Ant. height above average terrain 135 ft. P.O. address: 304 W. Main St., Athens, Tenn. 37303. Estimated construction cost $29,680, first-year operating cost $12,000, revenue $15,000, Principals: David M. Stewart 70%, John C. Ribbens 20% and Robert E. Goris 10%. Action Aug. 4.


Other actions

Review Board in Rockmart, Ga., FM proceeding, granted motion for extension of time, filed Aug. 3 by Faulkner Radio Inc. (Doc. 18314) Action Aug. 5.

Other actions

Review Board in Rockmart, Ga., FM proceeding, granted motion for extension of time, filed Aug. 3 by Faulkner Radio Inc. (Doc. 18314) Action Aug.
Action on motion


Existing FM stations

Final actions

[Text continues with details on existing FM stations, including station names, cities, and operating licenses.]

Action on motion


Renewal of licenses, all stations

[Text continues with details on renewal of licenses for various FM stations, including station names, cities, and renewal dates.]

Other actions, all services


FCC acted, in response to petition by National Association of Broadcasters and requests by individual broadcasters, to delay decision on applications for AM and FM stations to explore ways to reframe and improve conditions of license for AM stations, effective immediately. Action July 29.

FCC granted 27 additional dates for applications for AM and FM licenses to expire March 31, 1972. (Continued on page 70)
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
296-6400
Member APOOB

JAMES C. MCNARY
Consulting Engineer
Suite 402, Park Building
6400 Coldborn Road
Bethesda, Md. 20034
(301) 229-6600
Member APOOB

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member APOOB

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Monsey Bldg.
783-0111
Washington, D.C. 20004
Member APOOB

COMMERCIAL RADIO
Consulting Engineers
Everett L. Dillard
Edward F. Lorenz
PRUDENTIAL BLDG.,
337-1519
WASHINGTON, D.C. 20005
Member APOOB

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
3771 N St., N.W.
Washington, D.C. 20006
Member APOOB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2522 Telesar Ch. (703) 560-6800
Falls Church, Va. 22042
Member APOOB

LOHNES & CULVER
Consulting Engineers
1242 Monsey Building
Washington, D.C. 20004
(202) 347-8215
Member APOOB

KEAR & KENNEDY
1302 18th St., N.W., Hudson 3-7000
WASHINGTON, D.C. 20036
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8380
Member APOOB

SILLIMAN, MOFFET
& KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member APOOB

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 233-6664
(301) 827-8725
Member APOOB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member APOOB

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

JULES COHEN
& ASSOCIATES
Suite 716, Associations Bldg.
1143 19th St., N.W., 659-3707
Washington, D.C. 20036
Member APOOB

CARL E. SMITH
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Plainview, N.Y. 11803
(516) 694-1903

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Anchorage, Kentucky 40223
(502) 245-4673

Associated Communications Consultants
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Suite 1621, Tucson House
Tucson, Arizona 85705
(602) 792-2108
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(214) 351-3820

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CONSULTING RADIO ENGINEER
622 Hoskins Street
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634-9558
632-2821

RTV International, Inc.
RADIO PROGRAM CONSULTATION
Sheldon Singer
Vice President
405 Park Avenue
New York, N. Y. 10022
(212) 431-0680

COMMERICAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
105 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Lacedale 4-3777

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

OSCAR LEON CUELLAR
CONSULTING RADIO ENGINEER
Directional Antennas Design
Applications and Field Engineering
1563 South Hudson—80232
303-756-8526 Data 303-756-7562
denver, Colorado
Member APOOB

SERVICE DIRECTORY
Help Wanted Management

Major market station looking for an experienced production man. Have background and the enthusiasm to job to success in this program. Responsibilities in this position will be well known to people we are seeking. Excellent working conditions as well as an attractive salary package. Send complete resume to Box H-177, BROADCASTING.

Sales manager for top rated full time AM-NPR program. Located in beautiful tropical city. Will report to Program Director, with immediate availability. Salary plus benefits. Write your audition’s, photo, resume, with salary requirements to Box H-177, BROADCASTING.

Help Wanted Sales

Wanted salesman for large suburban FM market. We need a man who can sell FM radio in one of the Top 20 markets. Salary is the starting point. If you can sell you’ll make more than the boss. Prove you can sell and you’ll be on our payroll. Send resume, and track record. Box H-98, BROADCASTING.

Before school starts and before you endure another look for a job story, that move to Eugene now! A beautiful tropical city on the ocean working with the best! Job is to move to station and make more. Will make a pleasant and rewarding, but it will only be a beautiful thing if you can sell and if you will work. Substan- tial production important. Write Box H-118, BROADCASTING today and give full resume! Yes, minimum college education, but prove yourself. Exceptional opportunity for experienced local sales manager at well established, highly profitable medium market AM-FM station in major market. Market format... company stock listed... fringe benefits, including company paid profit sharing plan, life, hospitalization, and dental. Salary plus incentive bonus. Successful applicant must have at least two years of substantial sales experience... this is a lifetime position and opportunity. Send resume, references and other important information to Box H-136, BROADCASTING.

New jingle company in the Midwest needs on the road salesman to develop nationally. Young and creative. Must offer a superior product at extremely competitive rates. An excellent chance to get in with a major player in the nation’s number one production house. Must be willing and able to travel, plus experience needed. We’ve got a quality product, now here’s your opportunity to sell it. Box H-165, BROADCASTING.

Salesman looking for opportunity. Midwest nation needs one experienced, veteran salesman and one additional salesman in town. We offer nice fringe benefits and an opportunity to earn better than average earnings. If you can do play-by-play you’ll earn even more. Only those who aren’t afraid to make ten calls a day need apply. Send complete resume, and salary requirements to Box H-173, BROADCASTING.

Leading Chicago FM station has immediate opening for ambitious salesman with strong agency experience. Major market. Earnings listed. Earnings listed. With excellent salary plus commissions. Many bene- fits. Please contact for details for this high income opportunity. Box H-235, BROADCASTING.

First class ticket-sales—announcing helpful: KHIR-Willow, Arizona. Wanted, salesman or radio man wanting to learn sales. Must be orange. Mail: KSLX/KSMN, Mason City, Iowa.

Wanted, salesman or radio man wanting to learn sales. Must be orange. Mail: KSLX/KSMN, Mason City, Iowa.

Real opportunity, number one, AM MOR station, 200000 plus, excellent location. Send resumé, to work and salary requirements, distributed, with excellent salary plus commissions. Many bene- fits. Please contact for details for this high income opportunity. Box H-235, BROADCASTING.

Experienced salesman for full time AM station in Richmond, Virginia. $10,000 guarantee. Good fringe ben- efits and many other benefits. Only hard working, ambitious and desire to make money need apply. Call or write Box H-177, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted 30c per word—$2.00 minimum. All other classifications 55c per word—$4.00 minimum. Deadline for copy: Must be received by Monday for publication next Monday. Please attach copies of letter by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

RADIO

Sales continued

Media rep by W-LEE, Richmond’s 21 contemporary station. Excellent account list, large group owner. Top fringe with good sharing, retirement, high commissions. Move up on number one. Experienced self-starter. Call Howard Keller 703-256-0833 or write W-LEE, P.O. Box 8477, Richmond, Va. 23226.

Announcers

Medium market station looking for P.D. to help regain numbers. Very competitive opportunity for right man— mild climate—salary commensurate with background & responsibilities. Box B-98, BROADCASTING.

All around man, announcing and production. Experienced up-tempo MOR personality with play-by-play ability, ideal working conditions in modern studios. Number one AM in expanding county, large eastern metro market. Good salary and fringe benefits. Box B-105.

Announcer-copyswriter-newswoman. South Carolina regional station has opening for September. Prefer experienced applicant, but will consider all applications. Send resume, photo, tape that will be returned. Salary open depending on qualifications and experience. Anchor position in our drive-from-beach. Write Box H-118, BROADCASTING.

Ohio major market swingin’ MOR has fine opportunity for experienced, well-rounded announcer. Should have interest in music programming. Send tape, picture and resume. Box H-186, BROADCASTING.

Announcer with first class ticket for MOR small market station. In the East. We want versatility. Send 7" and details of experience to Box H-200, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should show the capability of winning listeners. Competitive position in Midwest major market. We have the best of working conditions and an outstanding employer benefit program. Send resume of experience, audition tape and salary history to Box H-215, BROADCASTING.

Lively, happy morning man for MOR adult audience... Small, group operation. First phone preferred, no maintenance. Excellent medium-sized morning market market. Good salary, good position to build. Must handle talk show, too. Send brief resume now to Box H-221, BROADCASTING.

Penn. 10,000 watt, contemporary music station needs one experienced, committed night man. No screaming...strong on news and commercials. Excellent working conditions for the right experienced, committed night man. Send tape, resume and salary requirements. Box H-222, BROADCASTING.

Virginia. 125,000 market. Bright, Need mature personality to do four hour a.m. and commercial production. No beginners, please, $125/week. Send tape, photo, resume first reply to Box H-223, BROADCASTING.

Information station needs morning man. Too pay. Send tape and resume, Open now. KOLY, Mobile, Ala.

Unusually good smaller market station needs morning drive personality to gather local news, conduct interviews, produce “actualitys,” and do bright, informative morning show. This station has been responsible for promotional nationally known heavyweights. Must be bright, aggressive, stable, articulate and a natural. Contact Buddy Deane, KOTN, Pine Bluff, Arkansas.

WBOB AM/FM. Augusta, Georgia, 30903, is ac- cepting applications for the morning show, 24 hour personality. Modern station with top equi- pment and working conditions. Solid number one for nine years. A major market combines all experience. Send tape and resume to Harley Drew, Box 1443.

Top 10 market east coast rock station seeking experienced pro to fill number one position. Must be hard working, dedicated and mature. Excellent references and a table record must. Send tape, resume and pic to Dick Hudlett, WEAM, Box 589, Arlington, Virginia. No phone calls please.

Announcers continued

Wanted—experienced, aggressive young man to di- rect announcing staff at 50 kw contemporary station in Cincinnati, Ohio/WKRC. Mail to J. W. D. Cooper, 37140—Phone, 615-921-3555.

Announcer, radio. Modern country deejay. Excellent working conditions with group ownership. Good salary, fringe benefits. Share, with group, all income, and commercial delivery. First phone license required. Contact Mr. Hill, WJAI, Youngstown, Ohio.

We need you but we won’t promise anything we can’t deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station; Reasonable salary. Good working condi- tions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

Replacement needed for announcer being promoted in our corporation. Better than average salary, forty two hour week, five day work week, competitive fringe benefits with this multiple ownership. Must be strong on com- mercials and good board man, MOR music policy. Immediate opening. Good opportunity for reliable man with recent tape. Have experience and personal information in. Send resume, selves and your audition tape, include phone number. Address Hal Barton, P.D., WTAD Radio, Quincy, Illinois 62201.

Building permanent, happy staff, need first-phone an- nouncer. Must have mature voice; no experience. First tape will fit, 5 kw daytimer plus FM, MOR, 50 miles south of Detroit. Send resumes to Box H-91, BROADCASTING to WTHM, Lapeer, Michigan 48446. (313) 664-8555.

If you’ve experienced, if you have a first class li- cense, if you would like living in a small town in the Northwestern mountains, if you can stick with a MOR and country format, we can probably get your reputation to Broadway. Send your qualifications and a 7/2 audition tape to WVSU, Somersett, Pa. 15501.

Rage opening for better than average beginner that wants to start at the bottom and move his way up to a major FM in a major market. Will start in a small community. We offer unlimited future for the hard working, intelligent applicant. 219-244-7700.

You’re in your twenties...loaded with soul...a great winner for the morning drive slot. If you’re a cool brother, send your audition’s, photo’s, resume to Dave Oliver, P.O. Box 2156, Chattanooga, Tennessee, No reserve Please no phone calls please.

Small market, radio, need 1st phone who would like to do sales and service work, preferable 30 or over, no limited age, good working conditions, beautiful location to live for the right person, send all correspondence to Dr. C. C. Smith, 389 Glenn Avenue, West Liberty, Ky. 41772.

Technical

Chief engineer, AM-FM-station multichannel. Excellent salarv, paid hospitalization and advancement opportunities. Box H-93, BROADCASTING.


Major market group owned and operated 50 kw station is interviewing candidates for staff technician and production. Experience essential. Salary commensurate with experience. First phone—Box H-229, BROADCASTING.

Tacoma calling: KTAC 10 kw 850 KC rocker needs pro to do sales and service work. Excellent hard working, dedicated and mature. Excellent references and a table record must. Send tape, resume and pic to Dick Hudlett, WEAM, Box 589, Arlington, Virginia. No phone calls please.
**Technical continued**

**Manager continued**

**Management continued**

**Announcers continued**

Chief engineer, radio. First phone license, maintenance experience required. Excellent working conditions with group ownership. Good salary, other benefits. Some announcing. Contact Mr. Hill, WJAZ Radio, Albemarle, N.C., 418.

Engineer for top eastern independent, good technical man to build and maintain equipment. 1st ticket. No announcing. Call chief engineer. 215-696-1066.

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**News**

Important station in York-Lancaster-Harrisburg area needs professional, hard-working news director. Nice area to live. Interesting area for a newsman. Send tape, resume, salary requirements to Box H-209, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsman. Previous experience must include writing, editing, delivering news and editorials on the air. We offer a permanent position, comfortable salary, excellent benefits, dominant coverage, and 35 year reputation for outstanding performance. Salary, resume, salary requirements, tape, photo and sample stories airmail to: Lewis Edger, WAMAK, P.O. Box 1201, The Plattsburgh Broadcasting Corporation, Plattsburgh, N.Y. 12901.

New man: "Build me a winner!" Want to help? I'll expect a lot. CBS talker for Hartford. Young, exciting style. Send phone, resume, WIFN. Manchester, Conn. 06040.

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**Programing, Production, Others**

Professional basketball play-by-play rated station in 30 market seeks with heavy sports involvement. New man: "Build me a winner!" Want to help? I'll expect a lot. CBS talker for Hartford. Young, exciting style. Send phone, resume, WIFN. Manchester, Conn. 06040.

Sports director must be able to dig out the local sports news over a wide area. Play-by-play of all sports, including high school. Big station in small town covering a big area. Job is 80% sports and 20% production and board work. Send complete resume, tape and salary requirements to: Manager, KMIA, Shenandoah, Iowa.


Station executive, well-organized, and experienced in administration and programing, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to: Dean, 1926 Palm Avenue, Lemoore, Calif. 93245.

Wanted: Operation director for 200,000 market—no. 1 AM rock—FM automated MOR. Must be qualified in all areas of operation. Opportunity for growth. Must have experience and ability. Send resume to General Manager, WSAC, Box 70, Fort Knox-Lenox (4021), 502-251-3121.

Contemporary program director for hit-in-Indiana station. Street-smart, successful program experience and no audience analysis or have five years contemporary success in respective voice radio phone talk show ability helpful. 317-664-9466.

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**Situations Wanted**

Management

Operations director or publicity position sought. Energetic, medium market administrator, under 30. Background: AM/FM stereo programing...news...sales...political...public affairs. Degree. Married. Stable. No announcing desired. Midwest, East. Box H-106, BROADCASTING.

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**Announcers continued**

Experienced, reliable and hard working top 40 DJ with good phone. Desires position as MOR or top 40 station. Job security, at least $5500.00 per month and six hour airstream and some production. Must get together! Write: Box H-209, BROADCASTING.

Disc jockey—salesman, aggressive, experienced, dependable, versatile, third endorsement. Box H-211, BROADCASTING.

Sincere warm announcer, family man, want to settle. Box H-224, BROADCASTING.


Experienced announcer, music, seeks over seas position...presently employed...family man...Wll travel. Box H-229, BROADCASTING.


Spectacular talent! Hire one person, receive first phone, solid experience, newsmen, DJ (or Combo), immediate availability, honesty, dependability. No relocations, maintenance, area to areas reasonably close to N.Y.C. (Jersey-Connecticut-New York area). Offer in first letter. Box H-239, BROADCASTING.

MOR/country announcer/newsmen, 1 year experience. Prefer east. Dependable, friendly. Box H-240, BROADCASTING.

Veteran announcer, 40's, first ticket. Want job near city, no more than 5 days. Prefer suburban, progressive Good anchorman. Also can assist with maintenance. Any area. c/o Box H-241, BROADCASTING.

Beginner, professionally trained, D.J. announcer/newscaster, 3rd endorsed, stable, will relocate. Box H-255, BROADCASTING.


Stable family man with 11 years experience in announcing, broadcasting and P.D. work looking for permanent position. 319-366-3982 after 6 PM.

Announcers: 4 years newsmen director, 3 years as P.D., 3 years staff announcer interested in change if money is right. If interested write or call me. General Delivery, Station A, Puquey Varina, N.C. 27526. Phone 919-552-2111.

Experience: Disc jockey and newscaster. Run a tight board. Must be able to work in major market, veteran, married and will relocate. Presently employed in Lemoore, Calif. Looking for a fast track to a high paying, high prestige job and will relocate on first. Write: 7239-20½ Avenue, Lemoore, Calif. or phone 924-2421. Radio name: Jon Scott.


What else do you want? Reliable first phone seeks drive time for Midwest or South. Nine years experience; family man. P.O. Box 45, Sedalia, Missouri.

1st phone, beginner, broadcast school trained, prefers southwest, 20 yrs. old, draft exempt, P.O. Box 44, The River Falls, Minnesota 56701, Phone 218-681-3337 after 5 PM.

A wise investment—3 years experience, high ratings, creative production—to investigate call 219-743-4611.

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**BROADCASTING,** Aug. 17, 1970 65
Programming, Production, Others continued

First phase will POD/ack at New York state station. Adult oriented big sound rock/MOR. Details: Dave 315-455-1885.

Year, but very serious P.D. with outstanding record, knowledge of mountain market. My record talks. Charlie Brown, 806-266-8899.

Excellent opportunity for ambitious television executive to represent major broadcast corporations in their search for executives. Sales experience necessary and good knowledge of station operations. Interesting position with considerable corporate involvement. Income potential of $50,000.00 per year. Send resume to Dr. White, Management Consultant, Box H-164, BROADCASTING.

Best opportunity in broadcast advertising and promotion. Major network will offer full staff with program affiliation, and opportunity to work with NFL spot. Hard charger will be made in writing and TV production. Graphic sense a must. Send letter and resume. Rush. Box H-223, BROADCASTING.

If you're Box Copywriter, able now.

accent some what you're CASTING.

Twenty years AM directional, FM with stereo and automation. Construction and maintenance. Box H-201, BROADCASTING.

Retired Army man, first phone, good on maintenance and installation. Will settle in Appalachia or South. Available now. Box H-220, BROADCASTING.

Have ticket—will work. Experienced in production, sales, and interviewing. All replies answered. Box H-115, BROADCASTING.

Engineer/maintenance, 20 yrs. experience, AM, FM & TV, Collins radio 1-KW 10-Kw Klystron transmitters. Family man in 40's prefer south and west. Will relocate. Archie Eckson, Box 221, Detroit, Iowa.

R-TV grad. University Illinois, seeks radio or TV news position. No commercial experience. Strong on writing, production, sports. Thorough, competent, management. Box H-112, BROADCASTING.

Successful record building news department. Want medium to large market. College graduate, married. Box H-142, BROADCASTING.

News

Army Captain, PIO, October discharge from Vietnam, seeks return to radio-TV news/sports. Wrote, produced, and directed, NBC, CBS, ABC, programs. Civician educational, commercial, CATV member. Military group, emphaes news organization. A.B. English, 25, married, one child. Location open. Box H-203, BROADCASTING.

Professionalism, experience, maturity, dependability, what you're seeking? You've found it! Tired of endless road race, Desire to stay on west coast. 20-yr. news chief, interviewer, writer & MOR employee. Prefer mountains or healthy climate. Temperate habitats. Rural community okay. Salary important but secondary. At least 15 yrs. solid broadcasting ahead, want to do it in congenial atmosphere. Will accept some supervision/training responsibility. Box H-233, BROADCASTING.

News, sports pro seeks retooinble spot. College grad, 9 years experience. 602-723-6677.

13 year radio news background—seeking good news position in mountain or coastal southeast. Available now. P.O. Box 1281, Miami, Fla. 33101.

Beginner: With "the big voice"! 3rd endorsed. Production experience. Specializing in news, will reluctance to come. Call 205-944-2117 write R. R., 1444 N.E. 150th Street, Miami; Florida 33167.

Programmed. Production. Others

Copywriter, resume and samples on request, 203-658-6196 or Box H-115, BROADCASTING.

Losing out to the competition? I have the format, creative know-how to put you ahead. I'm you're trying to TV something different, contact Box H-143, BROADCASTING.

Telephone-discussion (not debate) personality available. Excellent resume and background. Ten years with last medium market experience. Prefer mountains or healthy climate. (318) 422-1183 or Box H-252, BROADCASTING.

Programming, Production, Others

New England public television network seeks pro-
ducer-director with minimum three years experience in instructional and general programs. Must be a skilled cinematographer. Send resume and salary requirements to Box H-234, BROADCASTING.

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio, and remote work. Send complete resume and salary requirements to Box H-251, BROADCASTING.

Studie crexman (cameraman, floor man, break direktor) for ETV station. Send resume to John Hutchinson, WNET-TV, Hotel Lafayette, Buffalo, N.Y. 14202.

Producer-Director for major Alabama PTV production center. Seeking state ETV network. Minimum requirements include some college degree or Masters without experience. An equal opportunity employer, Auburn University, Auburn, Alabama 36849.

Television

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV/radio/production work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Station manager. Strong management background with experience in programming and independent UHF and LHF—large and small markets. Best references. Box H-138, BROADCASTING.

Operations/program manager. Excellent references in every phase of both. Background includes affiliations with ABC, NBC, All. Small to large markets. Box H-114, BROADCASTING.

Cable manager or regional manager. Wide experience all stages, all phases. Experience in Florida, will relocate. Box H-194, BROADCASTING.

Announcers

TV variety show host available, University degree. Network experienced interviewer, news, commercials. Want local ratings? Write Box H-177, BROADCASTING.

Love affairs, city affairs, foreign affairs—I can swing with or against any viewpoint. Want talk show host or editorial delivery spot. 3 college degrees, 4 years foreign service, 5 years talk show. No encumbrances. Unique camera appearance. Box K-103, BROADCASTING.

Kid's show producer-host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

First class TV announcer wishes to relocate to radio station; Calif. area. Box H-254, BROADCASTING.


Technical

Broadcast engineer with 15 years experience in all phases of television looking for opportunities as chief engineer for station on the move. Box H-104, BROADCASTING.

Transmitter engineer desires position at mountain top. Located West. Excellent experience, available immediately. Box H-196, BROADCASTING.

Competent first phone technician with B.A. seeking to further career in educational television. Excellent references available. Married, draft exempt, car available. Immediate need. Dale Montayne, Lucky Drive, Houghton, N.Y. 11767-2601.

News

News director. Top-notch announcer, efficient, experienced news manager. Imaginative, creative production, both media. Outstanding record in community affairs, special events, documentaries, finest references. Send resume and salary requirements to Box H-52, BROADCASTING.

Want to move from writing at large major market station to street work? Will relocate with another. Young. Degree. Enjoy digging for the news, and resume on request. Reply Box H-172, BROADCASTING.
BROADCASTING, Aug. 17, 1970

For Sale Stations

continued

FLORIDA
Fulltime AM in major east coast Florida market. Will be sold for under $200,000 and for exactly what owner has invested in station. Good facility in good market. Owner forced to sell because of health. Principals only.

BOX H-206, BROADCASTING

NORTHEAST FULLTIME--Absentee ownership of Northeast fulltimer seeks manager who will invest. Up to 45% available for cash. We are looking for a capable, proven manager who will take charge and develop station to full potential. His investment will be used as working capital. Minimum $60,000 needed. Station now breaks over...5,000 watts fulltime...from New York...excellent market. Apply only if you have cash and track record. Box H-219, BROADCASTING.

NEW ENGLAND GEM
Desirable small market, grossing over $125,000, real estate and building. Only all-cash offers considered from principals only.

BOX H-245, BROADCASTING

SOUTHWEST AM-FM
Daytime AM with class B-FM in fine growing market. Presently grossing $200,000 annually and showing excellent earnings. Absentee owners would extend good terms on price of $400,000.

BOX H-257, BROADCASTING

HAWAII AM
Excellent fulltime facility with long established ownership and reputation. Good billing and cash flow. Owner retiring. $300,000 on tenent terms.

BOX H-256, BROADCASTING

SOUTHWEST DAYTIMER
One KW non-directional facility with fixed AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, healthful climate. Grossed $76,000 last year. Asking $137,500. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX H-107, BROADCASTING

FOR SALE Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
18th Ave. of the Stars
Century City, Suite 581
213/277-1567

FOR SALE Stations

STATIONS FOR SALE
1. MAJOR MARKET FM. Profitable. $800,000. Terms.
2. PACIFIC NORTHWEST. Exclusive daytime. Absentee owned. $15,000 down. Good profit.
3. WEST SOUTH CENTRAL. Full time. $90,000. Excellent terms.
4. MIDWEST. Daytimer. $40,000. Good terms.

Jack L. Stoll
and ASSOCIATES
6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

Ga. small daytime 110M 29%
West small TV .265MM 25%
N.Y. medium daytime 200M 28%
South metro daytime 275M 29%
MW profitable CATV 127M nega

Ky. small AM & FM 136.5M 29%
La. medium daytime 90M 29%
East medium TV 1.1MM nega
Wash. metro daytime 135M nega
East major FM 500M 29%
Raymond Grabau, of license from Perkins Brothers jointly). Mr. Lake of Linburg TV Cable Inc., and unlawful operation Translators for license sion dismissed April 28.

KHO UKiah, Calif., Angeles; Television Improvement Association, CATV Actions on motions Clearview of TV and South KLPL(AM) Lake Providence, La. Review board Television Improvement Group (multiple -CATV owner), Wyoming, Mich., has been awarded a 15-year franchise. The firm will sell Pay Ann Arbor a per -coverage of the gross receipts, whichever is greater. An installation fee of $15 will be charged, with subscriber payments. Additional units will cost $1.50 per month, plus $5 for book -up. Service will be provided at extra charge.

Benton Harbor and St. Joseph, Mich.-Aman Khan, representative of Programmed Information Retar Institute, St. Joseph, has requested fran -chises in the two cities. The firm would give the cities 2% of gross receipts. Subscribers would be charged $15 for installation and $3 per month for service.

Mahwah, N.J.-Vision Cable TV Inc. has requested a franchise.

New York-Two firms have been awarded fran -chises to operate within the entirety of the city. The city’s Telecable Corp., franchise for residents. Seller of gross receipts for CATV and Telecable Operating Corp. (multiple -CATV owners), has requested a franchise. The firm would give the city 5% of gross receipts for all other services. An initial yearly minimum payment of $75,000 will be made, increasing to the city 2% of gross receipts. Subscribers would be charged $15 for installation and $3 per month.

Belle Fourche, S.D.-South Dakota Cable TV Co. (multiple -CATV owner), Rapid City, has been awarded a franchise in a public referendum.

Deadwood, S.D.-South Dakota Cable TV Inc. (multiple -CATV owner), Rapid City, is seeking a franchise for residents in the town of Deadwood for 20 years.

Redfield, S.D.-TV Signal Co., Redfield, has been awarded a franchise by public ballot.

Hartford Hill, Tenn.-Community Television Inc. (multiple -CATV owner), Galve- ton, Tex., has requested a franchise.

Trentwater, Wash.-Telecable Corp., franchise holder in the city, has applied to the city council to raise its monthly rates 50 cents, to $9.50 per month, for cable service.

Menasha, Wis.-The Marcus Corp. has re -quested a franchise.
News continued

News director of 17 years' experience. 12 years in top 10 radio news director of top regional operation. Interested in smaller market TV/Radio news position. Box H-199, BROADCASTING.

Enthusiastic college graduate, network, newspaper seeks reporting/writing position with growing news operation. Box H-210, BROADCASTING.

TV news director, strong management and air, offers quality, experience and results. Box H-214, BROADCASTING.

My 15 years of experience in news reporting, gathering, writing would be of considerable value to your station. . . . If you have an operation that is interested in top quality, first class, intelligent, reporting television in a major market . . . having joined this unit in May, 1965, have a real interest in the industry, CBS, I would like to join a solid news operation as either News Director or anchorman. Will forward resume, VTR or SOF on request. Box H-244, BROADCASTING.

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Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purvey Avenue, Miami, Florida 33139. Phone 305-532-042.

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Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

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or any other institution.
Andy Inglis has an old-fashioned virtue: he's ambitious.

When he joined RCA in 1953, he swore to himself that he would make vice president in 10 years. He made it in five.

Today he sits on the paneled seventh floor of Building 15—one of the complex of RCA plants near the waterfront in downtown Camden, N.J.—smoking his long, fat Palma Throw-Outs, and planning for the decade of the '70s. And plan he must, for he has to decide between TV broadcasting and cable TV, between two-way radio and UHF broadcasting, between over-the-air and closed-circuit TV.

The idea of RCA's commercial electronics products (he's responsible for all RCA manufacture and sales except computers and government) is tall and big-boned, with an almost boyishly unlined face which is exceptional for someone who is at 50 in one of the major hot seats of a multi-billion-dollar, international corporation.

He gesticulates modestly when he talks of the planning that goes into product manufacturing and selling and in a reasoned and cohesive exposition—the result, perhaps, of his debating-team experiences in high school and college.

It is indeed a far cry from an upbringing that began on a potato farm in northern Michigan.

As happens so frequently, his journey from that farm to Haverford College, the famous Quaker school in Pennsylvania, as well as his move to Washington, came about through friends. The first was through an older fellow-townsman who became a Haverford professor just about the time young Inglis was getting ready for college. The second was through one of the men he trained when he was an instructor at the Navy's radar school at Brunswick, Me., during World War II.

Three years after he joined Frank McIntosh in consulting work in Washington, he became a full-fledged partner. There are still colleagues in Washington who cannot fathom why Andy Inglis left that profitable calling to become an organization man.

Mr. Inglis smilingly will admit that events proved him wrong, but he still feels that at that time he reasoned correctly: The heyday of radio consulting was on the verge of being reached with the advent of TV. Radio consulting required extensive calculations in searching for frequencies; in TV the FCC made all the allocations. Consequently, broadcast consulting would lose that creativity that made it so interesting and profitable. The challenge would be gone.

Of course, it didn't work out that way; consulting, although changed, became bigger than ever.

Privately, also, he is said to have told his fellow professionals in Washington that he wanted to see if he could "make it" in a large corporation.

During his career at RCA, Mr. Inglis admits to two quandaries. The first, when he was in charge of the firm's two-way radio production and sales, came from others in that business who were suspicious of him because of his broadcasting background. He convinced them, however, of his loyalty to the job at hand and, in fact, became chairman of the FCC's Land Mobile Advisory Committee which was organized at that time to aid the commission in its study of land-mobile problems.

The second time, as might be expected, came when he returned to the broadcasting field; then he was suspect by broadcast-oriented colleagues because of his association with land-mobile activities. He quelled that suspicion too.

Now he is involved in another dilemma, that of broadcasting and CATV. He put RCA into the cable-TV business and, characteristically, he justifies it straightforwardly: "RCA is in the business of making and selling electronic communications equipment, whatever it is."

He amplifies this, however: "Technology always has far outrun economics or questions of public policy. It is today technically possible to wire up the entire country, to put 100 wide-band channels into every home.

"But economics and government policy are still in flux, so we don't know exactly just where and how far CATV is going."

In broadcasting, Mr. Inglis sees the next major steps as TV-station automation and computer control. That development, combined with CATV and communications satellites constitutes the electronic trinity for this decade, he says.

There is little doubt that Mr. Inglis is versed in virtually all aspects of his job: he's not solely an engineer. During his 17 years with RCA he has been actively involved in formulating the final design of color-TV film cameras and chains; advising customers on equipment needs and costs as well as how the equipment should be positioned in the station; planning and executing pricing as well as inventory control, and supervising the interface between manufacturing and advertising and sales promotion.

When he was young, Mr. Inglis wanted to become a concert violinist. He's put his fiddle away now, but music is still very much part of his life. He is the regular baritone in his church choir (First Presbyterian of Moorestown, N.J., of which he is also an elder). There are even faint echoes of grand opera in his office: it was on this very floor that the great Italian tenor Enrico Caruso recorded for those famous Red Seal Victor records of two generations ago. And at home, Mr. Inglis has rigged up his own high-fidelity equipment and owns a classical record library that he modestly calls "adequate."

Even when he was in Washington, he was a member of the choir of the National Presbyterian Church. One of his old colleagues remembers the time at a cocktail party when Mr. Inglis had to leave early—for choir practice.
Editorials

Air pollution

In a little-noted passage of a decision that was otherwise innocent enough, the FCC has taken the unusual, perhaps unprecedented, step of instructing broadcasters to carry programming on an explicitly defined subject. It is as neat and as unprincipled an ambush as this commission or any of its predecessors has contrived.

The instructions were camouflaged in a decision rejecting the application of the fairness doctrine to the broadcast of gasoline and automobile commercials (Broadcasting, Aug. 10). An antipollution group had argued that because WNBC-TV New York had carried such commercials the station was obliged to carry messages denouncing automotive exhausts. The complainant cited as precedent the FCC’s requirement that broadcasters carrying cigarette commercials must also carry antismoking spots.

In denying the complaint, the FCC took pains to distinguish between the health hazards of cigarettes, as described in official government studies including those of the surgeon general, and those of automobiles and other pollutants. Its conclusion was that cigarettes were unique and that the "simplistic" application of the fairness doctrine to cigarette commercials was unsuitable to more complicated situations such as the advertising for automobiles, which are demonstrably beneficial despite their pollutional effects. It is too bad the FCC did not stop there.

True, however, to the civil-service pledge that no chance to extend authority should be overlooked, the FCC took off. Its cigarette ruling might be inapplicable to automobile advertising and pollution, said the agency, but its other precedents and powers were right in point. Citing the Supreme Court’s Red Lion statement that broadcasters are “proxies for the entire community, obligated to give suitable time and attention to matters of great public concern,” the FCC came to two decisions.

First, it decided, and quoted ecologists and others in support, that environmental problems were matters of great public concern. That being so, it ruled that “the broadcaster does have an obligation to inform the public to a substantial extent on these important issues, including prime-time periods.” Thus does the FCC prescribe not only a program type but also its place in the schedules. If that doesn’t put the government in the program manager’s chair, nothing will.

Penalty of success

Members of Congress get jumpy in any election year. This year they seem to have reached the point of panic.

The root cause is television and how to grab as much free time as they can finagle and at the same time prevent better-heeled opponents from overshadowing them on the tube. This is the hidden motivation for the big Senate drive to cajole networks into “volunteering” prime time to the Congress to do with what it will.

This also is behind the legislation being blindsed through Congress for bargain rates. No matter how they angle it, the plain fact is the incumbents want to perpetuate themselves in office—a perfectly natural goal. Of course, this is without regard to free election guarantees and the free-press tenet.

Pardon us if we seem naive, but we cannot understand why Congress does not look for a solution of its dilemma to the very instrument it created—noncommercial broadcasting. There are 200 TV and 450 radio stations available to the Corp. for Public Broadcasting, given life three years ago as the U.S. answer to Great Britain’s noncommercial BBC.

John W. Macy Jr., president of CPB, in his appearance Aug. 6 before Senator John Pastore’s Communications Subcommittee, joined network heads and other spokesmen for commercial broadcasting in urging access to Senate and House chambers to pick up debates live. He proposed a plan to open one hour a month of NET TV time, divided evenly among proponents and opponents of major issues, if appropriate funding is found.

We venture there isn’t a legislator alive who does not believe that what he has to say is both educational and enlightening, as ETV is supposed to be.

Members of Congress are elected to serve the people. Taxpayers are people. ETV is supported by taxpayers in one way or another, and CPB is underwritten by federal funds and tax-exempt contributions.

Mr. Macy says his noncommercial TV network stations reach 24 million viewers each week, so it can’t be argued that CPB lacks the capacity to reach a national audience. Congress should snap up the CPB offer.

Evidence ignored

If there is any justice left in the federal regulation of broadcasting, CBS and NBC will prevail in their appeals from the FCC’s final decision to restrict television networks to three hours of programing in prime time. Perhaps this time justice will be served. The New York circuit, where this case will presumably be heard, lacks the antiradio-telephone record of the appellate court in Washington.

It was in the face of overwhelming opposition that the FCC denied petitions for reconsideration of its prime-time access rule (Broadcasting, Aug. 10). The organized affiliates of all three television networks said they would be damaged by the rule. The major program production companies testified against it. There was no evidence at all that the rule would result in either the betterment or diversification that is its professed aim.

If a federal agency can act so arbitrarily on a matter of such importance to so many television stations and their audiences, it must be judged to be out of control.

"He used to be in television. Watch him sell two related products in 60 seconds!"
HAPPIER BY THE DOZEN. Chicago—like every city—has homeless children waiting for adoption. Their story was told in a special feature of the WMAQ-TV weekly, two-hour series, "Sunday In Chicago." So far, inquiries generated by the program have resulted in the adoption of 12 children.* Helping even one youngster find a home would have made us happy. Doing it by the dozen makes us just that much happier. Such direct concern for a community problem is unusual, but it's something Chicago viewers have come to expect of WMAQ-TV. And in this respect, they're no different than viewers in each community where there is an NBC Television Station.

*For more information, write to "Adoption," WMAQ-TV, P.O. Box 3426, Chicago, Ill., 60654

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Why FCC went for probe of conglomerates

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completely new to syndication

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PACKAGE EVER
RELEASED
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81% adults;
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The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn't find oil. But it's nice to know someone got some good out of our search for oil.

Because we've learned, as we go about our business of making good products and a fair profit, there's added satisfaction in doing something extra for people.

Humble is doing something extra.

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In the vital Channel 8 market, the WGAL-TV audience is not only big but it's properly proportioned with respect to the three essential elements of an effective marketing program:

- Location of TV households
- Effective buying power
- Food store sales

When you want to reach the rich Lancaster, Harrisburg, York, Lebanon market, effectively and efficiently, you need WGAL-TV.

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Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
News and networks
If legislative plan holds up over Labor Day recess, Representative Harley Staggers (D-W. Va.), chairman of House Commerce Committee, will introduce bills bringing networks under direct FCC regulation and imposing federal standards on broadcast news.
Draft of legislation, originating in Investigation Subcommittee report that criticized CBS News for complicity in "staging" aborted invasion of Haiti, was sent to Mr. Staggers at end of last week.
News standards would prohibit broadcast of any "false news report," defined as "any misrepresentation of an objective and ascertainable fact, made willfully or with reckless disregard of the facts." They would also require disclosure on news shows of any video or audio editing, any payment to news subjects or sources, any sound (except narration) not simultaneously recorded with accompanying pictures.
Strength at the top
It may not reflect over-all situation, but sampling of radio business in 10 major markets indicates national and local sales for first half of 1970 were up, on average, about 5% above same period of 1969. There were variations among markets, but on whole local "rescued" national in first quarter but national came back stronger — while local slowed — in second quarter. Sampling, conducted on confidential basis, did not extend to other markets. Published projections late last spring anticipated that, despite soft economy, national radio business in total would at least maintain year-ago levels in first half and perhaps exceed them slightly (Broadcasting, June 1).
Widening control
FCC appears to be cranking up for close look at children's programing and re-examination of its responsibility in policing deceptive advertising — both in response to petitions for rulemakings by citizens groups. Action for Children's Television, Boston-based coalition of mothers, had asked for rulemaking aimed at banning all advertising on children's programs and requiring broadcasters to carry minimum of 14 hours weekly of adless shows for young. George Washington University law students calling themselves TUBE (Termination of Unfair Broadcasting Excesses) want commission to establish code of standards to bar deceptive ads from television.
Commission isn't about to institute rulemaking proceedings. But it is considering study, either by outside organization or staff, on nature and amount of children's programing and commercials aimed at kids; study might also explore wisdom of proposed rule, according to one source. And, while Federal Trade Commission and Food and Drug Administration have principal authority over question of deceptive advertising, FCC is considering meeting with representatives of those agencies to determine what role it, too, might play.
Still the favorite
Television's share of top advertisers' budgets keeps inching up. Television Bureau of Advertising's 13th annual "TV Basics" pocketpiece, out soon, will report that close to 63% of top-100 national advertisers' ad dollars in 1969 were spent in TV. That's only fractional share-point gain from 1968, but it was achieved on 2.5% bigger total-advertising base and represented almost 3% increase in TV spending. Of almost $3.369 billion spent by top 100, television got over $2.118 billion. According to TVB's calculations, it was 15th straight year television was number-one medium for top 100.
In 1969 as in 1968, 89 of top 100 used television as their basic advertising medium (and three of 11 others were distillers, whose major products are not accepted for TV advertising). Once again, too, eight of top 100 put more than 90% of their budgets into TV. S. C. Johnson & Son had most complete TV commitment with 97.3%. Procter & Gamble cut its TV spending somewhat — and cut other media more — but remained TV's biggest customer at $174.3 million, increasing TV share of total P&G budget from 91.5% to 92.9%.
Ina and outs
When FCC holds its next regular meeting Aug. 26, Chairman Dean Burch will notify fellow commissioners that Dean Francis Walsh, of San Francisco University Law School, will report Sept. 8 or 15 as new chief of Broadcast Bureau. Mr. Walsh, 46, will succeed George S. Smith, who retires next year, but will move into office of Commissioner Robert E. Lee as his legal aide until then.
There will be reorganization in Broadcast Bureau with Deputy Director James O. Juntilla, veteran FCC lawyer, expected to move to new assignment within bureau. Who his successor will be is speculative, but it wouldn't surprise insiders to see Robert J. Rawson, chief of Renewal and Transfer Division, move up. While Mr. Juntilla won't retain rank, he will continue to draw present super-grade salary (in $30,000-plus area) for two years.
Out with August
Kenneth A. Cox will leave FCC by Sept. 1, even if his nominated successor hasn't been confirmed by Senate. He so advised Chairman Dean Burch last week. Mr. Cox is expected to remain in Washington and probably become partner in communications law firm with possibility of another nonconflicting Washington representation.
Credit to Weaver
One interesting footnote to FCC action denying petitions for reconsideration of controversial prime-time access rule was ease and speed with which commission rejected industry pleas and affirmed its adoption of rule. Staff wasn't expecting easy decision; it had drafted alternative orders just in case — one denying reconsideration, other easing provisions of rule somewhat. But in Aug. 7 meeting, commission spent little time in discussion, voting within minutes to deny reconsideration — reportedly with Commissioner Robert E. Lee leading charge.
Major factor in commission thinking was said to be letter of Sylvester L. (Pat) Weaver Jr. endorsing new rule (Broadcasting, Aug. 10). Commissioners were said to have been impressed because of his credentials as one-time board chairman and president of NBC. He's now communications consultant.
Deterrents to trading
High interest rates, tight money and shaky stock market are taking their toll in radio and TV station sales. While one-to-customer proposals of FCC have tended to stimulate negotiations, closings are being delayed in many instances, and renegotiations at lower prices or different terms are not unusual. One broker last week reported major-market radio station (in top 30), transfer of which had been approved by FCC, probably will be turned back because of purchaser's inability to raise $1-million-plus purchase price even though his net worth at time of transaction had been 10 times that amount.
The worst thing to be in this country is a native American.

The American Indian doesn't live like an American citizen. For one thing he's not directly governed by the government. But by a Federal agency. The Bureau of Indian Affairs.

Most still live on the same reservations set up by the white men who confiscated their land. Only now their slum conditions make a city ghetto look good by comparison.

It's time everyone took a hard look at the way 400,000 of our fellow citizens are forced to live.

That's why we prepared the one hour documentary, "Ho Ka He." The program produced by our Baltimore station, WJZ-TV, was filmed on Pine Ridge Reservation in South Dakota. It examines the problems of the Oglala Sioux tribe. But more important it looks at their solutions. "Ho Ka He," is another of the 52 prime-time specials Group W is bringing you on its five television stations throughout 1970.

This time we bring you a special about something that shouldn't be any American's problem. His heritage.
Days of affluence draw to an end for commercials as ragged business economy foreshadows continued 'big production numbers.' Extravaganzas wane and old ways are revived as many return to pretesting and re-issues. See...

Cutting the frills out of commercials...19

FCC's policy statement on comparative hearings involving renewal applicants is impetus for Greater Miami Television's decision to withdraw from contest with Post-NewswEEK Stations for its Miami channel 10, WPLG-TV. See...

Another challenger drops out...36

CBS-TV finally agrees to pay American Society of Composers, Authors and Publishers $360,000 a month for use of music while new license terms are being litigated or negotiated. See...

CBS warbles ASCAP's tune...44

Broadcasters are moving quickly to seek court appeals of FCC's denial of petitions to reconsider prime-time access rule. CBS and WCAX-TV Burlington, Vt., have appealed and NBC is on verge of doing so. See...

No time is lost on prime-time appeals...46

Political broadcasting bill sails through House with strong bipartisan support, only to be endangered by snag in ensuing House-Senate conference committee over bill's effective date. See...

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**Broadcasting**

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BROADCASTING, Aug. 17, 1970 7
When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.
Fairness day at the FCC

FCC, in landmark fairness-doctrine ruling, has held that major television networks must make prime time available to spokesmen for those opposing President Nixon's views on war in Southeast Asia.

Commission, in second major ruling Friday (Aug. 14), said that fairness doctrine requires CBS to afford Republican National Committee time to reply to Democratic National Committee Chairman Lawrence F. O'Brien. Mr. O'Brien appeared on CBS's first Loyal Opposition program on July 7.

Decisions were contained in package disposal of five fairness-doctrine complaints.

Only one complaint was rejected outright—that of Senator Robert Dole (R-Kan.) and 10 other senators who had been denied time by NBC to reply to Senate doves who had bought time to back-end-war bill.

Commission stressed that decisions did not amount to engraving of equal-time policy on fairness doctrine. Licensees are permitted wide discretion in affording time for expressing contrasting views under fairness doctrine, commission said.

But critical question in President Nixon's case was fact that President had taken to network five times to discuss southeast Asia war since November 1969.

Commission said that all three networks—and particularly NBC—had handled something toward providing opportunities to answer President. But, in view of President's five speeches, commission said, results fall short of what is reasonable. (Commission said problem would not arise from single speech.)

Accordingly, commission said, networks must afford time "for one more uninterrupted opportunity by an appropriate spokesman to discuss this issue, with the length of time to be determined by the nature of the prior efforts in this area of uninterrupted presentation . . . ." Commission said choice of spokesman was up to networks.

Ruling was in response to complaints filed by 14 anti-war senators, Business Executives Move for Vietnam Peace (BEM) and Committee for Fair Broadcasting of Controversial Issues (group of Yale University professors and law students and members of New Haven Black Coalition).

BEM and 14 senators had asked for ruling that spokesman should be given equal opportunity to respond when President addresses nation. But commission denied this aspect of complaint, contending such equal-time requirement in fairness area is wholly inappropriate.

Commission, in upholding Republicans' complaint against CBS, held that CBS's Loyal Opposition series—designed as means of permitting DNC to respond to President in prime time—was good idea, but that July 7 program did not fulfill CBS's intention.

Commission denied complaint of Senator Dole and 10 other senators on ground that NBC did not act unreasonably in refusing their request for time. Commission said NBC had "extensively" presented opposing points of view on newscasts, in interviews and in documentaries.


Commissioner H. Rex Lee issued statement asserting that all complaints should have been denied.

House punts on political

House Democratic leaders sidestepped showdown vote on political-broadcasting conference report last Friday (Aug. 14), after discovering that Republicans—who oppose measure in its final form—were present in uncomfortably large numbers.

When first quorum call was taken, tally showed that enough members were present to permit vote on bill.

However, it was apparent that ratio of Republicans to Democrats was almost equal—and, reportedly, many Republicans who declined to answer quorum call were waiting in wings, in case conference report came up for vote.

House originally passed bill with bipartisan support, but crucial change made in House-Senate conference committee turned most Republicans against entire package.

Where original bill would not have taken effect until Jan. 1, 1971—after fall elections were out of way—congressmen agreed to make bill effective 30 days after enactment (see page 46).

Now that bill has passed through conference, individual sections cannot be voted up or down. Both houses must say yes or no to bill in its entirety.

Final vote will now be put off until early in September, when House returns from summer recess.

AT&T scares satellite bidder

Western Union told FCC Friday (Aug. 14) that permitting AT&T to enter domestic-satellite field could make it difficult for WU or any other entity to compete.

In comments on FCC's notice of proposed rulemaking relating to establishment of domestic communications satellite systems, WU warned that if number of systems are authorized, fragmentation of market would result, causing applicants, satellite users and general public to suffer.

WU called for single "high-capacity, multi-purpose" system to be shared equally among all users. And it suggested commission should confine AT&T's participation—at least initially—to leasing channels for its public message service from systems owned by others.

WU, first to apply for domestic satellite system (Broadcasting, Aug. 3), said its proposed system will have capacity to meet needs of common carriers—including AT&T—and that it will encourage interconnection with carriers.

If AT&T is permitted to own and operate system, WU said, it would pose substantial "constraining" factor to potential entrants who could not compete with AT&T.

Musicians accept new pact

Ratification of new two-year contract with TV networks was announced Friday (Aug. 14) by American Federation of Musicians, whose members voted
overwhelmingly for pact.

Agreement had been reached last month but details were withheld pending ratification (BROADCASTING, July 27).

Pact calls for basic 12% increase in wages for casual musicians and rise to $300 weekly from $277.70 for staff musicians, retroactive to Aug. 1.

Contract also calls for reduction in quota for staff musicians at networks in Los Angeles and New York. In Los Angeles, quota of 25 at NBC will end on July 31, 1971 (other networks do not have staff men there.) In New York, there will be reduction of five staff musicians at each of networks (now 25 at ABC, 30 at NBC and 40 at CBS) on July 31, 1971, and remaining musicians will be guaranteed employment for second year of pact through July 31, 1972.

Setback for educators

Educational groups found themselves almost shut out in latest FCC proposals for U.S. presentation to international telecommunications conference next year.

Commission, in seventh notice of inquiry, released Friday (Aug. 14), said it was rejecting two proposals made by educational groups interested in assignment of frequencies for international space communications.

One called for allocation of 108 mc band for FM direct satellite broadcast. Commission said signal from satellite would represent potential interference source over one-third of world.

Second proposal was for reserving 2500-2690 mc band for exclusive use of educational TV, public TV services and other educational and noncommercial communications. While declining to adopt plan, commission invited comments on definitive proposals for use of band “in part or entirely in manner compatible with other existing or proposed uses.”

Current U.S. proposal for use of 2500-2690 band involves space-to-earth transmissions in earth sciences satellite service, employing one or two remotely-located sophisticated earth stations. Communication satellite space-to-earth operations in Alaska are contemplated in 2500-2550 mc band.

“Properly qualified,” commission said, there was “merit” in proposal by educational groups to allocate band of frequencies at 12 gc for distribution service. But it termed “too general” related suggestion for allocations in 18 and 35 gc bands.

Commission removed earlier limitation of communications-satellite service solely to distribution of TV programs, saying it would waste spectrum space.

Retained by commission in proposals for broadcasting satellite service was definition of term “direct reception” as covering reception by both individuals and community groups. Commission said proposal looked toward evolutionary process beginning as satellite service to conventional earth stations for program distribution, progressing to system rendering service to smaller stations for local distribution centers, and finally direct satellite-to-home service.

Comments on new proposals are due by Sept. 23; replies by Oct. 5.

Cowles earnings up

Cowles Communications Inc., New York, reported Friday (Aug. 14) increase in consolidated net income of $1,276,000 for first half of 1970. Gain was attributed mainly to extraordinary items—biggest of which was sale of Star Publishing Corp., publisher of San Juan (Puerto Rico) Star to Scripps-Howard Newspapers for $9.75 million.

Sale, consummated Aug. 12, followed termination of earlier negotiations for sale to Fairchild Publications, division of Capital Cities Broadcasting Corp. (BROADCASTING, July 6, et seq).

One way to pick a regulator

Senator William Proxmire (D-Wis.) last week urged that consumer be given voice in nominating new Federal Trade Commission chairman—voice, he said, which consumers now lack.

He said in letter to Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, that little consideration was given to consumer-oriented groups’ requests for role in selecting FTC head similar to that played by organized labor in choosing Secretary of Labor.

He pointed out that letter in no way reflected on competence of Miles Kirkpatrick, nominee for top FTC position (see page 22).

Senator Proxmire defined ideal FTC chairman as technically competent, with “a will to perform in interests of consuming public,” and “the confidence of the country’s consumer movement.

National agency for AAMCO

AAMCO Transmissions Inc., Bridgeport, Pa., has named Compton Advertising, New York, as its first national agency, it was reported Friday (Aug. 14).

Account bills about $2 million, of which approximately 80% is in TV-radio. In past AAMCO has used various local and regional agencies for its advertising.

Protest on satellite fees

Senator Mike Gravel (D-Alaska) has asked FCC to reconsider proposed $50,000 flat fee for granting of initial satellite earth-station construction permits.

“Serious concern” was expressed by senator that fee might pose obstacle to implementation of Alaskan communications satellite system.

While fee was probably set with larger Intelsat type of installation in mind, senator told commission, “such large fee for construction of small stations could seriously deteriorate economic feasibility of generalized satellite communications for Alaska.”

Robbery at WHIT(AM)

Equipment valued at $13,000 has been stolen from WHIT(AM) New Bern, N.C. Thieves made off with four modified Ampex AG-4400’s and one Schafer VLR logger.

Insurance company is offering $1,000 reward, but both equipment and culprits were still missing late last week.

New use for Nielsen data

A. C. Nielsen Co., Chicago, confirmed Friday that its Designated Market Area television data will be employed for print versus television comparisons in “Circulation-70,” publication of American Newspaper Markets Inc. Newspaper group heretofore has used Area of Dominant Influence TV market data from American Research Bureau.
Mood. Now there’s an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film “look.” But whatever you call it, there’s only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can’t help being the commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there’s only one choice.

EASTMAN KODAK COMPANY
DATEBOOK

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

Indicates first or revised listing.

August

Aug. 17-18—CATV engineering seminar, State College, Pa. For further information, contact Mr. George F. Dimmich, C-COR Electronics, State College, Pa. (814) 238-2465.

Aug. 19-23—15th annual convention, National Association of Broadcasters and Radio Announcers, Royal Coach Inn, Houston.

Aug. 20—Association of National Advertisers workshop on marketing information systems. Plaza hotel, New York. Program will be based primarily on presentations of case histories.


Aug. 24—Sept. 4—Animation workshop conducted by University Film Association in conjunction with Western Oregon University. Work will be conducted by Dr. Roy Mudie, executive director, film department, Seattle University. Program covers story-boards, sound tracks, shooting scripts, art and animation techniques for animation. Ohio State University, Columbus.


September

Sept. 1—FCC administrative conference on pending CATV applications for the issuance of broadcast licenses to persons acting as agents for others, Washington, D.C. (814) 238-2465.

Sept. 10-12—Annual fall convention, Louisiana Association of Broadcasters, Monteleone hotel, New Orleans.

Sept. 11-12—Meeting of board of trustees, Educational Foundation of American Women in Radio and Television Inc., St. Louis.

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


Sept. 16-18—Seminar on the marketing of television programming, board of trustees, National Academy of TV Arts and Sciences. For further information, contact Mr. Donald L. Span, 1117 5th Ave., New York, N.Y. 10003.

Sept. 16-18—Meeting of Michigan Association of Broadcasters, Hidden Valley, Gaylord.

Sept. 17-18—Seminar on television production. For further information, contact Mr. Bruce K. Frank, KTVG, Box 7287, Fort Worth 76108 (817) 244-3699.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frank, KTVG, Box 7287, Fort Worth 76108 (817) 244-3699.


Sept. 24-25—Annual broadcast symposium, Group on Broadcasting of Institute of Electrical and Electronics Engineers. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward J. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of American Women in Radio and Television, Rainbow hotel, Great Falls, Mont.


Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with VHF stations.


Oct. 2-4—West central area conference of American Women in Radio and Television, Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of American Women in Radio and Television, Syracuse motor inn, Syracuse, N.Y.


Oct. 4-7—Western region meeting, American Association of Broadcasters, Broadmoor, Colorado Springs.

Oct. 6-9—10th technical conference of Society of Broadcast Engineers. Speaker: David V.Picker, president of United Artists.

Oct. 7—Deadline for comments on FCC's proposed rules concerning broadcast announcements on financial status of employees' financial interests in advertised services and commodities.


Oct. 11-13—Annual convention, North Carolina Association of Broadcasters, Downtown Motor Inn, Fayetteville, N.C.


Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements.

October

Oct. 19-20—Shoreview Biltmore, Atlanta.

Oct. 22-23—Palmer Hotel, Chicago.


Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Holiday Inn, San Francisco.

For list of NAB's 1971 fall conference dates, see Broadcasting June 29.

November

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-party experts on routine basis if proper showings are made regarding transmitter stability and equipment performance.

Nov. 5—Annual convention, Oregon Association of Broadcasters. Ramada Inn, Portland, Ore.

Nov. 7-12—Sixth Chicago International Film Festival. Includes U.S. TV commercials competition. Write: Michael J. Kutz, 12 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-10—Annual convention, Broadcast Promotion Association. Astroworld complex, Houston.

Nov. 16—Public hearing of the Canadian Radio-Television and Telecommunications Commission. For further information, contact Mr. Paul Mitchell, 245 Sparks St., Ottawa, Ont.

Nov. 16—Deadline for replies by broadcast stations on FCC's proposed rule concerning the use of third-party experts.

Nov. 17—Atlanta International Broadcasters Conf.

Nov. 18—Deadline for reply comments on FCC's proposed rule concerning the use of third-party experts.


Oct. 19-20—Shoreview Biltmore, Atlanta.

Oct. 22-23—Palmer Hotel, Chicago.


Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Holiday Inn, San Francisco.

Nov. 11-14—Sigma Delta Chi convention. Palmer House, Chicago.

Nov. 12-13—SMPTESPUE tutorial seminar on "Microspites in Motion Picture Film Laboratories," Airport Marquis, Los Angeles.


Nov. 20-23—Annual fall management seminar, American Association of Radio Broadcasters, Radisson hotel, Wickeas.

Nov. 20-22—Annual Radio Program Conference sponsored by Broadcasters and special presentations will relate to conference matters of station and network employees' financial interests in advertised services and commodities.


Dec. 15-17—Broadcasters and directors of Nashville's Grand Ole Opry 50th birthday/anniversary convention.


Dec. 21—Pulse Man of the Year luncheon. Plaza hotel, New York.


Nov. 28—Deadline for reply comments on FCC's proposed rule prohibiting TV broadcasters from competing with station and network employees' financial interests in advertised services and commodities. 1970 Technical Standards Conference. Palmer House, Chicago.

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theme, which celebrates (golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning area of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import duplicate signals.

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December

Dec. 1—Deadline for reply comments on FCC's proposed rules permitting radio stations to use third-class operators on routine basis if proper showing are made regarding transmitter stability and employment of third-class operators.

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January, 1971

Jan. 11-17, 1971—Tranual meeting, U.S., international cable association for radio and TV. University of New Orleans.

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OpenMike®

Man of a thousand faces

EDITOR: I have always admired actors whose versatility permits them to play the full latitude of roles from comedy to heavy tragedy. Until I read this week's BROADCASTING (Aug. 3), I did not fully appreciate the versatility of one of my good friends, Mike Dann. I have long recognized his unique skills as a raconteur, satirist and scene-stealing end man, but I surely didn't realize he could also play the role of the stern schoolmaster, nibbling on the hand that recently fed him! —Rex G. Howell, president, XYZ Television Inc., Grand Junction, Colo.

Fairness for broadcasters

EDITOR: I just noticed that Roy Danish (director of the Television Information Office) is going to answer Nick Johnson's explosions ("Closed Circuit," Aug 3).

I'm reminded of the commercial: "Aunt Jemima, what took you so long?"

At the Nebraska broadcasters convention last year I heard some of the sages saying it was wrong to answer him because it would draw too much attention to him. This I disagreed with diametrically. If the fairness doctrine is supposed to work according to that fellow who invented all the card games—Hoyt—then it should work for the broadcasters as well. —Gordon C. (Bud) Pentz, president, WBBM-AM-FM, Beatrice, Neb.

What's the truth?

EDITOR: I protest your editorial in reference to the lack of nutritional value in many cereals foisted on the public today (BROADCASTING, Aug. 3). Your argument that we have a healthier generation is, evidently, not traceable to cereals or many of the analgesics advertised today. And poorer still is your inference that the public should continue to be deceived because some advertising revenues are used to underwrite public causes through the Advertising Council. One would think that as a responsible publisher you would welcome any move to provide more truth in advertising instead of winking at deception with an eye always beamed towards the dollar to be gleaned there by. There is no substitute for truth anywhere, and more especially in the marketplace.—A. L. Scarce, president, WCKB (AM) Dunn, N.C.

How spots garner awards

EDITOR: As a TV-commercial juror at the Cork (Ireland) Film Festival last September, I found the jury strong on salesmanship as the number-one requirement for commercial excellence.

The Miles Labs vitamin commercial (J. Walter Thompson), who won the grand prize, and the other category winners all happened to be pointed directly at the cash register. And other jurors were all United Kingdom and continental creative men.

So the "Monday Memo" by Richard R. Uhl ("Venice ad festival puts the emphasis on salesmanship," BROADCASTING, Aug. 1) echoes the Irish festival in judging commercials Don L. Kearney, director of sales, Corinthian Station, New York.

Other outlets too

EDITOR: The article about broadcast news bureaus in Washington (BROADCASTING, July 27) was interesting and well-done. However, the Wave Inc. locations (now Orion Broadcasting Inc.) with Dean Norland lists all of our stations as AM. The list should read WAVL-AM TV Louisville, Ky.; WMAT-AM FM TV Cedar Rapids, Iowa; WIS (TV) Evansville, Ind.; and WVBF(TV) Green Bay, Wis.—Bill Logan, promotion director, WAVE-AM TV Louisville, Ky.
A LOCAL NEWS STORY HAPPENED OUT OF TOWN AND WRGB-TV'S ERNIE TETRAULT LOST 180 LBS. BRINGING IT BACK

This WRGB-TV news interview was a journalistic exclusive... an enlightening 35 seconds of tumbling, floundering and floating in zero gravity with NASA experimenters.

The upside down man on the right is Air Force Major Robert Lilac. The man on the left is WRGB-TV anchorman Ernie Tetrault. When WRGB-TV learned that Major Lilac, a resident of New York's capital district, was in astronaut training, they sent Ernie and cameraman Bob Schneider to investigate. They returned with a fascinating aerospace venture.

Capital district news doesn't always happen in the capital district. WRGB-TV newsmen follow local citizens to the newsfronts... to Vietnam, Israel, the national political conventions. When it comes to understanding the complex news stories of today, there's nothing like having a member of the community right there on the scene to bring back a community point of view.

WRGB-TV
# TELEVISION INNOVATORS

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Southern Californians, ranging from regular railbirds to the society set, blinked when Laugh-In’s Ruth Buzzi, as Gladys Ormphby complete in hair net and baggy sweater and stockings, talked about “naked” horses at Santa Anita race track in a series of television commercials. They also raised eyebrows when radio spots invited them to go to Santa Anita and find out what a “maiden” was.

Santa Anita’s radio and television campaign for its latest season was a major step in a current revolution in horse-racing advertising, which for decades has been stereotyped by newspaper and outdoor campaigns announcing that so-and-so track is now racing.

But in the past couple of years, the managements of the country’s largest tracks have been forced to take a close look at their advertising and promotional efforts. Attendance has been down, especially in comparison with the booming days of the latter ‘40s and ‘50s.

This has not been an easy task for track managers to face up to, because in the “good old days” thoroughbred racing was the Sport of Kings and received extensive coverage by the press. They asked the obvious question: Why spend promotional dollars when they didn’t have to?

But the slipping gates of the past couple of years demanded that the tracks conduct a few surveys.

Results pointed up two major problems:

First, competition for the entertainment dollar is a lot tougher than it was only five years ago. The general public is spending its leisure-time dollars on football, basketball and other sports, including those participation activities such as camping and boating. Second, the existing horse-race fan averages around 45 years of age and is simply dying off. He is not being replaced by new fans.

In an attempt to crack the market of Los Angeles basin adults who do not go to racing—and they make up the majority by far—Santa Anita tripled its ad budget and changed agencies. After reviewing six shops, the track selected Davis, Johnson, Mogul & Colombatto, a Los Angeles based agency.

In approaching our problem at Santa Anita, Bob Davis, president of DJMC felt that because of the short time span of a 75-day racing season, a highly provocative and memorable campaign was necessary.

He felt an advertising push that would evoke an immediate response was required. As he said, “We couldn’t afford to be placid or passive.”

In analyzing our previous advertising efforts, Bob Colombatto, executive vice president and creative director of the agency believed our ads had become stereotyped—that we had been saying essentially the same thing year after year to the same people.

Knowing that we wanted new people to think about racing, even think about it in a different way, he suggested a comedy treatment.

Following along the line of these thoughts, media selections were easily made. Television was a natural. Thoroughbred racing offers beautiful horses in dramatic action plus jockeys in colorful silks and crowds displaying every imaginable emotion.

We chose radio for another reason. Our surveys have shown that 75% of those that go to the track, make up their minds that morning. And since our whole effort was directed at getting more people to come, we used saturation spots on several of the mass-appeal radio stations.

All told, two-thirds of our total budget went into broadcast media. The remainder was put into newspapers and the horse-racing press.

The television and radio schedules were set up in waves. The season was to be launched with three weeks of TV spots, followed by a couple of weeks of saturation radio, then back to TV and on until the end of the season. A limited budget did not permit continuous, prime-time television for the full three-and-a-half month season.

As these schedules were arranged, creative planning and production got under way. Four 20-second television spots were produced.

In each, Miss Buzzi came on full screen and gave a lead line, which was followed by quick cuts of horses and people in action, visually complementing what she had said.

For example, Miss Buzzi was shown in her most negative expression as she said, “I know all about Santa Anita. All those nasty horses running around with just their shoes on. Disgusting.” Then tight shots of action were shown, with a male voice-over announcing, “Yes, come to Santa Anita and see naked horses.”

Another spot was built around the line, “People get wildly emotional nine times a day at Santa Anita.”

The radio spots used the same themes, with additional spots explaining that in horse racing a “maiden” is one that has never won a race.

Was the television and radio campaign successful?

We don’t really know. A labor strike delayed the opening of Santa Anita for over a month, and all of our carefully made plans were thrown completely out of line. The budget was cut proportionately. Original schedules were canceled and new ones were arranged at the last minute.

However, Southlanders who were never aware of horse racing were talking about those naked horses at Santa Anita.

And the average daily attendance during the last two months of the season was 1,100 people more than over the same period the year before.

---

Ken Downs has been advertising and public-relations director of the Los Angeles Turf Club (Santa Anita Race Track), Arcadia, Calif., for two years. Formerly he held advertising and promotional positions with Mobil Oil, Pabst Brewing and Glendale Federal Savings. He says all of his jobs have involved him in professional sports, including auto racing, boxing and football. He was graduated with a degree in journalism from the University of Southern California.
Will people pay $12.50 to watch a TV broadcast?

Yes, and now your station can have this World Cup Soccer

The world's most exciting TV event, watched by more TV viewers than the moon landing ... World Cup Soccer 1970. Real soccer, the greatest in soccer. And look how it pulled.

In the U.S., closed circuit telecasts, In arenas, at up to $12.50 per seat, smashed box office records in every major market. In New York, for example, Madison Square Garden and Felt Forum were sold out so completely that hotel ballrooms and the big New York Coliseum were added. And even then SRO was sold out.

Now these games which drew almost a billion TV viewers in other countries can be yours. All 32 of them. The world's greatest teams, in the world's most exciting sport, in the world's most exciting (once-in-four-years) event ... World Cup Soccer 1970.

32 action-packed 2-hr tapes in color

WORLD CHAMPIONSHIP: Brazil vs. Italy

SEMI FINALS: Brazil vs. Uruguay
Italy vs. West Germany

QUARTER FINALS: Brazil vs. Peru
Italy vs. Mexico
W. Germany vs. England
Russia vs. Uruguay

USSR vs. Mexico
Peru vs. Bulgaria
Czechoslovakia vs. Brazil
Uruguay vs. Italy
El Salvador vs. Mexico
W. Germany vs. Bulgaria
Brazil vs. Rumania
Italy vs. Israel
Uruguay vs. Israel
Belgium vs. El Salvador
Morocco vs. W. Germany
Rumania vs. Czech.
Sweden vs. Israel
El Salvador vs. USSR
W. Germany vs. Peru
Czech. vs. England
Rumania vs. England
Italy vs. Sweden
USSR vs. Belgium

Peru vs. Morocco
Brazil vs. England
Sweden vs. Uruguay
Belgium vs. Mexico
Morocco vs. Bulgaria
Uruguay vs. W. Germany

Call, write or wire

SPANISH INTERNATIONAL NETWORK
250 Park Ave., New York, N.Y. 10017 (212) OX 7-0585
When it's partly cloudy,
our weathermen say it's partly sunny.

Everybody's heard the old adage about the glass being either half full or half empty.

The pessimists say it's half empty. And the optimists say it's half full.

Of course, they're both right. It just depends on how they look at it.

At the ABC Owned Television Stations we like to think the glass is half full.

Whether we're giving you tomorrow's weather or today's news. This doesn't mean we're Pollyannas. We give you the news, and that means all the news. Straight. No holds barred. No punches held.

That's our commitment as professional newsmen.

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

So our men deliver the news with a little more hope. A little more warmth.

And a lot more concern for the viewer.

Even if that means making sure our weathermen have sunny dispositions when the weather doesn't.

It's our style. Our delivery. Call it whatever you like.

But the simple truth is, it's working.

Since our stations have begun showing more concern for the viewer ... there have been more viewers. Over one million of them.* And there are more coming every day.

Which just goes to prove—there's a bright side to looking at the bright side.

Our weathermen with their sunny dispositions are: John Coleman at WLS-TV, Chicago, Jim Smith at WXYZ-TV in Detroit, Peter Giddings at KGO-TV in San Francisco, Allen Sloane at KABC-TV in Los Angeles and Tex Antoine at WABC-TV in New York.

We let the sun shine in.

ABC Owned Television Stations.

*Audience information based on APR estimates. Feb/Mar. TV shows Dec. 76 New York, Aug. 86 Detroit, Jan. 16 Chicago, July 8 San Francisco, April 8 Los Angeles. Subject to qualifications available on request.
Cutting the frills out of commercials

Extravaganzas are out, pretesting is in as agencies, clients react to tight economy

Major advertisers and agencies are reshaping their approach to TV commercial production, applying hard-headed methods to cope with rising costs in a period of general economic uncertainty.

A sampling last week of advertising agency officials responsible for TV commercial production indicated that their expenditures in the medium generally were not keeping pace with 1969's. Even the more active agencies said their spending was at approximately the same levels as last year, though costs have risen.

But agency production executives were quick to point out that they were guarding against the sacrificing of quality for economy by intensifying some of the techniques they have used in the past:

There is more extensive reliance on pretesting of commercials before agencies commit to a finished product; there is a movement away, in many instances, from the lavish, expensively produced commercial; there is a curtailment of location shooting on distant shores and there is some increase in the re-showing of older commercials.

The production companies that make the commercials for the agencies are feeling the pinch. The slackened pace of the industry was underlined by Harold Klein, executive vice president of the Film Producers Association, whose membership accounts for approximately 70% of the national volume. He called 1970 "a crisis year and probably the worst in the past 10 years."

Mr. Klein estimated that the gross for TV commercial production in the East last year was about $70 million, but that this year, based on figures to date, "the dollar volume is running anywhere between 15% and 20% lower than in 1969." He said reports from Hollywood, the other main center of the commercials field, indicate that production there has slumped as sharply as in the East.

Undoubtedly the principal reason for the cutback in production, Mr. Klein conceded, is the ragged business economy, which has forced advertisers to evaluate more sharply both their media and production outlays. But he placed some blame on the inclination of some advertisers and agencies to use the services of nonunion production houses and independent production specialists as a means of shaving production expenditures.

"This is a situation that we can control to an extent," Mr. Klein stated. "We plan to hold a meeting soon with the three unions most closely associated with commercials production—the International Alliance of Theatrical Stage Employees, the Teamsters Union and the Screen Actors Guild—to see if they can set up machinery to police their operations more closely."

Special report: How farm programs are changing with the times. Page 53

A check of some of the leading TV commercial studios in New York generally substantiated Mr. Klein's assertion that the first seven months of this year were lackluster.

On the other hand, the reaction of some of the top advertising agencies to reports of production retrenchments was less unanimous. There were some agency officials who readily acknowledged they had cut their output, but there were others who insisted they were turning out as many as in 1969 and at the same dollar level. But significantly they revealed that in an era of rising operating costs they were not increasing their budgets.

Mr. Klein said that his investigation showed that with fewer commercials being produced, advertisers are, in some instances, re-editing them and running them more often.

There was no unanimity on this point among agency officials. Several agreed they had adopted this course to effect savings, but others contended that usage of a commercial was related only minimally to production costs. They pointed out that usage hinges on such factors as the "wear" quality of the spot; its place in the schedule (for example, a daytime commercial carried every day should be replaced more often than one carried once a week in prime time) and new-product introduction, which dictates a new commercial.

There was some evidence that the expensive, lavish commercial will not be made as frequently as in the past. But not all agency executives would go along with the thesis of Douglas MacIntosh, senior art director and producer, W. B. Doner Co., Detroit, who recently said that the era of "the elaborate high-cost TV commercial may be nearing its end." Mr. MacIntosh claimed that in line with trends in feature films, commercials are returning to the "neglected values of simplicity, honesty and directness."

There was some outright support for Mr. MacIntosh's prediction by some agency executives, but others felt that the high-budget commercial, though perhaps not so prominent as in the past, would continue to be made in instances where certain production values were indicated. Several said they were still producing costly commercials as well as those of a more modest price.

The sluggish tempo of commercials production thus far this year was indicated by an official of Movielab Inc., New York and Hollywood, which says it handles processing for about 60% of all TV commercials. He said business in 1970 so far has been "just so-so." He said several production houses have gone out of business and several others are on the verge of closing shop.

In recent months, two of the larger...

Alfred R. Tenenzyon, vice president in charge of commercial production at J. Walter Thompson Co., New York, estimated that JWT would spend as much this year as in 1969 but said it probably would turn out more commercials. He indicated there would be a small drop-off in the more lavish commercial and a substantial increase in the number of pretested commercials.

A spokesman for Dancer-Fitzgerald-Sample said that some of the larger producers are losing business "to a new kind of guy" springing up in the business—the independent producer-specialist. He indicated that some agencies prefer to work with this type of specialist on particular assignments.

Carl Sturges, vice president, TV production, Young & Rubicam, New York, reported the agency has been watching production costs carefully for the past three years, and believes Y&R will spend about the same in this area as in 1969. He indicated there would be some but not a substantial reduction in the number of expensive commercials, and pointed out that Y&R subjects them to intensive testing.

Mr. Sturges felt that the general economic slump has hurt certain production houses, but added it was his opinion that other producers are faring reasonably well, particularly those with good reputations and realistic pricing policies.

Gordon Webber, vice president and director of television commercial production for Benton & Bowles, noted a "marked cutback" in the number of commercials ordered this year and added that his company's commercial production was "down 30% from last year's."

"Advertisers are more hard-headed in their assessment of advertising effectiveness and are trying to produce the best possible commercials," he said.

B&B is also producing more test commercials and seeking quality production at budget prices, through low-cost tape. All of the test commercials are made in its own shop and used exclusively for concept testing among consumer groups. Outside firms are used for the final production.

Bernie Haber, vice president and TV producer at BBDO New York, said production volume is running at the same level as last year, though the agency is watching budgets closely. He said the agency is ordering commercials in the middle brackets ($17,000 to $18,000) as well as the expensive ones ($35,000-$40,000), depending on the needs of the clients.

He noted that production companies in commercials sometimes expand too rapidly and build luxurious facilities in the expectation of obtaining business that often does not materialize. But he added that although some of the larger companies may shut down, there is always a group of smaller companies that spring up from personnel leaving the bigger organizations.

Barry Biederman, a vice president and creative director atNeedham, Harper & Steers, noted "some slack" in commercial production, but added: "I don't think there's been any devastating fall-off." He emphasized that the situation varies by client, although he conceded cost estimates "are being looked at far more closely."

As an agency, Mr. Biederman said, NHS has always done a lot of test commercials, but recently he has seen an even greater trend toward pretesting spots. Among NHS clients making expanded use of pretest spots are Calgon, S. C. Johnson, Kimberly Clark, and, outside the package-goods area, Xerox.

These spots are done by outside production services, often small film houses set-up for the low-cost, polished production of test commercials. NHS clients also put animated storyboards to frequent use.

The production head of a large TV agency conceded that "the general talk is, you know, that there are fewer commercials being made this calendar year," but he hesitated to call the drop "significant." He said spots are getting "a little more simplified and direct," a result not only of the impulse to economize, but also of a creative trend.

He called the trend away from elaborate and expensive commercials a return to "good selling concepts—I think there has been a swing-around as far as that's concerned."

Sam Magoff, president ofElektra Film Productions Inc., New York evaluated his company's commercial output this year as "even with last year's. He said that business was slack earlier in the year but that "advertisers are in a last-minute rush to get commercials out for the new season beginning Sept. 15."

As to reports that some clients are running commercials for longer flights to save money, Mr. Magoff said that some of his company's commercials done three years ago were re-appearing on television this year. As an example he cited an animated Alka-Seltzer commercial featuring a simulated stomach.

"Some of the commercials are just as valid today as when they were made," he said, "and there's no reason not to use them."

George Cooney, vice president-general manager, EUE-Screen Gems, and president, Film Producers Association of New York, reported TV commercial business off 20%, principally, he said, because the "tightness of money" has forced advertisers to re-use old commercials instead of making new ones.

As for the commercials that are being made, Mr. Cooney saw no change. Some are of the more expensive, elaborate type; others of the simpler, less expensive variety.

Mr. Cooney also saw something of a trend in the production of test commercials, with most of them being made by outside companies—of which, he adds, there are fewer. And he ticked off three that have closed in the past two months because of the drop in business: Pelican, WCD and Poverty Productions.

Sheldon Satin, executive vice president of VPI Inc., noted a definite falling-off in the number of commercials being produced and in general "a greater concern about cost." Many advertisers and agencies are pre-testing spots and, once they are on air, using them far longer than customary in the past, said Mr. Satin.

Discount stores set the pace in local TV

Department-discount store expenditures in local television rose $3.4 million in the first half of 1970 from the same period last year, the Television Bureau of Advertising said in a report being released today (Aug. 17). The climb, according to TVB, ranks department-discount stores as the fastest growing retail category in local TV.

Among the retail organizations spearheading this investment rise was Sears, Roebuck—the nation's number-one retailer and TV's top local client—which boosted first-quarter TV investments from $2.4 million in 1969 to $5.8 million in 1970, an increase of 138%, TVB said.

The TVB report, based on information provided by Broadcast Advertising Reports, which monitors 261 stations in 75 leading markets one week per month, indicated a TV investment by local retail firms of $10.1 million in 1970's first quarter, compared to $6.7 million
$2-million Bic campaign is highlighted by humor

Waterman-Bic pen's 10-week, $2-million TV campaign that starts this week in support of its dealers during the back-to-school season is also the first major creative effort for the company by its new agency, Kurtz, Kambanis, Symon, New York.

The agency's association is of particular interest because of Waterman-Bic pen's surprise switch of its $4 million in billings, virtually all in TV, after a nine-year residency at Ted Bates & Co. (Broadcasting, Feb. 9). That appointment more than doubled the billings of the fledgling Kurtz agency.

For the campaign, the agency prepared six new 30-second commercials. Though the commercials are varied, each uses humor, nearly all picture some product demonstration and one of them subtly spoofs the "torture test" advertising that Bates had formerly produced for Waterman-Bic.

That spoof spot has "Professor Dummkopf," a wild scientist type who operates an elaborate machine with which he attempts to wear out a Bic ball-point. Another spoof has a Dracula scene in which the vampire changes his order from two pints of blood to a chocolate milk shake after using a fine-point pen. Two commercials promote the Bic Clic, one by a head waiter, the other by a man who finds a third hand pushing his writing hand aside. A fifth spot has a woman shopper finding a school pen pack the only bargain after a buying spree, and a sixth has a Bic pen writing after it is used to punch holes in a soda can during a picnic lunch.

The first commercials begin in both daytime and evening network shows Thursday (Aug. 20) and during the 10 half-hour portion produced by Jules Power. This segment will view the universal characteristics of children, shown through the art of American Indian artist David Paladin.

AAA reports rise in agency profits

The net profit of incorporated advertising agencies rose slightly in 1969. After taxes, it amounted to 4.03% of gross income (as compared with 3.97% in 1968) or 0.80% of billing (as compared with 0.76% in 1968).

That report was issued last week by the American Association of Advertising Agencies, which said "the modest improvement in profit" resulted from a "slight decrease in total payroll" (65.79% of gross income, as against 66.16% in 1968), which in turn "was tempered by a slight increase in overhead costs" (total expenses, including payroll, came to 93.68% of gross income, up from 93.56% in 1968).

AAAA in 1969 was that percentage of gross allocated to employe insurance rose to 0.94% from 0.82% in 1968.

Agency focus on younger consumers

The 18-to-49 age group continues to be the single most requested demographic upon which spot radio buys are based, Robert E. Eastman & Co., station representatives, reported last-week. The findings were based on a study conducted by Eastman from buying patterns in more than 100 markets from January 1968 through May 1970.

According to Frank Boyle, Eastman president, the study will be ongoing. The study, broken down by market size and six age groups, also indicated that the age group showing greatest decline was adults aged 18 and over. It also showed that agencies were requesting consistently younger demographics in the top 60 markets, while over-all at least 75% of all buys made were premised on demographics 18 years or older.

Among other findings in the top 60 markets: 18-34 shows most rapid growth and teens plus 18-24/34 are spurring, as a new, combined demographic.
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 2, 1970
(net time and talent charges in thousands of dollars)

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Miles Kirkpatrick named FTC chairman

He headed ABA committee whose criticism of agency stimulated reform

President Nixon acted on old adage last week—to put the critic in charge of the thing he criticizes—when he nominated Miles W. Kirkpatrick, a Philadelphia lawyer, to be the new chairman of the Federal Trade Commission. The Senate Commerce Committee announced that a hearing on the nomination will take place Thursday (Aug. 20).

Mr. Kirkpatrick, 52, was chairman of an American Bar Association committee that critically studied the FTC and recommended drastic changes in the structure and operation of that agency.

Mr. Kirkpatrick's nomination was not unexpected. There were reports last month that he would be named to the FTC post to succeed Caspar W. Weinberger, a California lawyer, who left Aug. 7 to become deputy director of the new White House Office of Management and Budget (Broadcasting, July 27).

Mr. Weinberger's term has six years to run.

Mr. Kirkpatrick is a member of the Philadelphia firm of Morgan, Lewis & Bockius.

He is a 1940 graduate of Princeton University and a 1943 graduate of the University of Pennsylvania Law School, receiving his L.I. B. in absentia since he was serving in the Army during World War II. He is the son of William H. Kirkpatrick, for many years a U.S. District Court judge in Philadelphia.

Pending Mr. Kirkpatrick's confirmation, President Nixon named FTC Commissioner A. Everette MacIntyre as acting chairman. Mr. MacIntyre, a Democrat, was named an FTC commissioner by the late President Kennedy in 1961.

It was while Mr. Kirkpatrick was chairman of the ABA's antitrust section in 1968-69 that he headed the study of the FTC. That group's findings were submitted to President Nixon in the fall of 1969.

It concluded that the agency was wasting time and energy on what it called "trivia." It also said that many of the agency's top personnel were incompetent. It recommended that the trade agency put more resources into detecting and eliminating frauds against consumers and in promoting competition.

Many of these suggestions were incorporated into the restructuring of the FTC that followed the appointment of Mr. Weinberger. During Mr. Weinberger's year as chairman, the FTC was reorganized into two bureaus (consumer protection and competition). In the process, many long-time staff executives retired or were displaced.

Discount policy at WJAR

WJAR-AM-FM Providence, R.I., will reduce its regular rates by 25% for political broadcasts. The discount policy was reported in a 30-page "Political Broadcast Manual" distributed by the stations last week in conjunction with a political broadcast seminar they conducted Thursday (Aug. 13) for local, state and national candidates seeking election this year.

FC&B gets out of race for advertising awards

Foote, Cone & Belding, which has expressed dismay over the proliferation of advertising-awards competitions and hinted of its eventual withdrawal from the field, last week made it official.

In an internal staff announcement, John F. O'Toole, president of Foote, Cone & Belding Communications Inc and Foote, Cone & Belding Advertising, said the advertising agency—encompassing all of its domestic and international offices—"will be entering no more awards competitions."

(Leo Burnett Co., Chicago, affirmed last week that it also has withdrawn from the advertising-awards field.)

Mr. O'Toole in his memo observed: "By now there must be as many advertising awards as there are advertisers."

He said that with their increase "an inordinate amount of [agency] creative time has been devoted to selecting, screening and preparing entries, coordinating between offices and attending tedious awards dinners."

Mr. O'Toole noted that FC&B collected "more than our share" of awards in recent competitions and cited some of them, observing also, "The list goes on and on, and therein lies the problem."

He said that while he was proud of the advertising of the people involved in it, "I've had to conclude that the results just don't justify the time expended"

"I can't help but feel those hours would be better used against our prime professional objective: Moving our clients' products ahead in their categories."

22 (Broadcast Advertising)
ARB proves it's a prime time to be on Stockton/Sacramento's KOVR-13.

In the nation's 25th TV market, KOVR has six of the eight top ARB prime time shows*:

1. Room 222 .......................... 183,000
2. Courtship of Eddie's Father .......... 178,000
3. Station A .......................... 178,000
4. Mod Squad .......................... 165,000
5. Nanny & The Professor ............... 164,000
6. Station A .......................... 164,000
7. ABC Movie of The Week ............... 155,000
8. Johnny Cash .......................... 149,000

And in the demographic area with the heavy purchasing power—18-49 Women—KOVR has 11 of the top 15 shows.

For best results in Stockton/Sacramento, the nation's 25th TV market, choose KOVR. Remember, KOVR is in one of the nation's leading color TV markets with 57% color penetration.*

Data Sources: *Stockton/Sacramento ARB Feb. 11 — March 10, 1970.
**Broadcasting 5/18/70
Estimates subject to errors, variations and interpretive restrictions, inherent in sampling surveys.

KOVR - CHANNEL 13

SACRAMENTO
STOCKTON
CALIFORNIA

McCLATCHY BROADCASTING
Basic NBC Affiliate
Represented Nationally by Katz Television
Even during summer, radio holds listeners

The first Radio's All-Dimension Audience Research (RADAR) report for a summer period shows that radio listening continues at a high level during the hot weather.

The study, conducted by Brand Rating Research Audience Studies Inc. during August 1969 and issued last week, revealed that 14.6% of all persons (aged 12 and over) were using radio during the average quarter-hour between 6 A.M. and midnight. It was said that, considering differences in time of year, this percentage compares favorably with the previous RADAR report (March 1969) of a 15.4% average tune-in.

According to the summer study, more than 22 million persons aged 12 and over listen to radio during the average quarter-hour, with the weekly cumulative audience listed at more than 138 million persons. Individual radio networks attain cumes of as many as 22 million persons over seven days, with average quarter-hour figures of more than 2 million persons, according to the study.

RADAR is supported by the ABC, CBS, MBS and NBC radio networks.

Going all the way

Federal Trade Commission has announced it will conduct public hearings, beginning Oct. 15, on a proposed trade regulation rule requiring disclosure of tar and nicotine content in all cigarette advertising. Cigarette advertising on radio and television is barred by law after Jan. 1, 1971.

Business briefly:


Sears Roebuck & Co., Chicago, through Foote, Cone & Belding, New York, will sponsor NBC-TV special Winnie the Pooh and the Blustery Day, Monday, Nov. 13 (7:30-8 p.m. EDT), preempting The Red Skelton Show.

Coca Cola Co., through McCann-Erickson, and Interstate Brands, through Dancer-Fitzgerald-Sample, will co-sponsor half-hour rebroadcasts of three CBS-TV Peanuts specials on CBS-TV next season: It Was a Short Summer, Charlie Brown at 8:30 p.m. (EDT) Sept. 16; It's the Great Pumpkin, Charlie Brown at 8:30 p.m. (EDT) on Oct. 24, and A Charlie Brown Christmas at 7:30 p.m. (EST) on Dec. 5.

Coca Cola Co., Foods Division, Houston, through Marshalk Co., New York; Yick Chemical Co., through Benton & Bowles, both New York; General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample Inc., New York; and McDonald's Corp., St. Louis, Star-Kist Foods Inc., Terminal Island, Calif., and Philip Morris Inc., New York, all through Leo Burnett Co., New York, have given full sponsorship of NBC-TV's telecast of the 82nd Annual Tournament of Roses Parade, Friday, Jan. 1, 1971 (11:30 a.m. - 1:45 p.m. NYT).

Gertz Department Stores of Long Island, N.Y., and Stern Brothers of New Jersey, both affiliated with Allied Stores Inc., will promote back-to-school sales on a series of children's TV specials. Stores will sponsor four one-hour musical-comedy programs performed by the Prince Street Players, the Children's Repertory Company, on wcbs-tv New York. Programs, scheduled for four successive Sundays, will be Jack and the Beanstalk, Aug. 16, Pinocchio, Aug. 23, The Emperor's New Clothes, Aug. 30 and Aladdin Sept. 6. Neither chain retains outside agency.

Faberge Inc., through Nadler & Lerner Inc., both New York, is beginning two-month network and spot-TV campaign for Woodhue Trio Perfumes set Sept. 15. Thirty-second commercials will be used.

Rep appointments:

- KCEPT(AM) Corpus Christi and KJUT-(FM) San Angelo, both Texas: AAA Representatives, New York.

Also in advertising:

- Pig's eye • The high-pitched voice of a young boy who's uttered the "more Parks sausages, Mom" theme on spot radio for 12 years is also moving into spot television in 30-second animated commercial beginning Sept. 21 and continuing through Dec. 13. Leon Shaffer, Golnick Advertising, Baltimore, is handling the $500,000 campaign for H. G. Parks Inc. The company spent approximately $400,000 in radio last year. Zander Associates, New York, will handle commercial production.

Ad ban sought against evangelist

Radio evangelist Curtis Howe Springer and some 180 acres of land near Baker, Calif. are the center of a dispute in which the U.S. government contends the land is being misused.

Mr. Springer filed a mining claim for the land in 1944, then built a 60-room hotel, food processing plant, lake, church, radio studio and other facilities on the property. Assistant U.S. Attorney Thomas H. Coleman has charged that the land is not being used for mining.

Mr. Springer is said to have been advertising in newspapers and on radio for people to visit his resort and buy his health foods. His attorneys say that he has the right to use the surface of the land in any manner he chooses.
One way to keep a boy off the streets.

Put him inside the patrol car. As a guest. In this instance, the boy was part of a "Back the Cops" program initiated by the Sioux City American Legion. His job was to watch the law enforcement officers do their job—and report back to his fellow students. The Fetzer television station sent two news cameramen along in the patrol car to document the evening for area-wide viewing. Three hundred students became volunteers in the Legion program. We were proud to have played a part in a continuing community effort to bring up better citizens who understand their law enforcement procedures.
What triggered conglomerate probe
FCC staff turns up signs of in-house trade deals, finds no positive benefits in diversified firms

The FCC's initial study of conglomerate ownership of broadcast stations has drawn some blood. It was not as much as some expected, as one commissioner put it, but some—enough to help persuade the commission to continue and expand the study.

This became evident last week when descriptions of the confidential staff report that figured in the commission's decision, on Aug. 7, to send questionnaires to some 50 companies (Broadcasting, Aug. 10) became available.

The report is said to have raised few if any questions about four of the six licensees with substantial nonbroadcast holdings that were selected last December to receive a pilot questionnaire in the commission's effort to determine the impact of such holdings on broadcast operations.

But the report, by the conglomerate study task force, is critical of the intra-corporate dealings of the remaining two, Avco Corp. and E. W. Scripps Co. What's more, the study questions the assertion frequently made in defense of conglomerate ownership of broadcast properties—that nonbroadcast holdings contribute to improved broadcast service.

The other four companies studied—each of the six was chosen as representative of a different category of conglomerate—are Chris-Craft Industries Inc., Fuqua Industries Inc., Cox Enterprises Inc., and the Travelers Corp.

The study, which covered a three-year period beginning July 1, 1966, concludes that in most cases there was no evidence that the parent company used stations improperly to advance nonbroadcast interests. It also said that parent company supervision of broadcast operations appeared to conform to normal corporate practice.

But some of the practices of Avco and Scripps, as described by the task force, appear to confirm fears that some commissioners, notably Kenneth A. Cox and Nicholas Johnson, express in opposing conglomerate company acquisitions of broadcast properties.

The report is said to quote correspondence among Avco executives, including John T. Murphy, president of Avco Broadcasting Co., indicating the broadcasting arm of the conglomerate used corporate relationships as an argument in attempting to persuade an Avco finance company subsidiary to place advertising with Avco stations.

The FCC staff argues that such in-house dealings are unfair to newspapers and broadcast stations attempting to compete with a conglomerate's broadcast outlets. Indeed, it urges the commission to obtain the Justice Department's views on whether such practice constitutes a restraint on competition, both from the standpoint of the antitrust laws and the public-interest standard of the Communications Act.

The report also includes correspondence the staff sees as indicating that Avco corporate relationships can influence Avco stations in their sports news judgment. The staff says one letter, from Avco broadcasting's public-information director, indicates that Avco's San Francisco stations, KYA(AM) and KQIT(FM), would have covered a hockey tournament if they were aware that two of the teams were sponsored by an Avco finance company; a news release informing the broadcasting arm of the Avco connection arrived late.

Avco, the 120th largest industrial firm in the country, has holdings in aircraft, space and missile companies, communications systems, and financial and lending businesses, in addition to 12 broadcast stations—WLW(AM) and WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLW(TV) Indianapolis; WOAAM-FM San Antonio, Tex.; WWDC-AM-FM Washington; WRTW(AM) Wood River, Ill., and the San Francisco outlets.

The task force's concern with Scripps, parent company of Scripps-Howard Broadcasting Co., centers on an apparent no-cash trade-off of advertising between Scripps-Howard's WEMS(TV) Cleveland and the commonly owned Cleveland Press. The study cites company correspondence indicating the trade-off was an unprecedented departure from company practice and was apparently aimed at helping the news paper meet competition from the Cleveland Plain Dealer.

The study says such no-cash trade-offs between commonly held newspapers and broadcast stations run contrary to commission policy. And it suggests that the commission require other newspaper licensees to file intracorporate communications that would enable the commission to determine whether the newspapers are using the stations to gain advantages not available to their press competitors. Scripps owns 15 morning and evening newspapers and seven Sunday newspapers in 14 cities, the United Press International wire service and seven stations—WMC-AM-FM-TV Memphis and WNOX(AM) Knoxville, both Tennessee; WCPO-TV Cincinnati and WEMS(TV) Cleveland; WPTV(TV) West Palm Beach, Fla.

Avco officials declined to comment on press accounts of the task force's report; they noted they had not seen the document itself. Jack Howard, president of Scripps-Howard Broadcasting as well as of the parent company, made clear his annoyance over the publication of material the six conglomerates had turned over to the commission on the understanding it would be kept confidential.

But he aimed his fire principally at the Wall Street Journal, which carried an account of the report on Tuesday. "I don't believe I care to comment on..."
Women’s revolt hits ABC News

Backed by ACLU, secretary to Lower charges discrimination

ABC News in New York was charged last week with “unlawful discrimination against women in employment.”

The charge was filed as a class action by the American Civil Liberties Union on behalf of Sharon Niederman, a secretary in the office of ABC News President Elmer Lower, “on behalf of all female employees.”

A news conference to announce the action had been scheduled last Thursday (Aug. 13), but was canceled, according to Miss Niederman, because “the threat of economic depravation due to the loss of jobs and the ridicule and harassment we are subjected to has caused the large number of women I represent to refuse to come forward.”

“The present pattern of employment by ABC News supports the charge of discrimination and job segregation,” the ACLU said in a letter to the New York City Commission on Human Rights.

The ACLU claimed that, of 250 employees of ABC News in New York, 50 are women, with only 10 of those scattered throughout all the higher categories of employment at ABC News.”

Most, the ACLU added, are “at the bottom of the job hierarchy.” Miss Niederman said her employment figures came from an “official source.” ABC could not confirm the breakdown.

Miss Niederman, 22, a 1969 graduate of George Washington University with a BA in English literature, and eight MA credits from Harvard, said she applied to ABC for a “position concerned with the writing and production of news shows.”

She said she passed the typing test and last November was assigned as secretary to George Merlis, director of public relations for ABC News. Any attempts to better herself, she claimed, were met with “laughter” or were “ignored.”

Miss Niederman called her situation “symbolic of the plight of the American working woman.”

The ACLU, in its four-page letter to Mrs. Eleanor Holmes Norton, chairman, New York City Commission on Human Rights, signed by Melvin Wolf, ACLU legal director, called for an immediate investigation of the charges.

Copies of the letter were sent to Messrs. Lower and Merlis and to Martin Rubenstein, vice president and general manager, ABC News.

ABC News officials declined immediate comment, pending further study of the matter.

House group to act on CPB requests

The House Rules Committee last week cleared for floor action the Corp. for Public Broadcasting authorization bill (H.R. 17982). The bill is expected to come to a vote soon after the Labor Day recess.

The bill provides for up to $30 million for CPB plus an additional $5 million to be matched dollar for dollar with nonfederal contributions, for a total of $40 million. The authorization covers a one-year period.
Gross-receipts tax fails again in court

It's ruled unconstitutional; now Ohio city must decide whether to seek higher appeal

If the city of Toledo, Ohio, wants to bite the bullet and make the effort, cities across the country and the CATV systems they franchise—not to mention the FCC—may yet get a Supreme Court ruling on whether the gross-receipts tax the cities are imposing on the systems is legal. But odds seem to be against such an effort.

Last June, the cities of Sandusky and Fremont, both Ohio, passed up an opportunity to seek Supreme Court review of that question (BROADCASTING, June 22). A federal appeals court had upheld a district court's ruling that ordinances adopted by those cities providing for such a tax violated the interstate-commerce clause of the Constitution.

The decision not to challenge the circuit court's decision left a cloud of uncertainty hanging over the legality of a practice that had been built into the structure of the CATV industry over the years. Indeed, the FCC has assumed the practice's legality: in a pending rulemaking it proposes to limit to 2% of gross revenues the amount of receipts tax that cities might impose on CATV systems.

But on July 1, Judge Don Young, who had handed down the original decision in the Sandusky-Fremont case, did it again—he issued an opinion holding that the Toledo CATV franchise ordinance was unconstitutional for the same reasons cited in the earlier case: it imposed a gross-receipts tax on proceeds (3% of gross monthly revenues) from interstate commerce.

And on July 29, he issued an order declaring that ordinance and related ones invalid and unenforceable—with the result that Buckeye Cablevision Co., which had been operating under a nonexclusive franchise for four years and now serves some 15,000 subscribers, is out from under local regulation. Buckeye, 80% owned by the Toledo Blade and 20% by Cox Cable Communications Co., leases its plant from the local Bell telephone system.

The suits challenging the CATV franchise ordinances in all three cities were filed by Lamb Communications Inc., of Toledo, and subsidiaries, more than four years ago after Lamb was frustrated in efforts to establish CATV service. Lamb had contracts (BROADCASTING, July 29, 1969) with the Bell Telephone Company to build CATV plants for it on a leaseback basis in Sandusky and Fremont, but was blocked from going ahead after the cities adopted the CATV franchise ordinances. Lamb filed for a franchise in Toledo about the same time it entered into a leaseback contract with the telephone company in that city. However, Toledo awarded its franchise to Buckeye.

Toledo has until Aug. 26 to decide whether to appeal Judge Young's opinion to the Sixth Circuit Court of Appeals—a decision that, given that court's opinion in the Sandusky-Fremont case, would most likely require the city to commit itself to a Supreme Court test. But last week there was no certainty the city was ready to undertake that course.

John Burkart, chief counsel of the city's law department, said the matter was under consideration. But he indicated that an appeal was less than likely because of what he seemed to regard as the "doubtful" ability of the city to win in the high court. He also said his office was considering recommending that the city council amend its CATV franchise ordinance to meet the objections raised by Judge Young.

Buckeye, which was not a party in the case brought by Lamb, regards the decision with some uneasiness—particularly one part of Judge Young's opinion invalidating the ordinance granting Buckeye its franchise. Joseph Nathan, counsel for the company, said he is studying the opinion to determine its impact on Buckeye. Buckeye may seek the court's permission to enter the case if the city decides to appeal.

Meanwhile, Lamb Communications appears determined to make the most of what it regards as the opportunity offered by its success in court.

Edward Lamb, chairman of the company, said last week it feels the court decision clears the way for its establishment of CATV service in the three cities with facilities leased from the telephone company—and that it intends to do so. Lamb, which owns WICU-TV (ch. 12) Erie, Pa., now operates unfranchised CATV systems in Flint and Hillsdale-Janesville, both Michigan, and a franchised system in North Canton, Ohio.

**Attorney will head new Triangle division**

Triangle Publications has completed re-grouping some of its holdings, including cable television, in a new communications division and has confirmed the appointment of H.F. (Gerry) Lenfest to direct it (BROADCASTING, July 20).

The new division, Triangle said last week, will consist of the cable operations; educational services ("Educast- ing," a system of teaching by FM), and Seventeen magazine. Mr. Lenfest, an attorney with Triangle, will also become publisher of Seventeen.

**Jefferson Standard gets a tax break**

Following court decision, FCC grants certificate for sale of WBTW(TV)

The FCC has issued its first tax certificate under a new policy to permit postponement of taxes resulting from the sale of a station and to relieve some of the financial pressure put on licensees selling their facilities because of multiple-ownership requirements.

Last week's action, granting a tax break on the $4.5-million sale of WBTW (TV) Florence, S.C., puts the WBTW case in line with the commission's notice of July 16, which allowed a tax relief certificate if a transfer showed a "casual relationship" between the commission's new multiple-ownership policy and the sale of a station, and if the sale affects the new policy.

Before the July 6 ruling, the commission had said that tax certificates would only be issued where licensees were required to dispose of their broadcast holdings "involuntarily", because of a change in commission policy.

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

The commission's action also permits broadcasters to treat such sales as involuntary conversions of property (BROADCASTING, July 20).

The commission granted the sale of WBTW from Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co. on Feb. 28, 1968.

It further rejected Jefferson Standard's request for a tax break on the sale which the licensee termed necessary under the commission's 1964 multiple-ownership rules.

Jefferson Standard appealed the ruling and a federal district court judge ruled that it had sold the station to comply with the ownership rules.

Jefferson Standard, in requesting the certificate, contended it had sold WBTW because it could not increase the signal strength of either WBTW or its WBTW (TV) Charlotte, N.C., without violating a commission rule barring the improvement of already overlapping signals of commonly owned VHF stations.

The commission's rule was adopted in 1964. 10 years after Jefferson Standard acquired WBTW and 15 years after it began operating the Charlotte station (BROADCASTING, Sept. 29, 1969). Jefferson Standard still seeks an increase in power for WBTW.
Our 7 a.m. news begins at midnight.

WBAL has Baltimore's only 24-hour news department. After you go to bed, and after the papers go to bed, and after the newsmen from the other radio and TV stations go to bed, our news department is still going strong.

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye peeled for you. All night long we keep up with the news, wherever it happens.

So if you hear the news during the wee small hours on WBAL, you can be sure it hasn't been pre-written or pre-recorded hours earlier.

Of course, you're probably not awake to hear our 4 a.m. news.

But our 7 a.m. news (or the news you do hear) is better because of it.

WBAL Radio 11
Baltimore

We talk to you like a person.
Mitchell offers an olive branch

Attorney general says he alone will authorize subpoenas to get sensitive information from newsmen

Attorney General John N. Mitchell combined word and deed last week in an effort to ease newsmen's concern over what some reporters regard as the government's effort to turn them into quasi-government agents. And he appeared to make some progress in that effort.

In a speech to the House of Delegates of the American Bar Association meeting in St. Louis, he indicated he is aware of the depth of newsmen's feelings about government subpoenas calling on reporters to testify to, turn over film or other material in criminal cases.

His action—announced in the speech—was to issue a set of guidelines aimed at limiting the discretion of government lawyers to subpoena newsmen.

"Serious journalists from all the media have told me privately that they will go to prison rather than comply with subpoenas," he said; "that they will destroy their notebooks and burn their film rather than permit them to be used in a judicial proceeding."

Newsmen, the attorney general said, feel that such subpoenas violate the constitutional guarantee of free press and, if complied with, would result in drying up of news sources grown mistrustful of reporters.

Mr. Mitchell made it clear he was not forewarning the use of subpoenas. Indeed, he expressed the view that, "under the law as it stands today, there is no constitutional or common law privilege for the press to refuse to produce evidence requested in a properly drawn subpoena."

But he expressed the hope that the guidelines would provide "reasonable safeguards" to protect the news media's rights and privileges in a manner consistent with the public interest in the fair administration of justice.

They provide that no subpoenas will be issued to newsmen unless the information cannot be obtained from nonpress sources and that, before seeking a subpoena, government attorneys will attempt to obtain the information through negotiations aimed at accommodating the needs of the government and of the news media.

But what's clearly new in the guidelines is the provision that, even when negotiations fail, no subpoenas will be issued to newsmen "without the express authorization of the attorney general." Subpoenas obtained without that authorization will be quashed—though without prejudice to the Justice Department requesting the subpoena on proper authorization.

Mr. Mitchell conceded that not all subpoenas to newsmen, giving rise to the controversy, have met those guidelines. Some, he noted, were "very broad" and some were issued in haste with little awareness of their burden on the press."

The attorney general referred to the guidelines as "an interim measure." What is "urgently" needed, he said, is a comprehensive study, perhaps by the ABA or similar group, on the fair trial-free press issue as it affects the controversy over subpoenas—an issue he described as "one of the most difficult" he has faced as attorney general.

There was no immediate reaction from the ABA as to its interest in such a project. But some of those affected by the subpoena issue indicated varying degree of enthusiasm over the guidelines.

ABC News President Elmer Louis said that he was "encouraged" and that the guidelines "appear to be an earnest effort to reconcile the freedom of the press with the administration of justice."

"If the guidelines are applied in the manner and spirit in which they were intended, they should be sufficient reason to believe that a crime has occurred, from disclosures by nonpress sources. The department does not approve of utilizing the press as a springboard for investigations.

b. There should be sufficient reason to believe that the information sought is essential to a successful investigation—particularly with reference to directly establishing guilt or innocence. The subpoena should not be used to obtain peripheral, nonessential or speculative information.

c. The government should have unsuccessfully attempted to obtain the information from alternative nonpress sources.

d. Authorization requests for subpoenas should normally be limited to the verification of published information and to such surrounding circumstances as related to the accuracy of the published information.

e. Great caution should be observed in requesting subpoena authorization by the attorney general for unpublished information, or where an orthodox First
announced," he said, "the rights of the public . . . press . . . and defendants should be safeguarded." But he added that "a final statement on the guidelines must await the tests of actual cases."

Neither of the other major networks made a public statement. CBS had no comment, and NBC's President Julian Goodman expressed his views in a wire to the attorney general, but the network, turning the message "personal," declined to make it public.

The Washington Post, a frequent critic of the Nixon administration, said editorially that the attorney general's statement on subpoenas is worth "approximately two cheers." And the New York Times, no particular friend of the administration either, said in an editorial that the new guidelines "go far toward easing the fears raised by the dragnet subpoenas the Justice Department issued this year" to newspaper and television reporters.

The Times comment appeared particularly significant because one of its reporters has been found in contempt of a federal court in San Francisco for refusing to testify before a grand jury about his interviews with Black Panther leaders.

And the president of Sigma Delta Chi, the national journalism society, issued a statement describing the guidelines as "a fair and reasonable stopgap to the delicate question of subpoenas to the news media." SDX President Frank Angelo also said that the society welcomed the study proposed by the attorney general and that it expects to be represented on any study group that is formed.

In the process of elaborating on the dilemma the department finds itself in seeking information from the news media, Mr. Mitchell paid those media high praise for their role in "gathering and aggressiveness in digging out the news. "Because of their healthy economic conditions," he said, news organizations are able to detach reporters for weeks or even months to study an issue."

The result, he said, is that the public is told not only about the surface event but background details that are "factors of some consequence in an investigation. " Thus, occasionally, there are newsmen and photographers "who have more information than the government has -- factual information and photographs which the government finds difficult, is not impossible, to obtain through its own investigatory agencies."

Mr. Mitchell restated his view -- first expressed in an interview on CBS's 60 Minutes, in May (BROADCASTING, May 18), that he would not oppose legislation granting some form of reporter-informant privilege. Bills to provide such privilege have been introduced in the House and Senate.

But there is no legislation now, he said, and I am required to use the tools which I have in attempting to fairly administer justice." For, he said, "it would indeed be a questionable society which permitted an innocent man to be convicted or a guilty man to be freed because, under current law, I declined to subpoena a newsmen who had information vital to the case."

**Some House reaction is cool over subpoenas**

New Justice Department guidelines for subpoenaing news reporters were denounced as "totally inadequate" by Representative Richard Ottinger (D-N.Y.). He said that the guidelines (see above) were apparently designed to "permit continued coercion and intimidation of our free press." Mr. Ottinger added that the guidelines provided "the last bit of justification needed for speedy enactment of his Newsmen's Privilege Act (HR 16328).

The Newsmen's Privilege Act, now pending before the House Judiciary Committee, would protect newsmen from forced disclosure before federal courts and agencies of either confidential information received during news gathering or disclosure of sources of information. The bill would permit federal courts to order disclosure of information only after a hearing had determined that disclosure was necessary to protect life, or prevent espionage or aggression against the U.S.

**ABA hopes to update regulatory procedures**

The ABA house of delegates Wednesday approved 10 resolutions concerning recommendations to revise the Administrative Procedure Act submitted by a special ABA committee on that subject. The Administrative Procedure Act relates to legal processes at various federal regulatory agencies, including the FCC and FTC.

The resolutions generally seek amendments to the Administrative Procedure Act with respect to clarifying rule-making proceedings, expanding public opportunity to participate in such proceedings and otherwise to simplify and streamline adjudicatory hearings.

But the resolutions also propose tougher amendments to the Administrative Procedure Act concerning ex-parte conduct, both within the regulatory agencies by staff members and by outsiders. The committee noted "initially licensing and rate-making were originally exempt from the prohibition on staff ex-parte contacts but it felt such activity should be more restricted in the future. The aim is to avoid improper staff influence on agency decisions.

The resolutions proposing amendments in these two areas:

1. "Providing that agency employees engaged in investigative or prosecuting functions in an adjudicatory proceeding or formal rule-making proceeding cannot ex parte participate in or advise in the decision of that proceeding by agency heads, review boards or hearing examiners."

2. "Prohibiting ex-parte communications between agency members and parties or other interested persons outside the agency on any fact in issue in the decision of an adjudicatory or formal rule-making proceeding."

The Supreme Court's chief justice, Warren E. Burger, in what the ABA called a "special appearance" last Monday, consented to full-media coverage of his talk. The ABA news department, however, issued this warning in its advance notice:

"His other appearances at various events are informal and he has requested that there be no radio or television coverage. In keeping with his wishes, no recording or photographic equipment will be permitted at any of his other appearances. The chief justice will not be available for any interviews, whether for TV, radio or the press."

The ABA's president-elect for 1971 is Leon Jaworski, Houston lawyer who served on the President's Commission on the Causes and Prevention of Violence. The ABA's new president for this year, who took office in St. Louis is Edward L. Wright of Little Rock, Ark.
New sheen on an old blueprint

Elman says FTC and other independent agencies should be split into executive, judicial roles

A government lawyer with over 30 years in the federal bureaucracy, some of them in high echelons, recommended last week that federal regulatory agencies be run by one man, and that a separate court be established to adjudicate cases involving an agency and the industry it regulates.

The recommendations, similar to ones made seven years ago by Newton N. Minow, former chairman of the FTC, were made by Philip J. Elman, outgoing Federal Trade Commission member. Mr. Elman, who has served as an FTC commissioner for the last nine years, made his suggestion in a speech to the antitrust section of the American Bar Association meeting in St. Louis. Mr. Elman, in fact, mentioned Mr. Minow's recommendations in his talk; he also quoted FCC Commissioner Kenneth A. Cox in discussing presidential appointments to federal agencies.

Mr. Elman's term on the FTC expires Sept. 25. He has indicated that he is not seeking reappointment, and it is seen as doubtful that President Nixon would reappoint him. The FTC consists of five members, no more than three of whom can be members of the same political party. At present there are two Democrats, one Republican with a second Republican nominated to be chairman (see page 22), and Mr. Elman, an independent.

Because regulatory agencies should not be judge and prosecutor simultaneously, Mr. Elman said, a special "trade" court should be established to hear cases involving charges by the agency against businessmen.

This court, he said, should be decentralized and hold hearings in every state, "thus bringing the judicial phase of the regulatory process much closer to the people." Or, he said, this function might be transferred to the federal district courts. But it was evident he likes the other idea better.

By relieving the agency of its adjudicative responsibilities. Mr. Elman noted, its remaining functions could and should be vested in a single commissioner "serving at the pleasure of both the President and Congress and removable by either. . . ."

This, Mr. Elman said, would permit the public to hold both the President and Congress accountable for an agency's performance. Mr. Elman noted that neither the President nor Congress is held accountable when a regulatory agency fails to perform in the public interest—although the President nominates the commissioners and the Congress confirms them.

The elimination of adjudicatory functions, Mr. Elman said, would enable an agency to concentrate on its main job, policies, through investigations and studies, rulemaking, and bringing suits against those charged with unlawful acts. It would also, he said, be able to recommend to the President and the Congress the need for new legislation.

"All of these essential administrative tasks, executive and quasi-legislative in nature, are better performed, more quickly and more incisively, by a single administrator than by a multimember tribunal," he said.

He confessed that these thoughts are a complete reversal of those with which he had entered government service. He has come to the conclusion, he said, that the so-called advantages of multimember commissions appointed for long terms (group decisions by commissioners whose judgments are unconcerned with tenure) has not been realized. Such agencies, he said, are too unwieldy, engage in long delays in reaching decisions which are more often than not anemic compromises unresponsive to public needs and sometimes too responsive to political pressures.

Discussing the "independence" factor, Mr. Elman said that this tends to discourage "creative and courageous regulation. "Independence," he said, "means that an agency lacks a constituency, a power base, and the backing of the President." And, he added, it "nourishes institutional timidity and fear" of reprisals from disgruntled members of the industry it regulates, which may result in reductions in its power or in its appropriations.

And also, he added, independence impedes the development of "comprehensive and harmonious" national policies that involve other agencies of the government beside the regulatory agency.

Mr. Elman said he thinks it would be "a serious mistake" to transfer the agencies to the executive department "where they would disappear." Seven years ago, when Mr. Minow left the chairmanship of the FCC, he made a similar proposal. Mr. Minow recommended to the late President Kennedy that the FCC be reconstituted into a single administrator to establish policy and oversee regulation, and an administrative court, to hear comparative cases and perform other judicial functions (Broadcasting, June 10, 1963).

Mr. Minow's suggestions followed by a bare six months a report by a special committee of the Federal Communications Bar Association headed by Washington lawyer Leonard H. Marks, recommending that the FCC be sliced into three parts—a single administrator, an administrative court and a five-man bipartisan commission to set policy.

Almost from the inception of the seven-member FCC in 1934, there have been calls for a restructuring of the agency. The dichotomy between its legislative and its judicial functions has been questioned by an attorney general's committee in 1946, by the two Hoover commissions in 1949 and 1955, during the hearings that resulted in the MacFarland amendments to the Communications Act in 1952, and in 1959 when Louis J. Hector, retiring from the Civil Aeronautics Board, told President Eisenhower that regulatory agencies are too cumbersome and recommended that the policy-making and regulatory functions of agencies be turned over to executive departments and judicial functions to a special appeal court.

In 1958, legislation was drawn up, but never introduced, by Senator Warren G. Magnuson (D-Wash.), then and still chairman of the Senate Commerce
Committee, that would have abolished the FCC and set up in its place a single administrator and a court to hear appeals from the administrator's decisions. Details of the bill were suggested by former Senator Clarence C. Dill (D-Wash.), one-time chairman of the Commerce Committee and co-author of the 1927 Radio Act and the 1934 Communications Act.

In 1960, former Harvard Law School Dean James M. Landis, in a report to President-elect Kennedy, singled out the FCC for inefficiency. An executive order by President Kennedy that would have, among other things, given the chairman of the FCC more authority, was vetoed by the House of Representatives in 1961.

Mr. Elman, 53, a New York native, was graduated from the City College of New York in 1936 and from Harvard Law School in 1939. After serving as a law clerk to a New York judge, he became an attorney in the FCC's Law Department in 1940, leaving a year later to become law clerk to the late Associate Justice Felix Frankfurter. In 1943 he was a State Department attorney, then in 1944 the office of the solicitor general. He was legal adviser to the high commissioner in Berlin in 1945-46, and returned as assistant to the solicitor general. In 1961 he was named to the FTC. He has not announced his plans when he leaves the trade agency next month.

U.S. courts are now fairness arbiters

Democratic committee and three West Coast antiwar groups appeal FCC rulings

The federal courts are beginning to displace the FCC as the principal arena for the mounting dispute over the extent to which the public is entitled to access to the nation's broadcast facilities.

A number of commission decisions - most dealing with the fairness doctrine - that frustrated those seeking wider access are under challenge in the U.S. Court of Appeals in the District of Columbia, or soon will be.

Last week, the Democratic National Committee and three West Coast antiwar groups filed notices of appeal from commission decisions denying their petitions on the access question.

A Quaker group had already filed an appeal from a commission decision denying its fairness-doctrine complaint against WRC-TV and WMAL (TV), both Washington. And the Business Executives for Peace is due to appeal soon a commission action denying its complaint against WTOP (AM) Washington.

The DNC is appealing a commission decision, issued two weeks ago in response to a request from the committee for a declaratory ruling, that broadcasters may not arbitrarily refuse to sell time to political parties for the solicitation of funds but that they may decline to sell time for the presentation of the parties' views on regarding controversial issues (Broadcasting, Aug. 10).

The DNC had asked for a ruling that broadcasters may not arbitrarily refuse to sell time for either purpose. And Lawrence F. O'Brien, chairman of the DNC, in announcing plans to lodge an appeal, called the ruling "absurd on its face." He said the DNC would press its fight to the Supreme Court if necessary.

The three West Coast antiwar groups had filed a fairness-doctrine complaint against more than 20 San Francisco area stations in connection with an effort to obtain time to respond to the broadcast of armed forces recruiting announcements.

They contended that the commission's application of the fairness doctrine to cigarette advertising provided a precedent for its application to recruiting spots.

The Quaker group - the Peace Committee of the Baltimore Yearly Meetings of the Religious Society of Friends had also complained to the commission after a request for time to reply to recruitment spots was denied.

The BEM case involves the group's contention that WTOP violated the fairness doctrine by refusing to sell time for the presentation of BEM's messages urging immediate withdrawal of American forces from Vietnam.

FCC's fairness powers could extend to papers

Two companion bills, which would bring newspapers under the FCC's fairness doctrine, were introduced last week by Representative Leonard Farbstein (D-N.Y.). The FCC would also be given the responsibility of enforcement.

The first measure (HR 18927) would extend the fairness doctrine to newspapers in communities of 25,000 or over, which do not have two separately owned papers.

The second bill (HR 18928), would empower the FCC to fine or revoke the antitrust exemption of papers falling under the Newspaper Preservation Act which were not presenting conflicting views on the issues. The Preservation Act provides for an exemption of newspaper joint operating agreements from the antitrust laws.

Under the laws, a Farbstein aide said, a reader could not object that a newspaper's editorials cover only one viewpoint - the reader would have to look at the newspaper as a whole, over a period of time, and then decide that he had not been exposed to divergent views on an issue. The FCC could then consider a complaint on that basis. The FCC, he said, would have no authority over content, only over the balance of presentations of opposing viewpoints.

In another related proposal, Representative Michael Feighan (D-Ohio) introduced a measure (HR 18941) which would require newspapers of general circulation to print editorial advertisements - which include solicitations for funds or explanations of particular viewpoints on issues - and to guarantee a person's right to reply to editorial comment directed at him. The Feighan bill would avoid empowering the FCC to enforce such measures, and would look instead to a mandatory injunction in federal court for enforcement.

CBS and NBC trade places

CBS-TV and NBC-TV will complete an exchange of affiliations in Rapid City, S.D., on Sept. 13. CBS announced last week that it would replace its affiliation with KOTA-TV Rapid City and satellite KSDJ-TV Lead, S.D., with KRSD-TV Rapid City and satellite KSDJ-TV Lead. NBC confirmed that it was effecting a switch - from KRSD-TV to KOTA-TV.
Hard words from Bob Wells

He tells broadcasters to stop 'minor skirmishes' and face the real crises

An FCC commissioner and a small-market radio operator warned broadcasters last week that they had better begin thinking of "gut" issues and stop quibbling about small differences. Both men were scheduled to address the Arkansas Broadcasters Association semiannual convention in Hot Springs last Friday and Saturday (Aug. 14 and 15).

Commissioner Robert Wells told the broadcasters that there were serious and vital issues confronting them, far more important than some of the issues they have complained about.

"... When a governmental agency is threatening to enter actively into programming, is it really important to you that you must ascertain your community needs?" he asked. And he continued: "Is documentation required by the FCC important when the very financial structure of your industry is in jeopardy? Is it really important to you what the FCC requires on technical standards when the whole industry is under fire for being too powerful, and moves are under foot to limit the amount of money that can be spent in your industry? Is it really important that we spend time and money fighting these minor skirmishes when the real battle is much more significant?"

Mr. Wells said that he felt the cigarette-advertising broadcast ban is discriminatory and that limitation on broadcast spending in the political broadcasting bill (see page 46) does not get to the heart of the problem of high campaign costs and the plight of the poor candidate. "The money will just be spent in other sources and probably with less effect," he said.

"So," Mr. Wells said, "let us be blunt. . . . Licensees have an obligation to the future of this industry and the obligation is here now."

Earlier in his scheduled talk, Mr. Wells noted that recent FCC decisions on the fairness doctrine (BROADCASTING, Aug. 10) make it clear that licensees have a responsibility to cover important and controversial issues but that "it is the licensee who decides how he will cover . . . issues."

Mr. Wells commented, also, that these decisions make clear that "no specific individual has a right to demand broadcast time." Treatment of an issue, he said, is left to the licensee's "journalistic discretion."

And, he warned, licensees cannot attempt to avoid the fairness issue by staying away from controversial programs. "Nothing," he said, "could be further from serving the public interest. . . ." And, he added, "I have never seen a licensee get into trouble for covering any controversial issue if he gave any kind of well-rounded coverage."

Commissioner Wells's call for broadcasters to face key issues was seconded by John F. Hurlbut, WWMC(AM) Mt. Carmel, Ill., who is also a member of the radio board of the National Association of Broadcasters. Speaking at the same meeting, Mr. Hurlbut was scheduled to appeal for broadcasters to let their congressmen and senators know how they feel about basic issues affecting broadcasting.

Terming his speech a sermon ("For what shall it profit an owner, if he gain the whole market. . . . and lose his license?") Mr. Hurlbut noted that broadcasters are extremely successful in attracting an audience, selling time and moving merchandise. "But," he added, "in the area of selling ourselves to the public, creating an image of responsibility with the Congress and our regulators, our muscle is flabby at best. . . ."

Broadcasters, he said, cannot expect the NAB staff to do it all. "Your congressmen and your senators," he said, "get elected by the people in your coverage area. They are not elected by the NAB people charged with government-regulations responsibility. And until congressional committees or whoever realize that our headquarters people represent grass-roots strength, don't expect much improvement."

Too many broadcasters, he concluded, are "more concerned with the rate-cutter down the street and too little concerned about the fires in our industry fanned by the super-regulatory crowd. . . ."

The Arkansas broadcasters were also to hear from J. W. Roberts, Time-Life Broadcast, president of the Radio-Television News Directors Association. Mr. Roberts called on broadcasters to professionalize their news operations, to join with (and become members of) RTNDA as it works to establish standards for broadcast newsmen—and seeks to counter "a sustained attack on broadcasters." And, he said, for the first time there is a "detectable strong public reaction against wide areas of broadcasting, including news."

NAB and FCC confer on small-market paperwork

You're a small-market radio broadcaster. Your community has a population of 4,000—6,000 if you count the entire county. You and your wife operate the station, with the help of a couple of technicians. You run the board, sell time to local merchants, buy programs, make up and mail bills, and do the myriad other things a small businessman must do to remain solvent—including keeping the station's books clean.

Your license is up for renewal and you are filling out the application, one requirement for which is that you append a long, laborious and extensive questionnaire on community needs based on interviews with "community leaders." You feel silly because you see these men virtually every day. Who needs it?

To try and reduce this extra and what they characterize as mostly unnecessary workload for small-market radio broadcasters, a three-man subcommittee of the Small Market Radio Committee of the National Association of Broadcasters met last week in Washington with FCC Commissioner Robert Wells, himself a former Kansas broadcaster, and Robert V. Cahill, administrative assistant to Chairman Dean Burch. Mr. Burch was due to attend the meeting, but a back ailment kept him at home that day (Aug. 10).

The committee members are Clint Formby, KPAN-AM-FM Hereford, Tex.; J. R. Livesay, WLBN-AM-FM Mattoon, Ill., and Norton E. Warner, KIIB(AM) Kimball, Neb.

Their aim is to try to persuade the FCC to relieve small-market radio broadcasters from the paperwork imposed by the commission, especially in such areas as license renewals, community needs, equal-opportunity reports, the application of the fairness doctrine and the equal-time provisions of Section 315.

The subcommittee hopes to have another meeting, this time with Chairman Burch, probably the same week that the full small-market radio committee meets in Washington Sept. 11.
For the FM sound of the seventies...
look and listen to Gates

Nine great new FM transmitters—advance-designed by Gates to give you excellent response. Low distortion. Plus the flexibility to add stereo and SCA with plug-in generator modules.
There's a one-tube, 250 W and 1 kW; two-tube, 2, 3, 5, 7.5 and 10 kW; three-tube, 20 kW; and six-tube, 40 kW.
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An all-new solid state exciter—the TE-3—is fully metered and completely self-contained. With modular design for maintenance ease.
Get ready to cash in on the predicted FM boom in the Seventies—with the Sound of the Seventies. There's a new Gates "H3" Series transmitter waiting to go to work for you—right now.
For a descriptive brochure, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.
Another challenger drops out
Post-Newsweek's rival for Miami channel will settle for out-of-pocket expenses

For the second time since it was adopted on Jan. 15, the FCC's policy statement on comparative hearings involving renewal applicants has cooled the enthusiasm of a challenger of a prominent broadcaster.

A group of Miami businessmen, including several with ties to President Nixon, has decided to withdraw from its contest with Post-Newsweek Stations for Miami channel 10, occupied by Post-Newsweek's WPLG-TV.

The decision was disclosed in a pleading filed jointly last week by Post-Newsweek and Greater Miami Television. The two parties asked for a continuation of a prehearing conference that had been scheduled for Aug. 10 on the ground that they had reached an agreement under which GMT would withdraw from the contest in return for reimbursement of its expenses. Commission approval of the reimbursement, which is expected to amount to some $60,000, would be required.

This was the same scenario followed when a group of Los Angeles business and professional people known as Voice of Los Angeles bowed out of their contest with NBC for channel 4 Los Angeles, now occupied by NBC's KNBC(TV).

It is understood that, as in the KNBC case, GMT will cite the Jan. 15 policy statement as justification for commission approval of the withdrawal agreement. Voice which had filed its competing application almost one year before the policy statement was adopted, said that the statement adversely affected its chances for success.

The statement asserts that, in comparative hearings involving renewal applicants, the commission will favor incumbents if they can demonstrate that they have "substantially" served the needs and interests of its area. It also states that the hearing examiner is to decide that issue before the competing applicant presents its case.

The commission last month accepted Voice's justification, and approved the withdrawal agreement, which provided for reimbursement of $102,400 (BROADCASTING, July 7). The Post-Newsweek-GMT agreement is expected to be submitted to the commission this week.

GMT filed its competing application two weeks before the policy statement was adopted.

The filing was entered only 65 days after Post-Newsweek acquired the station from L. B. Wilson Inc. (BROADCASTING, Sept. 29, 1969). However, in designating the competing applications for hearing, the commission said Post-Newsweek would be allowed to show the extent to which its operating proposals had been implemented (BROADCASTING, June 29).

The GMT application had drawn national attention because of the White House angle. W. Sloan McCrea, president of GMT, is a business partner of Charles G. (Bebe) Rebozo, a close friend of the President. In addition, Mr. McCrea and Hoke T. Maroon, GMT treasurer, were once business associates of the President in a Miami Beach real-estate venture, and two GMT directors, William Pawley and Frank E. Mackle, Jr., are said to be friends of Mr. Nixon.

The GMT challenge was also noteworthy because Post-Newsweek's Washington Post has been cited by Vice President Spiro T. Agnew in his criticism of the media.

Counsel for both Voice and GMT is Welch & Morgan. The firm also represents several other applicants seeking to displace incumbent licensees. But Edward Morgan, a partner in the firm, last week predicted that the Jan. 15 statement would discourage any more challenges.

The statement offers a applicant "too little chance of success" for the money involved in competing with an incumbent, he said.

Two of the challenger applicants represented by his firm, Hampton Roads Television Corp. and Community Broadcasting of Boston, last week began a court suit aimed at overturning the policy statement. Hampton Roads is seeking to displace WTAR-TV Norfolk, Va., as occupant of channel 3, and Boston Community is one of two applicants challenging RKO General for channel 7 Boston, now occupied by WNBC-TV.

The commission adopted the new policy statement to provide "stability and predictability" to broadcast operations after a rash of challenges to renewal applicants were filed in the wake of the commission's WHDH-TV decision the previous year.

That decision appeared to offer a bright opportunity to those interested in challenging multiple-owner licensees. In it the commission denied WHDH-TV Boston renewal of its license, and granted the application of a competing applicant, Boston Broadcasters Inc.,...
Changing Hands

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

- **KBB(FM)** Los Angeles and **KBZW(FM)** San Diego: Sold by Biola Schools and Colleges Inc. to J. Floyd Andrews and others for $1,150,000 (see this page).

- **WPOR-AM-FM** Portland, Me.: Sold by Horace A. Hildreth and others to Phil Corper, Roy Edwards and others for $240,000. Mr. Hildreth has majority interest in WABI-AM-FM-TV Bangor, WAGM-AM-FM Presque Isle, and 1% of WMTW(TV) Poland Spring-Mt. Washington, all Maine. Messrs. Corper and Edwards are vice presidents of H-R Television Inc., New York-based rep firm. WPOR(AM) operates on 1490 kc with 1 kw during day and 250 w at night. WPOR-FM is on 101.9 mc with 5.9 kw and an antenna 490 feet above average terrain.

- **KSR(T-FM)** Tracy, Calif.: Sold by Wilfred G. Cannon and others to Ronald Carson and others for $75,000. Mr. Carson was former employee of WHYY(AM) Wilmington, Del. KSR(T-FM) operates on 100.9 mc with 2.5 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:
The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 60).

- **WCVU(AM)** Portsmouth (Norfolk), Va.: Sold by Dan Weinig to Rust Communications Group for $645,000. Mr. Weinig was formerly general manager of WAT-FM Paterson, N.J. William F. Rust Jr. is president and owns 70% of Rust Communications. Buyers own WHAM(AM) and WHFM(FM) Rochester, and WPR(AM) Albany, all New York; WBAB-AM-FM Allentown, WRAW(AM) Reading and WNOM-AM-FM York, all Pennsylvania. WCVU is full time on 1350 kc with 5 kw.

Bureau seeks to block Jacksonville transfer

The FCC's Broadcast Bureau last week opposed a settlement agreement among the four applicants for channel 12 in Jacksonville, Fla.

The applicants, who have been the interim operators of the facility now occupied by WFGA-TV, are Florida-Georgia Television Co. (45 1/2% owned by Wometco Enterprises), Florida Gateway Television Co., Community First Corp. and New Horizons Telecasting Co. Under the agreement, the parties would form a new company—Channel 12 of Jacksonville Inc.—which would purchase Florida-Georgia's assets for $2,875,000. Florida-Georgia would be liquidated and its assets, including 26 1/2% of the new company, would be distributed to its stockholders. (Broadcasting, June 29)

The Broadcast Bureau said it opposed the agreement because there was no showing that the new company is financially qualified to construct and operate the proposed station. It has been shown that neither Florida Gateway, Community nor New Horizons has as much as $50,000 in funds, the Broadcast Bureau noted, adding that the proposed initial outlay amounts to nearly $3 million.

The bureau also said there has been no showing as to the value of the assets to be acquired by Channel 12 from Florida-Georgia. It added that if the price is less than the actual value, the other three parties, by virtue of their stock interest in Channel 12, would receive a "windfall" in exchange for dismission of their applications. It also noted there is a character issue involving anticompetitive practices still pending against Florida-Georgia stockholders.

San Diego airline buys two FM outlets

Pacific Southwest Airlines, San Diego-based intrastate carrier, has diversified its holdings, entering the broadcast industry with the announced purchase of KBBI(FM) Los Angeles and KBWW(FM) San Diego. The stations were sold, subject to FCC approval, by Biola Schools and Colleges Inc., Los Angeles, for $1,150,000.

Pacific Southwest Airlines is headed by J. Floyd Andrews, president. George A. Whitney, formerly vice president and general manager of KFMB-AM-FM-TV San Diego, will head the airline's new broadcast division. PSA operates

---

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111 Sutter St. 94104
415/392-5671

BROADCASTING, Aug. 17, 1970 37
several resort hotels in addition to being a common carrier.

Mr. Whitney also said the airline was in the talking stage with other owners to purchase additional broadcast and CATV properties. "Our acquisitions are expected to be primarily in California," he said for complex international-type stations that may cost around $5 million, it is unreasonable when applied to those required for 'a domestic satellite system, including receive-only terminals, configured for television-network program distribution.' The latter may range in cost from $50,000 to $250,000.

Under the present schedule, NBC said, total grant fees for such a national network system would exceed $5 million because the system would require over 100 terminals. It suggested either a charge of 2% of construction cost with a $50,000 maximum or a flat fee of $1,000 for each domestic-service earth station.

A joint petition by 200 CATV systems—including group operators Teleprompter Corp., Columbia Cable Systems Inc., LVO Cable Inc. and United Artists Theater Circuits Inc.—alleged that the fees applied to cable systems represent an attempt to burden the CATV industry with underwriting the cost of a regulatory scheme to retard the growth of cable in order to protect broadcast television.

They said, despite a "trickle" of FCC decisions favoring CATV, the regulatory picture of the industry is still uncertain, and CATV operators have been "stymied" by the commission's strict regulatory approach in their attempts to service the top-100 markets. Most CATV rules benefit broadcasting, they stated, and this is evidenced by the fact that CATV is not available to 90% of the population. The cable operators called on the commission first to finalize a regulatory approach to CATV, then to formulate a fair fee structure. To do otherwise, they said, would be to "put the cart before the horse."

The cable operators said they have over 500,000 subscribers and represent a cross section of the industry.

A group of 20 microwave companies (several of which are owned by Teleprompter) felt the fees are excessive in light of the services performed by the commission.

The fee for application for modification of microwave construction permits should be reduced from $50 to $25, they stated in their joint petition. They also suggested eliminating the $150 fee for a CP grant except when the application is for modification of a CP which involves either new service or additional service to existing points of communication.

In addition, they felt that a 45-day period in which to pay CP grant fees is a burden to carriers who need the additional capital during the construction period. The grant fee should be due at the time the application for a license to cover the CP is filed.

Employment rules affect common carriers

Rules on equal-employment opportunity applicable to common carriers have been adopted by the FCC.

The new rules, similar to those adopted for broadcasters (BROADCASTING, May 25), take effect Sept. 18 and require common-carrier licensees or permittees to establish and carry out a "continuing program of equal opportunity" in every aspect of employment policy and practice.

Specifically, common carriers with 16 or more full-time employees must file statements of equal-employment programs within 90 days of the effective date. Changes in the programs are to be filed by April 1, 1971. In addition, common carriers must file by April 1 each year an employment report indicating whether any equal-employment complaints have been filed against the carrier and giving details. If the information has been filed with the Equal Employment Opportunity Commission, it would not be necessary to file it with the FCC, but the EEOC filing must be noted.

Chairman Dean Burch and Commissioners Kenneth A. Cox, Nicholas Johnson and H. Rex Lee voted for the proposal; Commissioners Robert E. Lee and Robert Wells concurred. Commissioner Robert T. Bartley concurred in part and dissented in part, issuing a statement to be released later.

Second Memphis TV settles with blacks

WREC-TV meets demands for more Negro programs, more Negroes on staff

A group of blacks has now withdrawn two of the petitions they filed opposing the license renewals of three Memphis television stations over alleged discrimination in programming and employment practices.

The Coalition for Better Broadcasting last week dropped its opposition to WREC-TV Memphis after the station amended its renewal application with a policy statement embodying points acceptable to the coalition.

The coalition, which comprises eight black community organizations, had petitioned the FCC to deny the renewals of WREC-TV, WHBQ-TV and WMCTV (BROADCASTING, July 13, 20). Last month the group reached an agreement with RKO General's WHBQ-TV. No agreement has yet been made with WMCTV, owned by Scripps-Howard Broadcasting.

In its 18-point policy statement, WREC-TV, a Cowles station, committed itself to the "systematic inclusion of blacks on all locally produced programs." In addition, the station agreed to include coverage of the black community in its local newscasts and to take "affirmative action" in the training and employment of minority members. The policy statement included deadlines for achieving some of the goals.

In a letter to the commission last week announcing the agreement, Allen Black Jr., coalition leader and local field director of the Legal Defense and Education Fund of the National Association of Colored People, said that any "material variance" by WREC-TV from the policy statement would be regarded as a breach of license.

In addition to the legal defense fund, members of the Memphis coalition include Action Consolidated; Barbers Local 734, the Black Knights Inc.; the Co-ETTES Club Inc.; the NAACP's

NBC sees dangers in crossownership ban
NBC last week urged the FCC to reconsider its rule barring crossownership of CATV's by networks or TV stations in the same community.

Disqualifying a network from future ownership of a business is "virtually unknown in American jurisprudence," the network said in its petition, adding that CATV's early stage of development—where the risks are great and the potential too uncertain—is not the time to deny ownership "by those whose natural interests in and history of innovations in communications may be the greatest."

NBC advised the commission to encourage as many different types of CATV participants as possible—particularly those with the necessary personnel, experience, resources and financial strength—to assure the fullest experimentation in and development of CATV. To require stations to divest themselves of cable or TV interests by Aug. 10, 1973, it added, is an "unfair sanction."

Media notes:
New affiliate = WHEC(AM) Rochester, N.Y., owned by Gannett Co., will return to CBS Radio Aug. 17. Station was affiliated with CBS from April 1930, to June 1968 when it went to ABC Radio's Information Network. ABC plans to pick up another station in the Rochester market. WHEC operates on 1460 kc, 5 kw unlimited.

New agency formed = Bob Harris, former advertising, publicity and promotion manager with Metromedia's KLAC(AM) and KMET(FM) Los Angeles, has resigned to form Bob Harris Advertising-Public Relations. Agency offers full creative services, according to Mr. Harris, and lists KLAC and KMET among its clients. Address: 319 S. Citrus Avenue, Los Angeles 90036. Telephone (213) 938-3981.

Now in D.C. = L.J.N. duTrell & Associates Inc., New Orleans, consulting engineering firm, has opened a branch office in the Washington metropolitan area. Office will be headed by L.R. (Bob) duTrell. Address: 8823 Tuckerman Lane, Rockville, Md. 20854. Phone: (301) 299-3358.

Historic display = The Detroit Historical Museum will offer an exhibit, starting Aug. 20, honoring the initial radio transmission of WWJ(AM) there, 50 years ago to the day. The exhibit will include WWJ's original transmitting unit, a wireless exhibit and a Model T Ford police car with a mock hook-up of the first police car radio, used in 1923 to monitor WWJ's signal.

New PR house = Philadelphia PR executives J. Robert Holland and Lee A. Perlmans have formed new agency, Holland-Perlan & Associates Inc. Firm will specialize in media contact but will also deal in medical, political, financial and corporate relations.

Irish television switching to color
State-run commercial system will convert completely by 1974—despite tight money

Irish national television, still in its infancy compared to U.S. broadcasting, is taking its first steps into color TV—and the color uppermost in mind is the green tint of the pound note. The commercial (though state-run) Telefis Eireann plans five hours a week of color transmissions this fall.

With half its programing imported and most of that coming from U.S. suppliers, there should be no shortage of color product to fill those initial color hours. And '79 is the target date for full conversion to color.

Telefis Eireann's first experiment with color this spring was a huge success. RTE (Radio Telefis Eireann) televised a BBC commentary in color from Mexico City during the World Cup soccer finals. With little warning and no promise of future color transmissions, the Irish public responded by buying color receivers. One RTE spokesman estimates "2,000 color sets cropped up straight away."

While conversion to color is going to require capital outlays that will further strain an already overburdened financial situation, it may mean more money flowing into RTE coffers from license fees. A license fee for color has not been set; color TV is too new to Ireland, but most countries requiring license fees from viewers elicit substantially more for color-set licenses.

RTE financing makes it one of the more unusual broadcast operations in the world. Despite its status as government-run and nonprofit, Radio Telefis Eireann is highly dependent on spot revenue. Licensing revenue from black-and-white receivers has stabilized at about 40% of RTE's income. Ireland recorded a set count of 443,000 last year, representing 64% of the 697,000 households in the country. Although the Radio Telefis Eireann authority raised the license fee in 1969, it still remains low and the limited population of Ireland remains an unalterable fact. Neither extraordinary prosperous nor populous, Ireland must support its TV op-

FCC denies equal-time pitch
FCC Complaints and Compliance Chief William B. Ray has declined to settle an equal-time dispute concerning an employee of WOR(AM) New York. He said the matter should be resolved in "good faith" negotiations between the contesting parties.

The complaint against WOR was filed by Bella Abzug, Democratic candidate for Congress. Her opponent, Barry Farber, is a station personality, who runs a 45-minute interview show. Mrs. Abzug wanted equal time. The station offered to let her co-host program or conduct her own 45-minute show during the campaign, but Mrs. Abzug refused (BROADCASTING, Aug. 3).

Mrs. Abzug said she wanted her equal time in the form of spot announcements. WOR said that would be unfair, and turned her down.

Mr. Ray said the Farber show clearly creates equal-time responsibility, but that Mrs. Abzug's request for spots is unreasonable. He added, however, that WOR cannot arbitrarily limit her to 45-minute segments; other kinds of program time might be just as acceptable and more desirable from Mrs. Abzug's point of view, he said. The exact nature of her appearances on the station should be negotiated in good faith, Mr. Ray said.
Open-door policy for pre-release

FCC permits CATV's to carry programs carried earlier in Canada

A ruling by the Canadian Radio-Television Commission limiting the amount of U.S. programming on all Canadian TV stations by the 1972-73 season has figured in a pair of FCC actions.

The FCC has ruled that cable systems near the Canadian border need not afford protection against the carriage of American programs by Canadian TV stations. Often such programming is aired on stations across the border before it is released in the U.S.

And, in another action, the FCC renewed CBS's authority to deliver radio and TV programs to Canadian stations.

In both cases the commission pointed out that the CRTC ruling would limit to 30% the amount of U.S. programming on Canadian TV's and that at least 60% of prime-time programing is to consist of Canadian programing. The CRTC action may alter the current competitive relationships between U.S. and Canadian stations with common audiences, the FCC said. It added that the percentage of U.S. audiences tuned to Canadian stations will probably decrease as Canadian programing increases.

Eight TV stations had sought pre-release protection on CATV systems in Washington, New York, Vermont, North Dakota and Minnesota. However, the commission concluded that the problem was not significant and that whatever problem exists seems to be on the verge of elimination.

CBS proposed to deliver radio programs to Newradio Ltd., a Canadian corporation—which uses them in its Canadian-oriented news service—and to transmit programs to a Canadian syndication company. CBS also proposed to deliver TV entertainment and sports programs to Canadian Broadcasting Corp. or CTV Television Network Ltd., which would offer them to affiliates.

WBEN-TV Buffalo, N.Y., alleged that the practice gives Canadian TV's an unfair competitive advantage since U.S. audiences view prime-time programs on these stations first, resulting in a decline in WBEN-TV viewers.

The commission concluded that it would be concerned if the prerelease practice had this result, but added that available data did not indicate the practice had an adverse effect on WBEN-TV. Canadian TV stations receive only about 3% of the audience share in the Buffalo market, the FCC added, and there was no basis for attributing even this percentage to the prerelease practice.

The vote on both actions was 6-to-1 with Commissioner Kenneth A. Cox dissenting and preparing a statement to be released later.

'Black Journal' opens Ethiopian bureau

Black Journal, National Educational Television's monthly program about black Americans, has established a permanent bureau in Addis Ababa, Ethiopia, for production of films about Africa. Heading the bureau is Horace Jenkins, Black Journal producer.

The show will devote one segment a month to information about Africa, with the films also made available to African nations for use on TV.

"We, as Africans in America, need to see the positive side of Africa so that we can develop a much-needed psychological identity with Africa to develop our roots-of-identification," commented Tony Brown, executive producer of Black Journal.
Fuqua suffers six-month dip

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a slight increase in net sales and other income but a large decline in net income for the six months ended June 30. J. B. Fuqua, chairman, noted, however, "the comparison with last year's second quarter looks much worse than our actual operating results because of two unusually large profit items occurring in 1969."

In spite of the teamsters' strike in Chicago which caused "a severe profit drop," Mr. Fuqua said sales of most of the company's products and services are "holding up very well considering economic conditions."

For the six months ended June 30:

<table>
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<th>1970 ($0.34)</th>
<th>1969 ($0.94)</th>
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<tr>
<td>Net sales and other income</td>
<td>152,250,000</td>
<td>151,837,000</td>
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<td>Net income</td>
<td>2,305,000</td>
<td>5,959,000</td>
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<tr>
<td>Average shares outstanding</td>
<td>1.22</td>
<td>1.69</td>
</tr>
<tr>
<td>Cash flow</td>
<td>57,000</td>
<td>-57,000</td>
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</tbody>
</table>

Note: 1969 figures restated to include pooling of interests and year end adjustments applicable to first half of 1969. Earnings per share restated to include addition common equivalent shares. 1969 net income figures include extraordinary loss of $57,000.

Company reports:

Liberty Corp., Greenville, S.C., diversified holding company with broadcast interests, has reported a $300,000 gain in net earnings for the first half of 1970—in what one spokesman called "a tight year"—compared to the same period last year. Net earnings were listed at $3.5 million or 50 cents a share.

For the six months ended June 30:

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<th>1970 ($0.50)</th>
<th>1969 ($0.46)</th>
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<td>Revenues</td>
<td>45,885,000</td>
<td>40,518,000</td>
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<tr>
<td>Net income</td>
<td>3,900,000</td>
<td>2,305,000</td>
</tr>
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</table>

Norton Simon Inc., New York, diversified conglomerate whose interests include Talent Associates Inc., reported record earnings and sales for the first half of 1970. David J. Mahoney, chairman, chief executive officer and president, credited the successful introduction of several new food products, efficient operations of two subsidiaries, Glass Container Corp. and Canada Dry Corp., and the sale of Plimpton Press which improved the position of McCall printing. The firm also declared the regular 2 1/2% common stock dividend payable Sept. 30 to stockholders of record Sept. 9.

<table>
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<th>1970 ($2.46)</th>
<th>1969 ($2.10)</th>
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</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>1,406,031,000</td>
<td>996,645,000</td>
</tr>
<tr>
<td>Net income</td>
<td>36,787,000</td>
<td>31,021,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>11,138,000</td>
<td>11,121,000</td>
</tr>
</tbody>
</table>

Note: Earnings before dilution were $2.87 per share in 1970 and $2.34 per share in 1969.

Oak Electro/Netix Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported net sales for the quarter ended June 30 of $19,421,346, 16% below the $23,064,343 reported in the similar quarter last year.

E. A. Carter, chairman, noted that despite the company's current position and the continuing sluggish economy, the firm's financial position remains strong.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.55</td>
<td>$0.94</td>
</tr>
<tr>
<td>Revenues</td>
<td>539,409,119</td>
<td>46,161,989</td>
</tr>
<tr>
<td>Net income</td>
<td>160,360</td>
<td>1,022,802</td>
</tr>
</tbody>
</table>

Publishers Co., Washington-based printer, publisher and broadcaster, reported increases of 36.5% in sales and 19.3% in after tax earnings for the six months ended June 30, compared to the same
period last year.

Charles W. Lockyer, president, noted increases were after "absorbing heavy increased interest, administrative and labor costs," together with a trucking strike in Chicago and St. Louis "which greatly hampered our printing operations and limited the second quarter profits in both cities."

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing August 13</th>
<th>Closing August 26</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
<td>39%</td>
<td>19%</td>
</tr>
<tr>
<td>BCC</td>
<td>N</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>NSP</td>
<td>N</td>
<td>24%</td>
<td>26%</td>
<td>26%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>COX</td>
<td>N</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>GXS</td>
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<tr>
<td>MET</td>
<td>N</td>
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<td>14%</td>
<td>14%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>PWQ</td>
<td>N</td>
<td>13%</td>
<td>13%</td>
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<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>RST</td>
<td>A</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>SMD</td>
<td>A</td>
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<td>16%</td>
<td>17%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>SBB</td>
<td>N</td>
<td>6%</td>
<td>9%</td>
<td>10%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>TFB</td>
<td>N</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
<td>29%</td>
<td>13%</td>
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<tr>
<td>ARV</td>
<td>N</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>AMC</td>
<td>N</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>CLB</td>
<td>N</td>
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<tr>
<td>CCL</td>
<td>N</td>
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<td>XFL</td>
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<td>16%</td>
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<td>LXI</td>
<td>N</td>
<td>4%</td>
<td>14%</td>
<td>14%</td>
<td>20%</td>
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<td>MDP</td>
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<td>OTU</td>
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<td>10%</td>
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<td>PLO</td>
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<tr>
<td>MDR</td>
<td>N</td>
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</table>

The Broadcasting stock index
A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing August 13</th>
<th>Closing August 26</th>
<th>Closing July 30</th>
<th>High</th>
<th>Low</th>
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<td>Closing August 26</td>
<td>Closing July 30</td>
<td>High</td>
<td>Low</td>
</tr>
</tbody>
</table>

BROADCASTING, Aug. 17, 1970
Financial notes:

- MCA Technology Inc., subsidiary of MCA Inc., Universal City, Calif., has acquired from Universal Data Acquisition Corp., Houston, for an undisclosed amount of stock, UDAC's product lines in tape decks and data entry service. MCA Technology manufacturers high-speed magnetic tape duplicating equipment, video products and magnetic heads for the entertainment and computer industries.

- Viewlex Inc., Holbrook, N.Y., has announced agreement with RCA to purchase for $5 million RCA's 16-mm motion picture projector product line designed primarily for educational and training use. Agreement does not include RCA's TV broadcast station 16-mm projectors, manufactured, marketed and serviced by RCA.

- General Telephone & Electronics Corp., New York-based parent company of Sylvania Electric Products Inc., reported its principal international subsidiary has acquired Empire-Industria Nacional de Radeo e Televisao S.A., privately held Brazilian television and radio set manufacturer, for an undiscounted price. Brazilian firm had sales exceeding $7.5 million in 1969 and has headquarters and plant in Sao Paulo. GT & E has two operations in Sao Paulo, one making television picture tubes and lighting products and another supplying telecommunications equipment and systems.

- Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, has declared a regular quarterly dividend of 10 cents per share, payable Sept. 30 to stockholders of record Sept. 1.

- Post Corp., Appleton, Wis., publisher and group broadcaster, has declared a quarterly dividend of $10.53 per share for its holders.

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<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing August 13</th>
<th>Closing August 6</th>
<th>Closing July 30</th>
<th>1970 High</th>
<th>1970 Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tbody>
<tr>
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<td></td>
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<tr>
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<td>CPS</td>
<td>N</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>31%</td>
<td>10%</td>
<td>2,605</td>
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<tr>
<td>Dish</td>
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<td>N</td>
<td>92%</td>
<td>100%</td>
<td>97%</td>
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<td>100%</td>
<td>5,133</td>
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<td>Four Star International</td>
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<td>20%</td>
<td>9%</td>
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<td>15%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
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<td>3%</td>
<td>3%</td>
<td>9%</td>
<td>3%</td>
<td>589</td>
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<td>14%</td>
<td>20%</td>
<td>9%</td>
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<td>13%</td>
<td>13%</td>
<td>26%</td>
<td>11%</td>
<td>63,630</td>
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<tr>
<td>20th Century-Fox</td>
<td>TF</td>
<td>N</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>20%</td>
<td>6%</td>
<td>8,562</td>
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<td>Walter Reade Organization</td>
<td>WRT</td>
<td>O</td>
<td>3%</td>
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<td>13%</td>
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<td>2,312</td>
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<td>Wharfer Corp.</td>
<td>WCO</td>
<td>A</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>10%</td>
<td>4%</td>
<td>2,211</td>
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<td><strong>Total</strong></td>
<td></td>
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<td></td>
<td></td>
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<td>134,122</td>
</tr>
</tbody>
</table>

| **Manufacturing** |
| Admiral | ADL | N | 6% | 6% | 7% | 14% | 6% | 5,158 | 38,885 |
| Ampex | APX | O | 1% | 1% | 2% | 3% | 5% | 1,080 | 800 |
| CCA Electronics | CCA | O | 1% | 1% | 2% | 3% | 5% | 1,080 | 800 |
| Collite Radio | CR | N | 10% | 11% | 11% | 37% | 9% | 2,968 | 34,488 |
| Computer Equipment | CE | N | 3% | 3% | 4% | 12% | 3% | 2,406 | 10,514 |
| Conrac | CAX | N | 12 | 12 | 12 | 32% | 11 | 1,254 | 15,048 |
| General Electric | GE | N | 73% | 74% | 77% | 77% | 60% | 49,884 | 700,974 |
| Harris-Intertype | HN | N | 41% | 42% | 42 | 75 | 36% | 6,357 | 266,959 |
| Magnavox | MAG | N | 26% | 26 | 31 | 38% | 22% | 16,401 | 508,431 |
| 3M | MMM | N | 79% | 80% | 80% | 80% | 80% | 56,056 | 458,694 |
| Motorola | MOT | N | 38% | 39% | 39% | 47% | 31 | 13,334 | 531,637 |
| RCA | RCA | N | 22% | 22% | 23% | 34% | 18% | 65,926 | 1,544,060 |
| Telefunken | TEC | O | 1% | 1% | 2% | 5% | 2% | 3,446 | 10,338 |
| Viewlex Electronics | VIS | O | 1% | 1% | 2% | 5% | 2% | 3,446 | 10,338 |
| Westinghouse | WKG | N | 63% | 66% | 66 | 66% | 66% | 39,885 | 2,619,210 |
| Zenith Radio | ZE | N | 31% | 31% | 30% | 37% | 22% | 19,000 | 587,147 |
| **Total** | | | | | | | | 397,860 | $17,903,035 |

| **Standard & Poor Industrial Average** |
| N-New York Exchange | 81.75 | 84.51 | 85.87 |
| A-American Stock Exchange | 81.75 | 84.51 | 85.87 |
| M-Midwest Stock Exchange | 81.75 | 84.51 | 85.87 |
| O-Over-the-counter (bid price shown) | 81.75 | 84.51 | 85.87 |

regular quarterly dividend of 4 cents per share, payable Aug. 20 to share- holders of record Aug. 10.

- RCA Corp. directors approved agreement in principle to merge Cushman & Wakefield, a New York-based commercial real-estate firm into RCA. Both firms' directors have now approved the merger, valued as of trading in the middle of the week at about $27.5 mil- lion. When first announced in June, price tag of the transaction was place at $25.6 million (BROADCASTING, July 6).

- Scripps-Howard Newspapers last week announced agreement to buy Cowles Communications Inc.'s San Juan (Puerto Rico) Star for $9,750,000. Early last month Capital Cities Broadcasting Corp. tentatively agreed to pay Cowles the same amount for the English-language daily, but the transaction subsequently was called off (BROAD- CASTING, July 6). When completed, the agreement will add an 18th daily to the Scripps-Howard chain. Scripps- Howard Newspapers is owned by E. W. Scripps Co., majority owner of Scripps- Howard Broadcasting Co.

- Warner Bros. Records Inc., Burbank, Calif.-based subsidiary of Kinney Na- tional Service Inc., and the stereo tapes division of Ampex Corp., Culver City, Calif., have completed an arrangement whereby Ampex will handle manufac- turing and distribution of all Warner Bros. 8-track and cassette products. Mo Ostin, president of Warner Bros. Records, announced the agreement, but did not disclose financial arrangements.

- A. C. Nielsen Co., Chicago, has de- clared a quarterly dividend of 12 cents per share of common stock payable Aug. 1, to stockholders of record July 8.

- Television Communications Corp., New York, owner of cable systems and of broadcast stations, expects to report a lowering of earnings for the fiscal year ended last July 31 to about five cents a share, compared with 23 cents a share in the previous year. The company said the anticipated decline was attributable mainly to a decision to discontinue the development of a low-light level camera intended for use by its TeleVigil sub- sidiary (surveillance equipment).

- CCA Electronics Corp., diversified manufacturer of broadcast equipment, reported sales of broadcast equipment totalled $1 million during June and July. Bernard Wise, president, said sales, which exclude income from firm's subsidiaries, were at record level for any two-month period in company’s history.

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**Programming**

**CBS warbles ASCAP’s tune**

It offers to pay over $300,000 a month while court settles per-use license dispute

CBS-TV, whose officials had insisted they would not agree to pay ASCAP $360,000 a month—$4.32 million a year—in interim fees for the use of ASCAP music, reversed its position last week.

The agreement, between CBS and the American Society of Composers, Authors and Publishers, was incorpor- rated in an order signed Monday (Aug. 10) by Judge Sylvester J. Ryan of the U.S. District Court for the Southern District of New York.

The agreement and order gave CBS an out, however: It stipulated that either CBS or ASCAP could terminate the deal on 30 days' notice.

The $360,000-a-month interim rate is the same that NBC-TV agreed to earlier (BROADCASTING, July 20). The interim rates cover the use of ASCAP music while new ASCAP license terms are being litigated or negotiated, a process that usually takes years.

The ASCAP interim rate was only one part of a big package of music-license litigation that includes a suit by CBS-TV demanding that ASCAP and its major competitor, Broadcast Music Inc., grant licenses under which CBS-TV would pay for music on a per- use rather than the traditional per- centage-of-time-sales basis; demands by

CBS counsel had also said that if the court approved their counteroffer to BMI—to pay BMI interim rates on a per-use basis equaling the amount BMI pays its affiliates for CBS-TV's use of the same music—they would withdraw from the ASCAP interim-rate proceeding and attempt to work out a similar interim per-use deal with ASCAP (BROADCASTING, July 20).

In addition, CBS counsel had said that the "only" circumstance in which CBS would accept an interim blanket rate from ASCAP would be the court's denial of CBS's offer of interim per-use rates to BMI. This assertion led to speculation last week that in accepting the $360,000-a-month interim rate, CBS-TV was anticipating denial of its per-use counteroffer to BMI, which has strenuously opposed it.

That issue is not before Judge Ryan but before Judge Morris E. Lasker, also of the U.S. Southern District Court in New York, who has been assigned to try the CBS per-use suit against both ASCAP and BMI.

Judge Lasker has not ruled on BMI's 70% motion and CBS's per-use counter- offer, although he had expected to do so by the first of August (BROADCAST- ING, July 13).

Validity of the speculation that CBS authorities thought Judge Lasker might deny the per-use offer could not be con- firmed. Sources said last Monday's ses- sion before Judge Ryan on ASCAP's interim-rate bid had been set weeks ago and that if Judge Lasker had ruled before that time on the per-use question CBS would have responded appropriately but that, considering all the cir- cumstances, $360,000 as an interim rate seemed "reasonable," particularly since ASCAP was demanding more.

Officials said they still considered $360,000 a month too much to pay for ASCAP music except on an interim basis and with cancellation rights.

The 30-day cancellation provision, it was emphasized, could be invoked if Judge Lasker grants interim BMI rates
on a per-use basis, CBS could then start negotiating for interim per-use rates with ASCAP. CBS counsel have acknowledged that this tack, if it failed, could result in massive infringement suits by ASCAP, but they said they were willing to take that risk if Judge Lasker established the per-use precedent in the BMI case.

While Judge Lasker has been assigned to try CBS's per-use suit, which was brought under the antitrust laws, Judge Ryan presides over cases involving ASCAP's consent decree, under which the ASCAP/CBS interim-free issue was raised.

The hearing before Judge Ryan last Monday was held in San Juan, P.R., where he is temporarily presiding.

ABC-TV is not involved in the controversy because, according to statements made by ASCAP counsel in earlier court proceedings, ASCAP and ABC are trying to negotiate a new contract based on the traditional blanket-license, percentage-of-time sales basis, whereas both CBS-TV and NBC-TV are seeking forms of license never granted before.

Noncommercial TV gives doves time

Senators against war will use 40 minutes opposing Nixon policy

National Educational Television officials last week announced that 14 antiwar senators had accepted a NET offer of 40 minutes of free time—starting at 9 p.m. (EDT) Monday, Aug. 24—to oppose President Nixon's Indochina policies and support the Amendment to End the War. The same senators have asked the FCC to force commercial networks to provide time for their views.

The NET program will be followed by a 20-minute analysis, and will be offered to some 200 stations, NET spokesmen said last week. The exact number of stations carrying the broadcast will not be known until air time. The offer to the senators, first made by NET's president, James Day, on July 23, was accepted by Senator Harold Hughes (D-Iowa) on behalf of his colleagues on Aug. 8, NET reported. The senators will be responsible for producing the program and will bear production costs.

The official NET announcement explained that, since NET had no nightly broadcast, officials felt it only fair that the antiwar spokesmen had their say. The senators earlier had been rebuffed by the commercial networks, which claimed that all sides of the issue had been explored on their regular newscasts.

The antiwar senators also considered submitting the program—which has not yet been produced—to individual commercial stations for airing, but the tight time factor proved too large an obstacle. A senate aide said that negotiations with individual commercial stations could not have been completed before the Senate considered the Amendment to End the War.

The NET program is timed to fall just before Senate consideration of that amendment, which would cut off war spending after the close of the fiscal year. Senate action may come the week of Aug. 24 or be postponed until early September—after the Labor Day recess.

The final format of the NET program, which will be coordinated by Senator Alan Cranston (D-Calif.) and staff, has not been arranged. A Cranston aide said, however, that strong consideration was being given to a series of short segments—each featuring an ordinary citizen—which would present a doctor's or housewife's or businessman's views favoring the amendment. It is unlikely that any professional talent will be used.

Production costs are expected to be relatively low, probably not exceeding $20,000. Free production support will be given by Advertising People against the War, the group of New York advertising people who also produced the antiwar senator's spot campaign, widely distributed to stations across the country. The NET program will be produced by Bob Colodzin, executive director of the advertising group.

The antiwar senators plan to cover any remaining production costs with funds remaining from the senators' successful half-hour fund-raising program on NBC-TV in May which reportedly brought in close to $500,000 in donations.

The NET broadcast comes only a few weeks before NET is to be dissolved and consolidated with WNDT. New York into the Educational Broadcasting Corp. with Mr. Day as president (Broadcasting, July 6).

Daytime shuffle at ABC-TV

ABC-TV is changing its daytime schedule effective Monday, Sept. 28, in a move said to be aimed at strengthening the beginning portion of the schedule. Repeats of Bewitched, currently telecast at 11 a.m., will move to the noon-time slot, replacing The Best of Everything, which will have its final airing on Friday, Sept. 25. The 11-11:30 a.m. period will be returned to affiliates for local programming. That Girl will continue at 11:30 a.m.
Fortune is fickle for broadcast bill

It sails through House on one-sided vote, then runs into difficulty over date

The political broadcasting bill (HR 18434) came out of the House last week smelling like a rose but fell into the thorns during the House-Senate conference that followed.

The House measure, which would place a ceiling on campaign spending for broadcast time and limits on the rate at which time could be sold to candidates, passed the House intact last Tuesday 27 to 97 with strong bipartisan support—only to be endangered by a gaping partisan rift in the ensuing House-Senate conference committee. The split developed over the bill's effective date. The conference committee sessions were held to iron out differences between the House-passed bill and the Senate version, passed by that body April 14.

The conference committee voted five from each chamber—adopted the House bill provisions with one glaring exception. The Jan. 1, 1971, effective date in the House bill, which would have had bearing on the upcoming round of general elections, was scuttled in favor of the Senate bill date—which goes in force 30 days after it becomes law.

The conference committee vote, which makes the bill limitations applicable to the upcoming November elections, divided exactly along party lines with Democrats from both houses voting for the date change and all Republicans dissenting. House conferees were Representatives Torbert Macdonald (D-Mass.), Harley Staggers (D-W.Va.), Lionel Van Deerlin (D-Calif.), James Broyhill (R-N.C.) and William Springer (R-Ill.) and for the Senate, Senators John Pastore (D-R.I.), Warren Magnuson (D-Wash.), Vance Hartke (D-Ind.), Hugh Scott (R-Pa.) and Howard Baker (R-Tenn.).

The new effective date for the enforcement of the bill, which would be applied to upcoming general elections but not to primaries, was modified to suspend the spending limitations for candidates who, by Aug. 12 had written contracts with licensees in excess of the bill's 7-cents-per-vote or $20,000 limitations. The spending limitations in that case would also be lifted for every candidate for that office in the race, and would allow each candidate to spend the same total amount.

The effective date, the hottest political item in the bill, has been a particularly sore spot with Democrats, according to House Commerce Committee sources, who felt that applying the bill to the 1970 round of elections would help equalize the spending advantages more prosperous Republicans might hold over less well-heeled Democratic opponents.

By contrast, a large measure of Republican support for the bill was based, Republican House and Senate members say, on the effective date remaining

No time is lost on prime-time appeals

CBS and WCAx-TV both file court suit in New York while others consider same move

Broadcasters were moving quickly last week to initiate appeals from FCC's denial of petitions for reconsideration of its prime-time access rule.

CBS filed formal notice of appeal in the U.S. Second Circuit Court of Appeals in New York within hours—if not minutes—after the commission announced its denial on Aug. 7 (BROADCASTING, Aug. 10).

Even so, authorities said, WCAx-TV Burlington, Vt., had gotten there first with its own appeal notice.

NBC officials said last week they also will appeal the decision. The rule would not only limit major-market TV stations to no more than three hours of network programing between 7 and 11 p.m., but would also bar networks from acquiring subsidiary rights or interests in independently produced programs and divest them of their domestic syndication operations (BROADCASTING, May 11, et seq.)

Some major production companies, such as MCA-TV and Warner Bros. Television, which had also opposed the three-hour rule, were reported considering joining in the appeals. So was Time-Life Broadcast, one of many station groups that opposed the rule. No announcement has been made by any of the network-affiliate groups as to whether they will appeal the commission action.

One original critic that was not unhappy with the outcome, however, was Hughes Television Network. HTN had opposed the original version on grounds that Hughes would have been subject to—and its potential for growth limited by—the same programing restrictions.
imposed upon the major networks. But Hughes officials said last week that the definitions had been changed "to let us out" and that they were pleased with the result.

Network is defined in the new rules as applying to an entity offering interconnected program service on a regular basis for at least 15 hours weekly to 25 or more affiliated television licensees in 10 or more states and/or any entity controlling, controlled by or under common control with such an entity.

CBS and WEAN-TV presumably moved so quickly in getting their appeal notice on record merely to let it be known they intended to appeal but also to establish the appeals court in New York as the one in which the appeals will be heard. Legal sources said that traditionally when a court has been established for a given proceeding, it becomes the court for all matters related to that proceeding.

NBC is expected to appeal all three phases of the rule—limitation on prime-time access, prohibition against networks acquiring interests in independently produced programs and eviction of networks from domestic syndication—just as it did, in considerable detail, in its petition for reconsideration (BROADCASTING, June 15).

CBS also filed detailed arguments against all phases of the rule at the same time NBC did, but it was not clear last week whether—or with what degree of intensity—CBS would argue against the network-syndication ban in its appeal.

Since filing its petition for reconsideration, CBS has announced plans to spin off its syndication operations, along with its domestic cable-TV systems, to a publicly held company whose stock will be held, at the outset, by CBS stockholders (BROADCASTING, July 6, et seq).

One argument that is expected to be pressed by appellants is that the prime-time access limitation in the rule was adopted without ever having been designated as an issue on which evidence was submitted.

The three-hour limit stemmed from a Westinghouse Broadcasting Co. proposal that the commission adopted virtually intact.

The three-hour limitation in particular has been widely opposed by stations and production companies on grounds that substituting programing of network quality would cost beyond the means of most stations and that instead of opening up new opportunities for producers/syndicators, the rule in practice would restrict them by curtailing their access to network schedules.

ABC alone among the networks took the position that it could live with the new rule—an acquiescence in which it was roundly opposed by the ABC-TV Affiliates Association.

The commission, in denying petitions for reconsideration, said it had not been persuaded to change its view that the new rule would provide substantial benefit to the public by opening up prime evening hours to nonnetwork program sources.

It said that broadcasting should be composed of competitive commercial ventures based on private enterprise and that development and growth should depend on individual initiative and responsibility.

"The result of our prime-time access rule," the commission added, "will be to make available for competition among existing and potential program producers, both at the local and national levels, an arena of more adequate competition for the custom and favor of broadcasters and advertisers."

The pay-TV battle: Will it never end?

Film industry wants FCC rules relaxed; AMST says they should include cable

The FCC's "antishipping" rules for pay and cable television are continuing to stir up controversy. The Association of Maximum Service Telecasters has asked the commission to strengthen the provisions: the Motion Picture Association of America has alleged that the reasoning behind the rules is fallacious.

The antishipping rules prohibit pay-TV or CATV origination of certain sports events and feature films and all series-type programs.

In a petition for reconsideration of the rules, AMST pointed out the provisions for CATV, applied only when origination involves per-program or per-channel charges in addition to subscriber fees. The rules should apply to all CATV originations. AMST said: "In short, CATV origination is pay television," it said, "... and it is absolutely irrelevant that CATV may or may not separately state the charges for origination."

The present rules specify sports events may not be shown live on pay or cable TV if they have been released live on a regular basis or free TV during the two years preceding their proposed subscription telecast. A proposed amendment would increase the embargo to five years. However, AMST said the rules should prohibit CATV's from live or recorded carriage of sports within a week of their occurrence if they were broadcast on a regular basis or free TV during any of the preceding three years or if events of the same sport not involving the same colleges or high schools are presently being carried free or pay. AMST also suggested prohibiting origination of motion pictures which had been released to theaters for more than a one-year period. The present embargo is two years. It added there is "no reason to permit CATV origination to consist of up to 90 per cent feature films and sports."

The MPAA and nine of its 72 members (including Metro-Goldwyn-Mayer, Twentieth Century-Fox, Warner Brothers and United Artists) alleged the commission has adopted its "restrictive" pay-cable program rules on the assumption that a free and open market, from which stations and pay-cable systems may obtain programing, is against the public interest and constitutes a threat to television.

The joint petition for reconsideration said the real threat is that the public will be deprived of a "viable pay-cable
industry" because it could not exist on the "meager fare" available to it under the present rules.

The petitioners said the rules "will abort in its infancy pay-cable which, together with the television industry, could bring to the public a diversity of quality programming not presently available to it." They pointed out that the film industry is now compelled to cut production budgets, reducing the quality and quantity of films. Pay-cable, they said, could provide a new outlet for family-oriented motion pictures which under present circumstances cannot be produced profitably for theaters and television alone.

'Time' story on firing elicits wrath of WJXT

Post-Newsweek's WJXT (tv) Jacksonville, Fla., last week asked Time magazine for "prompt and complete retraction" of a story in Time's Aug. 17 issue concerning the station's dismissal of an investigative reporter.

According to the article, the station hired Charley Thompson—a former Memphis newspaper reporter—and assigned him to its "pollution beat," advising him that "we have no sacred cows here." Mr. Thompson produced a series of documentaries identifying several local industry leaders and government officials as pollution villains.

The Time story says Mr. Thompson was "fired for doing his job too well" after antagonistic reaction set in. Among other things, James T. Lynagh, vice president and general manager of WJXT, was reportedly dropped from the Rotary Club and the station's "ad director sarcastically offered [Mr. Thompson] a list of WJXT's customers 'so I could hit them systematically instead of one by one.'"

In a letter to Time's managing editor—which included a "point-by-point refutation of the charges and insinuations" contained in the article—Mr. Lynagh defended the station's record of "courageously and forthrightly dealing with the most basic and most sensitive problems in its community" and its "commitment to first-rate journalism."

Mr. Lynagh charged that at no time had the Time reporter consulted with WJXT on the circumstances surrounding Mr. Thompson's dismissal. "Crushing zeal is an important attribute for a news medium, and for a young reporter. Equally important . . . are judgment, perspective, and balance. WJXT requires all of these from its investigative reporters," Mr. Thompson noted.

"It's obvious to us that Time visited the marketplace of sloppy reporting and bought a bunch of sour grapes," he added.

Senators seek more coverage of POW's

But all three networks say the subject has been fully aired

Two U.S. senators have called for network production of specials highlighting the plight of American prisoners of war in Southeast Asia—as seen through the eyes of former prisoners, and friends and families of POW's still held captive.

Senators Edward W. Brooke (R-Mass.) and Robert C. Byrd (D-W.Va.) said last week that if the three major networks would bring attention to the POW problem over nationwide TV "we believe the expressions of outrage on the part of Americans, and indeed, the people of the world, would be sufficient to persuade Hanoi to adopt more humane measures."

In response to the senators' request, ABC chided Senator Brooke for issuing his plea for more extensive coverage of the POW story while knowing about the planned Sept. 14 half-hour ABC-TV

Changing Formats

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

- WJXX-AM-FM Oakland Park, Fla.—Broward County Broadcasting Inc., effective Aug. 3, switched formats from country and western to middle-of-the-road music. The licensee told the FCC the change was occasioned by the overabundance of country and western music coming into [its] area."

- WEAS-FM Savannah, Ga.—WEAS Inc., effective July 1, changed from an easy-listening, background-music format of a contemporary format. Joe Butler, program director, said the new format consists of "a combination of progressive, 'survey' and 'golden' music with a middle-of-the-road delivery." The stereo operation is fully automated. The switch, Mr. Butler added, was made "due to an increased demand for progressive, contemporary music, intelligently presented."

- WFWC (FM) Springfield, Mo.—Baptist Bible College, effective July 6, expanded its gospel music programming to from 6 to 9 a.m. and from 1 to 6 p.m., Monday through Friday.Previously the religious format station programed gospel music from 4 to 6 p.m. and religious middle-of-the-road music from 6 to 9 a.m., William P. Askew, general manager, noted.

special POW: Next of Kin.

An NBC spokesman said that prisoners of war are "a subject that has always been covered in our news programs." He added that the network is always looking for "different ways" to present the story and is trying to develop specials on the POW topic.

CBS News President Richard S. Salant answered the senators by wire, acknowledging that CBS News "agrees that this [POW story] is one of the most newsworthy of the continuing stories of the war." He recalled that CBS News has "been covering it intensively since 1965 on our TV news broadcasts" and cited several examples, referring to more than 200 reports on morning and evening newscasts. He referred to the June 23 Cronkite Evening News when one-third of the broadcast was devoted to the subject and assured the senators of plans to continue coverage.

WETA-TV accedes to Seale interview

Noncommercial WETA-TV Washington last week agreed to clear an edited version of a controversial film interview with Black Panther leader Bobby Seale when it is fed nationally to ETV stations today (Aug. 17) by Public Broadcasting Service.

However, PBS said it had reports that some ETV's still had reservations about the program and would not clear it.

WETA-TV, over the objections of some staff members, had reportedly decided not to carry the interview, which was filmed last April by KGsed(TV) San Francisco (BROADCASTING, Aug. 10). After an initial closed-circuit screening of the film, WETA-TV attorneys expressed concern that airing the interview might cause problems relating to profanity, libel, the FCC's fairness doctrine and the prejudging of a trial (Mr. Seale is on trial in New Haven, Conn., charged with ordering the killing of a fellow Black Panther).

WETA-TV and several other ETV stations prevailed on NET to edit the program.

The new version omits two segments, one dealing with Mr. Seale's sex life in jail and another in which he identifies by badge number a prison guard he says beat and kicked him.

After viewing the edited version Thursday (Aug. 13), WETA-TV and some of the other stations which had objected to the program agreed to clear it.

An NET spokesman said the cuts—totaling 20 seconds—would have no effect on the over-all editorial point of view of the interview, entitled Staggerlee: A Conversation with Bobby Seale.
A real-life detective series

KTAR-TV documentaries lead to four indictments for drug-related murder

For KTAR-TV Phoenix, Ariz., the documentary, Was Warren Hudson Murdered?, not only answered the question posed by its title, but also named the specific individuals who were later indicted for the murder.

Logan McKechnie, investigative reporter for KTAR-TV, began his research on the program three days after joining the station in February. The probe into the death of Warren Hudson was triggered by a letter from Ed Rose, imprisoned in Arizona for transportation of marijuana, to his mother; Mr. Rose wondered why he was in jail when the killers of Mr. Hudson, who had disappeared Oct. 13, 1968, were still free.

"Our investigation turned up evidence that Hudson was connected with a drug-smuggling ring operating in Arizona and California," Mr. McKechnie says.

"Hudson's disappearance and apparent murder came as a result of that association."

The documentary was aired in 29 segments, each three to five minutes long. Two different reports were televised daily during a three-week period in March and April. According to Mr. McKechnie, the first report began by saying, in effect: "In case you're interested, officers of the law, here are the four men who killed Warren Hudson."

Additional reports documented dates, times and places of meetings held by the four individuals named in the program.

The end result was that California authorities issued warrants for the arrest of the four men for the murder of Mr. Hudson. After getting the approval of KTAR-TV executives, Mr. McKechnie and cameraman Bill Sherman spent one month putting the reports together. The evidence gathered was then gone over for an additional five months by special investigators from California, eventually resulting in the indictments.

"We anticipate being challenged in the courts on the same constitutional basis as the Sam Sheppard case," Mr. McKechnie says. "California officials, however, believe they have enough evidence to bring the men to trial."

One of the sidelights to his investigation was the revocation of the press credentials issued Mr. McKechnie by the Maricopa county sheriff. KTAR-TV is located in Maricopa county. According to the 28-year-old television reporter, the revocation was because he had uncovered a connection between the accused murderers and a detective in that department's narcotics division.

After the documentary had been aired, the Arizona Department of Public Safety issued him state-wide credentials along with a letter of commendation for discovering the commission of a crime.

Networks answer Hill on broadcast access

Congress has sounded out the networks on opening up congressional floor action to broadcast coverage. The networks replied that they have always favored such a proposal.

CBS officials recalled CBS President Frank Stanton's proposal of such a policy in his Dec. 15, 1969, speech to the Advertising Council. In it, he also recommended TV coverage of Supreme Court hearings. CBS said the network's stance on the matter is still the same and that officials are looking at the situation to possibly come up with concrete proposals for implementation.

Spokesman for ABC News President Elmer Lowry said the network had no specific proposal except to "let the people see their own representatives. It's the democratic thing to do. And the quicker the better."

NBC News President Reuven Rose, commenting on the matter, noted that NBC always had supported the proposal and that NBC News crews have always been stationed the closest they are permitted — outside the doors of Congress when key votes are being taken.

Affiliates to receive political-program preview

CBS-TV is agreeable to providing "loyal opposition" political programs for pre-screening by its affiliates, but will do so only if the shows are made available to the network in time for previewing.

The network is also said to be firm in its position of not requiring the taping or filming of a "loyal opposition" program some 24 hours in advance as suggested by some of its affiliates.

A stand taken by some affiliates, as voiced by Kenneth Bagwell, vice president and general manager, WJW-TV Cleveland and chairman of the CBS affiliates Advisory Board, had suggested the "opposition" shows be fed more than 24 hours before scheduled telecast because of the "unrestricted" nature of content (Broadcasting, Aug. 10).

The network's position as conveyed to affiliates was also reported to have pointed up the conventional practice of the network in dealing with similar political shows, for which CBS has not required advance preparation. Some authorities noted that the affiliates' viewpoint, if followed to the letter, would have prohibited live broadcasts of "loyal opposition."

$2.05-million suit is over unaired TV film

Metromedia Inc., Shep Morgan, producer, and Gene Rayburn, host of WNEW-TV New York's Hello Town, are being sued for $2.05 million by Trans World Attractions Corp., New York, over a segment allegedly filmed for the March 29 Town program but never shown. The segment involved the casting for "The Female Hostage," an art feature produced by Trans World.

The suit charged breach of contract, fraud and misrepresentation. Among other charges, it said WNEW-TV had "failed to fulfill promotional lures" aired prior to the show.

WNEW-TV officials in March, explaining why the segment was canceled, said further editing was needed and indicated that it possibly would be shown at a later date. A station spokesman last week, however, said a decision had been made not to use it and called the suit a "publicity" exercise.
Program notes:
Comedy special on ecology • Paramount Television is developing a one-hour comedy special Breathe Deeply, which deals with serious problems of ecology. It is being prepared in association with ABC-TV for the 1971-72 season.
More TV for Barry • Jack Barry, creator of several television game shows, is returning to television. Jack Barry Productions Inc. has entered into an agreement with Four Star International Inc., Los Angeles, to create, produce and occasionally star in television and motion picture properties. Mr. Barry will be back at the Four Star offices in Beverly Hills.
Al Freeman Jr. signed • Warner Bros. Television has signed Al Freeman Jr., star of the Emmy Award-winning My Sweet Charlie, for top role in a program series project under development. As part of his arrangement, Mr. Freeman will be available for Warner Bros. theatrical films and for features produced especially for TV.
Scary laughs • A half-hour variety series patterned after Laugh-In but using monsters as its premise, is being developed by Youngstreet Productions, Los Angeles, for CBS-TV. Boo will star Vincent Price and is slated for filming this fall. Youngstreet is also preparing The Chuck McCann Show for CBS-TV. In addition, two variety spinoffs of their Hec How show are being prepared for offering to the networks. One, Archie Campbell Presents is a half-hour show similar to the old Talent Scouts program while Nashville Palace with Gordie Tapp as host, will be a 90-minute talk variety show.
Extraordinary athlete • Charlie Boswell, a blind golfer, will be featured in a one-hour special, A Couple of Days in the Life of Charlie Boswell, produced by TeleVideo Productions. Others in the special will be golfers Arnold Palmer, Jack Nicklaus and Tony Jacklin and comedian Bob Hope. TeleVideo also is working on The Ethiopians, a one-hour study of two Olympic marathon champs who are bodyguards for Ethiopia Emperor Haile Selassie. Teens on the run • The teenage runaway and what makes him run will be the subject of a one-hour Westinghouse Broadcasting Co. special, The Runaway. Documentary, produced by Joel Holt, will be seen during the week of Sept. 14 on the five WBC television stations.
Buenos noches, David • KOGO-TV San Diego is reaching the residents of Baja California, Mexico, with the NBC nightly news. The station is simulcasting the program in Spanish over KOGOFM, permitting viewers to listen either in Spanish or English.
Emphasis on blacks • WLS(AM) Chicago has started a new community affairs program, Black is . . . The show will take a weekly look at various elements of Chicago-area minority groups. Host Lou House said the show will attempt to "communicate to blacks, Indians and Spanish Americans." Mr. House is moderator and producer of NET's Black Journal and Dean of Health Service Institute of Malcolm X College there.
Wylie names game • Philip Wylie, American novelist and essayist, author of Generation of Vipers and The Disappearance has agreed to write his first television script. Planned for The Name of the Game, the story will deal with ecology and be seen during the upcoming season. A novel, based on the script, will be published after the program has been televised.
Contract renewed • Tele-Tape Productions, New York, has renewed its contract with Group W Productions for three years. Firm will provide the technical, studio and video-tape equipment and operating crews for the production of The David Frost Show.
Silliphant signed • Television writer-producer Stirling Silliphant has been signed by Paramount Television to develop a 90-minute feature as an ABC-TV Movie of the Week for next fall and as the pilot for a prospective ABC-TV series for 1971-72. The program is based on the adventures of a blind detective named Duncan MacLean, the central character in a 12-volume mystery series written by Baynard Kendrick.
Answer man • ABC Radio's American Contemporary Network has begun a new one-minute question-and-answer feature. Call the Doctor, moderated by Dr. Donald J. Pion, director of the division of family planning and sex education at the University of Washington's school of medicine, answers questions called in anonymously by young people.
Four Star's first • A comedy-drama will be the first Movie of the Week to be produced by Four Star International, Culver City, Calif., for ABC-TV. The story concerns a contemporary family of four crossing the continent. It will air during the 1970-71 season.
Special Paramount magic • A one-hour video-tape special mixing magic and comedy is being produced by Paramount Television for airing during the upcoming season. The show will serve as the pilot of a projected series for Saturday mornings during 1971-72.
There's a sales in my set • Comedian Soupy Sales will star in a comedy-variety-music special, The Soupy Sales Show, Friday, Aug. 28 (7:30-8:30 p.m. EDT) on CBS-TV. The program is produced by Sullivan Productions Inc.

A musical game show replaces Linkletter
NBC-TV is offering advertisers one-minute participations in a new game show, Words and Music, which on Sept 28 will replace Life With Linkletter in the Monday-Friday, 1:30-2 p.m. (EDT) period.
The scheduling of Words and Music will expand NBC's daytime game-show block. NBC-TV has structured its weekday schedule to program game shows from 10 a.m. to 1 p.m. and serial dramas from 2 to 4 p.m.
While there is no network feed in the 1-1:30 p.m. period, the five NBC-owned television stations fill that half-hour with the syndicated It's Your Bet, also a game show. The owned stations now will be programming game shows from 10 a.m. until soap operas take over at 2 o'clock.
The new show will combine musical entertainment with contestants vying for cash and prizes. Wink Martindale, singer and songwriter and host of the syndicated Can You Top This? TV series, will star in Words and Music, which will originate in Hollywood. David Winters and Burt Rosen are executive producers.
Armand Grant is producer and Jack Quigley is musical director. The Life With Linkletter show starred Art Linkletter and his son Jack in a general-interest format of interviews and conversation.

ABA in St. Louis gives Silver Gavel awards
Honorary Silver Gavel awards, five to television and one to radio, were presented last week by the American Bar Association at its annual meeting in St. Louis. The ABA also gave certificates of merit—two to TV, six to radio.
The purpose of the ABA award program is to cite programs "contributing to public understanding of the American system of law and justice." Similar awards also went to the other media.
The gavel awards to TV:
NBC News—for two documentaries, Voices of the Inside and Between Two Rivers, examining respectively prison conditions and the plight of the Ameri-
Bill allowing access languishes in House

House consideration of its reorganization bill (HR 17546)—the object of only sporadic attention thus far—will not resume until after the Labor Day recess.

The bill, which contains a provision for broadcasting of House committee meetings under a strict set of rules (Broadcasting, July 29), has been sidetracked periodically since going to the House floor in mid-July, in favor of other legislation. Debate of the measure will probably resume during the week of Sept. 15.

Representative B. F. Sisk (D-Calif.), floor manager of the bill, has said that he will abandon the effort unless he receives assurances that the House leadership will set aside time to consider the bill without interruption.

NBA seeks pot of gold in TV-film business

A three-year contract to create, film and market weekly television series and specials devoted to action in the National Basketball Association has been agreed to by the NBA and GRS Film International Inc., New York.

The film venture of the league will be called NBA films. Its product will be designed for local and regional telecasting and first-run syndication.

Preproduction has already begun on a half-hour weekly series, This Week in the NBA, highlighting game action of all the league’s teams. Several one-hour specials have also been started. Work is being completed on a highlight film of last season’s Los Angeles Lakers-New York Knicksbockers championship series.

Principals in GRS Films, which has produced the Lakers’ highlights for the past two years, are Herb Golden, Jerry Ross and Jack Samuels. Mr. Golden will be executive producer of all NBA film productions.

NBA Commissioner Walter Kennedy said the decision to establish a film subsidiary was motivated by a “desire to capitalize on the mushrooming interest that has catapulted our sport into one of TV’s hottest properties.”

Although a premiere date or network affiliation was not announced, ABC, which recently signed a long-term contract with the NBA is expected to have first chance at the programs. The series will be seen during the 1970-71 basketball season.

New forecasts from Telcom

Telcom Associates, New York, program marketing and buying organization, has issued an updated version of its annual prime-time network forecast because of the recent CBS reshuffling of its schedule (Broadcasting, July 27). But the CBS moves, Telcom said, do not appreciably change its original estimates for the first season of 1970-71 made last April. Telcom concluded that NBC still will emerge as the winner for the first season with a 19.9 (a decrease of one-tenth of a point from Telcom’s originally predicted 20.0), with both CBS (18.8) and ABC (17.2) remaining at the same levels (Broadcasting, April 13).

Conversations with the past

Metromedia Producers Corp., Los Angeles, is developing a new series built around “interviews” with historical figures.

Guest artists will appear in the roles of famous men and women from the past, who are quizzed about their lives. The half-hour programs, titled simply The Interview, will be produced by Michael Campus, former director of special programs for CBS-TV.

Negotiations are under way for sale of the series to one of the networks, according to Michael Fries, executive vice president in charge of production.

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Broadcasting, Aug. 17, 1970 51
A move to restrict electronic imports

Hartke introduces bill that would fix quotas based upon 1966 inflow

A bill that would impose stiff import quotas on foreign electronic equipment entering the U.S. has been introduced by Senator Vance Hartke (D-Ind.), to curb what he calls "a consistent pattern of increasing unemployment and decreasing employment opportunity in the American electronics industry."

The legislation (S.4198) would restrict the yearly inflow of a wide range of foreign consumer electronics products including TV sets, radios, tape recorders and antennas to the number of each item imported in 1966. It would also limit the import of electronic components—TV picture tubes, electron tubes and magnetic tape included—to the average quantity of each item imported during the 1964-66 period.

The bill, Senator Hartke said, would allow foreign competition, but would not allow foreign manufacturers—who enjoy low labor costs and use American technology—to destroy the American electronics industry.

During introduction of the measure in the Senate Aug. 6, the senator expressed alarm at the growing unemployment rate in the U.S. electronics industry.

"Factory worker employment in the radio and TV receiving equipment industry declined 17% during the October 1967 to October 1969 period, a loss of 24,500 jobs, coupled with the layoff of 20,000 in the electronic-components industries during the same period—a total loss of 44,500 jobs," he said.

He added that the growing unemployment rate was coupled with an increasing influx of foreign equipment, which saw TV imports reach $300 million in 1969. This, he said, was a 140% increase over TV set imports in 1967.

Radio import estimates in 1969 were quoted at $415 million. "An estimated 85 to 90% of all radios sold in the U.S. now are of foreign manufacture," Senator Hartke added.

The legislation provides that if domestic consumption of any item (such as TV receivers) should increase or decrease more than 5% from the 1966 level, the quantity imported could be raised or lowered according to consumption changes.

RCA hopes strike is near an end

RCA officials were optimistic last week that the company's 14 plants would be back in full operation this week, following a 10-week strike by 12,000 workers. Voting by members of the International Union of Electrical, Radio and Machine Workers on a new contract with RCA was to begin last Friday (Aug. 14).

The strike that began on June 2 had been blamed by Robert W. Sarnoff, RCA chairman and president, for the sharp dip in sales and earnings for the first half of 1970 (Broadcasting, July 20). The strike also affected production of black-and-white TV sets and broadcasting equipment, but company officials would not estimate the loss.

St. Louis police get microwave TV system

The St. Louis police department has turned on and tuned in a new microwave television-broadcasting system, becoming the country's first law enforcement agency licensed by the FCC to use the 2,500 mc educational band.

Station WBF80 (ch. H-1), owned and operated by the department, is being used to disseminate police training information and internal intelligence to police headquarters and St. Louis's eight district police stations.

Built by Ampex under a $200,000 contract, the system uses centralized broadcast and closed-circuit video-tape recorders to tape program segments for later replay. A mobile van is also equipped with cameras and video recording equipment for on-the-spot documentation of accident or crime scenes. Transmitter and control studios are located in the academy adjacent to department headquarters in downtown St. Louis.

One application will be the elimination of the daily show-up of recently-arrested suspects, who cannot be held more than 20 hours. Upon arrest, a videotape will be made of each suspect; it can be viewed at any time at any or all of the nine receiving stations.

The system was funded by 72 St. Louis businesses and industries.

Color consistency is aim of new test

Stations and networks to use EIA technique in search of standards

Improved, more uniform color-TV reception is the goal of testing being undertaken by the Electronics Industries Association with the cooperation of the major networks.

The tests involve the inclusion of a new "vertical interval color reference" signal in the transmission of selected network programs. Transmitter engineers at individual stations will use the calibration signal to adjust their equipment so that the color picture each station broadcasts corresponds as closely as possible to that fed from the originating studio.

The tests will begin Sept. 1 and are expected to last three months.

An EIA spokesman said no sudden improvement in color reception was anticipated since it would take some time for station engineers to learn to make the best use of the special signal.

The signal was developed during the past 18 months by EIA's broadcast television systems committee, composed of representatives of broadcasters, receiving and transmitting equipment makers, telephone companies and consulting firms. The testing is being conducted with FCC approval.

EIA's engineering department said the two most annoying shortcomings in home color reception are variations in hue (tint) and in saturation (color) during program transmission. Factors contributing to hue variation include lighting fluctuations at the picture source, incorrect chrominance level, incorrect phase relation between the color burst and the picture information, and differences in the position and duration of the color burst.

Walker becomes consultant

A. Prose Walker, former director of broadcast communications division, Collins Radio Co. and one-time director of engineering for the National Association of Broadcasters, has established the telecommunication consulting firm of A. Prose Walker & Associates, Pendergrass Court, Fairfax, Va. 22030, and 1604 K St. N.W., Washington 20006.
The times, they are a-changin' — and so is farm broadcasting, which has played a vital role in helping to improve the methods and life-style of the American farmer since the early 1920's. But the coming decade of increasing agricultural and urban complexity may well call for radical changes in farm broadcasting, according to a survey of active and associate members of the National Association of Farm Broadcasters representing those who devote nearly full time to this profession.

By 1980, the survey by Broadcasting indicates, the farm broadcaster will still be talking to the agribusiness manager in the sophisticated terms of the scientific technologies of plant and animal husbandry — and telling him of the sponsor's products filling his needs. But he will be talking much more extensively to the consumer too about his personal interests, such as nutrition and local food supplies, and his broader interests, such as agriculture's challenge to feed the world's exploding population.

The survey also finds calls from farm, educational and government leaders for farm radio and television to more fully and more effectively report the story of modern agriculture and its problems to the public at large.

Ecology, conservation, pollution and related issues could prove to be the farm broadcaster's greatest opportunities in helping his station serve the general community, many point out. It is a challenge for which he is well qualified, they note, and how effectively he seizes upon it might determine whether politicians enact proposed new laws — such as those concerning the use of agricultural chemicals — on the basis of known facts or mere popular emotion.

Broadcasting's survey of NAFB members finds that while some feel the ranks of the professional farm broadcaster may be thinning out a bit, his influence is as great or even greater than ever. NAFB claims its active farm director membership hit its high about 1960 and then began to fall off slightly, but has held steady at about 225 for the past five or six years. Associate memberships, meanwhile, continue to climb.

Some stations with strong farm departments report business from agricultural accounts has never been better (see page 57). Total time devoted to farm-service material each week also is higher, both in radio and TV, they say. Others, however, are concerned with the loss over the past decade of many farm programs or farm departments, especially among the ranks of the big-city-based clear-channel and other high-power outlets as well as some major regional stations. As veteran farm directors retire, they note, they often have not been replaced.

NAFB's 1970 directory, used by many advertisers and agencies as a guide in buying farm radio-TV, still shows 13 class 1-A clear-channel stations among its list of 120 U.S. farm-radio stations. The list also includes almost a dozen class 1-B cleared and eight class II outlets with 50 kw power on certain other clear channels including those internationally shared.

The NAFB directory also lists 80 farm-television stations, most of them affiliates of radio members.

NAFB's president, Jack Crowner, WAVE-AM-TV Louisville, Ky., says that while there may have been some cutting back in major markets, "I've been impressed with the directions many smaller stations are taking and am encouraged at the renewal of interest in farm broadcasting at the local level."

He stresses, however, that certain large stations in key agricultural areas....
Regional networks keep pace with the farmer

Specialized agricultural information and advertising networks have been around the radio scene for many years, but their popularity is picking up. One reason is that network packagers are becoming more aggressive and making it easier for agencies and advertisers to buy farm broadcasting with a single buy on collections of smaller stations.

Another reason, some packagers candidly claim, is because too many big-city "power-house" stations have "abandoned" their traditional wide-area farm service for the urban ratings race.

The newest entry, announced last week by Walton Broadcasting Sales, Chicago, is the Kansas Farm Network made up of 15 stations in that state. It is a sales package for existing farm programming. President Robert J. Walton is very bullish on the future of such networks.

For 15 years an agricultural advertising specialist with a large station representative whose list included major-market stations, Mr. Walton recalls he came to "see the handwriting on the wall" and ventured on his own. "However, at first I still went after the big markets with the RDF's," he recalls, but when he found that management wasn't interested, it forced him into his present network approach.

Organizing an Illinois Radio Network initially with 21 stations (now 26), Mr. Walton turned $200,000 of new farm-sponsor business the first year. Similar networks in Indiana, Iowa, Nebraska and Missouri have followed and Walton has added representation of older existing networks in Wisconsin, Minnesota and Oklahoma.

"You would have thought I had invented the wheel," Mr. Walton said last week, "as agencies just realized that the smaller stations were doing a more indepth job, but were much harder to buy. You can't buy poor farm time on Olney, Taylorville, Hannibal, Ottumwa. It's all farm time. The audience is geared to an agricultural economy."

Similar success is being experienced by another new network entry by a regional veteran, Harry Severance, Wilson, N.C.

"We have operated the Carolina Radio Network, specializing in agricultural advertising, in the two Carolinas and Virginia for over a dozen years," he says. "And beginning this year we expanded nationally under the name, Farm Directors Radio Network."

So far "we have placed business for some 35 clients on about 250 stations," he notes, "further proof of the growth farm radio is making." FDRN's sales representative is the Devney Organization.

"Over the past few years the Iowa Radio Network, a wired network of 15 stations, has increased its efforts to serve the farm community with some highly specialized programming," reports C. Ross Martin of IRN, Des Moines. One example is the daily feeder cattle and feeder pig-market reports, he explains, since many farmers now buy their own feeder animals rather than raising them. "For stations that cannot command a fat rate card," he notes, "a full-time farm director is not economically possible, but with our network farm director the cost is split."

Roddy Peeples, San Angelo, Tex., reports continued success with his Voice of Southland Agriculture Network for farmers and ranchers in that region. He contracts with stations to do their agricultural broadcasts for them. "These are live, five days a week, fed by leased phone loop," he explains, and "my program follows a sort of Monitor format with segments separated by station breaks. The breaks are sold individually by the affiliates and they keep that income. The segments are sold by the VSA Network and that income is retained by the network. Each station also pays a small monthly network subscription fee."

Despite changes in farming and farm radio-TV, Mr. Peeples sees "a great future for farm broadcasting if those of us in the business address ourselves to the changes in agriculture and agricultural management, and do a better job of helping agencies get what they need and make it easier for them to use us."

If the trend to regional farm networks continues to grow, he concludes, "it will be a natural development since farmers and ranchers will listen to those who serve them best."

Major stations in strong farm areas also can be the catalyst for regional networks. Capitol Broadcasting Co., operator of WRAL-FM-TV Raleigh, N.C., for example, has a farm department of six people plus two photographers and originates the Tobacco Radio Network plus other special radio and TV networks.

"Our operation has doubled in scope and billing each year for the past five years," reports Ray Wilkinson, farm relations director, who feels this approach "will not only survive during the next quarter century but actually will prosper as it effectively answers the need of a specialized, localized, shrinking farm community using more advanced techniques resulting in increasing production."

The WRAL network operations air peanut news in peanut-production areas, and cotton and tobacco news in those areas where such crops are grown. "There are 270 stations included in our commodity networks," he notes.

also actually have increased their farm-department staffs in the past year or so, contrary to what some may feel the trend has been. Mr. Crowner notes that WMT-AM-TV Cedar Rapids, Iowa, under common ownership with the wave outlets, is a good example of where agricultural business has so increased that the farm department has been enlarged to include three men plus an intern.

What concerns him the most, Mr. Crowner admits, is a situation like Chicago where at least five 50 kw radio stations still reach far out into the rural areas but only one has a full-time farm department, WGN(AM) there and its sister outlet, WGN-TV.

The WGN stations' farm veteran, Orion Samuelson, explains what he feels may be a key: 'To really be effective in farm broadcasting you must have management behind you, and we certainly do have.' He and his partner since 1967, Bill Mason, also an NAFB member, have more time on radio and TV now than ever before and the list of 52-week agricultural accounts is at its peak.

In 1969 they published a detailed analysis of the WGN radio farm market over a five-state area. It shows that farmers are not only avid listeners but considerable consumers of farm radio-advertised products.

Mr. Samuelson says that balanced farmer-consumer programming, such as that during the noon hour on WGN, can win city listeners too. He cites in particular the April-May report of the American Research Bureau showing WGN's Country Fair led in total listeners per average quarter hour in the Chicago metro area.

The broadcast division of Stuffer Publications is another entity that puts considerable resource into its farm broadcasting and has found equal success at WIBW-AM-TV Topeka, Kan., and KGNC-AM-TV Amarillo, Tex. Both Topeka and Amarillo have three-man farm staffs and each man has an agricultural degree.

The Kansas Farm Facts report by the WIBW stations is another example of the in-depth research that strong farm outlets provide. Ray C. Senate, WIBW-TV national sales manager, participated as a member of NAFB's recent research committee, which produced an analysis of farm broadcasting nationally for agencies and advertisers. "The sight, sound and demonstration of farm machinery, farm chemicals, seed, feed and
director, WNAAM(AM) Charlottesville, Va., helps make his shows more interesting to the town folk as well as rural.

Two-way mobile radio for remote specials and citizen-band radio for talking with farmers are tools used effectively by Robert G. Hauser, farm and ranch director, KSN(AM) Shelby, Mont. KSN's farm department costs about $14,000 a year to operate.

Local farmer interviews and involvement are of prime interest to WJON(AM) St. Cloud, Minn., with 25 hours of farm shows spread over the week, Andy Hilger, WJON president, reports. WJON invests $25,000 a year in its farm department.

William H. Day, WCMR(AM) Elkhart, Ind., airs over 12 hours a week of farming programming; sells his own accounts with slide presentations he personally prepares. His agricultural business is about 20% of the station's total.

Promotion of the farm department is handled by Bob Etheredge, farm and ranch director, KDAV(AM) Lubbock, Tex. He says farm news has been instrumental in delivering a larger, higher income audience throughout the day.

It's a mutual love affair

Advertisers use medium in special ways to reach their specialized clients

Somebody out there likes farm broadcasting—especially the sponsor, even if the millions he spends are largely unmeasured.

One major user of farm radio since 1937 is still representative of the important advertisers in that medium, DeKalb AgResearch Inc., DeKalb, Ill., hybrid corn firm. DeKalb uses some farm television now too, placing through Lennen & Newell/Midwest, Chicago.

"DeKalb's policy is to use radio farm directors on a 52-week basis exclusively," explains Leo B. Olson, DeKalb advertising director. The exclusive product spokesman practice is common in farm broadcasting. "We supplement this with spot flights in the spring and fall where the product and market require," Mr. Olson adds.

DeKalb used 48 radio stations on a regular basis this past year, according to Don V. Duncan, assistant advertising director, for a total of 8,200 minute spots or roughly three per week per station. Added seasonal flights ran on 104 different stations for a total of 4,200 spots. Five-week spring flights in television last year were placed on about 30 stations.

This past year DeKalb began distributing occasional news features to some 50 stations, Mr. Duncan says. DeKalb is mentioned only for identification and the material is purely of informational value to farmers on timely crop problems. DeKalb's sales volume runs about $65 million.

Apart from the big farm-equipment manufacturers who usually have been significant farm-broadcast advertisers over the years, another category, agricultural chemicals, has become increasingly important as a source of farm radio-TV billings. As in most farm advertising, though, accurate spending data by markets is hard to obtain because so many of the areas fall outside the usual monitoring and measuring services, which are keyed more to consumer advertising.

Geigy Chemical Corp.'s agricultural chemicals division considers itself the leading advertiser in its class and spends about $1.5 million in farm broadcasting, split about evenly between radio and TV, though the emphasis is on radio. Cunningham & Walsh, New York, is the agency.

John Curtin, the agency's media supervisor on the account, says Geigy doesn't measure farm audience by people but rather by cost per thousand acres of the crop concerned. Though Geigy seeks exclusive product representation with farm directors, he explains, "we do more than buy personalities. Geigy also carefully studies markets and stations too."

Geigy buys farm programs and spots year around on radio stations in about 45 major markets, Mr. Curtin says, that makes spots buys on stations in an additional 150 markets depending upon season and product situations.

The firm uses radio for about 35 different products, many involving small budgets. One major product is Aatrex for corn and it will get all-year promotion on 45 regular outlets plus seasonal promotion on another 90 to 95 stations.

Geigy uses television only for major products that can support cost of commercial production, and spots run usually in the evening time on stations in about 47 markets, the largest being Indianapolis, Mr. Curtin notes. Though there are some good farm TV stations, he explains, Geigy doesn't consider TV competitive with farm radio and doesn't buy it the same way.

Ralston Purina Co., St. Louis, has a long and successful history in broadcasting for consumer products as well as agricultural lines. It has a list of nine agencies for its various brands in both fields.

"As part of our advertising program for Purina Chows and health products we sponsor farm broadcasters in key areas," says Richard L. Wood, manager, company radio-TV advertising and sales promotion.

"We look upon a good farm broadcaster as an effective salesman for the Checkered Flag," Mr. Wood adds, and he is not only a good salesman on the air but also in his personal contacts as he travels and participates in many events. Ralston encourages its district sales managers to work closely with their farm broadcasters in developing commercials and on-the-farm 'interviews with Purina feeders, he explains, and in addition the Purina sales manager provides the farm broadcaster with news of local Purina events, such as field days, feeding demonstrations and openings of new dealers.

Purina also augments its company-sponsored farm radio with a dealer cooperative-advertising program, Mr. Wood says. "Approximately 1,000 of our 3,000 Purina dealers will sponsor some form of local radio this year," he states, adding, "we have seen no reduction in the use of radio. In fact, in some areas of the U.S. there has been a significant increase in the number of dealers using radio."

(The foregoing special report was researched and written by Lawrence Christopher, senior editor, Chicago.)

SUBSCRIBER SERVICE
□ 1 year $14
□ 2 years $27
□ 3 years $35
Canada Add $5 Per Year
Foreign Add $6 Per Year
□ Payment enclosed
□ Bill me
□ 1971 Yearbook $13.50
□ 1971 CAV Sourcebook $8.50
□ January Publication (cash only)
□ Off press fall 1970 (cash only)

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ADDRESS CHANGE: Print new address above and affix address label from a recent issue; or print old address including zip code. Please allow two weeks for processing, remit labels are addressed one to two issues in advance.
Broadcasting

Richard S. Bouz, associate director of research; Ray Michaels, creative supervisor, and William G. Wolfe, copy supervisor, Foote, Cone & Belding, New York, elected VP's.

Richard Morse, account group supervisor, and Emme Messingham, account supervisor, Norman, Craig & Kummel, New York, named VP's.

George Benamor Jr., account supervisor, Ketchum, MacLeod & Grove, New York, named VP.

Charles F. Kleber, VP, W. B. Doner, Detroit, and Eugene Azzam, executive art director there, named to board of directors. James Q. Frost, with W. B. Doner, Baltimore, appointed associate creative director.

Celestino Adriano Bua, associate creative director and VP, SSC&B, New York, joins Green Dolmatch, agency there, as VP and creative supervisor.

Robert Gross, head of TV production and administrative director—creative department, Norman, Craig & Kummel, New York, elected VP.

Thomas Blois, VP, Botsford Ketchum, San Francisco subsidiary of Ketchum, MacLeod & Grove, elected executive VP.

Gazex (Gaz) Graham Green Jr., formerly New York district manager, Procter & Gamble foods division, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based advertising & PR firm, as executive VP.

Robert M. Darcy, business manager, Metro Radio Sales, New York, joins Petry Radio as director of business administration.

Sidney L. Cohen, with S. A. Levyne Co., Baltimore agency, elected VP.

Norman Schiffman, Greener, Hiken, Sears, New York, rep firm, named VP.

Al Moos, VP, client services, Bauer, Tripp, Henning and Bressler, New York agency, joins David Singer Associates, agency there, as executive VP.

Wilson Letter, sales manager, KOVR-TV Sacramento, Calif., McClatchy station, named sales manager of McClatchy Broadcasting there.

Michael P. Duffy, with KSDK-TV St. Louis, appointed local sales manager.

E. Abbott Lawrence, national sales manager, KTLA-TV Los Angeles, named general sales manager.

Bryce Baker, with KUPK-TV Garden City, Kan., appointed sales manager.

James Davis, with Jim M. Frye Advertising, Fort Worth, appointed as head of Dallas sales office, WBAP-AM-FM Fort Worth.

Michael J. Furtley, sales manager, WINS(AM) New York, named general sales manager.

Aaron Daniels, advertising director, Fairchild Group, division of Capital Cities Broadcasting, New York, appointed general sales manager, WPAT-AM-FM Paterson, N.J., Capital Cities station. Fred Weinhaus, with WPAT, appointed sales manager.


Media

Mr. Smith

John Moeller, general manager, WHN(AM) New York, resigns. James P. Stover, newly named VP of Storer Radio division (BROADCASTING, Aug. 10), licensee of WHN, will serve as operating head until replacement is named.

Joel P. Smith, managing director, Bendix-TV Interna- tional, Paris, subsidiary of Television Communications Corp., New York (multiple- CATV owner and operator), named VP in charge of cable division of TVC in New York. He succeeds F. Gordon Fugqua, who has not announced future plans. Edward J. DeMarco, formerly VP-corporate development, Athena Communications Corp., New York, named director of CATV system development, TVC.

George C. Castell, assistant treasurer, CBS, New York, appointed treasurer, Viacom International Inc. there, new corporation into which CBS plans to spin off its CATV and TV-program syndication operations (BROADCASTING, July 6).

Bill Bailey, general manager, KFSA-TV Roswell, N.M., joins KTVC(TV) Ensign, Kan., in same capacity.

Jack G. Thayer, VP and general manager, KXOA-AM-FM Sacramento, Calif., joins WGAH(AM) Cleveland as general manager succeeding Carl E. George, who remains as VP, Nationwide Communications, licensee of WGAH.

Bob Ordonez, general manager, KDKA-AM-FM Las Vegas, named VP of Donrey Media and general manager, KFSA-TV Fort Smith, Ark. He is succeeded by Joe McMurray, general manager, Kolo-TV Reno, who will also be named VP of Donrey. Jim Herzig, assistant general manager, KORK-TV, named VP of Donrey and general manager, Kolo-TV Reno.

Ed Tabor, VP of Donrey and general manager, KQTV, named senior VP. Donrey Media, Las Vegas, owns KORK-AM-FM, Kolo-TV, and KFSA-TV.

Felix Martin Goodrum Jr., program director, WQXY-FM Baton Rouge, appointed station manager.

Sheldon Peterson, with Time-Life Broadcasting, New York, joins Time-Life's KLZ-AM-FM-TV Denver as administrative assistant to president.


Cal Watson, manager, radio and TV services, noncommercial KWSU-AM-TV Pullman, Wash., joins Corp. for Public Broadcasting, Washington, as director of television station projects. George Stein, who set up information system for National Association of Educational Broadcasters, Washington, last year, joins CPB there as director of management systems development.

Programing

Herb Victor, assistant program director, WABC-TV New York, named program director, KGO-TV San Francisco. Both are ABC-owned stations.
SPRINGFIELD BROADCASTING COMPANY’S* Duet** for Farm Land U.S.A.’s Listeners

Jim Jae, General Manager calls KHMO, “The Voice of Mark Twain Land,” a Big Station with a Big Staff, to cover a Big Market, which listens to Dick McHargue, our NAFB Farm Director.”

*KGBX and KHMO

Don C. Dailey, Vice President of Springfield Broadcasting and KGBX, says,

“I’m proud that the U.S. Department of Agriculture chose Loyd Evans, our NAFB Farm Director, not once, but twice to host Foreign Agricultural Experts.”

* Springfield broadcasting licensee of KGBX and became licensee of KHMO in June, 1970 (Broadcasting, June 29)

** KGBX and KHMO

KGBX Springfield, Missouri

KHMO Hannibal, Missouri

KGBX

- each with separate and rich farm coverage
- each with separate programming
- each with separate sales
- both with common ownership
- both with voting NAFB Farm Directors
- both with one National Representative

KHMO

JACK MASLA & COMPANY INC.

new york, chicago, detroit, st. louis, kansas city, atlanta, dallas, los angeles, san francisco
fertilizer is the best selling tool the farm advertiser can use," he notes.

KGBX(AM) Springfield, Mo., had no farm department until 1958, but since then this phase of its operation has proven highly successful and during many months the farm shows are completely sold out, reports Don C. Dailey, vice-president-general manager. KGBX's veteran farm broadcaster, Loyd Evans, now has a part-time assistant, he notes.

KGBX's sister outlet, KMMO(AM) Hannibal, Mo., considers itself typical of the smaller market station that will continue to succeed by total involvement in services to an area with most business agriculture-oriented. KMMO's general manager, James F. Jae Jr., is past chairman of the NAFB associate members.

An example of a TV-only operation that has found profit in farm broadcasting is KWTV(TV) Oklahoma City. Farm director Wayne Liles, immediate past president of NAFB, reports particular success in helping develop new local accounts. Farm reports in the early morning and at noon have been effective vehicles for helping boost new sales and dealerships for an area equipment firm, he relates.

One-man farm departments in television are finding success at KHQ-TV Spokane, Wash., and WTVY(TV) Dothan, Ala. KHQ-TV's Wey Simpson especially recognizes the farm broadcaster's opportunity in the pollution battle. WTVY's Gene Hagan also is a working farmer, invaluable for his years in farm broadcasting.

"Management must be just as dedicated and active in farming activities as the farm director," according to Rex H. Lathen, president-general manager, KMMJ(AM) Grand Island, Neb. He notes the trend to super-farms may be at its peak because of profit-efficiency factors and is optimistic about farm families continuing strong though their farms now are considered businesses and are larger. Since they get their newspapers by mail, they long will rely on radio's immediacy and strength of services, he indicates.

Jack Timmons, general manager, KWKH(AM) Shreveport, La., agrees that tomorrow's more sophisticated business farmer will rely heavily upon farm radio's fast and thorough resources. KWKH's farm staff includes two men plus secretary and typically travels 100,000 miles a year to cover its market.

"Perhaps our greatest advertising success story," Mr. Timmons says, "is represented by the number of private cattle sales advertised on KWKH by farmers and ranchers spending their own money. We now have some 100 to 125 sales advertised each year compared to none five years ago."

Richard B. Belkin, vice-president-

general manager, KOA-AM-FM Denver, indicates the long list of farm agencies and advertisers who buy on a long-term basis for programs as well as spot flights proves the values delivered by farm radio. He suggests, though, they may be overlooking opportunities for test marketing in radio as farm accounts do little of it now.

KOA's farm director, Chuck Miller, points out that while farmers are getting fewer their economic power is soaring. "Farmers buy more petroleum products, tires and automotive vehicles than any other segment of the economy," he cites.

John McDonald, veteran farm director at WSM(AM) Nashville, Tenn., estimates farm business at the clear-channel outlet has run some $250,000 a year over the past five years and continues to represent a long list of both national and local accounts. He estimates his total audience has more city than rural folk and his material interests both.

Because of this urban-consumer audience the farm broadcaster can do an important public-relations job for agriculture, according to George Stephens, director of agriculture, KCMO-AM-TV Kansas City.

Ted L. Snider, vice president-general manager, KARK(AM) Little Rock, Ark., notes some former clear-channel service is being replaced by farm network stations. He cites the Delta Farm Network of 18 stations in that area. KARK's farm veteran, Bob Buice, airs regularly on sister KARK-TV too.

Ed Mason, president-general manager, KXXX(AM) Colby, Kan., feels his operation may be a good example of pure farm radio because of the area. He notes especially the high efficiency of good farm-radio buying and says there is less waste by far than some prime-time TV buying. Farm business at KXXX increases steadily, he adds.

One of farm radio's best sales friends on Madison Avenue is also an enthusiastic student of the subject, Milton F. Allison, director of station relations, CBS Spot Sales. He notes that while the farm population in the U.S. in 1969 was only 10.3 million or 5.1% of the total population (down from 15.6 million and 8.7% in 1960), the economic value of farm business continues to soar far beyond comparison. With jet-transported international marketing developing, he notes, radio will continue to be the most effective link with farmer-businessmen.

Although his farm time has been extended, Bob Walsh, farm and ranch director at WBAP(AM) Dallas-Fort Worth, also notes "the city audience is more important than you might imagine. We are beginning to carry more and more consumer-type advertising on our farm programs."

Keith Kirkpatrick, farm service director, WHO-AM-TV Des Moines, Iowa, doesn't believe there has been any reduction in the amount of good farm programming in recent years in the industry though outlets may have changed. He cites the vigor of the WHO stations activity in this respect, noting that of 81 weekly radio farm-show units a total of 56 are sponsored by long-term program advertisers.

The continuing strength of good farm-radio stations, especially in the Midwest, is emphasized by Maynard Speece, farm director for WCCO(AM) Minneapolis, "and I think we'll have them 10 years from now too." Information affecting the pocketbook of the farmer is the target at which he and his associate Chuck Illigren aim, but the city audience is becoming more important too. Advertiser faith in the medium is the true test of farm radio's strength, he feels.

City audience also is becoming more important to Marvin Vines, farm service director, KAAY(AM) Little Rock, Ark., a clear channel like WCCO. He also notes top retailers are starting to use farm-radio advertising effectively.

Another pioneer farm broadcaster, Bob Miller, WLO(AM) Cincinnati, explains the farm show is an excellent spot to describe cost-price effects and similar often misunderstood data to the urban listener. He notes increasing use of radio for public-relations advertising to the non-farm audience by farm-oriented groups.

Talking on the air with listeners by telephone is one way Bill Ray, farm
Helen Kauffman, head of her own PR agency in Los Angeles, named public relations director, Four Star Internationally.

Dick Conrad, promotion and advertising director, WHK(AM) Cleveland, also appointed director of programming. Paul King, with WHK, appointed assistant director of programming and promotion.

Harry Waterhouse, formerly with WMRI-AM-FM Marion, Ind., joins KLJC(AM) Kansas City, Mo., as program director.

Gifford Cummings, account executive, Teletape Productions, New York, appointed director of production sales, Quadruplex Commercial Productions Inc. there.

David Impastato, director, John Urie & Associates, Los Angeles, joins EUE/Screen Gems, New York, in same capacity.


Budd Weiner, director of operations, KNEW-TV San Francisco, joins Bay Promotions, Oakland, Calif., as director of TV syndication.

Will Roth, general manager, Recording Studios Inc., New York, joins Teletronics International, video-tape production firm there, as director of operations.

Jon Boettcher, senior producer-director, noncommercial WIRA-TV Roanoke, Va., appointed production director.

A. Price Broughton, with Southern Educational Network, Columbia, S.C., joins noncommercial WKNO-TV Memphis as production manager.

Hank Sommers, with WNBF-AM-FM Binghamton, N.Y., joins WNBR(AM) there as music director.

Kenneth Harris, director, WCTI-TV New Bern, N.C., named production supervisor.

Paul R. Ballantine, with Teletape Productions, Glenview, Ill., appointed manager of market development.

News


Bill Fyffe, news director, WLS-TV Chicago, named news administrator, KTLL-TV Los Angeles.

Charles Arlington, with KFWR(AM) Los Angeles, joins KBBQ(AM) Burbank, Calif., as director of news.

Barry Mahler, general manager, Nortex Broadcasting Co., former licensee of KLUR(AM) Wichita Falls, Tex., appointed news director, KLUR Broadcasting Co., new licensee of KLUR.

Mort L. Rosenblum, AP West Africa correspondent at Lagos, Nigeria, appointed head of AP operations in Malaya.

Robert Papper, former PR director, Columbia University, New York, joins WCCO-TV Minneapolis as public affairs writer and producer.

Christine Lund, former news director, WLXT-TV Aurora, III., joins news staff, KJEO-TV San Francisco.

Marty K. E. Green, formerly cameraman, NBC, Southeast Asia, joins news staff, KJEO-TV San Francisco.

Promotion

Ray Barath, director of promotion and advertising, WSOO-AM-FM-TV Charlotte, N.C., named community affairs director.

Harvey Mednick, director, audience promotion and advertising, RKO's KJHL-AM-FM Los Angeles, named audience promotion director, RKO General radio division, western region.

Tony Visk, promotion manager, WPDU-AM-FM Providence, R.I., joins WQXI-TV Atlanta in same capacity.

Yolanda Lozano Rios, with WQAI-TV San Antonio, Tex., appointed director of Mexican-American affairs.

Equipment & engineering

John H. Battison, consulting engineer with offices in Washington and Annapolis, Md., joins Carl E. Smith Consulting Engineers, Cleveland.

Bruce Singleton, chief engineer, WLCY-TV Tampa-St. Petersburg, Fla., named VP, engineering, WLCY Inc., licensee of WLCY-AM-FM-TV.

G. Earl Morgan Jr., engineering supervisor, WTOP-TV Washington, named technical operations supervisor.

Jesse L. Nickels, manager, professional electronic systems sales, RCA, Burbank, Calif., appointed manager, government and closed-circuit TV sales, in RCA broadcast systems division, Camden, N.J.

David R. Stott Jr., with Ampex Corp., joins CMX Systems, Sunnyvale, Calif., as director of marketing. CMX Systems is CBS-Memorex joint venture company to develop and manufacture advanced TV equipment and systems.

Merrill A. Trainer, manager of customer relations, RCA Commercial Electronic Systems, Camden, N.J., retires after 43 years of RCA service.

Richard Raiczyk, manager of marketing, AM and FM towers, Stainless Tower Co., North Wales, Pa., joins
CCA Electronics in newly created position of manager, customer service and contract administration.

George R. Bakker, branch manager, educational and industrial products division, Ampex Corp., named Midwest region sales engineer in firm's St. Louis office.

W. D. Harlow, with Sony Corp. of America, Houston, appointed district manager for video products in Louisiana and southern Texas.

Allied fields

Elie Abel, dean, Columbia University graduate school of journalism, New York, and former NBC News diplomatic correspondent, named Godfrey Lowell Cabot Professor of Journalism at the school. Appointment honors professor distinguished in international journalism.

James E. Pitt, director of public relations, Time Inc., New York, also appointed VP for communications, National Center for Voluntary Action, Washington, group founded to assist volunteer organizations. He will direct Advertising Council campaign for Center and, working with chairman of Center's communications committee, Leonard Goldenson, president, ABC Inc., he will also be responsible for helping to enlist volunteers in media, advertising and PR.


Anne Blair, Washington bureau chief, Triangle Stations, named to radio-TV advisory board, White House Conference on Children.

Deaths

Arthur Mermin, 49, member of Cahill, Gordon, Sonnett, Reindel & Ohl, New York law firm which has NBC among its clients, died July 28 in New York.

He is survived by his wife, Stephanie, two sons and daughter.

Howard A. Mayes, 59, news director, KDOK-AM-FM Denison-Sherman, Tex., died Aug. 5 of heart attack. He is survived by his wife, Mary Alice, two sons and one daughter.

Frances Farmer, 56, movie actress and air personality, WFMK-TV Indianapolis, died Aug. 2, apparently of throat cancer.

George King, 57, production supervisor for Beverly Hillbillies and Green Acres series, died Aug. 4 in Hawaii of heart attack. He is survived by his wife, Dorothy, and two daughters.

Samuel B. Mosher, 77, founder of Signal Oil & Gas Co., 49.9% owner of Golden West Broadcasters, Los Angeles group owner, died Aug. 5 at his home in Santa Barbara, Calif. He is survived by his wife and daughter.

Ken Cariker, 46, air personality, KCKO-TV Oklahoma City, died Aug. 6 there of heart attack. He is survived by his wife, Dorothy, and two daughters.

As compiled by BROADCASTING, August 4 through August 11 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antennas, aural—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kHz—kilocycles, kW—kilowatts, L—local support, mc—megacycles, mod—modification, N—night, PSA—prescribed service authority, SCA—subdivisional communications authorization, SH—specified hours, SSA—special service nonutility, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, UHF—unlicensed hours, VHF—very high frequency, v—visual, w—watts, *—educational.

New TV stations

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Jackson, Miss., (Lamar Life Broadcasting Co. et al.), TV proceeding, granted Civic Communications Corporation's request for production of documents and its motion to compel answers to interrogatories by Lamar Life Broadcasting Co. to extend indicated in order, and granted motion for protective order and motion for additional time to respond to interrogatories by Lamar Life Broadcasting Co. to extend indicated in order (Docs. 18484-90). Action July 24.

- Hearing Examiner David J. Krause in Home-wood and Birmingham, both Alabama, TV proceeding, set certain procedural dates and scheduled hearing for Dec. 7 (Docs. 13461, 16760-1 and 16759). Action Aug. 4.

Other actions


- Review board in Miami, TV proceeding, granted motion for extension of time, filed July 31 by Post-Newswest Stations Florida Inc. to extend that time for filing responsive pleadings is extended to Aug. 12 (Docs. 18889-90). Action Aug. 3.


Rulemakings

- New Brunswick, N.J.—FCC denied petitions by Inter-Media Broadcasting Co., of New Jersey opposing Commission action which would remove Ch. 58 from Asbury Park with assignment to New Brunswick for ETV use of Ch. 18 ( Docs. 18864 terminated. Action July 29.

KBAK-TV Bakersfield, Calif.—Broadcasting Bureau granted license covering utilization of formerly licensed auxiliary trans. and formerly licensed main ant. as auxiliary trans. and ant. at main trans. location. Action July 27.

KCSM-TV Sac Master, Calif.—Broadcast Bureau granted mod. of license covering change in aux. ERP to 2.09 kw. Action Aug. 4.

WNDU-TV South Bend, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 27, 1971. Action July 26.

WLTW-TV Bowling Green, Ky.—Broadcast Bureau granted CP to change aux. ERP to 30.2 kw. trans. to off State Highway #67, 1/4 mile northeast of Rays Branch, Bowling Green; change type of trans. and ant., and ant. height 180 ft.; conditions. Action July 27.

WMAA-TV Jackson, Miss.—Broadcast Bureau granted license covering new station at specif studio location at Eastover Dr. at Ridgewood Rd., Jackson. Action July 28.


WHP-TV Harrisburg, Pa.—Broadcast Bureau granted license covering changes; and granted li-


WTVI(TV) Charleston, S.C.—Broadcast Bureau granted mod. of CP to change ERP to vs. 129 kw, aux. 25.7 kw and ant. height 890 ft. Action Aug. 4.
BROADCASTING, Aug. 17, 1970

Summary of broadcasting
Compiled by FCC, July 1, 1970

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<th>Commercial AM</th>
<th>Licensed</th>
<th>On Air</th>
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<th>Net On Air</th>
<th>Total Authorized</th>
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<td>11</td>
<td>808</td>
<td>16</td>
</tr>
<tr>
<td>Special temporary authorization: 1 includes 25 educational AM's on nonrenewed channels. 2 includes 2 licensed UHF's that are not on the air.</td>
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Review board in Chattanooga, Tenn., AM proceeding, granted petition for extension of time, for action Aug. 7.


Existing AM stations
Final actions

WKKO Coca, Fla.—FCC granted renewal of license. Action July 8.

WINU Highland, Ill.—Broadcast Bureau granted CP to new station from 1510 kc to 1 half, LD-A, D-D, D, install new trans. and make changes in conditions. Action July 25.


WKLO Louisville, Ky.—Broadcast Bureau granted license covering use of present main station. Action Aug. 5.

WWL New Orleans—Broadcast Bureau granted mod. of CP to make change in auxiliary station. Action July 22.

KUNG, Omaha—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.

KOBY, Reno—Broadcast Bureau granted mod. of CP to change MEOV's and ground system. Action July 27.

WARR Warren, N.C.—Broadcast Bureau granted CP to increase daytime power from 250w, Unl. to 250w, 1kW-U. Action July 27.

WKKR Pickens, S.C.—FCC granted stay of action dismissing application of Pick Radio Co. for renewal of license of WKKR until decision has been reached on licensee's petition for reconsideration. Action Aug. 5.

WPTN Cookeville, Tenn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.

WTNW Millington, Tenn.—Broadcast Bureau granted mod. of license covering change in corporative name to Shelby County Broadcasting Co. Action July 27.

KVEL Vernal, Utah—Broadcast Bureau granted CP to change frequency from 1250kc to VHDc; remote control permitted; condition. Action July 20.

FCC complaints and Compliance Division Chief William B. Ray in response to complaint by Mrs. Bella S. Abzug, Democratic candidate for Con.

FCC composite week

Following dates constitute composite week for use in preparation of program log analyses submitted with applications for AM, FM and TV station licenses terminating in 1971:

Sunday, July 12, 1970
Monday, July 20, 1970
Tuesday, July 28, 1970
Wednesday, April 29, 1970
Thursday, Feb. 19, 1970
Friday, Jan. 26, 1969
Saturday, July 27, 1969

New FM stations

Starts authorized


Newland-134; Grant-134 (Doc. 13453). Action Aug. 2.

KSLM-FM Salem, Ore.—Authorized program operation on 105.1 mc, ERP 10 kw, height above average terrain 104 ft. Action July 2.

KSLM-FM Salem, Ore.—Authorized program operation on 105.1 mc, ERP 10 kw, height above average terrain 104 ft. Action July 2.

WAWL-FM Marble, P.R.—Authorized program operation on 96.1 mc, ERP 10 kw, height above average terrain 90 ft. Action July 1.

Final actions

Phoenix City, Ala.—Chattahoochee Broadcasting Co. Broadcast Bureau granted 100.1 mc, 3 kw, AN, height above average terrain 300 ft. P.O. address: Box 1231, Columbus, Ga., 31901. Estimated construction cost $25,352; first-year operating cost $27,080; revenue to July 27. Applicant is daughter-in-law of Sanders, sole owner, Mr. Sanders is sales manager of WCKS(AM) Columbus. Action July 22.

Yuma, Ariz.—Broadcast Bureau granted LBL Jol Enterprises 95.1 mc, 25 kw, AN, height above average terrain 76 ft. P.O. address: O. Yuma 83364. Estimated construction cost $41,293; first-year operating cost $85,932. Principals: Robert Hardy Langill and Ernie Eugene Pullen (each 50%). Messrs. Langill and Pullen each own 50% of swimming pool service, sales, house rentals and candle shop, Mr. Langill is director-owner of ABPL-TV Yuma. Action Aug. 4.

Lafayette, Ind.—Tirop Broadcasting Co. Broadcast Bureau granted 95.7 mc, ch. 285, 3 kw, AN, height above average terrain 300 ft. P.O. address: 1000 Orange Lane, Lafayette 47903. Estimated construction cost $6,880; first-year operating cost $12,000; revenue $15,000. Principals: David M. Stevenson 70%, John C. Ribbens 20% and Robert E. Gorton 10%. Action Aug. 6.

Fredericksburg, Tex.—Gillespie Broadcasting Co. Broadcast Bureau granted 101.1 mc, 300 kw, AN, height above average terrain 300 ft. P.O. address: Box 311, Fredericksburg 78624. Estimated construction cost $21,775; first-year operating cost $21,650; revenue $24,300. Principals: Norbert Fritze, president, et al. Mr. Fritze is general manager, secretary and owns 1/3 interest in Fredericksburg Cable Corp. and has farming and ranching interests. Action July 22.

Initial decision


Other actions

**Existing FM stations**

**Final actions**

- **WARHFM** Huntsville, Ala. — Broadcast Bureau granted renewal for 67 kHz. Action Aug. 5.

- **KOST FM** Los Angeles — Broadcast Bureau granted renewal for station to make changes in transmitters. ERK 42 kHz. Action Apr. 29.

- **KLCG FM** Algoa, Iowa — Broadcast Bureau granted renewal for station to make changes in transmitters. ERK 280 kHz. Action Aug. 4.

- **WXRAFM** Woodbridge, Va. — Broadcast Bureau granted renewal for station to make changes in transmitters. Action Apr. 27.

**Renewal of licenses, all stations**

- Broadband Bureau granted renewal of licenses for all stations that are co-owned with Class B TV transmitters.

- **KJAL** Truth or Consequences, N.M., KZQO, KZQO-TV, KBIX and KBIX-FM were granted licenses to operate.

- **KZQA** Gallup, N.M., KJCN and KJCN-TV were granted licenses to operate.

- **KZTA** Brunswick, Ga., KBUR and KBUR-TV were granted licenses to operate.

- **KZTO** Bakersfield, Calif., KZKJ and KZKJ-TV were granted licenses to operate.

- **KZTV** St. Paul, Minn., KZTV-FM was granted renewal.

- **KZUB** Farmington, N.M., KZUB-FM was granted renewal.

- **KZUC** Santa Rosa, Calif., KZUC-FM was granted renewal.

- **KZUN** Phoenix, Ariz., KZUN-FM was granted renewal.

- **KZVA** Laramie, Wyo., KZVA-FM was granted renewal.

- **KZVB** Portland, Ore., KZVB-FM was granted renewal.

- **KZVC** Chicago, Ill., KZVC-FM was granted renewal.

- **KZVD** Galena, Ill., KZVD-FM was granted renewal.

- **KZVE** Kansas City, Mo., KZVE-FM was granted renewal.

- **KZVI** Eustis, Fla., KZVI-FM was granted renewal.

- **KZW** San Francisco, Calif., KZW-FM was granted renewal.

- **KZWE** Denver, Colo., KZWE-FM was granted renewal.

- **KZWH** Phoenix, Ariz., KZWH-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWJ** Orlando, Fla., KZWJ-FM was granted renewal.

- **KZW** Chicago, Ill., KZW-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

- **KZWT** Kansas City, Mo., KZWT-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

- **KZWT** Kansas City, Mo., KZWT-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

- **KZWT** Kansas City, Mo., KZWT-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

- **KZWT** Kansas City, Mo., KZWT-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

- **KZWT** Kansas City, Mo., KZWT-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

- **KZWT** Kansas City, Mo., KZWT-FM was granted renewal.

- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

- **KZWI** Milwaukee, Wis., KZWI-FM was granted renewal.

- **KZWP** Portland, Ore., KZWP-FM was granted renewal.

- **KZWS** Chicago, Ill., KZWS-FM was granted renewal.

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- **KZWR** San Francisco, Calif., KZWR-FM was granted renewal.

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## PROFESSIONAL CARDS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Address</th>
<th>Phone</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>(202) 296-6400</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>Suite 402, Park Building</td>
<td>(202) 347-3000</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
<td>(201) 746-3000</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>COMMERICAL RADIO</td>
<td>Consulting Engineers</td>
<td>Everett L. Dillard, Edward F. Larents</td>
<td>(202) 347-1919</td>
<td>Washington, D.C. 20005 Member APOCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1771 N St., N.W.</td>
<td>(202) 296-2315</td>
<td>WASHINGTON, D. C. 20036 Member APOCE</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>2922 Telesat Cr., 1700 560-6800</td>
<td>(202) 877-8215</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>Consulting Engineers</td>
<td>1247 Munsey Building</td>
<td>(202) 347-8215</td>
<td>Washington, D.C. 20004 Member APOCE</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td></td>
<td>1302 18th St., N.W. Hudson 3-9000</td>
<td>(202) 296-2315</td>
<td>Washington, D.C. 20036 Member APOCE</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE</td>
<td>Dallas, Texas 75209</td>
<td>(214) 631-8360</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>711 14th St., N.W., Republic 7-6666</td>
<td>Washington, D.C. 20005</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS</td>
<td>2029 K Street N.W.</td>
<td>(202) 223-4664</td>
<td>Washington, D.C. 20006 Member APOCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING ENGINEERS Radio &amp; Television</td>
<td>Box 88, International Airport</td>
<td>(201) 342-5208</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td></td>
<td>9208 Wyoming Pl., Hiland 4-7010</td>
<td>(202) 347-9064</td>
<td>Kansas City, Missouri 64114 Member APOCE</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Suite 316, Associates Bldg.</td>
<td>(216) 8200</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>427 Wyatt Bldg.</td>
<td>(202) 347-9066</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 230, Coldwater, Michigan</td>
<td>(517) 278-6733</td>
<td>Phone: 216-353-6836 Member APOCE</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>345 Colorado Blvd.</td>
<td>(303) 333-5582</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>275 Industrial Road</td>
<td>(415) 392-1394</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>427 Wyatt Bldg.</td>
<td>(202) 347-9066</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road</td>
<td>(216) 827-8725</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>ROSNER TELEVISION</td>
<td>SYSTEMS ENGINEERS—CONTRACTORS</td>
<td>29 South Mall</td>
<td>(516) 694-1903</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
<td>11008 Beech Road</td>
<td>(502) 245-4673</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>WALTER J. STILES</td>
<td></td>
<td>Suite 1621, Tucson House</td>
<td>(502) 792-2108</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hoskins St.</td>
<td>(502) 351-3820</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>Associated Communications Consultants</td>
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<tr>
<td>OSCAR LEON CUELLAR</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>Directional Antennas Design</td>
<td>(303) 756-6456</td>
<td>Member APOCE</td>
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</tbody>
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## SERVICE DIRECTORY

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV</td>
<td>301 S. Market St.</td>
<td>(303) 876-2810</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>405 Concord Ave., Cambridge, Mass. 02138</td>
<td>(303) 876-2810</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>RTV International, Inc.</td>
<td>RADIO PROGRAM CONSULTATION</td>
<td>Sheldon Singer</td>
<td>(212) 451-0680</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>OSCAR LEON CUELLAR</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>Directional Antennas Design Applications and Field Engineering 1563 South Houston - 80222</td>
<td>(303) 756-8456 Data 303-756-7562 DENVER, COLORADO Member APOCE</td>
<td></td>
</tr>
</tbody>
</table>
Help Wanted Management

Major market station looking for an experienced producer with at least one year's experience in broads trucks. Excellent opportunity for the right person. Must be able to produce and write feature stories from scratch. Position requires the ability to take direction, follow up on story leads, and express and reproduce any capability or responsibility for their custody or return. Deadline for copy is Monday, deadline for broadcast Thursday. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted Sales

Wanted salesmen for large suburban FM market. We need a man who can sell FM radio in one of the most beautiful areas in the state. If you can sell, you can sell our product. Salary, commission, and expenses. Computer experience helpful. No experience necessary. Send resume to Box H-66, BROADCASTING.

Before you start school and before you endure another long, overpriced summer, make that move to Englewood! A beautiful coastal city on the ocean working with the best. We're offering a job with a lot of possibility, not only in the market, but in the world. Salaries plus incentive bonus. Successful applicants must be college graduates and have at least 3 years of radio experience. Exceptional opportunity for experienced local radio sales managers at well established, highly profitable market. Send resume and write in confidence to Box H-116, BROADCASTING.

A new company in the midwest needs its namesake on the road to make it a real name. We're starting something new in the radio business and we're looking for a few good people to work with us. Salesmen looking for an opportunity to make a name for themselves and change the industry and who are interested in a challenge. No experience necessary, but you must be able to work long hours and travel. Send resume to Box H-173, BROADCASTING.

Lead Chicago FM station has immediate opening for ambitious salesmen with strong agency experience. Must be capable of closing high volume deals. Earnings potential, with excellent sales plus commissions. Many benefits. Excellent opportunities for qualified people to make high income opportunities. Send resume to Box H-225, BROADCASTING.

Sales continued

Media rep by WITE, Rochester's 21st contemporary station. Excellent account list, large group owner. Two fringe benefits: sharing, tie-in with WITE. High commissions. Move up to number one, Guaranteed. Call Ted H. Keller, Jr., Box 2847, Richmond, Va. 23296.

Annoncier

Wanted-experienced, aggressive young man to direct announcing staff at 50 kw contemporary station in Orange County, California. Must have ASK experience. Send resume to Box H-230, BROADCASTING.

Announcers continued

ANNOUNCERS

WANTED: Excellent opportunity for an up and coming announcer to try his hand at a modern Top 10 market. Send resume to Box H-293, BROADCASTING.

Help Wanted Sales

Wanted: salesman for large suburban FM market. We need a man who can sell in one of the most beautiful areas in the state. If you can sell, you can sell our product. Salary, commission, and expenses. Computer experience helpful. No experience necessary. Send resume to Box H-66, BROADCASTING.

Sales continued

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Announcers continued

ANNOUNCERS

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Technical continued


Engineer for top eastern independent, good technical man to build and maintain equipment, $1,000. No answering. Call chief engineer 215-690-6096.

Management continued

WOMAM veteran seeks pd pos. Matures pro with ideas, ability, personality, and 1st phone to head ofl. 329.926.1. Excellent professional person and innovator. (For job in Western states) Call phone 215-622-0621, Box H-243, BROADCASTING.

Everyone has to start somewhere, as long as it's not at your station. Right? 312-282-0621. Box H-243, BROADCASTING.

Wanted: Operation for $329.926.1. Complete. Women's KMM, Shenandoah, Iowa. Resume, 20% benefits. Northwestern writing. Experienced newsman to BROADCASTING. Aggressive, dedicated newsman. Previous experience in broadcasting and/or newspaper. Some experience in production. Must be able to work independently and make the sale. Must be able to work without the usual requirements for position. Twenty years experience. Salary negotiable. Call or write Box H-250, BROADCASTING.

Neo-upper management buy. Reduce station operation, or top notch programing and/or engineering department increasing station signal and producing polished sound, with greater revenues and ratings. Documented proof of major market rating success. I can put you on top! W. ex. 35 Grandview, Daly City, Calif. 4051 - 155-755, 2102.

Programmer wants to locate in competitive market. Will build proven good music format. 413-442-1263.

Sales

Seek sales position with play-by-play possibilities. College, 30's, 1st Experience in both sales and management, Box H-198, BROADCASTING.

Twenty-three years old, draft-exempt, single, got getter seeking a challenging position. Will go anywhere for the right price, experience in sales, production, continuity, traffic. Two years solid experience as news director with sports and play-by-play knowledge. Solid references. Must obtain right board. Third endorsing. Resume and tape by request. Box H-225, BROADCASTING.

Reporters

Women's director needed for big station in small town. Variety of sports and news stories to be written. Resumes and letters to: Donna Newman, WXYZ, 4000 West Grand Boulevard, Detroit, Mich. 48202.

Women's director needed for big station in small town. Variety of stories to be written. Must be able to communicate effectively with rural and small towns. Women in the people. The good life is here. None of the routine. Box H-115, BROADCASTING. Call or write Management, KMA, Shenandoah, Iowa.

K/O/NE, Reno, Nevada changing formats to Town & Country and selecting C & W P.O. music director. Send resume and tape to Dave Newman, K/O/NE Box 1928, Reno, Nevada, or call 702-325-9291.

Station executive, well-organized, and experienced in administration and programming, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to: University of North Dakota, Grand Forks, N.D.

Wanted: Operation director for 200,000 market-no. 1 AM rock-FM automated MOR. Must be qualified in liner writing, production. 2 years experience in top market required. Pay and salary. Call or write--General Manager, WUSC, Box 70, Fort Knox, Kentucky 40121, 502-351-3121.

Contemporary program director for hi-bond Indiana station. Must have successful programming experience and no audience analysis or have five years contemporary experience and related first phone talk show ability helpful. 317-664-4946.

Situation Wanted

Management

Operations director or publicity position sought. Energetic, medium market administrator, under 30. Background: AM/FM stereo programming...new station development...sales...public affairs...Degree. Married. Stable, No unannounced moves. Midwest. East Box H-199, BROADCASTING.

Announcers continued

Experienced, reliable and hard working top 40 DJ with first phone, desires medium market top 40 stations. Must be able to meet deadlines, five and six hour shifts and some production. Will work with and for any management. Get together right now! Write Box H-209, BROADCASTING.

Disc jockey-talesman, aggressive, experienced, dependable, versatile, third endorsement. Box H-221, BROADCASTING.

Singer-writer, family man, want to settle. Box H-224, BROADCASTING.

DJ/announcer: experience working with MOR and top 40 and board. Needing job in area of good quality production. Available immediately. Box H-228, BROADCASTING.

IMPORTANT: Wanted announcer...seek to целесообразно, to presently employed...family man, 1st phone to...prefer moderate climate. Box H-229, BROADCASTING.

Announcers: Experienced, dependable, tight board, Broad background, social work, psychology and sales. Bilingual. Authoritative newscaster, sports carter. Available immediately. Box H-238, BROADCASTING.

Spectacular sales! Hire one person, receive first phone, solid experience, newsmen, DJ (or Combo), immediate availability, honesty, dependability. No need for selling! Maintenance,rys. I have been in your area recently and am aware of all your station's needs. Write: York-C85. 415-755-2102.

CRUCIAL, CRUCIAL! 3513121. Box H-240, BROADCASTING.

Veteran announcer, 40's, 1st ticket. Want job near city, 5 days a week. Good experience. Good anchorman. Also can assist with maintenance. Any area. c/o Box H-241, BROADCASTING.

Actor-singer-M.C. Ten years professional experience. Mature, family man, third endorsed. Broadcast school grad. Live audition or tape, photo, resume on request. Box H-242, BROADCASTING.

Make 'talk' vital to your community. Feedback: a WOW job! Only the dedicated need apply. For the man who can do it and has the awards to prove it. Write Box H-245, BROADCASTING.

Beginner, professionally trained, D.J. announcer newscaster, 3rd endorsed, stable, will relocate. Box H-250, BROADCASTING.

Mature, stable top 40-60 seek relocation to New England. Ace production, top-flight news writing and delivery. Work on contract only. No shoe-string operations need reply. Write: Box H-255, BROADCASTING.


Stable family man with 11 years experience in announcing, sportingcast and P.D. work looking for permanent position. 392-566-3892 after 6 PM.

Announcers 4 years news director, 3 years P.D., 3 years staff announcer interested in change if money is right. If interested write or call me. General Delivery, Station A, Fauquier Vari, N.C. 27526. Phone 919-552-2189.

Experienced: Disc jockey and newscaster. Run a tight board. Well versed in heavy veterans, fast to locate, Presently employed in Lemoore, Calif. Looking for a all top market. Call anywhere on rock station. Box H-143. Write: Box 168, 209 Kenmore Avenue, Lemoore, Calif. or phone 924-242-1. Radio name: Jon Scott.


What else do you want? Reliable first phone seeks drive time for midwest or south. Nine years experience. Family man. P.O. Box 45, Delivile, Miss.

1st phone, beginner, broadcast school trained,prefer southwest, 20 yrs. old, draft exempt, P.O. Box 44, River Falls, Minnesota 55070. Phone 218-681-3337 after 5 PM.

A wise investment—3 years experience, high ratings, creative production—to investigate call 219-743-4611.
Situation Wanted

Announcers continued

Engineering

Experienced first phone technician available immediately. Married, drafts exempt, car, West, Midwest preferred. Box H-15, BROADCASTING.

Experienced chief engineer-announcer, $140 week current earnings, available. Box H-4, BROADCASTING.

Chief engineer, air personality, medium market, dairyland region, exclusive in small market in mid Atlantic. Box H-166, BROADCASTING.

Engineer; experienced as chief on directionals; remote control, and construction. Now in Virginia. Box H-195, BROADCASTING.

Twenty years AM directionals, FM with stereo and automation. Construction and maintenance. Box H-203, BROADCASTING.

Retired Army man, first phone, good on maintenance and installation. Want to settle in Appalachia or South. Available now. Box H-220, BROADCASTING.

Have ticket—will work. Experienced in production, sales, and on-camera talent. All replies answered. Box H-226, BROADCASTING.

Engineer/management, 20 yrs. experience, AM, FM & TV. Collins radio 1-KW 10-Kw Klystron transmitters. Family man in 40’s prefer south and west. Will relocate. Archie Erickson, Box 221, Detroit, Iowa.

News

R-TV grad, University Illinois, seeks radio or TV news position. No commercial experience. Strong in writing, production, sports. Thorough, competent, responsible. Box H-111, BROADCASTING.

Successful record building news departments. Want medium to large market. College graduate, married. Box H-142, BROADCASTING.

Currently working as writer in major market. Want to get back on the air. College degrees. Young, ambitious. Can do outside and inside work. Tape and resume on request. Reply Box H-171, BROADCASTING.

Army Captain, PIO, October discharge from Viet- nam, seeks return to radio-TV news/sports. Wrong, politically incorrect. No TV interview programs. Civilian educational, commercial, CATV network groups. Special emphasis—news organization. A.B. English, 25, married, one child. Location open. Box H-203, BROADCASTING.

Professionalism, experience, maturity, dependability, what you’re seeking? You’ve found it! Tired of expanded cat races, Desire change to coast. 20 yrs. news chief, interviewer, writer & MOR announcer. Chilled! Located until June. Box H-135, BROADCASTING.

Immediate opening . . . experienced TV transmitter engineer . . . Salary to $180 per week, depending upon experience. Contact W. G. Allias, C.E., KCRG Stations, Cedar Rapids, Iowa.

Immediate opening . . . . experienced TV transmitter engineer . . . Salary to $180 per week, depending upon experience. Contact W. G. Allias, C.E., KCRG Stations, Cedar Rapids, Iowa.

Technical

Chief engineer for ETV station at University of Alaska, Fairbanks. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months; $1,000 per month. Open immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsman, Ohio TV/F with 20 man department. Must be experienced air man and reporter. An equal opportunity full time picture and resume. Box G-206, BROADCASTING.

TV newsman—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

T. V. news director for CBS affiliate in Southwest market. A B. degree required for $3,000 plus a 9 pm newscast and moderator for public service programs. Applicant must have at least five years experience. Two men to want to be news director. Forward complete resume, broadcast tape and references to Box H-212, BROADCASTING.

Newman for Radio-TV operation on Gulf Coast. Prefer man with ability to communicate with black citizenry. Radio& picture, resume, picture and salary requirements to Box H-231, BROADCASTING. An equal opportunity employer.

Digging creative reporter needed for top rated Florida news operation. Must have some anchor work. Box H-231, BROADCASTING.

Newman, KFBC-AM-FM-TV, Cheyenne, Wyoming. Send tape, picture and resume to Ken Barker, News Director, KFBC.


Situation Wanted

Announcers continued

Programming, Production, Others

New England public television network seeks producer-director with minimum three years experience in instructional and general programs. Must be a skilled cinematographer, with ability to prepare salaries and requirements to Box H-234, BROADCASTING.

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio and remote work. Send complete resume and salary requirements to Box H-231, BROADCASTING.

Studie cresman (cameras, floorman, break director) for ETV station. $9,000. Send resume to John Hutchinson, WNEP-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer-Director for major Alabama PTV production center heading state ETV network. Minimum requirements include Bachelors degree or Masters without experience. An equal opportunity employer. Auburn Television, Auburn University, Auburn, Alabama 36840.

Television

Situation Wanted

Masters’ degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV station or network position with opportunity for top rate management. Complete resume on request. Box H-97, BROADCASTING.

Stanion, Manager. Strong management background with affiliations to Big Three and independent UHF and VHF—large and small markets. Best references. Box H-114, BROADCASTING.

Operations/program manager. Excellent references in each of phase. Both backgrounds include affiliat-ed and independent stations, both small to large markets. Box H-114, BROADCASTING.

Cable manager or regional manager. Wide experi-ence all streets, all phases. Located central Florida, will relocate. Box H-194, BROADCASTING.

Announcers

TV variety show host available. University degree. Network experienced interviewer, news, com-mercials. Want local ratings? Write Box H-177, BROADCASTING.

Love affairs, city affairs, foreign affairs—I can swing with or against anyone viewpoint. Want talk show host or editorial delivery spor. 3 college degrees, 4 years experience, 5 man group, 2400 watt show. No encumbrances. Unique camera appearance. Box F-250, BROADCASTING.

Kid’s show producer-host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

First class TV announcer wishes to relocate to radio station Calif. area. Box H-254, BROADCASTING.


Technical

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief engineer for station on the move. Box H-104, BROADCASTING.

Transmitter engineer desires position at mountain top residence situation, would prefer western, available im-mediately. Box H-196, BROADCASTING.


News

News director. Top-notch anchorman, efficient, experienced news manager. Imaginative, creative pro-duction and distribution both media. Outstanding record in com-munity affairs, special events, documentaries. Finest references. VTR, resume easily available on request. Box H-52, BROADCASTING.

Want to move from writing at large major market station to street work. Available immediately with weekend or other anchor. Young. Degree. Enjoy digging for the news. 18mm. and resume on request. Reply Box H-172, BROADCASTING.

BROADCASTING, Aug. 17, 1970
**Television Situations**

**Wanted News**

PROFESSIONAL ON-CAMERA JOURNALIST

Excellent major market ratings and demographics. Top television awards. Employed family. News Director/anchor move for fall.

BOX H-180, BROADCASTING

**Wanted to Buy Equipment**

VR 2,000 or 1,200——include options

Box G-137, Broadcasting.

**For Sale Equipment**

LEASE YOUR EQUIPMENT FROM Specialists

Broadcast Equipment Leasing Co.

Division of Anchor Leasing Corp.

1218 Plaza Blvd., Pittsburgh, Pa. 15219

Area Code 412—Phone 281-0768

**INSTRUCTIONS**

FIRST CLASS LICENSE GUARANTEED IN ONLY 3 WEEKS FOR $300.00

Highly qualified instructors. Attend class 4 hours a day, 5 days a week. Plenty of time to enjoy the Florida sun and surf.

American Institute of Radio

P.O. Box 16652

Jacksonville, Florida

904-398-9600

**MISCELLANEOUS**

COMMUNITY NEEDS SURVEY

$25.00 buys a copy of mine, plus instructions for use in your market, interview format in amendment form. Meets and exceeds FCC Primer requirements. My attorney's comment: "Inexpensive!" Consultation granted C.P., 16 days after submission.

Leo Shelton, KFW! Radio, Box 980

Lake Havasu City, Arizona 86403

REMOTE CONTROL TV TRANSMITTERS

Complete service—Using Mosley Equip., including: Sales, lay-out, installation & service.

R & Associates, Inc. 606-277-8000

Box 7303, Lexington, Ky 40502

**FOR SALE Stations**

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH

NEW YORK, N.Y.

265-3430

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

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1801 Ave. of the Stars

Century City, Suite 580

Westwood, Calif. 90067

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310-277-1567

Larson/Walker & Company

FOR SALE Stations

**STATIONS FOR SALE**

1. MAJOR MARKET FM. Profitable. $800,000. Terms.

2. PACIFIC NORTHWEST. Exclusive daytime. Absentee owned. $150,000 down. Good pay-off.

3. WEST SOUTH CENTRAL. Full time. $90,000.

4. MIDWEST. Daytimer. $140,000. Good terms.

Jack L. Stoll and ASSOCIATES

6311 Hollywood Blvd.

Los Angeles, California 90028

Area Code 213-666-7279

**FLORIDA**

Fulltime AM in major east coast Florida market. Will be sold for under $100,000 and for exactly what owner has invested in station. Good facility in good market. Owner forced to sell because of health. Principals only.

BOX H-206, BROADCASTING

**NEW ENGLAND GEM**

Desirable small market, grossing over $125,000, real estate and building. Only all-cash offers considered from principals only.

BOX H-245, BROADCASTING

**SOUTHWEST AM-FM**

Daytime AM with class B-FM in fine growing market. Presently grossing $200,000 annually and shows even better every year. Absentee owners would extend good terms on price of $460,000.

BOX H-257, BROADCASTING

**HAWAII AM**

Excellent fulltime facility with long established ownership and reputation. Good billing and cash flow. Owner retiring, $300,000 on terms.

BOX H-258, BROADCASTING

**SOUTHWEST DAY TIMER**

One PW non-directional facility with good AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, beautiful climate. Grossed $75,000 last year. Asking $137,500. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX H-187, BROADCASTING

**Employment Service**

**STATION MANAGERS**

Why look for personnel? Call

Radio-TV Personnel Placements

3958 South Broadway

Englewood, Colorado 80110

Phone 303-761-3344

557 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

Shoerie Balith, Director

YOU NEED A GOOD AGENT!

Free. Quick Results. Confidential

TV Dir's to $125k. P'ty Jobs $9-13k

TV announcers to $125k. Hard R D's $9-15k

R & TV Sales $125k. Engineers $9-15k

158-765-3844. Many more, every area

BENNINGTON STATION LOG

Box 252 Latham, New York 12110

**For Sale Stations**

continued
CATV

Final actions

- FCC denied requests by American TV stations that CATV systems located near Canadian border be required to afford protection against carriage of U.S. programming released by Canadian TV stations. CATV systems involved carry both U.S. and Canadian TV programs.

Tallahassee, Fla., and Valdosta, Ga.—FCC granted petition by Clearview of Georgia Inc., Valdosta, Ga., to transfer license of CATV systems and Micro-Relay Inc., common carrier performing service of distribution of signal of WALT TV Atlanta, Ga., copyright and for delivery of signal to CATV systems operated by Clearview of Georgia and Clearview of Florida Action July 29.

Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone in Fresno, Madera and Clovis, all California (Fresno Cablevision Inc.), designated Hearing Examiner Frederick W. Dannemiller as presiding officer in place of Examiner Thomas O. Donahue who is retiring (Drs. 1830-2). Action July 28.


Ownership changes

Applications

- KFR(AM) Fresno, Calif.—Seeks assignment of license from Triangle Publications Inc. to KFR(AM) Inc., of Robert H. Conners, as chief executive officer and fiscal agent of KFR(AM) Inc.

- KSCJ(AM) Sioux City, Iowa.—Seeks assignment of license from KSL TV Inc., of G and G Broadcasting Inc. for $605,000. Sellers: William R. Conner, owner, 333/4% (multiple-CATV owner); and KSL (Western States), owner, 66/4% (KSL owner). Action Aug. 11.


- WPORA(FM) Portland, Me.—Seeks assignment of license from Hedy Broadcasting Co. to Ocean Coast Properties Inc. for $240,000. Sellers: Hedy Broadcasting Co., of Sidney E. Blanchard, treasurer, et al. Buyers: Phil Corp., of Paul E. R. C. Edwards, vice-president and secretary-treasurer; Charles G. Smith and Robert O. Delaney, (22.6% each) and Robert James Good, vice-president. Buyer: Phil Corp. is a private investor. Mr. Edwards is vice president and secretary-treasurer of Hedy Broadcasting Co., and Mr. Smith is a private investor. Mr. Delaney is vice president and secretary-treasurer of Peabody Broadcasting Co. Action July 29.

- WRLS(AM) Centerville, Iowa.—Seeks assignment of license from E. Al Robinson to Amite Broadcasting Co. for $50,000. Sellers: Walter W. Grandie, sole owner, Mr. Grandie is chief engineer and general manager of WRLS. Action Aug. 7.


- WWRD-AM FM Redwood, Wash.—Seeks transfer of construction permit from Willard R. Schuetze, Kenneth W. Stuart and Doris C. Zwygart (as a group, 100% before, none after) to Drinking Corp. (before, none, after, 100%); Robert Allenbe (none before, after, 100%); and John H. Hackman (none before, after, 40%). Consideration: $50,000. Goetz Broadcasting Corp. is a wholly owned subsidiary of the Kauffman Foundation, and WAFAM-AM-FM Fort Altinson, all Winchester, Ia., presidents, general partner and entrepreneur in accounting firm. Mr. Hackman is station manager of WDLB-AM-FM, Nathan L. Goetz is a director of Goetz Broadcasting Corp. and Goetz Theaters and restaurants. Action Aug. 17.


- W2ZM(AM) Lincoln, Neb.—Seeks transfer of license to John H. Hackman from Mrs. M. Evelyn Seibbald, 70% owner before, 50% owner after), and Mr. Hackman, 25% owner before, 50% owner after. Action Aug. 17.


- WRFP(AM) Atlantic City, N.J.—Seeks assignment of license to WJZR(AM) of Stephen H. Zemke, sole owner, Mr. Zemke is an attorney and real estate investor. Action Aug. 17.

- WAF(AM) Topeka, Kans.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- WZGQ-AM-FM Oklahoma City, Okla.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- WZMJ(AM) Davenport, Iowa.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZFM(AM) Clinton, Iowa.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- WPLM(AM) Council Bluffs, Iowa.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZB(AM) Fairbanks, Alaska.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZC(AM) Joplin, Mo.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZD(AM) Ogdensburg, N.J.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.


- W2ZF(AM) Columbus, Ohio.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.


- W2ZH(AM) Klamath Falls, Ore.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.


- W2ZJ(AM) Rochester, Minn.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZK(AM) St. Petersburg, Fla.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZL(AM) American Falls, Idaho.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZM(AM) Lawrenceville, Ga.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZN(AM) Tuscaloosa, Ala.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZP(AM) Potomac, Md.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZQ(AM) Burlington, Vt.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZR(AM) Hialeah, Fla.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.


- W2ZU(AM) Whittier, Calif.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZV(AM) Lynchburg, Va.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.

- W2ZW(AM) Houston, Texas.—FCC granted motion to delete condition of license stating that licensee must serve persons with disabilities. Action Aug. 17.
For Sale

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For Sale Equipment

Tower fabrication, erection and maintenance, and tower equipment: Coastal Tower & Welding, Inc., P.O. Box 944, Tallahassee, Florida. Phone 904-877-7456.

For Sale: As new complete recording studio equipment, $25,000.00, will sacrifice for 12,000.00. Ampro professional recording console, solid state multiple channel mixer. May be seen at 550 W. 11th St., San Antonio 9-9010.

KXJNO Andrews 115 VCP-18 channel transmission cable 100 feet available, 500.00. Great perfect studio test reports available 50% off. For additional information call subdivision. Selling, renting, buying.

For Sale: Comet. Too cheap to let go. Call 727-2557 Lenny.

For Sale: Neuman AM 131 Disc Recording Lp's with geep 9975. (2) 78 rpm control, Grant's disc head and Graham 190 WA amplifier and Spender S-250. Would trade of Ampex AM 400 or 4000. $300.00. 1 track. Robert M. Lindahl, Northwestern Inc., 1215 S.W. Hoover St., Portland, Oregon 97201 (503) 224-3146.

RCA color cameras: Two RCA TK414C complete live/same 1970 model cameras with table, lens, low-cost extras. Two 1969 model TK 411 cameras 1 transistor cameras 1 picture. 1 part of channel 13, one element stacked tube antennas. Item # 101 703 12.00.       Item # 103 707 65.00. One 1214 camera and one 3602 receiver. Two 1970 pictures of color cameras 1/4 745.43 745.44 745.45 745.46 745.47 745.48 745.49 745.50 745.51 745.52 745.53 745.54 745.55 745.56 745.57 745.58 745.59 745.60 745.61 745.62 745.63 745.64 745.65 745.66 745.67 745.68 745.69 745.70 745.71 745.72 745.73 745.74 745.75 745.76 745.77 745.78 745.79 745.80 745.81 745.82 745.83 745.84 745.85 745.86 745.87 745.88 745.89 745.90 745.91 745.92 745.93 745.94 745.95 745.96 745.97 745.98 745.99 745.100

Want to Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and SW transmitters. No junk. Guardian Radio Supply Corp, 1314 trubule St., Laredo, Texas 78040.

Need four used Novels: 1120 color camera chains Contact: Robert D. Doughty, Redwood City, California 94063, (415) 366-5600.

Martini and good console P.O. #272, Marshall, Minnesota 56258.

For SAL Equipment


RCA TV 20 and 11.5 image orthicon cameras, RCA 129 and 19 wavelength recorders, plus many individual television films. Inc. Box 496, Monterey California 95039, Tel 215 892-7200.

Color TV mobile unit, 40 custom built travel complete with 4 Marconi MA VII cabinets. Custom trailer with special external. Custom audio console 10 4 12 output. $2,000.00 generator. $40,000.00. Box H123, BROADCASTING

TV mobile unit 21' trailer. 6 monochrome Marconi MA IV cameras. 3 videophone machines custom audio console 1 12 channel audio mixer with special effects 10 tons pre-conditioning 46 kw. $29,500.00. Box H151, BROADCASTING.


Breeze video tape generator, Model VTR282, produces long waves and electrical NTSK vcc in 2/3 hd. 10 lb. package @ $19.00. Made in USA for VTR International, Box MV, Van Nuys, California 91401 (805) 739-9740.

BROADCASTING Aug. 17, 1970
**Radio Help Wanted**

**Management**

**Manager—AM-FM**

Top 25 markets.

Unlimited opportunity for right man.

Send complete resume.

**BOX H-149, BROADCASTING**

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**Television Help Wanted**

**Television Help Wanted**

**Announcers**

**Personality—Good Voice On Camera Experience**

These three qualities plus the ability to ad-lib will get you a job with one of the top major market stations. Quality station looking for a young and personable all around station personality. No news. You must have minimum two years on camera experience. Send resume and photo (no tapes) to:

**Ted Boze, Program Director**

**WUAB, United Artists Broadcasting**

8443 Day Drive

Cleveland, Ohio 44129

An Equal Opportunity Employer

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**Permanente Employment**

**IN BROADCASTING**

WNYS-TV, Syracuse, New York, offers permanent employment in the following categories for qualified people:

- Engineering technicians—licensed/unlicensed
- Studio crewmen
- News reporters and photographers
- Artists
- Announcers
- Film editors and processors

Replies kept in strictest confidence. Mail replies to:

**P.O. Box 9**

**Syracuse, New York 13214**

**Equal Opportunity Employer**

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**Help Wanted**

**News**

**RADIO NEWSMAN**

Experienced reader/writer . . . professional sound a must . . . solid five figures for top man . . . a great market, great living, major Northeastern city.

Rush tape and resume to:

**BOX H-31, BROADCASTING**

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**Situations Wanted Management**

**SPANISH LANGUAGE**

Station in U.S. and Puerto Rico. Present general manager-program-director of a station under market group in Latin America wishes to change due to political turmoil. U.S. citizen with extensive background in programming, sales and engineering. Resume and personal interview through:

**BOX H-247, BROADCASTING**

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Instructions continued


A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469. 889-2460.

A.I.R. in Florida, Koger Building, Boulevard Center, 3956 Beach Boulevard, P.O. Box 16632, Jacksonville, Florida 32207-0632.

A.I.R. in Tennessee, 708 South Gay St., Room 305, Knoxville, Tennessee 37901-534-0821.

B.S.S.T. FCC-license prep-course, . . . first class, four weeks, tuition 1500 . . . excellent instruction, economical lodging, attractive guarantee . . . attend Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701. 301/662-6292 . . . next class begins Sept. 7.

We train broadcasters. . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation, Radio & TV Announcing covering News, Sports, Commercials, Narratives, Descriptive reading and Languages. Radio Production utilizing RCA, Gees & Collins consoles with production problems for all types of DJ formats, Script & Commercial writing and producing. Sales & Station Management. Television Production including Camera Operation, Floor Management, Production & Tech Directing. 16mm filming, Video taping, Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 N. Cherokee, Hollywood, Calif. 90028.
Andy Inglis has an old-fashioned virtue: he’s ambitious.

When he joined RCA in 1953, he swore to himself that he would make vice president in 10 years. He made it in nine.

Today he sits on the paneled seventh floor of Building 15—one of the complex of RCA plants near the waterfront in downtown Camden, N.J.—smoking his long, fat Palma Throw-Outs, and planning for the decade of the ‘70s. And plan he must, for he has to decide between TV broadcasting and cable TV, between two-way radio and UHF broadcasting, between over-the-air and closed-circuit TV.

The chief of RCA’s commercial electronics products (he’s responsible for all RCA manufacture and sales except computers and government) is tall and big-boned, with an almost boyishly unlined face which is exceptional for someone who is at 50 in one of the major hot seats of a multi-billion-dollar, international corporation.

He gesticulates modestly when he talks of the planning that goes into product manufacturing and selling and in a reasoned and cohesive exposition—the result, perhaps, of his debating-team experiences in high school and college.

It is indeed a far cry from an upbringing that began on a potato farm in northern Michigan.

As happens so frequently, his journey from that farm to Haverford College, the famous Quaker school in Pennsylvania, as well as his move to Washington, came about through friends. The first was through an older fellow-townsman who became a Haverford professor just about the time young Inglis was getting ready for college. The second was through one of the men he trained when he was an instructor at the Navy’s radar school at Brunswick, Me., during World War II.

Three years after he joined Frank McIntosh in consulting work in Washington, he became a full-fledged partner. There are still colleagues in Washington who cannot fathom why Andy Inglis left that profitable calling to become an organization man.

Mr. Inglis smilingly will admit that events proved him wrong, but he still feels that at that time he reasoned correctly: The heyday of radio consulting was on the verge of being reached with the advent of TV. Radio consulting required extensive calculations in searching for frequencies: in TV the FCC made all the allocations. Consequently, broadcast consulting would lose that creativity that made it so interesting and profitable. The challenge would be gone.

Of course, it didn’t work out that way; consulting, although changed, became bigger than ever.

Privately, also, he is said to have told his fellow professionals in Washington that he wanted to see if he could “make it” in a large corporation.

During his career at RCA, Mr. Inglis admits to two quandaries. The first, when he was in charge of the firm’s two-way radio production and sales, came from others in that business who were suspicious of him because of his broadcasting background. He convinced them, however, of his loyalty to the job at hand and, in fact, became chairman of the FCC’s Land Mobile Advisory Committee which was organized at that time to aid the commission in its study of land-mobile problems.

The second time, as might be expected, came when he returned to the broadcasting field: then he was suspect by broadcast-oriented colleagues because of his association with land-mobile activities. He quelled that suspicion too.

Now he is involved in another dilemma, that of broadcasting and CATV. He put RCA into the cable-TV business and, characteristically, he justifies it straightforwardly: “RCA is in the business of making and selling electronic communications equipment, whatever it is.”

He amplifies this, however: “Technology always has far outrun economics or questions of public policy. It is today technically possible to wire up the entire country, to put 100 wide-band channels into every home.

“But economics and government policy are still in flux, so we don’t know exactly just where and how far CATV is going.”

In broadcasting, Mr. Inglis sees the next major steps as TV-station automation and computer control. That development, combined with CATV and communications satellites constitutes the electronic trinity for this decade, he says.

There is little doubt that Mr. Inglis is versed in virtually all aspects of his job: he’s not solely an engineer. During his 17 years with RCA he has been actively involved in formulating the final design of color-TV film cameras and chains; advising customers on equipment needs and costs as well as how the equipment should be positioned in the station; planning and executing pricing as well as inventory control, and supervising the interface between manufacturing and advertising and sales promotion.

When he was young, Mr. Inglis wanted to become a concert violinist. He’s put his fiddle away now, but music is still very much part of his life. He is the regular baritone in his church choir (First Presbyterian of Moorестown, N.J., of which he is also an elder). There are even faint echoes of grand opera in his office: it was on this very floor that the great Italian tenor Enrico Caruso recorded for those famous Red Seal Victor records of two generations ago. And at home, Mr. Inglis has rigged up his own high-fidelity equipment and owns a classical record library that he modestly calls “adequate.”

Even when he was in Washington, he was a member of the choir of the National Presbyterian Church. One of his old colleagues remembers the time at a cocktail party when Mr. Inglis had to leave early—for choir practice.

**Week's Profile**

Andrew Franklin Inglis — VP, commercial electronics systems. RCA: b. March 17, 1920 near Pellston, Mich.; BS in physics from Haverford College, 1941; graduate work in physics, University of Chicago, 1942; U.S. Navy radar school instructor, Brunswick, Me., 1943-46; mustered out as lieutenant (s. g.); joined consulting engineering firm of Frank H. McIntosh (later McIntosh & Inglis) 1946; joined RCA in 1953 as manager, broadcast studio product planning; later became manager of following: studio systems, closed-circuit TV, broadcast merchandising and engineering, later became VP of following: communications products, engineering and merchandising, broadcast systems; assumed present post Jan. 1, 1970; in Marie Adam of Chicago, Sept. 5, 1942; children — David, 25; Richard, 22; Betty, 17, and Andrew F., Jr., 13.

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Editorials

Air pollution

In a little-noted passage of a decision that was otherwise innocent enough, the FCC has taken the unusual, perhaps unprecedented, step of instructing broadcasters to carry programming on an explicitly defined subject. It is as neat and as unprincipled an ambush as this commission or any of its predecessors has contrived.

The instructions were camouflaged in a decision rejecting the application of the fairness doctrine to the broadcast of gasoline and automobile commercials (BROADCASTING, Aug. 10). An antipollution group had argued that because WNBC-TV New York had carried such commercials the station was obliged to carry messages denouncing automotive exhausts. The complainant cited as precedent the FCC's requirement that broadcasters carrying cigarette commercials must also carry antismoking spots.

In denying the complaint, the FCC took pains to distinguish between the health hazards of cigarettes, as described in official government studies including those of the surgeon general, and those of automobiles and other pollutants. Its conclusion was that cigarettes were unique and that the "simplistic" application of the fairness doctrine to cigarette commercials was unsuitable to more complicated situations such as the advertising for automobiles, which are demonstrably beneficial despite their pollutional effects. It is too bad the FCC did not stop there.

True, however, to the civil-service pledge that no chance to extend authority should be overlooked, the FCC took off. Its cigarette ruling might be inapplicable to automobile advertising and pollution, said the agency, but its other precedents and powers were right in point. Citing the Supreme Court's Red Lion statement that broadcasters are "proxies for the entire community, obligated to give suitable time and attention to matters of great public concern," the FCC came to two decisions.

First, it decided, and quoted ecologists and others in support, that environmental problems were matters of great public concern. That being so, it ruled that "the broadcaster does have an obligation to inform the public to a substantial extent on these important issues, including prime-time periods."

Thus does the FCC prescribe not only a program type but also its place in the schedules. If that doesn't put the government in the program manager's chair, nothing will.

Penalty of success

Members of Congress get jumpy in any election year. This year they seem to have reached the point of panic.

The root cause is television and how to grab as much free time as they can finagle and at the same time prevent better-heeled opponents from overshadowing them on the tube. This is the hidden motivation for the big Senate drive to cajole networks into "volunteering" prime time to the Congress to do with what it will.

This also is behind the legislation being blitzed through Congress for bargain rates. No matter how they angle it, the plain fact is the incumbents want to perpetuate themselves in office—a perfectly natural goal. Of course, this is without regard to free election guarantees and the free-press tenet.

Pardon us if we seem naive, but we cannot understand why Congress does not look for a solution of its dilemma to the very instrument it created—noncommercial broadcasting. There are 200 TV and 450 radio stations available to the Corp. for Public Broadcasting, given life three years ago as the U.S. answer to Great Britain's noncommercial BBC.

John W. Macy Jr., president of CPB, in his appearance Aug. 6 before Senator John Pastore's Communications Subcommittee, joined network heads and other spokesmen for commercial broadcasting in urging access to Senate and House chambers to pick up debates live. He proposed a plan to open one hour a month of NET TV time, divided evenly among proponents and opponents of major issues, if appropriate funding is found.

We venture there isn't a legislator alive who does not believe that what he has to say is both educational and enlightening, as ETF is supposed to be.

Members of Congress are elected to serve the people. Taxpayers are people. ETF is supported by taxpayers in one way or another, and CPB is underwritten by federal funds and tax-exempt contributions.

Mr. Macy says his noncommercial TV network stations reach 24 million viewers each week, so it can't be argued that CPB lacks the capacity to reach a national audience. Congress should snap up the CPB offer.

Evidence ignored

If there is any justice left in the federal regulation of broadcasting, CBS and NBC will prevail in their appeals from the FCC's final decision to restrict television networks to three hours of programming in prime time. Perhaps this time justice will be served. The New York circuit, where this case will presumably be heard, lacks the antibroadcasting record of the appellate court in Washington.

It was in the face of overwhelming opposition that the FCC denied petitions for reconsideration of its prime-time access rule (BROADCASTING, Aug. 10). The organized affiliates of all three television networks said they would be damaged by the rule. The major program production companies testified against it. There was no evidence at all that the rule would result in either the betterment or diversification that is its professed aim.

If a federal agency can act so arbitrarily on a matter of such importance to so many television stations and their audiences, it must be judged to be out of control.

"He used to be in television. Watch him sell two related products in 60 seconds!"

[Drawn for Broadcasting by Sid Hix]
HAPPIER BY THE DOZEN. Chicago—like every city—has homeless children waiting for adoption. Their story was told in a special feature of the WMAQ-TV weekly, two-hour series, "Sunday In Chicago." So far, inquiries generated by the program have resulted in the adoption of 12 children. Helping even one youngster find a home would have made us happy. Doing it by the dozen makes us just that much happier. Such direct concern for a community problem is unusual, but it's something Chicago viewers have come to expect of WMAQ-TV. And in this respect, they're no different than viewers in each community where there is an NBC Television Station.

*For more information, write to "Adoption," WMAQ-TV, P.O. Box 3426, Chicago, Ill., 60654
If you lived in San Francisco...

...you'd be sold on KRON-TV