FCC heads for showdown meeting this week
Ken Cox: at center stage for final act
How competitors line up for domestic satellites
Fairness case queers CBS-TV's 'Loyal Opposition'

Washinton, D.C.
THE EVENING STAR
BROADCASTING COMPANY
CALL MGAVREN-GUILD-PGW FOR WASHINGTON'S HOTTEST RADIO STORY!
Up Down, Up Down ... despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

Let your audience relax.

Write or call collect 203-327-2000.
They laughed when he sat down at the typewriter.
They didn’t know he was programming the station for a week in advance!

We don’t recommend that the night maintenance man program your station.
But he could—with just a few hours of training on the new Schafer 8000 Automation System.

Imagine. A system that gives you 21 times more walk-away—that can increase “people utilization” by 100% or more—that automatically types the program log. A system which you can’t possibly outgrow.

Mind boggling but true. Because with the Schafer 8000 you can individually program each day of the week up to 7 days in advance. Then, without disturbing the basic structure, you can add, delete or change segments at will. Merely by typing a few simple commands on the system typewriter.

And don’t let the word “computer” shake you. Ours is the size of a stereo receiver. It’s about as simple to use as your office calculator. Simple yes. But far more flexible and expandable than any other system.

Our new 16-page brochure is must reading for everyone in AM and FM radio. Just mail the coupon.

Schafer
Schafer Electronics, 9119 De Soto Avenue, Chatsworth, California 91311  (213) 882-2000
A division of Applied Magnetics Corporation

Send me the new brochure describing the Schafer 8000

__________________________  _______________________
name                                     title

__________________________  _______________________
station                                   phone

__________________________  _______________________
address

__________________________  _______________________
city                               state         zip
The attention of the Dallas-Fort Worth football televiewer will again be focused on the action-packed KDFW-TV special telecasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season's football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB Television Audience Estimates Program Audiences Total Survey Area

represented nationally by

KDFW-TV

The Dallas Times Herald Station

CLYDE W. REMBERT, President
A certain expertise

House Investigations Subcommittee investigators, no strangers to FCC files and halls, are on prowl at commission again. Their interest this time is payola, and what commission is doing to stamp it out. Purpose of check is unknown, but observers recall that subcommittee's parent Commerce Committee, which has oversight responsibility for commission, held headline-making hearings on payola and plugola in broadcasting some 10 years ago.

One ironic twist Washington observers were quick to point out in committee's renewal of interest in subject involves committee chairman, Representative Harley O. Staggers (D-W.Va.). He is one of several members of House and Senate revealed to have been renting prestige cars at rates far below those otherwise available. He turned in Lincoln Continental he had been renting, for $750 yearly (normal rental is $3,480), after story broke in press three weeks ago.

Many chances

Guessing game on what Ken Cox will do to earn living when he leaves FCC probably will be ended next weekend. Only thing certain is that he will remain in Washington. But he reportedly has under consideration at least two propositions from law firms: His former FCC colleague, Newton Minow, wants him to open Washington branch of Mr. Minow's Chicago law firm; old established Washington law firm of Haley, Bader & Potts has offered him quarters as counselor to firm, one of whose important clients is Microwave Communications Inc., new entity in domestic carrier field. Another common-carrier entity in esoteric field of data transmission also in category of satellite hopefuls, Data Transmission Co., also is regarded as possible employer of departing commissioner.

Mysterious hang-up

Suddenly it develops that Republican, not Democrat, was responsible for delaying Senate confirmation of Sherman Unger to FCC. Chairman Warren Magnuson (D-Wash.) of Senate Commerce Committee confirmed report that no hearing date had been set as courtesy to at least one GOP committee member, identity not disclosed. Mr. Unger, who has resigned as general counsel for Department of Housing and Urban Development, was named for 10 months remaining in term of Commissioner Robert Wells, who has been nominated for new seven-year term, succeeding Commissioner Ken Cox.

Chairman Magnuson said confirmation hearings would be scheduled soon, and administration source predicted date would be set this week after Mr. Cox attends his last meeting on Wednesday (see page 19). Committee has received only three requests to be heard on nominations: from Black Efforts for Soul in Television (BEST), Action for Children's Television (ACT), Boston-based women's group that has asked FCC to ban all advertising in children's programming and require broadcasters to carry minimum of 14 hours weekly of adless kiddie shows, and Anthony Martin-Trigona, ex-UHF broadcaster who has attacked network affiliation policies before FCC and other forums.

Faint blooming

It may be smaller than man's hand, but some sources close to spot TV and radio business think they can discern—at least vaguely—some justification for believing sales will pick up sooner than commonly expected. If that happens, they figure they will weather 1970 in better shape than had previously seemed likely. Others, while not going that far toward predicting upturn, do take comfort from their observation that, as one put it, "Salesmen are not griping about the third quarter nearly as much as they did about the second."

Money tree

Noncommercial-television interests are eyeing cable-television acquisition as potential source of permanent financial support. Children's Television Workshop, New York-based producer of widely promoted Sesame Street, is expected soon to file application for cable franchise in Washington—where seven other applicants, all commercial, have been on file for as long as year. (So far District of Columbia government has set no terms for CATV introduction or operation.) One commercial-TV broadcaster has estimated it would take as much as $100 million to wire Washington with modern cable plant.

Another noncommercial entity taking hard look at CATV ownership is KCET (TV) Los Angeles. That station is moving toward establishment of separate corporation that would acquire cable franchises and existing systems. Under consideration is Beverly Hills, Calif., franchise. Thought is also being given to possibility that ban on network ownership of cable may put number of other California CATV's on market. KCET's cable aspirations are contingent on aid from Ford Foundation.

Thumb in dike

FCC Chairman Dean Burch's latest campaign is to plug leaks at FCC. Word of it leaked last week. In his unusual, if not unprecedented, statement last week upbraiding newspapers and magazines for inept coverage of FCC fairness doctrine package rulings (page 28), Mr. Burch, who was on week's holiday at nearby Rehoboth Beach, Del., observed that FCC's advance press-release innovation was designed to "alleviate the insidious practice of news reports based on internal leaks from within the commission."

What he didn't say was that he was incensed over what had happened week before when interim report of conglomerate study task force (Broadcasting, Aug. 17) was made available to Wall Street Journal, FCC had released mere statement that preliminary study would be pursued. Aroused over this, as breach of confidence, Mr. Burch ordered inquiry, and FCC's chief security officer, Fred Goldsmith, is on prowl.

Double Huntley

Five-minute, five-a-week TV and radio commentaries by Chet Huntley, retired NBC newsman, are due to start on air Sept. 14 on syndicated basis. Deal is through Horizon Communications Corp., in which he has stock interest ("Closed Circuit," May 11). It's understood syndication of TV commentaries will be handled by MG Films, radio commentaries byUPI Audio. In production, mostly in New York, commentaries will be "simulcasts."

Another media house

Now Detroit will have its own version of timebuying specialist, American Media Group Inc., expected to be announced soon. It will operate on flat "up front" fee basis only, assist regular agency media departments or clients. Buying savings are to be returned to agency or sponsor or used to extend campaigns. Fee is based on total budget size. Principals include two ABC television spot sales veterans, Ron Hammer and Roy Wade, and Pat Connelly, former with McCann-Erickson, Detroit. Big initial market: fall political campaigns.
GIVE AND LET LIVE. In Cleveland, as elsewhere, there are people who need kidney transplants to live. But donors are not easy to find. In a "Montage" program called "A Legacy of Life," WKYC-TV showed a film of a kidney transplant operation, and appealed to viewers to register as donors in the event of death. In 48 hours, 1500 viewers requested donor registration cards. By the end of three weeks, the total had reached 20,000. "A Legacy Of Life" was unusual television fare, but just one more example of the way WKYC-TV involves itself with this city. It's typical, too, of the way each NBC Television Station recognizes community problems—and responds.

*For more information, write to "A Legacy of Life" WKYC-TV, P. O. Box 5912, Cleveland, Ohio 44115
FCC's agenda for meeting this week includes controversial one-to-customer rule. However, it appears unlikely final action will be taken before Sept. 1 departure of Commissioner Cox, whose vote would be crucial. See . . .

FCC heads for showdown this week . . . 19

When Kenneth A. Cox leaves FCC Sept. 1, commission will lose last of tough-minded members named by President Kennedy. Group was dedicated to using commission as instrument to affect product of broadcasting. See . . .

At center stage for last act . . . 19

Philadelphia lawyer Miles W. Kirkpatrick appears certain for confirmation as new head of Federal Trade Commission; is subjected to close questioning on print cigarette advertising by Senator Frank E. Moss (D-Utah). See . . .

Cigarette print ads worry Moss . . . 22

House closes shop for Labor Day recess without voting on political broadcasting bill. Now measure could not take effect until late October, setback for Democrats who wanted passage before Nov. 3 elections. See . . .

Campaign-spending measure bogs down . . . 26

FCC Chairman Dean Burch levels sharp and detailed criticism at number of leading newspapers and magazines for what he feels was careless reporting of commission's fairness decision. See . . .

Press carelessness irks Burch . . . 28

CBS suspends 'Loyal Opposition' show after FCC rules network must afford equal time to Republican spokesman to reply to Democratic National Committee Chairman O'Brien's appearance. See . . .

CBS takes 'Opposition' off the air . . . 34

Daytime and prime-time product hit hard on drug-abuse problem through 'subtle sell' of entertainment; source of inspiration credited to White House conference with media men on turn on, tune in, drop-out craze. See . . .

TV backing Nixon on drug abuse . . . 36

Senator John McClellan (D-Ark.) says no further action on Senate copyright revision bill will be sought until next year. He introduces resolution temporarily extending protection in certain cases to Dec. 31, 1971. See . . .

No new copyright bill this year . . . 39

As the football season draws near, NFL Films camera crews stand ready to capture the action of 162 National Football League games, later to be shown before, during and after live telecasts. See . . .

Everything but the live action . . . 40

Five prospective applicants for domestic communications satellite systems indicate they are working on filings but will need two to seven months to complete them. Networks say they need three months to begin preparations. See . . .

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Broadcasting

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BROADCASTING, Aug. 17, 1970
NOW!
TWO NEW ONES ON 2

Big Valley
5 PM WEEKDAYS
BARBARA STANWYCK

NEWSWATCH
THE 6 PM REPORT
ALSO 7 and 11 PM

Supported by a continuous multi-media promotion campaign — newspapers, radio, king-size bus posters, TV magazines, merchandising aids, on-air promotion!

No Wonder . . . In Maryland Most People Watch

WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
NBC sets ant_war talk

NBC reacted Friday (Aug. 21) to FCC's fairness-doctrine ruling requiring networks to provide time for views opposing President's on Indochina, by scheduling half-hour in prime TV Monday, Aug. 31.

Network said Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota would discuss war issue on NBC-TV in 7:30-8 p.m. EDT period. FCC had ruled that major networks must make prime time available to spokesmen for contrasting views to President in light of multiplicity of speeches made by Mr. Nixon on this issue (BROADCASTING, Aug. 17).

NBC said program "conforms" to FCC's fairness ruling, noting also that FCC had cited NBC as coming "closest to satisfying the requirements of the fairness doctrine" in providing opportunities to answer President.

NBC said program would be introduced by NBC News which also would supply "brief summary" at conclusion. ABC and CBS said they had not yet completed plans for complying with FCC ruling.

Nominees to be heard

Confirmation hearings on four nominees to be directors of Corp. for Public Broadcasting will take place tomorrow (Aug. 25) before Senate Commerce Committee.

Last May President Nixon nominated for six-year terms John Hay Whitney, former ambassador to Great Britain under Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp., and John D. Wrather, chairman and president of Wrather Corp., which owns Muzak Corp., Disneyland, hotels, and produces television programs (Lassie). Mr. Wrather is also 12% stockholder in Teleprompter Corp., multiple CATV owner. Nominated for reappointments were Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle).

At same hearings, nomination of Randolph A. Peterson, former president of Bank of America, as presidential appointee to board of communications Satellite Corp., will come up. Mr. Peterson, now public director, is taking place of Dr. William W. Hagerty of Drexel University, Philadelphia, who has been 

selected as stockholder director.

Electronic logs touted

Electronic logging of broadcast commercials—at broadcasters' expense—is earnestly advocated by American Association of Advertising Agencies in statement being released today (Aug. 24).

Statement by AAAA's Operations Committee said: "The AAAA believes that proof of performance lies with the seller, not the buyer, and that it is proper for broadcast media to furnish and pay for electronic logging to verify the broadcast of commercials and the resulting time charges."

Of present proof systems, AAAA said: "There is today much dissatisfaction with station affidavits as a measure of performance. The [electronic] systems promise a marked improvement in logging, identification and verification."

AAAA said it "encouraged" stations to get into electronic logging "as soon as systems and services are proved practical and operative."

Officials of one system—International Digisoniics—said their system was operative now in sense that it is monitoring TV commercials and that it will be operative in real sense in September when it starts issuing reports to 24 leading advertisers.

Encoding is also dealt with in Screen Actors Guild contracts, which say that when time comes whoever producers given commercial—whether advertiser, agency or production company—will be responsible for its encoding. Under contracts, move to recognize operative encoding systems must be initiated by Industry/Guild Standing Policy Committee and must also have consent of Joint Policy Committee of AAAA and Association of National Advertisers as well as consent of American Federation of Television and Radio Artists.

Audicom Inc., New York, is "still in engineering phase" with its radio-TV monitoring system using audio rather than video code. Company was formed earlier this year by two former Wells, Rich, Greene executives, Robert Engleke and Wesley Hobson, and inventor Murray Crosby (BROADCASTING, March 9). It completed FCC-authorized tests last month that officials say proved system works but also turned up some station-equipment problems that they say can be resolved shortly. They've asked FCC for 90-day test extension for that purpose.

Third approach is that of Broadcast Advertisers Reports (BAR), commercial monitoring service, which has Videomatic video encoding-monitoring system. BAR has not installed Videomatic equipment in markets, however, contending standardized code is needed before any system gets under way.

Conglomerate query drawn

FCC has referred to Federal Office of Management and Budget for clearance questionnaire that it proposes to send to upwards of 50 licensees in its expanded study of conglomerate ownership of broadcast properties (BROADCASTING, Aug. 17).

Questionnaire is revised version of

Affiliates cry 'ouch'

Affiliates associations of three networks told FCC Friday (Aug. 21) that if local TV's are eventually authorized to own and operate earth stations for domestic communications satellite systems, they cannot be expected to pay fees exceeding cost of those facilities.

Comments from ABC, CBS and NBC affiliates groups came in joint request for declaratory ruling to clarify term "earth station" of commission's new few schedule. Affiliates said new schedule for common carrier earth stations requires $500 filing fee and $50,000 grant fee for initial construction permits.

Groups said it is not clear whether term is intended to include "relatively simple" receive-only ground stations used to provide satellite interconnection services to local TV stations. They said they assumed term was intended to be synonymous with "satellite terminal station," which can transmit signals to or receive them from satellites.

Ownership of affiliates of receive-only ground stations is "most practical" method of assuring that users of satellite services receive economic and technological benefits from interconnection, they said, and local TV's could afford $40,000-to-$100,000 cost.

However, it was added, they could not afford them if burdensome fees apply to receive-only stations.

If fees are applicable to these facilities, affiliates concluded, charges should be comparable to those for other TV interconnection services such as point-to-point microwave radio or local television transmission.

More "At Deadline" on page 10
Week's Headliners

David Levy, former VP in charge of television programing, Young and Rubicam Inc., Los Angeles, named executive VP in charge of television, Four Star International Inc., there. Mr. Levy was also VP at NBC-TV where he pioneered using feature motion pictures on television with Saturday Night at the Movies.

William C. Mackey Jr., VP-international marketing director, Coca-Cola Co., Atlanta, elected board chairman and chief executive officer of the Marschalk Co., New York, succeeding Paul J. Caravatt Jr. Mr. Caravatt will become chairman of executive committee and will assist Mr. Mackey in management of agency for next six months and then will join Interpublic Group of Companies Inc., New York, parent company of Marschalk, in executive capacity. James R. Heekin, president of Ogilvy & Mather Inc., New York, from 1966 until his resignation in December 1969, has joined Interpublic Group of Companies as executive VP.

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

one that was sent to six companies in February, as commission was getting study underway.

Nine-page document contains 27 questions aimed at eliciting information on effects conglomerate ownership has on broadcast operations. As was true of pilot questionnaire, new one asks questions aimed at determining whether licensees with nonbroadcast interests use economic power to induce suppliers to buy advertising on their stations.

Questionnaire also asks what safeguards licensee has established to prevent nonbroadcast interests from affecting selection of broadcast matters, and in what manner ownership of nonbroadcast holdings benefit broadcast operation.

Proposed questionnaire goes beyond pilot in several respects. It asks for information on interests of officers and principals of licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot representation business and production or syndication company. And questionnaire reflects interest in licensee-related companies that serve as national spot representative for stations not owned by licensee's parent.

Unlike original questionnaire, proposed document does not have separate sections on station-affiliated newspapers and station-affiliated CATV systems. Presumably, questions concerning those associations will be explored in current rulemaking aimed at breaking up multimedia holdings within individual markets.

Office of Management and Budget, which is required by law to approve questionnaire that any government agency sends to more than 10 parties, will confer with industry advisory committee before acting.

Committee on Communications Industry, headed by attorney Frank Fletcher, is composed of 13 representatives of broadcast, CATV and common carrier industries. And at least five broadcast-industry representatives are associated with companies that could be classed as owned by conglomerates—ABC, CBS, NBC, Westinghouse Broadcasting Co. and Avco Broadcasting Corp.

Toledo ducks test

Toledo, Ohio, has become third city in that state to forego definitive court fight on constitutionality of gross-receipts tax that cities across country impose on CATV systems they franchise.

Louis Young, director of law for city of Toledo, said Friday (Aug. 21) that city would not appeal opinion of Federal District Judge Don Young that city's franchise providing for gross-receipts tax violates interstate commerce clause of Constitution (BROADCASTING, Aug. 17).

Judgment Young had issued similar ruling in cases involving cities of Sandusky and Fremont earlier and he was upheld by appeals court. Last June, those cities decided not to seek Supreme Court review of appeals court decision (BROADCASTING, June 22).

Mr. Young, in saying no appeal would be taken, noted that Judge Young's decision in Sandusky-Fremont case had been upheld.

Union fracas erupts

WNEW-TV New York news director Ted Kavanau and station news producer Don Young were booked by police on charges of assault and battery degree Friday (Aug. 21), as was their complainant, sound cameraman Michael Calvacca of WNBC-TV New York.

Action followed fracas on Thursday (Aug. 20) when union newsmen and cameramen from several New York stations and non-union camera crew from WNEW-TV staged camera-swinging melee in office of city's correction commissioner where they had assembled for assignment.

Union technicians of WNEW-TV have been on strike since May 22, and Mr. Kavanau and Mr. Young, as non-union supervisors were part of crew covering story for station. Mr. Calvacca and Robert Grainier, sound man for WABC-TV New York, were injured slightly in brawl.

Disturbance erupted, it was said, because union personnel at TV stations resented presence of non-union workers, who have been substituting for striking members of Local 794, International Alliance of Theatrical Stage Employees.

Technicians at WNEW-TV and at WTTG-TV, Washington, both Metro-media stations, struck almost three months ago over issues of manning automated and computerized equipment; wages and fringe benefits. Negotiations have broken off several times and since Aug. 6, management and union officials have been meeting twice weekly with representatives of Federal Mediation and Conciliation Service.

Harry Daly services

Funeral services were scheduled to be held today (Aug. 24) for Harry J. Daly, 63, Washington communications lawyer for almost 40 years, who died Wednesday (Aug. 19) after heart attack in his office.

He was member of Federal Communications, District of Columbia, Maryland and American bar associations, and Knights of Columbus.

Interment was scheduled to be at Mount Olivet Cemetery, Washington. He leaves wife, Mary, five daughters, son, and one grandson.
A Sensational New Case for Strip Programming

New for first-run syndication.

52 Weeks.

Half-hour continuing drama for daytime/evening stripping.

New stories inspired by actual courtroom cases.

Adapted for television by famous writers.

Co-produced by Talent Associates and 20th Century-Fox TV.

Starring Donnelly Rhodes and Tim Henry.

IN COLOR — ON VIDEOTAPE.

Available Now for a Fall Start!
The International Film, TVilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous offices for the projection of cinema and TV films, international telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 18 September.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy) Telegrams: MIFED - Milano - Telex 33960 Fieramil
Delegation in London: 31 Old Burlington Street - London W1X 2DG
Delegation in Paris: 90 Champs Elysées - 75 Paris 8° - Telex 29642 Inconta
Delegation in Rome: via del Corso 184 - 00186 Roma

2 GRAND AWARDS FOR TV-FILMS

22nd CINE-MEETING
MILAN 23 - 31 OCTOBER 1970

It wasn't KRIS-TV's tower

EDITOR: The press around the world, including Broadcasting Aug. 10, printed a picture and a story of a television tower that had fallen on our building and it appeared that KRIS-TV was operating under temporary conditions. We have received several notices from advertising agencies cancelling contracts until full operation is restored.

The problem is that this was not our tower. Our big tower is 14 miles west, near Robstown, Tex., and received no damage from this hurricane. We were able to return to the air with full power all studio facilities and network services as soon as power was restored to the area beginning Sunday, Aug. 9.—T. Frank Smith Sr., president, KRIS-TV Corpus Christi, Tex.

(The wire service photo caption identified the wreckage as a KRIS-TV tower, which was pictured atop TV Tower, a UHF that no longer exists. When the station went off the air, the tower was still standing on the property in back of KRIS-TV studios. Due to the communications blackout in the wake of Hurricane Carla, Broadcasting was unable to get these further details.)

BookNotes


The intent of this book is to demonstrate to people in both motion pictures and TV methods for producing high quality color-TV material with film. The book contends that TV program production with film needs a different approach than motion-picture production. It offers an introduction to the principles of color TV, with practical information ranging from exposures, control of processing solutions, color printing, duplicating and adjusting color balance, to use of color slides and soundtrack characteristics. Recent proposals for TV film review rooms and for standardized film reproduction are included. Mr. Ross is super-

Puzzled by relaxing of rules

EDITOR: With reference to the story in Broadcasting, Aug. 3 about the FCC easing requirements for first-class operators of radio stations, the broadcasting business is the only business where it gets easier for anyone off the street to get employment.

In all other professions, the standards and qualifications get higher and higher; in broadcasting it seems to get lower and lower.—Eddie Lane, Mount Pleasant, S.C.

Please send

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Name
Company
Business Address
Home Address
City State Zip

SUBSCRIBER SERVICE
☐ 1 year $14
☐ 2 years $27
☐ 3 years $35
Canada Add $4 Per Year
Foreign Add $5 Per Year
☐ Payment enclosed
☐ Bill me
1971 Yearbook $12.50
January Publication (cash only)
1971 CATV Sourcebook $8.50
Off press fall 70 (cash only).

ADDRESS CHANGE: Print new address above and attach address label from a recent issue. or print new address including zip code. Please allow two weeks for processing. mailing labels are addressed one to two issues in advance.

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

12

BROADCASTING, Aug. 24, 1970
QRK Announces a Breakthrough
QUALITY CONSOLES AT REALISTIC PRICES!

QRK-5 MONO PRE-WIRED SYSTEM
$1995

QRK-5/5S Stereo Prewired System — Reflects the epitome of quality to produce either a mono or stereo system capable of serving as either a local or remote studio or production facility. Incorporates the QRK-5 (Mono) or QRK-5S (Stereo) console; (2) QRK-12C Turntables with synchronous motors; (2) Rek-O-Kut S-320 Stereo Tone Arms; (2) QRK F3 stereo cartridges; QRK Ultimate Preamplifiers; and substantial, pre-wired transportable furniture.

QRK-8S — 8 CHANNEL MONO ... $1695
QRK-8S — 8 CHANNEL STEREO ... $2495

QRK-5/5S Stereo Prewired System
$2995

QRK-8S — 8 Channel Console — QRK offers a professional console with Altec faders; plug-in modules (3) pre-amplifiers; built-in power supply; 10 watt monitor amplifiers; independent audition and program channels; muting relays; cue amplifiers; built-in speaker; substantial capacity and ultimate access.

QRK-5/5S — 8 Channel Console — Both mono and stereo units incorporate Altec attenuators with cue switches in every fader, 10 watt monitoring amplifiers, plug-in modules, muting relays, and self-contained power supply. The stereo unit, QRK-5S contains independent audition and program channels as well as a cue amplifier. Both consoles have substantial capacity and total access.

QRK-5 — 5 CHANNEL MONO ... $995
QRK-5S — 5 CHANNEL STEREO ... $1595

main office
CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N.J. 08030
Phone: (609) 456-1716

subsidiary
QRK ELECTRONIC PRODUCTS INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213

division
REK-O-KUT COMPANY, INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213
“ARE THINGS GETTING TOUGH?”

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can’t all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody’s news cast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren’t pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these “estimates” tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That’s our problem. Basic, hard working research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions — these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

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This is the third edition of a volume designed to acquaint students considering a career in mass communications with all areas of professional work — including newspaper, television and radio, magazines, book publishing, film making, photographic communication, press associations, advertising, public relations and information writing, mass-communications research and teaching. Three chapters trace theories of press freedom and the growth of the print media and of television, radio and film, with special emphasis on the current problems and criticism of the media.


This collection of 41 essays is grouped to present a cross section of guidance and open discussion on almost every major world problem in communication. The specifically related readings in international communications begin with the broader, more general aspects of the area and work toward more specific concerns and areas of the field. The book is designed as a textbook, but also to be of interest to the general reader.

**Datebook**

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

| Indicantes first or revised listing.
| **August**
| Aug. 24—Sept. 4—Animation workshop conducted by University Film Association in conjunction with Ohio State University. Workshop will be conducted by Dr. Roy Maden, R.C. director of film, San Diego State University. Program covers story-boards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Richland, Ohio. Aug. 25-28—Western electronic show and convention (WESCON), Los Angeles sports arena and Hollywood Park, Los Angeles.
| **September**
| Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stations by banks acting through their trust departments.
| Seats July 1—International Broadcast Convention, sponsored by Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronic Engineers, Royal Television Society, and Society of Motion Picture and Television Engineers. Sebatco Lodge, Sebasco Beach, Maine.
| Sept. 10-12—Annual fall convention, Louisiana Association of Broadcasters, Monteleone hotel, New Orleans.
| Seats 11—Florida CATV Association fall meeting. Coronado motor hotel, Fort Walton.
| Sept. 11-13—Meeting of Maine Association of Broadcasters, Sebasco Lodge, Sebasco Estates.
| Seats 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 4567 Lankershin Blvd., North Hollywood, Calif. 91601 (213) 877-3550.
| Sept. 15—Deadline for comments on FCC’s proposed rule concerning broadcast announcements of station and network employees’ financial interests in advertised services and commodities.
| Seats 15—Deadline for comments on FCC proposals aimed at making network programs available to UHF stations, particularly those competing with VHF.
| Sept. 16—FCC Chairman Dean Burch is to be speaker at International Radio & Television’s Widowmaker luncheon, Waldorf-Astoria hotel, New York.
| Seats 16—Semi-annual meeting, national awards committee, National Academy of TV Arts and Sciences to review Emmy Awards structure and procedures for 1970-71, Essex House, New York.
| Sept. 16-18—Meeting of Michigan Association of Broadcasters, Hidden Valley, Gaylord.
| Seats 17—Semi-annual meeting, board of trustees, National Academy of Television Arts and Sciences, Essex House, New York.
| Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programming convention presented by Florida Group Caroastiding to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.
| Seats 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Practer, Box 5387, Fort Worth 76108 (817) 244-3699.
| Seats 25-27—Western area conference of American Women in Radio and Television, Rainbow hotel, Great Falls, Mont.
| Seats 25-27—Second annual joint meeting of boards of Georgia and South Carolina State Broadcast Associations. Ponte Vedra club, Ponte Vedra, Fla.
| Seats 27-29—Nebraska Broadcasters Association annual convention. Omaha Hilton, Omaha.
| Seats 28-29—Fall display meeting, Pacific Northwest Cable Television Association. Hartford House
Oct. 2—Fall meeting of New York State Cable Television Association. Agenda and location to be announced.

Oct. 4—Concert at Behavioral Research and Development, Conoco Motor Inn, Ponca City, Okla.

Oct. 4—Annual meeting of the South Dakota Broadcasters Association, Rapid City.

Oct. 5—Annual meeting of the South Dakota Broadcasters Association, Rapid City.

Oct. 6—Annual meeting of the Michigan Broadcasters Association, Motor Inn, Marysville.

Oct. 7—Annual meeting of the Montana Broadcasters Association, Blackfoot, Idaho.

Oct. 7—Annual meeting of the Montana Broadcasters Association, Blackfoot, Idaho.

Oct. 8—Fall meeting of the Three Rivers Broadcasters Association, Spring Hill, Calif.

Oct. 8—Fall meeting of the Three Rivers Broadcasters Association, Spring Hill, Calif.

Oct. 9—Annual meeting of the California Broadcasters Association, San Diego.


Oct. 11—Annual meeting of the Nevada Broadcasters Association, Las Vegas.

Oct. 11—Annual meeting of the Nevada Broadcasters Association, Las Vegas.


Oct. 16—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 16—Annual meeting of the Montana Broadcasters Association, Bozeman.


Oct. 18—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 18—Annual meeting of the Montana Broadcasters Association, Bozeman.


Oct. 20—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 20—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 21—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 21—Annual meeting of the Montana Broadcasters Association, Bozeman.


Oct. 27—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 27—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 28—Annual meeting of the Montana Broadcasters Association, Bozeman.

Oct. 28—Annual meeting of the Montana Broadcasters Association, Bozeman.


The advertising message needs an added dimension

At an Association of National Advertisers seminar last April, it was concluded that television more or less remains entrenched as our number-one communications medium. E. H. Meyer, president of Grey Advertising, and Jim Duffy, president of ABC-TV, each made some interesting comments about the subject.

Mr. Meyer said that TV's two stalwart sources of support have been "the high and unflagging loyalty level of the TV audience" and the "total and unflagging degree of advertising and agency commitments to the medium. . . . The key problem facing television today lies in a very real possibility that both of these sources of strength may be beginning to undergo a dangerous erosion."

Mr. Duffy said: "How effective is TV today? It is not only serving so-called emerging affluent masses, but has become a pace-setter for their aspirations. This is caused by your commercials and our programs, probably in that order. There are some important new words in TV today—like 'reality, social awareness, now, communication.' Never before has our nation been faced with so many different problems—minority groups, crime in the cities, youngsters in trouble, general rebellion. We must keep changing our programming to keep pace."

Both statements are essentially about programming. One observes an erosion of TV's strengths; the other talks of pace-setting and need for change.

Meaningful quality programing is emerging more and more, and viewers are watching it. Sesame Street is doing a job long needed and the timing now is right for it. The Forsyte Saga appeals to a sophisticated audience and this fall's Civilization series on National Education Television will be introduced on NBC with a special sponsored by Xerox. Other concepts embodying a combination of entertainment and information are being planned and produced. Will they be recognized and aired by advertisers on leading stations or will they be passed in favor of the more popular, safe vehicles? Such decisions can be made by advertisers.

For a number of reasons the advertising agency's programing role has lessened and concurrently programing has acquired a general quality of sameness. Perhaps this is coincidence. The networks today split 90-plus percent of the audience rather evenly. If one falls way behind, it reprograms to maintain an efficiently delivered cost-per-thousand audience, an action demanded by many agencies and advertisers. Thus networks alone cannot be singled out for criticism.

Some numbers-only oriented program buyers should venture forth without their rating books and find out what is turning which people on and off. Sure, viewers want entertainment. They also want their minds and horizons expanded. They want truth. They would like less commercial clutter as well as less frenetic, contrived commercial presentation. We are on the brink of a creative-commercial break-through, fact and truth, and the sooner we get to this point the better.

Our problems today stem from the industrial-technical revolution and the population explosion, which odd enough are compounded by a singular lack of two-sided communication in this age of communication—television communication.

Networks and stations have their work cut out for them. A president recently suggested that his network will become more involved with issues, weaving them into programs. Advertisers and agencies also have provocative opportunities to take the initiative and propel television up and out of its lethargy. A few have already begun.

Pick a problem, Mr. Advertiser. Create an advertising campaign. Relate it to the problem and its solution. Tie the two together with multimedia use. Make people aware and offer solutions just as product and service advertising does. Close the gap, encourage courtesy, start an antilitter (cleanliness) program. A candy company could en- dear itself to mothers by promoting the brushing of teeth to children. Create a positive, good company aura. Let people know you also care about them and want them to care about you.

A paper company could extol the merits and how-to of family camping. A chemical company could promote safety at home as Mobil does on the road. A computer company could explain the need and how-to of basic communications. General Electric could promote numbered, color-keyed labeling for fabrics—enough of all those lost and complicated unread cleaning tags—and then match it on their washing machines.

Much consumerism is justified and long overdue. Products must improve or fail. Many big companies must re-establish their leadership position. The product has to match up and even exceed expectations. If on a par with other products, the company might well have something extra going for it, such as a public-relations effort in an area of interest to their customers.

Advertisers can also encourage their agencies to find or create suitable programs for sponsorship. Scatter buying may reach more bodies statistically but the clutter factor can make information retention difficult, if not impossible, depending on the expertise of production and placement. Sponsorship of the right program for the right advertiser in the right markets can generate a lot of viewer and consumer loyalty.

Networks, agencies and advertisers have the most wonderful access to communications and such a need for its proper use. Reach out and do it now before it's too late.
Effective August 3, 1970.....

KCRA-TV
Channel 3
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STORER TELEVISION SALES
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA
People who can view PGW represented TV stations will take 54,100,000 airline trips this year.

Do you sell air travel?

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

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
FCC heads for showdown this week

In last meeting with pre-Nixon majority on hand, question is whether crucial votes can be put off

The FCC is preparing a meaty agenda for its Aug. 26 meeting—the last that Commissioner Kenneth A. Cox is expected to attend—and the meatiest items have long been of interest to the outgoing Democrat.

But the way the agenda is shaping up, the meeting may leave unresolved, and therefore in doubt, the fate of one of the most controversial regulations ever adopted by the commission—the so-called one-to-a-customer rule.

Other items include proposed license-renewal and station-commercialization standards, and the wisdom of approving agreements under which stations reimburse citizens groups that withdraw petitions to deny their licenses.

The one-to-a-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted in March in the face of heavy industry opposition (Broadcasting, March 30).

At the same time, the commission proposed rules to break up existing multimedia combinations, including broadcast-newspaper, in the same market.

The question of granting reconsideration of the new rule is on the agenda. But the staff reportedly is recommending that the commission hold an oral argument on the implications of the rule, as requested by a number of petitioners, before acting.

Thus, whatever action the commission takes—whether it accepts that recommendation or rejects it and directs the staff to prepare an order denying reconsideration—it seems unlikely that that final action can be taken before Commissioner Cox's scheduled departure from the commission on Sept. 1. And his vote would be crucial.

He and the other three Democratic commissioners—Robert T. Bartley, Nicholas Johnson and H. Rex Lee—voted for the rule, while Republicans Robert E. Lee and Robert Wells opposed it. Chairman Dean Burch dissented in part and concurred in part. The chairman's statement, however, made it clear he opposed the idea of acting on the one-to-a-customer rule before consideration was given to what he considers the critical concentration-of-media-control problem—crossownership of VHF television stations and newspapers in the same city.

And once Commissioner Cox departs, Chairman Burch will probably have the kind of control of the agency he needs to have his way. Commissioner Robert Wells, now filling an uncompleted term, has been named by the President to succeed Commissioner Cox, and Sherman Unger, now general counsel of the Department of Housing and Urban Development and a political associate of Chairman Burch, has been nominated to complete the 10 months left of Commis-

Continued on page 20

At center stage for last act

Preparing to leave FCC, Ken Cox is key figure as touchy policies come up

With the announced departure on Sept. 1 of Kenneth A. Cox from the FCC, the commission is losing the last of its Kennedy men. Newton N. Minow, E. William Henry, Lee Loewinger and Kenneth A. Cox: The men named by President Kennedy made up an unusually tough-minded group of FCC appointees and, with the exception of Mr. Loewinger who favored less government regulation rather than more, a group dedicated to using the commission as an instrument to affect the product of broadcasting.

Of them all, none was tougher minded than Mr. Cox.

Whether the issue involved a supposed paucity of local-live programing in prime time or of the broadcast of news and public affairs at any time, Mr. Cox has felt the FCC could fix things, and should.

He has been prepared to test the limits of the commission's authority in applying the fairness doctrine; indeed, he still feels Congress could apply the doctrine to newspapers without violating the First Amendment to the Constitution (see page 32).

He was a strong supporter of the commission's proposal to loosen the networks' grip on prime-time programing, believing that the new rules would help stimulate new sources of programing. And, since he believes a multitude of editorial voices enables the country's democratic system to function best, he spiritedly approached the prospect of breaking up multimedia holdings within the same communities.

Mr. Cox did not always have at hand all the evidence he needed to support his views, but he gamely struggled on in the face of such deficiencies. He conceded as much in stating his opinion on the benefits to be derived from a wide dispersal of media ownership (Broadcasting, June 15).

If, in urging that the commission be used as an engine of change, Mr. Cox was confronted by a strict-constructionist colleague with the argument that the commission would be exceeding its authority, Mr. Cox's ultimate response was that if the FCC were wrong, the courts could correct the error.

And in some cases that challenged the commission's authority the agency emerged not only affirmed but also with its power enhanced. This was true of the Supreme Court decisions upholding the commission's authority to regulate CATV systems, whether served by microwave or not, and to enforce the Continued on page 20
Showdown at FCC
Continued from page 19
Commissioner Wells's term.

In addition, Chairman Burch's hand-picked men for the key staff jobs of general counsel and Broadcast Bureau chief—respectively, Richard E. Wiley, of Chicago, and Francis Walsh, San Francisco University law-school dean—are expected to move into those slots early in September.

The proposed license-renewal standards under consideration involve matters that have long concerned Commissioner Cox. One deals with staff actions, taken under delegated authority, granting renewal applications of stations propositing to devote less than 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programming (religious, instructional and agricultural). Along with Commissioner Johnson, Commissioner Cox has long opposed granting such applications without further inquiry by the commission as to whether the stations would be serving the public interest.

Another issue involves Commissioner Cox's long-held conviction that the commission should scrap the community-needs survey question in its renewal-application form in favor of a question merely asking applicants to list the 10 most important issues in their areas and to describe programming they carried to deal with them. He would keep the community-needs survey in application forms for transfer of stations and for new stations.

There is sentiment within the commission for the major-issue proposal. But there is opposition to this condition that 5-1-5—or any other formula—be used as a guideline for determining whether renewal applicants should receive letters of inquiry. Some commissioners fear that would encourage stations now exceeding the standard to do less.

Commissioner Cox, however, says the standard should not be used as a permissible minimum. He would recommend an examination of some stations—possibly a prosperous VHF television outlet—proposing even as much as 12% news.

The staff is known to feel that the Cox-Johnson criticism that renewals are granted "wholesale" without regard to whether minimal standards are met is not warranted; it contends that applications containing apparently minimal standards are checked and that grants can be defended as serving the public interest. (For instance, a large-market, all-music FM station that carries only five minutes of news an hour and no public affairs or "other" programming would, in the staff's opinion, warrant renewal.)

The staff, while it would like a reaffirmation of its authority to use its judgment in granting renewals of stations proposing less than 5-1-5, is requesting commission guidance on what guideline, if any, it should use.

Whatever decision is reached will probably be formally announced. Chairman Burch is said to feel that broadcasters should be told the standards the commission staff applies in examining their renewal applications.

The commercial-standards issue involves a matter that has long troubled the commission and one that had presumably been settled last February (BROADCASTING, Feb. 16). The commission at that time directed the staff to question radio stations proposing to carry more than 18 minutes of commercial time per hour (the National Association of Broadcasters code limit). And the tone of the letters indicated that those stations proposing to exceed the standard in more than 10% of their broadcast hours would face renewal hearings—absent an extraordinary justification for its proposals. [TV stations rarely exceed the standard the commission has set for them—16 minutes per hour.]

However, the staff has asked for further guidance on this matter. It says the standard is unfair to daytime stations since they would be permitted fewer

Cox at center stage
Continued from page 19

fairness doctrine and the so-called personal-attack rules that had been adopted to implement portions of it.

Unlike the swifter departures of the Kennedy men who preceded him, Mr. Cox's leaving is involuntary. He made no secret of his wish to remain, but he is a Democrat, and the expiration of his term afforded President Nixon his first opportunity to give the commission a Republican majority.

As a commissioner, Mr. Cox was animated by a liberalism grounded in faith in the capacity and obligation of government to raise the public-interest quality of programming, by a mom-and-pop attitude toward broadcast ownership—and by a persistent skepticism of the willingness of broadcasters to operate in the public interest without close supervision. "I don't think the profit motive provides an incentive for the kind of programming the public needs," Mr. Cox said recently. "So long as they get an audience for what they do, broadcasters will do it, without regard to the needs of significant elements of the population that are not being served."

"It was this attitude that propelled him, when he was still chief of the Broadcast Bureau in 1962, into the center of a major controversy. Acting under a delegation of authority from the commission, Mr. Cox instructed his staff to question renewal applicants whose proposed local-live programming in prime time appeared to be inadequate. To many broadcasters receiving the letters, the staff's questioning suggested that the inclusion of a proposal for sustained local-live programming in prime time would speed commission action on their renewal applications. At one time, the renewals of some 100 California AM, FM and TV stations were deferred at least in part because of questions about program proposals.

When news of this activity broke in BROADCASTING (in its issue of Dec. 3, 1962), some commissioners charged Mr. Cox with exceeding his authority and with seeking improperly to influence programming. The letter-writing was suspended. It was later resumed, although under tighter commission control and on a much smaller scale. Still later it petered out completely.

Now, however, the commission may be back where it was seven years ago. Because of the concern of Commissioners Cox, Johnson, and others, the commission may now set about a policy to encourage broadcasters to provide a reasonable amount of news, public-affairs and other non-entertainment programming, the commission is considering whether to establish new guidelines for processing renewal applications (see story page 19). And while it ponders, applicants that fail to meet the standards suggested by Commissioner Cox and Johnson—5% news, 1% public affairs and 5% public affairs and "other" programming—are being deferred.

If broadcasters will not miss his advocacy of a tight regulatory rein on their business, they will miss the Cox approach to CATV—or at least that may be said of television operators not yet in CATV themselves. His has been one of the strongest voices urging a hold-the-line policy against cable. He is unmoved by talk of the wonders that CATV technology can bring. "They [CATV systems] are being pulled kicking and screaming into the business of program origination," he says sourly. In his view, CATV systems are interested only in the simple, and profitable, business of importing distant signals into major markets and in paying as small a copyright fee for the privilege as possible.

The commission policy geared to protecting television stations against competition of CATV systems importing distant signals—a policy now subjected

20 (LEAD STORY) BROADCASTING, Aug. 24, 1970
hours in which to exceed the 18-minute limit than would full-time stations. The staff would maintain the 18-minute "normal" limit but replace the 10% standard with a flat number of hours weekly—10 to 14—in which stations could carry up to 20 minutes of commercials [up to 22 minutes if political advertising is involved].

The question as to whether the commission should approve agreements providing for broadcaster reimbursement of citizens' groups that have challenged license renewals and then withdrawn centers on a proposed $15,000 payment by KTAL-TV Texarkana, Tex., to the United Church of Christ. The church aided 12 black groups in petitioning the commission to deny the station's license and, later, in reaching an accommodation of their differences with the licenses.

The commission has had the matter on its agenda for more than a month ("Closed Circuit," July 20). The general counsel's office has recommended approval, but with the proviso that the commission make clear it will not approve reimbursements exceeding $20,000. The Broadcast Bureau has opposed the agreement, contending it would trigger a rash of license-renewal protest by groups interested in harassing licensees and that the only beneficiaries would be citizens' groups' attorneys.

to second thoughts—is one Mr. Cox helped to fashion when still chief of the Broadcast Bureau. Under his direction, the bureau took the position that the commission, when passing on an application for microwave facilities to serve CATV systems, can consider the impact of that service on local television stations. That position was later upheld by the courts in the landmark Carter Mountain Transmission Corp. case, in 1963 (Broadcasting, Dec. 23, 1963).

In looking back on his service with the commission, Mr. Cox says he has experienced more defeats than victories. And if the stream of dissent that has issued from his office over the past seven years is any indication, he is right. But, somewhat ironically, in the final months of his service, while the commission has operated under a Republican chairman, it moved in a direction he had long urged it to take—toward diversifying media ownership within communities to assure a multitude of competing voices, and toward curbing network power to dominate prime-time programs.

But Mr. Cox knows all of these are close things and can be reversed after he departs. He is concerned, also, about the commission's apparent decision to change course in its CATV policy by permitting CATV systems to import distant signals into major as well as minor markets.

He is not entirely pleased with the commission's resolution of the land-mobile radio case. For more than three years he headed a government-industry committee that studied the congestion on land-mobile radio channels and that eventually concluded the principal need was additional spectrum space. The commission's decision to permit land mobile to share one or two of the seven lowest UHF channels in the 10 largest urban areas and to reallocate to land mobile 115 mc of space in the 900 mc band he regards as providing "modest relief." The land-mobile forces had hoped ultimately to get exclusive access to the seven lowest UHF channels.

He is concerned, also, about the commission's shift toward a get-tough policy aimed at broadcast stations airing obscenities. He sees the problem, in real terms, as minor—and the efforts to eradicate it as a threat to broadcasters' freedom. On the other side of the censorship issue—that involving news and public-affairs programming—he feels a series of rulings in which the commission rejected complaints about network news and documentaries on the ground that the agency is not the national "arbiter of truth" has strengthened the hand of the broadcast journalist.

It is because the issues in which he is interested have not been fully resolved—at least to his satisfaction—that he is reluctant to leave the commission. He also says frankly that he likes the job. "The frustrations sometimes make me wonder why I ever left Seattle," he said recently, in reference to the law practice he left years ago to enter government service. "But on balance, it is the most rewarding job I ever had."

Most commission observers, regardless of their opinion of his regulatory philosophy, generally agree that Mr. Cox was an uncommonly able commissioner.

Chairman Dean Burch, President Nixon's choice to lead the commission, has called Mr. Cox "a worthy and noble advocate of his position on the commission. Although we disagreed frequently, it was not because of a lack of scholarship or candor on Ken's part."

Mr. Cox's appetite for work is awesome. No item on a commission agenda was too insignificant for him to prepare to discuss in detail. And, as Chairman Burch, among others, has pointed out, Mr. Cox was formidable in debate. His forensic battles with Mr. Loewinger, another articulate debater with strongly held views, when the latter was on the commission, achieved heights of passion and eloquence that have earned them places in commission folklore.

Mr. Cox's first brush with communications law came in 1956, when, while practicing law in Seattle and taking part in local Democratic politics, he was tapped by Senator Warren G. Magnuson (D-Wash.), then as now chair-

FCC Commissioner Kenneth A. Cox (l), who is scheduled to leave the commission on Sept. 1, receives a plaque from Commissioner Robert E. Lee, in behalf of the commission, commemorating Commissioner Cox's seven years of service. The award was presented last Thursday in the commission meeting room at a reception attended by the commission staff, communications attorneys and communications-industry representatives. Present also were former colleagues of Commissioner Cox—ex-Chairman Rosel H. Hyde and Fred Ford and ex-Commissioner Lee Loewinger. The only other present commissioner attending was H. Rex Lee. The others were away on vacation. But they will have an opportunity to say their farewells at the commission meeting this week, when a number of major items are expected to be considered.
man of the Senate Commerce Committee, to serve the committee as special counsel on communications matters. Over the next four years he travelled between Seattle and Washington a number of times to work with the committee on issues that were later to occupy his time on the commission—network practices, pay television and CATV, among them. Then, when the Democrats came to executive power in Washington in 1961 and Newton N. Minow was named FCC chairman, Mr. Cox became chief of the commission's Broadcast Bureau—an appointment which at the time was openly regarded as a way station on his route to a commissionership. He completed the journey in March 1963 (Broadcasting, March 18, 1963).

The end of his tour with the commission became predictable when President Nixon won the election in 1968. There were some who spoke for Mr. Cox at the White House, including some broadcasters and land-mobile radio operators (who had spent more than three years educating him in their spectrum-shortage problems). They received a cool response.

Mr. Cox has not yet disclosed what he intends to do after leaving the commission. However, reports are circulating that he will practice law with a Washington communications law firm ("Closed Circuit," Aug. 17). His colleagues agree he could have much to contribute.

But one question some are asking is: Can a hard-nosed regulator who relishes the use of government power to achieve ends he considers worthy achieve happiness representing private interests in resistance against government power.

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**Broadcast Advertising**

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**Cigarette print ads worry Moss**

Senator asks FTC nominee Kirkpatrick to 'monitor' tobacco expenditures in '71

The Senate Commerce Committee quizzed Philadelphia lawyer Miles W. Kirkpatrick for almost two hours last Thursday (Aug. 20) on his nomination to be chairman of the Federal Trade Commission. Virtually to a man, those half-dozen senators present, plus other members who sent word, said they would vote to confirm him.

Mr. Kirkpatrick was nominated by President Nixon to succeed California lawyer Casper W. Weinberger, who left the FTC Aug. 7 to become deputy director of the Executive Department's new Office of Management and Budget (Broadcasting, Aug. 17, July 27).

But the hearing did give senators an opportunity to press on the nominee their individual concerns.

Senator Frank E. Moss [D-Utah] urged Mr. Kirkpatrick to have the FTC "monitor" cigarette advertising in newspapers and magazine after Jan. 1, 1971, when cigarette advertising on TV and radio becomes forbidden by law.

Senator Moss, who, as chairman of the Senate Commerce Subcommittee on Consumers, led the fight to ban cigarette advertising on the airwaves, said he is afraid the money released from broadcast advertising (an estimated $240 million) would be used in increased advertising in the print media.

Senator Moss also urged the FTC nominee to back Mr. Weinberger's promise to study the question of drug advertising and its relation to drug abuse, and the question of dry cereal advertising as part of its study of that industry. Both subjects have been investigated by the Utah senator and his Consumer Subcommittee (Broadcasting, Aug. 3, July 27).

The only other mention of broadcasting came from Senator John O. Pastore [D-R.I.], who is the chairman of the Subcommittee on Communications. Senator Pastore called on Mr. Kirkpatrick to strengthen the liaison between the FTC and the FCC to take care of what the senator called "outrageous" advertising claims on TV that are "frauds against the consumer."

Mr. Kirkpatrick, who headed the 1969 investigation of the FTC for the American Bar Association, commented in answer to other questions that he was uncertain about the merits of the class-action bill, now pending before the Senate. This would, he said, lead to a host of "clientless" lawsuits. He also said he was not sold on the need for a consumer counsel in the agency. "That is why the FTC was established," he said. He also said he didn't know where a consumer counsel would fit in at the agency.

The consumer counsel idea had been recommended last June by the Consumer Federation of America. It was urged again by Howard T. Frazier, president of that organization, in a statement submitted to Senator Warren
G. Magnuson [D-Wash.], chairman of the Senate Commerce Committee, who presided at the confirmation hearings.

Mr. Frazier complained that although his organization, which he said represents 179 consumer organizations with 130 million members, had asked to be consulted in the appointment of a new FTC chairman, President Nixon had not done so. He praised Mr. Kirkpatrick for his qualifications, but said he could not endorse him because there had been no opportunity to query Mr. Kirkpatrick about his background and attitude on consumer questions.

The only other opposition to Mr. Kirkpatrick came from Senator William Proxmire [D-Wis.], who charged that the FTC had done little for the consumer. The Wisconsin senator said he was "profoundly skeptical of the fairness of appointing to the country's major consumer agency men who have devoted their professional lives to the representation of precisely those interests that the consumer is currently demanding protection from."

But the committee's attitude toward the nominee was summed up by Senator Magnuson who, in an opening statement at the hearing, termed Mr. Kirkpatrick "uniquely qualified" to carry on the previous chairman's initiatives. "It may well be," Senator Magnuson said, "as some critics have suggested, that a lifetime of defending corporate clients does not qualify a man to be a vigorous advocate of the consumer interest—or does it disqualify him from being a consumer advocate."

Mr. Kirkpatrick, a partner in the Philadelphia law firm of Morgan, Lewis & Bockius, submitted a list of his investments to the committee which he said he intends to place in a blind trust. He also listed clients he has been actively counseling since October 1969—among them were Jerrold Corp., a major CATV equipment manufacturer and multiple-CATV owner, and the Bulletin Co. (Philadelphia Bulletin), which owns WPBS(FM) in that city and KTMS-AM-FM Santa Barbara, Calif., and has interests in CATV systems in Levittown, Pa., Salem, N.J., and a franchise for a section of Philadelphia.

Code: Don't emphasize smoking in any ads

The Code Authority of the National Association of Broadcasters has warned television broadcasters that they should watch carefully that cigarette smoking isn't over-emphasized in commercials for products other than cigarettes—especially after Jan. 1, 1971, when cigarette commercials are banned.

Responding to a request from an unidentified advertising agency, the Code Authority said that Part IV, paragraph 12 of the TV code, calls on telecasters to refrain from depicting cigarette smoking in a manner "to impress the youth of our country as a desirable habit worthy of imitation."

To follow this objective, the Code Authority has recommended to all advertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the [code provisions]."

Specifically the Code Authority recommended that advertisers avoid "gratuitous" depictions of cigarette smoking, or showing of excessive cigarette smoking, or scenes that relate smoking to "glamorous, romantic, heroic, sports or like settings which are capable of creating the impression to youth that smoking is a desirable habit worthy of imitation."

Where commercials are used that show a bona fide relationship to cigarette smoking [e.g. a commercial for a cigarette lighter], the smoking incident should be as brief and incidental as possible, the Code Authority said.

William B. Lewis, chairman of the board of directors of the ACS and former chairman of Kenyon and Eckhardt. The letter thanked broadcasters for their efforts in the campaign against cigarette smoking and also asked whether broadcasters intended to go on carrying anti-cigarette messages after cigarette commercials go off the air.

Mr. Campbell's response was to pose his own questions to the cancer society. When is ACS going to propose that the Tobacco Institute and its affiliated companies cease advertising their products on all media? When is the ACS going to ask Congress to review government subsidies to tobacco growers in this country and government subsidies of advertising of American cigarettes overseas?

Mr. Campbell stated that when the American Cancer Society "approaches the total problem of cigarette advertising in all forms," he would then be prepared to answer the question Mr. Lewis offered.

Easy-Off demonstration questioned by FTC

A complaint charging the makers of Easy-Off window cleaner with using a deceptive TV demonstration to show the merits of its product has been proposed by the Federal Trade Commission. The complaint also cites the firm's agency, Cunningham & Walsh, New York.

The commercial in question purports to show that Easy-Off causes no spotting and streaking as compared to an unnamed "leading brand". Both products are sprayed on halves of a window, spread and allowed to dry. The voice-over in the commercial says: "See, the leading brand left spots...but the Easy-Off dried spotless and streakless."

The FTC says that there is reason to believe that "in the demonstrations the directions for use of the 'leading brand' of window cleaner were not followed" and that the commercial does not give actual proof of Easy-Off's superiority over competitive window cleaners when both are used in the intended manner.

American Home Products Corp., the makers of Easy-Off, and Cunningham and Walsh may avoid a formal complaint by filing a consent order agreeing to stop the alleged deception. Such an action would not be an admission to a violation of any laws.

FTC asks warnings on pesticide ads

The Federal Trade Commission has announced the second revision of its proposed trade regulation rule regarding advertising of pesticides and insecticides and has invited filing of views on the proposed.

The revised rules would make failure to display a health warning on all product advertising, including broadcast, of insecticides and pesticides a deceptive practice.

The proposed warning would read "This product can be injurious to health; read the entire label carefully and use only as directed."

The proposed rules would ban any advertising which contradicts information printed on the label of the product. This would include any statements that the product is less hazardous or requires fewer precautions than the label indicates.

What comes next after the cigarette ad ban?

A broadcaster, asked by the American Cancer Society about his industry's plans for continuing antismoking public-service programming after the January 1971 ban on cigarette commercials, had some questions of his own.

Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, was responding to a letter from
WHAT KIND OF LEAD WOULD YOU PUT ON THIS STORY: "The West Side smoldered today after looters reveled..."?

OR HOW ABOUT: "An uneasy calm hung over Hartford's riot-torn ghetto..."?

The times are crying for a new specialist in journalism, because the old cliché-ridden stories are shallow and inadequate. A specialist in urban affairs.
A reporter and interpreter who understands causes and consequences. Who knows why there are riots. Why pollution, transportation paralysis, banal city design. Why there is tension.
If headier story development on urban affairs is of absorbing interest to you, a special program at the University of Chicago may be your meat. It's called the Urban Journalism Fellowship program, under the wing of the University's Center for Policy Study. Attendance is very select.
Ten—and only ten—working journalists from print media or broadcast, will be chosen to take part in the third year of the Program, starting in January 1971.
You spend two quarters at the University as a Fellow.
You receive a stipend of $200 per week, plus tuition money.
You audit certain highly relevant courses.
You meet with brainy, high-powered men like Hans Morgenthau, Philip Hauser, Morris Janowitz. They give you insights that help your stories sink deep.
You are thrown into contact with politicians, city planners. With movers and shakers of every kind of urban activity.
You will come out way ahead of where you are now in journalistic capabilities. Because you will understand why the rioters threw Hartford up for grabs, not just who got hurt. And a lot more about urban decay and how to stop it.
If you're interested in becoming an Urban Journalism Fellow, if you're between 23 and 35—and if you're good, very good—write for an application.
You may end up as the only person in your particular city who really understands it.

Urban Journalism Fellowship Program
University of Chicago
5801 South Ellis Avenue
Chicago, Illinois 60637

Is it time for
a new kind of reporter?
Campaign-spending measure bogs down

House recess may make action too late for effect in fall elections

Democratic hopes for effectively limiting campaign expenditures for broadcast time during the 1970 congressional elections vanished in the dust of House members who left Washington for the Labor Day recess without voting on the political broadcasting conference report. A vote now cannot come until the House returns to work Sept. 8.

Assuming the conference report is passed early in September by the House and then the Senate—both must either accept or reject the report in its entirety—congressional sources estimate that it cannot reach the President for signing before Sept. 15 or 16. If the President does sign, and he has 10 days to consider his decision before he acts, the bill will not take effect until 30 days later, some time late in October—too late to have any measurable effect on the general elections on Nov. 3.

Until it actually went into force in October (and it could even be later), candidates would not be bound by the bill's spending limitations and could continue to purchase broadcast time freely.

The House had scheduled a vote on the conference report (which changed the effective date from Jan. 1, 1971, provided for in the House bill, to 30 days after signing into law), for the last day before the recess, but the Democratic leadership abandoned the effort.

A tally of members present showed the numbers from each party to be fairly equally divided—too close to guarantee passage of the report, according to a Democratic source. House Republicans were strongly opposed to the date switch made in conference.

The delay in House action is a setback for Democrats who supported the effort to apply the bill's spending limitations to the upcoming congressional contests. They had hoped it would help equalize the spending advantage that more prosperous Republican candidates would have over their Democratic opponents.

The measure would limit a candidate's spending for political broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election, or $20,000, whichever is greater.

M-E, Milwaukee agency reach merger accord

McCann-Erickson Inc., New York, has reached an agreement in principle to acquire Mathisson and Co., Milwaukee-based ad agency. Mathisson will operate as the Milwaukee office of M-E. The transaction is subject to approval of the boards of directors of both agencies.

Mathisson, with billings of approximately $13 million, has handled the Miller Brewing Co.'s Miller High Life Beer account since 1939.

Miller is a subsidiary of Philip Morris Inc.

26-minute film of All-Star Game marketed

Organized baseball has produced a 26-minute color film of the 1970 All-Star Game played last month in Cincinnati, as the first project in an expanded program promoting the sport on TV and through other outlets around the country. The motion picture will be made available for sponsorship on TV.

The film was shown last Thursday (Aug. 20) before a selected group of advertisers, agency personnel and newsman in New York.

The All-Star Game film, which was completed earlier in the week, was produced by the Major League Baseball Promotion Corp., through its film division, W&L Films Inc. Of 20,000 feet shot in Cincinnati, 900 feet were used in the film, which also includes 15,000 feet of film shot weekly since April as part of the promotion company's film library.

The Baseball Promotion Corp., which is owned by the major league clubs, was organized four years ago to serve as the coordinating group for baseball's promotional interests. Its film will be distributed through established outlets and made available for sponsorship both nationally and locally. By the end of the year, the corporation expects it will have produced and distributed throughout the world 20 baseball films.

The responsibility for promotional activities was formerly assigned to the motion picture division of the major leagues, but now is directed by Robert C. Shea, president and chief executive officer of the subsidiary.

Mr. Shea reported that his organization is producing two-minute weekly film clips for distribution to TV stations "to increase fan involvement" and films of the world series and highlights of American and National League play. It also develops and sells film ideas for network TV specials and for educational and instructional purposes. In addition, the Major League Baseball Promotion Corp. is in licensing and publishing and helps conduct national promotion activities.

Two firms offer tailor-your-own research

Schwerin Research Corp. and Visual Information Systems, both New York, have announced a "flexible" TV commercial-testing service in 25 cities.

According to officials of the joint venture, an advertiser client chooses any city for his survey. In each one, facilities staffed by technical personnel have been set up at a Holiday Inn. Visual owns the hardware—Ampex Videotape playback machines. Besides the city, a
client can choose any tools, subjects, sampling method, or evaluation techniques he wants.

Respondents, selected from a client-picked sampling technique, are invited by mail or phone to the Holiday Inn to view the prospective black-and-white or color commercials and to fill out a questionnaire. The commercial might be tested as part of, separated from, or adjacent to a TV program.

The first assignment for the new service is a four-day $30,000 study in Cleveland, Boston and Seattle of six commercials for a major food manufacturer, the identity of which was not disclosed.

Other cities with testing facilities at Holiday Inns are New York, Chicago, Los Angeles, Detroit, Philadelphia, Washington, Cincinnati, St. Louis, New Orleans, Denver, San Francisco, Miami, Atlanta, Charlotte, N.C., Memphis, Minneapolis, Phoenix, Kansas City, Dallas, Houston, Omaha and Oklahoma City.

The cost of the commercial testing service varies depending upon the components of the survey, but it is said to vary between $2,000 and $6,000 for a given test.

**Former competitors set up N.Y. rep firm**

Bolton/Burnside Representatives Inc. has been formed as a new station-representation firm in New York. Carmen Bolton, formerly an account executive with CBS-TV spot sales, and Glen Burnside, formerly an account executive with NBC-TV spot sales, are president and executive vice president, respectively.

The company will "concentrate on a short list of television stations in major markets," according to Mr. Burnside.

First client is CKLW-Windsor, Ont., Detroit which B/B will represent in the New York market. RKO Television Representatives, New York, represents the station outside the New York area. Bolton/Burnside is at 1700 Broadway 10019, Phone (212) 265-0660.

**TWA's marketing unit absorbs ad department**

Trans World Airlines, New York, said last week it has "eliminated the traditional advertising department" and will work directly with its advertising agency, Wells, Rich, Greene, that city, through its marketing staff.

Blaine Cooke, senior vice president-marketing, TWA, said the advertiser was changing the "traditional agency/client relationship" so as to simplify procedures and to allow both agency and client staffs to work together "more productively." He said the marketing staff at TWA, which has the responsibility for sales programs, would now work directly with the agency.

Mr. Cooke said that Wallace J. Smith, vice president-advertising and marketing programs, would have overall responsibility and report directly to him "to insure that the advertising doesn't get splintered in support of too many programs, and that corporate advertising receives top-level attention."

He said the new procedure should make for greater coordination between sales and advertising "with fewer people involved in fewer decisions."

'Cupid' bares a spray

Tawn Limited, which met with NAB code resistance when it introduced its liquid douche concentrate, Cupid's Quiver, earlier this year (Broadcasting, Jan. 12), is adding a new deodorant spray to its list of feminine hygiene products. Like its predecessor, the new deodorant will come in two fragrances — raspberry and champagne. The company, through its agency, Kane, Light, Gladney, New York, will introduce Cupid's Quiver deodorant spray in December. Both spot-TV and spot-radio campaigns are planned as well as print advertising. Tawn Limited is a division of McKesson Laboratories.

**Rep appointments**

- **WHEC-TV Rochester, New York:** Katz Television, New York.
- **WDCJ (AM) and WXTZ-FM Jackson- ville, Fla.: Edward Petry & Co., New York.
Firm offers TV help
Production Security Corp., New York, has been formed to provide the services of a television department to agencies and advertisers that do not maintain their own facilities, it was announced last week. The principals are Helen Macordes and John Newman, who have been production executives at Jack Tinker & Partners and McCann-Erickson, respectively. They said the company has received assignments from Kurz Kambanis Sylmone Inc., New York, and Rockwell, Quinn and Wall Inc., New York. Headquarters is at 572 Madison Avenue.

Agency appointments:
- Kane, Light, Gladney Inc., New York, has been chosen by Representative Lester L. Wolff (D-N.Y.) to handle advertising for his re-election campaign. KLG also handled his 1968 campaign.
- Fashion Tress Inc., New York wig and hairpiece manufacturer, has named Wyse Advertising, there, to handle its $1-million radio, television and print campaign. Wyse is Fashion Tress's first agency.

Also in advertising:
Statement Instead of spot: Sentry Insurance will waive its two commercials on the Sept. 14 presentation of ABC-TV series Now. Episode, titled "P.O.W.—Next of Kin," is in-depth study of families of thousands of American soldiers missing in Vietnam. Sentry President John W. Joanis will replace commercials with short statement that "American business has a responsibility in its television advertising, a responsibility to support and present meaningful programs like this."

Enjoy jointed billings: Two Chicago agencies, Albert Nader Co. and Todd Lief Advertising, merged last week to become Nader-Lief Co. at 919 North Michigan Avenue. Albert Nader continues as president and Todd Lief is executive vice president-creative director. Total billing is about $5 million, part in broadcast.

New rep firm: Norwood J. Patterson and Louis A. Gillespie have formed Radio Rep Inc., a new representative firm which will handle accounts of religion-oriented stations. The company is located at 220 Campo Drive, Long Beach, Calif. 90803.

House agency: Gimbel's-Pittsburgh, retail clothing store, will form its own advertising agency, Effective Sept. 1, G-P Promotion Services Co., will handle campaigns, including extensive use of radio and television, for the Gimbel stores operated by the Pittsburgh division. P. Richard Schwartz, vice president and sales promotion director of Gimbel's-Pittsburgh, will direct the new house agency.

Department stores lead local gainers
Television Bureau of Advertising reported last week that 10 major local categories invested $68.6 million in television during the first quarter of 1970, an 18% increase over the corresponding period of 1969. This marked the first time TVB has released dollar investments for local advertiser classifications.

Paul Benson, vice president in charge of local sales, pointed out that department stores registered the largest percentage gain in dollar investment, exceeding the 1969 first quarter by 51%. Other substantial gains, he said, were made by builders and real estate (36%) and auto repair, service stations and auto supply stores (31%).

The top local categories by TV-dollar investments:

<table>
<thead>
<tr>
<th>Category</th>
<th>1st quarter 1969</th>
<th>1st quarter 1970</th>
<th>% Change</th>
</tr>
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<tr>
<td>Financial</td>
<td>$16,408,700</td>
<td>$17,727,000</td>
<td>8%</td>
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<tr>
<td>Auto dealers</td>
<td>10,009,600</td>
<td>11,449,200</td>
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<tr>
<td>Department stores</td>
<td>6,710,700</td>
<td>10,120,000</td>
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<td>Restaurants</td>
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<td>8,105,400</td>
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<tr>
<td>Food stores</td>
<td>5,031,700</td>
<td>6,333,800</td>
<td>26</td>
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<tr>
<td>Furniture stores</td>
<td>3,223,100</td>
<td>3,988,700</td>
<td>20</td>
</tr>
<tr>
<td>Public utilities</td>
<td>5,552,700</td>
<td>5,825,700</td>
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<tr>
<td>Builders, real estate</td>
<td>1,354,100</td>
<td>1,834,700</td>
<td>36</td>
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<tr>
<td>Auto repair, service stations, auto supply stores</td>
<td>1,186,600</td>
<td>1,559,500</td>
<td>31</td>
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<tr>
<td>Clothing stores</td>
<td>1,491,700</td>
<td>1,640,500</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>$57,908,100</td>
<td>$68,588,300</td>
<td>18%</td>
</tr>
</tbody>
</table>

BAR, 75 Markets

Press carelessness irks Burch
Chides newspapers, magazines for false reports on FCC fairness rulings

Criticism of the press by members of government is not new. But the kind of criticism FCC Chairman Dean Burch directed at a number of leading newspapers and magazines last week was. He felt they had been careess in reporting the commission's decision in one of the most delicate and difficult issues the commission has faced in the fairness area, and he went out of his way to point out the errors—almost publication by publication, point by point.

Principally at issue was the commission's decision, announced Friday, Aug. 14, directing the three major networks to make prime time available to spokesman for those opposing President Nixon's views on the Southeast Asia war (Broadcasting, Aug. 17).

Some publications had described the commission's action as providing "anti-Nixon prime time" as giving critics of the war "equal time," or had speculated that the decision would affect the President's use of television.

The chairman took sharp issue with all of those accounts. And he felt strongly enough about the matter to start his administrative assistant, Robert Cahill, working on the statement over the weekend, and, on Tuesday, to drive 150 miles into Washington from the Maryland shore, where he had been vacationing and resting a sore back, to complete the job.

The White House was also said to have been upset by initial press accounts. Presidential aides reportedly took some reporters aside to caution them against accepting the stories' accuracy, and to suggest that they contact Mr. Cahill for an accurate interpretation.

Mr. Cahill, however, disavowed any knowledge of any White House involvement, and said he did not receive any calls from reporters until after Mr. Burch's statement was released. He cited the text of the commission decision late Tuesday afternoon. Coverage of the commission's action was based on a four-page news release. And part of the difficulty with the coverage apparently stemmed from headline writers trying to pack drama into the fewest possible words. The chairman cited the Christian Science Monitor headline, "Anti-Nixon
TV Time Ordered." No such time was ordered, said Mr. Burch.

But a major problem faced by headline writers and reporters writing the stories, apparently, was a confusion of the requirements imposed by the "equal opportunities" provision of Section 315 of the Communications Act and the requirement of "reasonable opportunity" implied by the fairness doctrine.

President Nixon's five speeches on network television dealing with the Southeast Asia war since November had been the critical factor in the commission's decision. The commission said all three networks had afforded time for contrasting views on the issue but that, in view of the five speeches, their efforts had fallen short. It said fairness required the networks to afford at least "one more uninterrupted opportunity" to an appropriate voice for the other side.

But the commission made a point of distinguishing between the requirements of the equal-time law, which permits little if any discretion on the part of the broadcaster, and those of the fairness doctrine, which permit the broadcasters to make "reasonable judgments in good faith," as Chairman Burch said last week. And it stressed that it was rejecting any principle embodying the right of reply to the President.

Yet, as the chairman said, the Washington Star, Chicago Sun Times, Boston Globe and St. Paul Pioneer Press used the phrase "equal time" or "equal TV time" in headlines on stories reporting the action.

He thought the problem might have stemmed from the AP story, which said in part: "The FCC has ruled broadcast networks must give opponents of President Nixon's Indo-China war policy equal, prime-time rebuttal." And he was dismayed by the story in the National Observer which said the networks "were ordered to provide five segments of prime time" to critics of the administration's war policy.

The chairman also found fault with some interpretations placed on the commission decision. He noted that both Time and the New York Times speculated that the ruling would affect the President's broadcast habits, although, Mr. Burch said, the commission said it was not meant to discourage the networks' presentation of presidential reports to the nation.

(And White House aids were telling reporters the decision would not affect the President's use of television. "If the President feels there is something he should discuss on television to report to the people, he will ask for the time, as he has in the past," one White House aide said.)

Chairman Burch also said the commission decision did not, as Newsweek said it did, establish "a new fairness doctrine."

"We have not changed, altered or in any way expanded the basic precepts of the fairness doctrine," he said. "It still relates to issues, not to people and requires a licensee to make reasonable judgments in good faith as to the presentation of viewpoints on controversial issues of public importance."

The chairman's statement came too late to head off another press account he would have regarded as inaccurate.

As he and his administrative assistant were putting the finishing touches to the document, the AP moved the text of a telegram to the commission from the Freedom of Information Committee of the Associated Press Radio-Television Association expressing concern over the commission's ruling "on equal time for response to addresses by the President of the United States."

The wire said the decision "suggests that the commission should substitute its decisions for those of the nation's highly trained and experienced journalists who constantly strive for objectivity and balance in their newscasts."

Klein lauds broadcast progress

He says Nixon uses TV as FDR used radio, rejects reports of intimidation of press

Herbert G. Klein, White House director of communications, using a joint anniversary celebration of the golden anniversary of WWJ (AM) Detroit and of broadcasting last Thursday (Aug. 20) as a forum, said more progress had been made in broadcasting in the last 10 years than in the preceding 40 years.

And Mr. Klein cited the development of satellite communications as a trend that will render the next decade an even greater one for broadcasting. But, in between the nostalgia and the predictions, Mr. Klein also had a word on contemporary broadcasting developments. Acknowledging that there's room for dissent and debate, Mr. Klein urged all media to take advantage of their opportunities for leadership by commenting not only on what's bad, but on what's good in the U.S.

Mr. Klein, addressing nearly 300 government, business, civic and education leaders in Detroit, once again denied that the Nixon administration is "attempting to intimidate" the news media.

"The very success of government," he said, "depends upon a vigorous and free press."

Mr. Klein also warned that efforts in Congress to limit spending in political campaigns (see story, page 26) could establish a "dangerous trend." He urged greater scrutiny of the matter.

He also likened President Nixon's frequent TV appearances to the "fireside chats" of former President Franklin D. Roosevelt in the 1930's. Mr. Klein said the administration wants to continue "to take the White House to the people."

Featured at the golden anniversary luncheon was the firing up and use of
the original transmitter—a DeForest model OT-10 (see picture)—used by WWJ when it first went on the air 50 years ago. Using the transmitter flawlessly was Edwin K. Wheeler, executive vice president of the Evening News Association and a former general manager of the WWJ stations.

Among those in the audience were Michigan Governor William G. Milliken, Arthur A. Watson, president, NBC Radio Division (of which WWJ is an affiliate); and Willard E. Walbridge, chairman of the board, National Association of Broadcasters. Mr. Walbridge, now senior vice president of Capital Cities Broadcasting, based in Houston, was once a sales executive at WWJ and later station manager of WWJ-TV.

Mr. Walbridge praised WWJ and called radio a "new force for freedom" that has engendered "formidable adversaries who would seek to limit its freedom and shape its contents."

WWJ, a pioneer radio station, presented its first regularly scheduled broadcast to 30 Detroit-area homes equipped with crystal receivers on Aug. 20, 1920.

Collegians protest grant to Ala. ETV
The Student Government Association of the University of Alabama is protesting a $1-million grant awarded to the Alabama Educational Television Commission by the Office of Education. In a letter to U.S. Attorney General John Mitchell, the SGA executive assistant, Steve Suits, said the funds should not be given to AETC "until their prejudicial actions, conscious or unconscious, have ended altogether."

The AETC came under fire two months ago from local individuals and black groups protesting the license renewals of the AETC stations because they had deleted a number of programs on blacks supplied by National Educational Television. AETC said the programs were dropped because they contained objectionable material. The commission renewed the licenses, contending the matter was a discretionary one of "licensee taste or judgment" (BROADCASTING, July 6, et seq.).

Mr. Suits and others had filed a joint petition for reconsideration of the renewals, charging that AETC failed to meet the educational needs of the black community and failed to employ blacks.

In his letter to the attorney general, Mr. Suits again pointed to the lack of black AETC employees and said AETC has "denied [blacks] equal opportunity . . . to be informed on issues of importance and receive the benefits of the economic investment which has been made through taxation." AETC does not impose "blanket censorship," he said, but it does exclude from broadcast "programs which contain elementary matters of black power, Afro-American pride and enterprises and cultural experimentation." AETC's structure and programming practices, he concluded, are "discriminatorily whitewashed in appearance and attitude."

Campaign in Congress urged against cables
West Virginia broadcasters were to be told last Saturday (Aug. 22) that their congressmen and senators had better be told the facts about cable TV before the FCC restructures the broadcasting industry.

The message was to come from Fred Weber, Rust Craft Broadcasting Co., a member of the Future of Broadcasting Committee of the National Association of Broadcasters. Mr. Weber was to make his appeal at the annual meeting of the West Virginia Broadcasters Association in White Sulphur Springs.

Mr. Weber, stressing the approved NAB position, declared that "congressional direction is dictated should the pattern of home communications experience the structural change that could result from the commission and [Senate] copyright proposals."

The FCC proposals (BROADCASTING, June 27) and the Senate copyright proposals, Mr. Weber said, would "artificially foster a wire service now for the public that can, or will pay, but which ultimately may require everyone to do so."

Mr. Weber's call to arms is one of the first to follow an Aug. 12 letter to NAB members from Willard E. Walbridge, chairman of the board, urging broadcasters to contact their congressmen in support of the NAB position. The NAB board last June adopted a resolution calling on Congress to assume jurisdiction over what Mr. Walbridge called "the changing and deteriorating CATV situation."

Changing Hands

Announced:
The following sales were reported last week subject to FCC approval:
- WKO(AM) Harrisburg, Pa.: Sold by Steinman Stations to Michael Rea for $500,000. Steinman Stations are owned by John F. and estate of J. Hale Steinman and families. Steinman Stations: Wgal-AM-FM-TV Lancaster, Wgal(AM)
Small markets on, FM off NAB board

A revision of the Radio Board of the National Association of Broadcasters was announced last week, following overwhelming approval by the membership of a proposal to drop the two FM representatives and increase the small-market delegation.

NAB announced that the radio membership had voted 1,683 to 58 in a mail ballot to approve last June's radio board recommendation that representation of small market radio stations be doubled and that the two FM delegates be abolished. The FM category was established in 1947.

The roster of the radio board will be changed to provide for four directors from markets with less than 100,000 population—two from those with 25,000 to 100,000, and two from markets under 25,000.

At its meeting earlier this year, the radio board noted that FM broadcasters no longer wish to be differentiated from AM, but desire to be treated as part of radio. It also noted that almost half of the 25 station representatives on the board represent both AM and FM operations.

The FM representatives are Edward D. M. Allen, WDOR-FM Sturgeon Bay, Wis., whose term runs to 1972 and Julian F. Haas, KAGH-FM Crosett, Ark., whose term expires next year. Representing the small markets (class C) are Clint Formby, KPA-N(AM) Hereford, Texas, whose term expires in 1972 and John F. Huribut, WYMC(AM) Mt. Carmel, Ill., whose term ends next year.

The FM members will serve out their terms, it was stated, but voting at the next election will include candidates for the new class D market (below 25,000).

Ford loans, gives $4 million to ETV

Ford Foundation announced last week it will make grants and a loan totaling about $4 million for national and local public television.

The loan, for $2.5 million, is to KCET(TV) Los Angeles to acquire, renovate and convert buildings to studios. The loan is for 10 years at 8% interest. The grants include $300,000 to Educational Broadcasting Corp. (WNDT-TV) Newark-New York for additional programs of Soul!, a television series produced by and for blacks; $175,000 to Community Television (WJCTV) Jacksonville, Fla.) for TV programs involving the community; $392,000 to the Corp. for Public Broadcasting for its

EXCLUSIVE LISTINGS!

PENNSYLVANIA:—Daytimer and FM rated No. 1 in 2 station market. Extremely high retail sales index in excess of 87,000,000 for city only. Station revenues are excellent. Real estate included. Price $400,000—terms open.

Contact Les Vihon in our Washington office.

SOUTHWEST:—Full timer in top 100 market and still growing, 5,000 watts, excellent coverage. Abundance of equipment superbly maintained. Long history of profit and cash flow. Price $525,000—29% down, balance 10 years. Selling for health reasons.

Contact George W. Moore in our Dallas office.

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BROADCASTING, Aug. 24, 1970
Grand Ole Opry's new home begun

Ground has been broken for WSM's new Grand Ole Opry House, heart of the $27-million Opryland U.S.A. entertainment-recreation complex now under development in Nashville. Last week, Irving Waugh, president of WSM Inc., said the new Opry House will cost an estimated $9 million without television equipment.

When completed in 1972, the 147,270-square-foot Opry House (shown in illustration) will include a semicircular performing area and rehearsal and dressing-room areas.

Mr. Waugh said the architects, Welton Becket and Associates of Los Angeles, "have developed a structure which will recapture the relaxed atmosphere of the existing Opry House, while providing thoroughly contemporary facilities for live radio and television audiences." Flooring from the stage and some of the brick from the present Opry House will be used in the new structure, Mr. Waugh added.

The Grand Ole Opry was founded almost 45 years ago by WSM and its parent company, National Life and Accident Insurance Co. For the past 27 years it has been staged in the old Ryman Auditorium in Nashville. The new site is six miles from downtown Nashville in the Pennington Bend area.

recently established Public Broadcasting Service and for documentary program development and promotion.

Also, $445,145 to Greater Washington Educational Television Association (WETA-TV Washington) for Newsroom, its nightly one-hour news program; $60,000 to National Educational Television and Radio Center for program promotion, and $50,000 to WGBH Educational Foundation (WGBH-TV Boston) for 13 one-hour programs titled Sunday Night at the Pops.

Fairness doctrine for newspapers?

Cox repeats plea, but says he prefers 'voluntary action'

Even as he prepared to bid farewell as a regulator of broadcasters, common carriers and CATV systems, FCC Commissioner Kenneth A. Cox last week nudged along the idea that perhaps newspapers, and magazines too, ought to be brought within the ambit of government regulation.

The commissioner, in a speech to the Association for Education in Journalism, at American University, Washington, was concerned principally with application of the fairness doctrine to print media.

He spoke of the public's "unparalleled need for information and analysis" dealing with the urgent problems facing the nation, and of "the simple truth...that we need to use all the tools we have available if we are to resolve our difficulties in time."

He said "voluntary action is to be preferred to government coercion in this sensitive area," and said owners of print media should regard themselves as trustees for the public. But he also said that "government can have a proper role here."

Commissioner Cox, who is scheduled to leave the commission on Sept. 1 after more than seven years of service, had expressed the same idea publicly last year, in a speech to the American Bar Association in Dallas (Broadcasting, Aug. 18, 1969).

Last week he cited the Supreme Court's landmark decision in the Red Lion case, in which the high court upheld the constitutionality of the commission's fairness doctrine, as providing support for his view. The court's emphasis "on the First Amendment's role in insuring a forum for the discussion of the public's business—and inferentially for the presentation of candidates for public office—applies with equal logic to newspapers, and perhaps to some national magazines," he said.

Two bills have been introduced in Congress that would place newspapers under the fairness doctrine, and one would authorize the FCC to see that the newspapers complied (Broadcasting, Aug. 17). But Commissioner Cox was not enthusiastic about the prospect of that kind of responsibility being given the commission. There would be serious problems in extending the commission's jurisdiction to the print media, he said—"not the least of them the fact that the commission "is overburdened and understaffed."

But he did say that the commission, in its administration of the doctrine, has made clear it does not intend to function "as a judge of the truth in news or the soundness of a broadcaster's editing of the available materials." He expressed the hope this "is reassuring to the media."

He agreed that the Red Lion case, in advancing the idea that the mass media owe "a cognizable duty" to permit the public access, may mean more problems for everyone concerned. But, he added, "I think the potential benefits to our society are so great that further exploration along these lines should be encouraged."

Media notes:

New street address = Cablecom-General Inc., Denver-based multiple CATV owner, has moved headquarters to 4705 Kingston, Denver 80207, Box 7251. Phone: (303) 344-3420.

Change of image = KWIK-EE Survey Co., Casa Grande, Ariz., has changed name to National Radio Research. Dale Bennett, president, said change was result of poll taken of firm's subscribing stations. NRR conducts one-day radio audience surveys and other observers. Address: 406 Paseo de Paula, Casa Grande, Ariz. 85222.
FM stations had the highest radio-audience shares—AM and FM—in two markets in the American Research Bureau's April-May reports, and placed second in three others.

These results, out of approximately 120 markets covered in the April-May measurements, appeared to represent the clearest breakthrough yet made by FM. The rankings were in terms of meter shares, total persons aged 12 and up, 6 a.m. to midnight Monday through Sunday.

In many other markets FM stations were said to have placed third, fourth or fifth on this basis. WOOD-FM Grand Rapids, Mich., and WEAT-FM West Palm Beach, Fla., were the two that came out on top of all radio stations in their markets.

WOOD-FM had a metro share of 14.5 to nose out WLAV(AM) shown with a 14.0. WAT-FM had a 15.0 to WIRK(AM)'s 11.3.

Both WAT-FM and WOOD-FM use the middle-of-the-road taped music service supplied by Stereo Radio Productions, whose president, Jim Schulke, said they were the first FM stations to rank first in metro shares in their markets on an all-persons, full-day, full-week basis.

Both stations are independent, and automated. WAT-FM went on the air last September; WOOD-FM in 1962.

WOOD-FM's first place led a total of 18 stations reported in the Grand Rapids April-May book. WLAV(AM) took its close second place with a music format described as adult contemporary. The station is also affiliated with the ABC Contemporary Network.

WEAT-FM was first among stations reported in the West Palm Beach book. WIRK's second place was achieved with what representatives described as a modern music format. WIRK is also an MBS affiliate.

An examination of other ARB April-May reports showed three FM's in second place in metro shares in their markets—KRDQ-FM Colorado Springs, KRFM(AM) Phoenix and KORK-FM Las Vegas.

KRDQ-FM, which also programs the SRP service, was shown with an 11.12 behind KYSN(AM's) 19.5 achieved on a contemporary music format. (Together, KPIK-AM-FM Colorado Springs, edged KRDQ-FM by a fraction of a share point, scoring 11.6 with a country-western format, but on a single-station basis KRDQ-FM was counted second among 14 reported stations in the market.)

In Las Vegas, KENO(AM), whose music is described as modern, was a clear first with a 19.9 metro share. KORK-FM, a good-music station, with a 11.4 share, was tied for second place with the combined KLUC-AM-FM operations programs what representatives say is contemporary rock but will be changed to adult contemporary music effective Sept. 15. Eleven stations were reported in the Las Vegas book.

In the Phoenix book, where 27 stations were reported, KRFM(AM) was shown with a 10.3 metro share, second only to KRUX(AM) Glendale's 11.4.

Representatives of KRFM said it programs good music; those of KRUX said it specializes in contemporary music.

Dispute still simmers after secretary quits

ABC News said last week that Sharon Niederman, a secretary who accused the organization of discriminating against women (BROADCASTING, Aug. 17), had resigned her post voluntarily on Aug. 14 and had left for a vacation in New England.

ABC authorities emphasized that Miss Niederman was secretary to George Merlis, director of public relations for ABC News, and was not "a secretary in the office of ABC News President Elmer Lowr" as previously reported.

Miss Niederman could not be reached last week to discuss her reported resignation. Earlier, she had enlisted the support of the American Civil Liberties Union, which filed a complaint on behalf of Miss Niederman and other women employed at ABC News with the New York City Commission on Human Rights. A spokesman at the ACLU said last week the organization probably would pursue the action irrespective of Miss Niederman's status since it was acting also on behalf of other women at ABC News.

RKO General selling all Canadian stations

RKO General Inc. is getting out of the Canadian broadcasting business. The company announced last week that its CKLW-AM-FM Windsor, Ont.-Detroit, is being sold to Baton Broadcasting Ltd., Toronto—the same company that recently bought 75% of CKLW-TV there (BROADCASTING, March 16). Purchase price: $4 million.

Last year S. Campbell Ritchie, president of RKO General, announced the stations would be sold to comply with the Canadian Radio-Television Commission foreign-ownership rules (BROADCASTING, July 28, 1969). Canadian legislation requires that citizens of that country own at least 80% of any Canadian broadcasting stations. Sale of the AM-FM combination is subject to CRTC approval.

Baton Broadcasting bought CKLW-TV jointly with the Canadian Broadcasting Corp. on a 75-25% basis for about $5 million.

The arrangement was with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

John Bassett, chairman and president of Baton Broadcasting, which also operates CFTO-TV Toronto, is also owner of Toronto Telegram Publishing Co.

Negotiations for the sale of all three stations were handled for RKO General by R. C. Crisler & Co.

Equipment firm opens second Canadian office

International Video Corp., Sunnyvale, Calif., has expanded its operations in Canada with opening of a district office in Toronto. Robert Cezar, formerly field engineer in the Montreal office will be in charge of the new district office.

Full sales and service capabilities will be available to Ontario broadcasters as well as educational, industrial and CATV distributors in Canada.

Address of the Toronto district office of International Video Corp. is 1770 Albion Road, Rexdale, Ont. Telephone: (416) 749-7539.
Programming

CBS takes 'Opposition' off the air

Network hoped to counter Nixon dominance on TV, but FCC says show failed to rebut Nixon on war

CBS's Loyal Opposition—a program series the network had initiated as a means of affording fairness to the party out of power—has become a casualty, if only temporarily, of an FCC fairness-doctrine ruling.

CBS President Frank Stanton announced last week that the series was being suspended, "for the time being," and that the network was withdrawing an offer to the Democratic National Committee to schedule the next program on Nov. 17.

Dr. Stanton said the action was the result of the commission's Aug. 14 ruling requiring CBS to afford "some reasonable period of time" to a Republican spokesman to reply to DNC Chairman Lawrence F. O'Brien in his 25-minute appearance on the first Loyal Opposition program, on July 7.

But he also announced that CBS will petition the commission to reconsider that ruling and indicated that the network will go to court if rebuffed by the commission. He disclosed the network's plans in letters to O'Brien and to the Republican National Committee Chairman Representative Rogers Morton (R-Md.).

The Democrats have already asked the commission to reconsider its ruling. The DNC, in a petition filed on Thursday, a few hours before Dr. Stanton's letters were made public, said that the commission had misconceived the purpose of the July 7 program and that its order "threatens the very survival of the two-party system in the age of television." It also asked the commission to stay the effectiveness of its order until after it rules on the petition.

Dr. Stanton said that the purpose of the Loyal Opposition series—CBS was expected to make prime time available to the Democrats four times over the course of a year—was to help "redress" the "imbalance arising from presidential appearances" on network television.

He noted that the commission, in its ruling, acknowledged that the program represented "a good faith" effort on the part of CBS to achieve balance in the presentation of contrasting views and that CBS "is to be commended for its concern."

But the practical effect of the ruling requiring CBS to offer time to a Republican spokesman to respond to Mr. O'Brien, Dr. Stanton said, "is to vitiate the series."

Dr. Stanton, in his letter to Representative Morton, expressed the hope that "the commission and, if necessary, the courts" act promptly in the matter. It would be "unfortunate" if the network were ultimately required to air a Republican response "during the height of the campaign period," he said.

CBS's decision to suspend the Loyal Opposition series apparently caught the Democrats by surprise. Mr. O'Brien, in a news conference at which he announced the petition for reconsideration was being filed, said only that he had been informed there would not be another Loyal Opposition program before the November elections.

The DNC, in its petition for reconsideration, said the commission had based its ruling on an incorrect premise—that Mr. O'Brien had spent only a few minutes in the July 7 program on the IndoChina war while the President in five addresses carried by the networks since November had concentrated almost entirely on that subject.

The DNC petition said that the program was not designed as a rebuttal to those five addresses but "as a partial response to 18 months of unprecedented prime-time presidential television appearance covering a broad spectrum of controversial issues of public importance."

The petition said that President Nixon "has spent more than seven hours of prime time on all major networks simultaneously, advocating his viewpoints on numerous controversial public issues of the day at any length he desired in a format he totally controlled."

And the networks, it added, have permitted virtually no effective reply. CBS's Loyal Opposition series, the petition added, was intended to rectify the situation by affording the Democrats prime time in which to air their views on a number of issues raised by the President—not merely his views on the Southeast Asia situation.

Furthermore, the petition said, none of the issues discussed by Mr. O'Brien—the state of the economy, the nation's crime problem, civil rights for black and other minorities, among them—was being raised for the first time. The President had discussed them all in his broadcast appearances, the petition said. Thus, it added, CBS is under no fairness-doctrine obligation to afford time for a contrasting view.

And if "the prodigious impact of a presidential television appearance is coupled with the untenable proposition that the party controlling the White House must get two bites at the apple for every one by the out party," the petition said, the survival of the two-party system is endangered.

The commission ruling had come as the DNC was still smarting from the commission decision, on Aug. 6, that while broadcasters may not arbitrarily refuse to sell political parties time to

12 suggested as anti-war spokesmen

Letters have been sent to the three network presidents by the Los Angeles chairman of Business Executives Move for Vietnam Peace (BEM) containing a list of 12 "highly responsible citizens" the group believes are capable of "presenting an alternative viewpoint to the President's actions in Vietnam."

Albert R. Appleby sent the letters following the ruling by the FCC requiring that networks make available prime time to spokesmen for those anti-administration views. Two other groups had also brought complaints to the commission. They included 14 antiwar senators and the Committee for Fair Broadcasting of Controversial Issues. (Broadcasting, Aug. 17.)

Among those listed were: Clark Clifford, former secretary of defense; General David Shoup, former Marine Corps commandant; Mrs. Martin Luther King Jr.; Kingman Brewster, president of Yale University; General James Gavin, president of A.D. Little Co.; and Leonard Woodcock, president, United Auto Workers.
solicit funds, they may refuse to sell time for the discussion of controversial issues (Broadcasting, Aug. 10).

Mr. O’Brien, at his news conference, said the two decisions make clear that the fairness doctrine “now stands as a monument of partisan unfairness.”

And he accused the Republicans and the FCC under its chairman, Dean Burch, of conspiring to “slow down” programming for the Democrats.

He said he intends to pursue every available means, “administratively and legally, to achieve some semblance of balance and fairness on the networks and their affiliated stations between the major political parties.”

The DNC has already filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the commission ruling permitting broadcasters to refuse to sell time for the discussion of issues.

“That decision,” Mr. O’Brien said, “would be like telling the American Cancer Society it could solicit contributions on television but that it could not tell the viewers about the dangers of cancer.”

Congressman queries stations on policies

Representative Bob Eckhardt (D-Tex.) has mailed to 104 radio and TV stations in larger markets a questionnaire asking information on their political endorsement and editorial policies. Representative Eckhardt is a member of the House Commerce Committee.

Some broadcasters have made it known they feel the questions to be too personal and an invasion of their privacy.

The questionnaire, prepared by a summer intern in the congressman’s office, asks for the political affiliation of the station owners and managers, if the station identifies with a particular party (and, if so, which one), and candidates supported by the station in presidential elections since 1956 and senatorial elections since 1960.

In the editorial policy portion, the station is asked if it editorializes and, if it does, whether the editorials focus on local or national issues. The questionnaire also asks for editorial positions taken by the station on six major issues, including the anti-ballistic missile system, the Carswell Supreme Court nomination and Vice President Agnew’s statements on dissenters.

Similar questionnaires were sent to selected newspapers, generally with circulations of 100,000 or more.

Representative Eckhardt, in an accompanying letter, states: “In the light of the current controversy over the media’s treatment of the current administration, I feel that it would be beneficial to obtain hard statistical data on the diversity of editorial and endorsement positions represented by our nation’s radio and TV stations.”

An Eckhardt aide said the information received would be used only for statistical purposes and that the congressman did not plan to use the replies as basis for any legislation.

The stations selected for the sample tend to be located in larger markets, according to the aide. Particular emphasis was given to stations owned by newspaper interests.

D.C., N.Y. bid for prime-time fight

A jurisdictional issue arises after ABC files its appeal in Washington

The initial court question to be resolved in the appeals broadcasters have taken from the FCC order denying reconsideration of its prime-time access and related rules will be a jurisdictional one. ABC made what is a certainty by filing a petition for review of the commission’s decision in the U.S. Court of Appeals for the District of Columbia on Aug. 14, it was learned last week.

CBS and WCAX-TV Burlington, Vt., had filed appeals in the U.S. Second Circuit Court of Appeals, in New York, a week earlier, on Aug. 7, shortly after the commission announced its decision in the case. (Broadcasting, Aug. 17).

CBS and WCAX-TV had presumably rushed to the New York court in an effort to avoid a showdown before the District of Columbia circuit, where such cases would normally be heard. The Washington court is privately regarded by some communications lawyers as unduly hospitable to commission views.

But to get into court as soon as they did they were forced to file with their appeals the commission’s news release announcing the decision. The text of the order had not yet been published. And it is on this point that ABC will argue that it has established the Washington court as the one with jurisdiction in the case.

ABC attorneys attached to their petition for review a copy of the text, which was issued the day they filed. And Vernon L. Wilkinson, Washington attorney for the network, said the court rules require the filing of such documents when appeals are taken.

When asked why ABC wanted the case argued in Washington, Mr. Wilkinson said only that the court was a “convenient” one. He also rejected the suggestion that broadcasters might fare better in some other court. He thought the odds would be the same regardless of the court.

ABC broke with CBS, NBC and even its own television affiliates’ group in acquiescing to the commission’s prime-time access rule; ABC said it “can live” with it. The rule prohibits major market affiliates from taking more than three hours of network programming between the hours of 7 and 11 p.m.

However, it opposed the companion rules that require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently produced programs.

ABC’s petition for review does not specify the rules the network will seek to have the court overturn. Mr. Wilkinson said ABC was reserving its freedom of action.

CBS similarly has not indicated what the scope of its appeal will be. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (Broadcasting, July 6, et seq.), some observers speculated the network might not make a major issue of the syndication-ban rule.

However, NBC, which also intends to file an appeal, is expected to attack all aspects of the commission’s decision.

Buckeye subscribers get a world view

A Toledo, Ohio, CATV system is offering its subscribers the option of receiving via cable shortwave-radio programming provided by such eclectic sources as Radio Moscow, Radio Havana and the Toledo police department.

For an extra $1 monthly, Buckeye Cablevision Inc. has, for over a year, been augmenting its television fare with shortwave signals, which it picks up with its 350-foot tower, modulates to FM and then converts to an unused frequency before feeding to FM sets in subscribers’ homes.

Buckeye Manager Leo Hoarty reports that some 2,000 subscribers (out of 14,637) now receive the radio broadcasts, which besides shortwave include standard and stereo FM programming emanating from cities in Ohio, Michigan and Windsor, Ontario.

Mr. Hoarty said the radio service was inaugurated almost a year and a half ago, but that Buckeye began actively promoting it only last July. He attributes its popularity to generally poor radio reception in the highly industrialized Toledo area and a “peculiar local habit” of avidly following police broadcasts. He notes that British Broadcasting Corp. programming is also highly popular and says he hopes to add the South American stations for Toledo’s Spanish-speaking population of approximately 26,000.
TV backing Nixon on drug abuse

"Subtle sell" turning up in entertainment story lines
in wake of special White House conference last April

The more than four-million viewers, including some two-million teen-agers and children, who tune in regularly to ABC's soap opera One Life to Live are being told in dramatic terms these hot summer days of the sordidness and despair associated with drug abuse. Drug users and ex-addicts from New York's Odyssey House, a therapy home for addicts, are appearing as actors in some segments.

Episodes dealing with the same problem are showing up in another ABC drama, General Hospital. And these are only for openers. When September comes, prime-time viewers will frequently be running into stories dealing with the drug-abuse problem. More such programs are in preparation for the 1971 season.

This "relevant" programing may in part be due to producers' views as to the marketability of entertainment programs dealing with a major domestic problem. But in large part, inspiration for the series now being planned was provided by President Nixon at a White House conference on the drug-abuse problem, on April 9 (Broadcasting, April 13).

The President appealed for help from the 35 network, production and advertising executives from New York and Hollywood who attended. He cited the power the television industry could bring to bear in helping government deal with the problem. But documentaries and news shows were not what he had in mind; entertainment shows were. They present the most effective medium for the "subtle sell," he said.

Judging by responses to a follow-up letter that a White House aide, Jeb Magruder, sent to those attending the conference, the appeal was successful. The letters, reporting plans for programs dealing with the drug-abuse problem, had White House aides concerned with that field smiling. Indeed, the conference is now regarded as such a success that others keyed to other media are under consideration.

According to letters from ABC and program producers, as well as to statements from producers' spokesmen in Hollywood, that network will carry nine series in which the drug-abuse problem will figure in at least one episode — The FBI (Warner Bros. Television-Quinn Martin), The Mod Squad (Thomas-Spelling Productions), Marcus Welby, M.D. and Matt Lincoln (both Universal Television), Room 222 (20th Century-Fox), The Young Lawyers, Immortal and Love American Style (all Paramount), and Dan August (Quinn-Martin).

CBS, in a letter from William H. Tankersley, vice president for program practices, pointed out that its policies "prohibit" dictating program content to producers. But he said he noticed that a number of episodes dealing with the subject of drug addiction are scheduled for the fall season.

Two production companies filled in some of the CBS gaps—though one of them expressed some doubt as to the freshness of the theme the President had asked them to hammer home. Leonard Freeman of Leonard Freeman Productions reported that a Hawaii Five-O segment—"Funky Junky Blues"—was put into production on his return from the White House conference "where the inspiration was supplied to again tackle the drug theme, and to attempt a new and exciting approach as to what is now a much over-used dramatic premise." He also said he expects to come up with a drug-abuse subject for a segment in the new Storefront Lawyers series, which will also appear on CBS.

And Frank Glicksman and Al C. Ward of MGM reported progress on a segment for Medical Center dealing with drug abuse as it affects college students—again, with credit for the inspiration being given the White House conference.

Another CBS series that will include a segment on the drug-abuse theme is Mannix. This was reported by a spokesman for the producer, Paramount.

In addition, the Treasury Department has reached an agreement with Jack Webb and his Mark VII Productions under which a television series entitled Treasury Agent will be produced featuring Treasury law enforcement agencies. A two-hour pilot is to be made for CBS which will present it as a movie in October.

The White House heard from only one producer working a drug-abuse theme into a series for NBC for the coming season. Richard Irving, executive producer of Universal's Name of the Game, sent along a script of a show that will be based on the White House conference that inspired the new flurry of television programing on the problem. And it will feature Presidential Counselor Robert Finch in a cameo role (Mr. Irving had asked for the President).

However, Paramount is said to be preparing for presentation on NBC a two-hour movie, yet untitled, dealing with s'cool dropouts and drugs. A series spin-off is a hoped for possibility.

As for 1971-72, WB-TV reported a number of plans for series that would include segments on the drug-abuse problem. One is a daytime serial, The Woman Inside, WB-TV says has been optioned to a network. It declines to identify. Another, still in the early stages of development, would feature an inter-agency governmental "strike force" active in law enforcement. And pilots for three other proposed series are being prepared. Two are for CBS (one centering on a police chief and his three sons —"a sort of contemporary Bonanza"); the other, on a university-based psychiatrist) and one is for NBC (it would feature Fess Parker as a law-enforcement officer in the modern far West).

Metromedia Producers Corp. also has a proposed television series devoted to telling the story of the government's efforts to fight drug abuse. It is called Three Seals and consists of three rotating series based on the activities of Bureau of Narcotics and Dangerous Drugs, Customs and the National Institute of Mental Health. But no buyer has yet been found.

Warner Bros., which has no commitments from any of the networks for its new product for the 1971 season, ended its letter to the White House on a plaintive note. After outlining the company's plans for new series, Gerald J. Leider, WB-TV president, said: "I trust you will share our belief that, with the cooperation of the networks, these projects of ours will become meaningful broadcasts for the 1971-1972 broadcast year."

Before the seal act

Vice President Spiro Agnew, whose network appearances usually fail to elicit laughter from the broadcasters themselves, will help launch the Red Skelton Show on Sept. 14 (7:30-8 p.m.) when the comic begins his new series on NBC-TV. Mr. Skelton, who had been on CBS-TV for the past 17 years, begins his 20th year in television this fall. Mr. Agnew will introduce Mr. Skelton on the premiere program.
FCC alters primer on political TV

The FCC announced last week it has revised its primer on Section 315 of the Communications Act as it applies to political candidates.

Titled "Use of Broadcast Facilities by Candidates for Public Office," the primer is a compilation of the commission's interpretive rulings under 315 and the rules implementing that section.

The commission said it was designed as a guide to prevailing law and policy on Section 315 and as an aid "to reconstruct the evolution or modification of particular 315 questions."

Included in the revision are FCC decisions on problems that appear likely to be involved in future campaigns. The commission noted that, while the information does not cover every problem in political broadcasting, the documents included have been of assistance to candidates in understanding their rights and obligations under Section 315.

The commission added that the 315 provisions are also applicable to programs originated on CATV systems.

The previous primer was issued in 1966. Copies of the revised publication are available from the FCC office of information in Washington.

Group wants air time to rate stations' merits

Should stations give a citizens group free air time to solicit listener comments on how well the station is serving the public interest?

A new group in Chicago thinks so.

The Illinois Citizens Committee for Broadcasting wrote nearly three dozen radio and TV stations in the greater Chicago area last week and asked for free minute spots—not fewer than five a day for two weeks on each outlet starting Sept. 7—to survey listeners on station performance. ICCB said it wants an answer on compliance by this Wednesday and will petition the FCC for "rule making" if stations refuse to cooperate.

The committee explained the plan is part of its desire to make listeners more involved in the FCC license renewal proceedings facing all Illinois stations this fall. The committee claimed that provisions of the Communications Act and the FCC's fairness doctrine rulings establish the legality of its demands.

ICCB said it will use its requested air time "for the purpose of gathering together the opinions of the community concerning broadcasting in Chicago. These opinions will then be used in negotiations with broadcasters and in possible presentation to the FCC."

ICCB said it felt "this collection of opinion by a citizen-oriented organization can be very helpful and beneficial to both the station and the community, if the station is truly concerned about broadcasting in the public interest."

However, ICCB continued, the committee "realizes that the public interest is not at the heart of every station's broadcasting. Therefore, in the event that certain stations do not grant time, preparations are being made to petition the FCC for 'rule making' which would give independent citizens' organizations the right to have 'equal time' on broadcast stations in which to solicit audience opinions concerning that station."

Duane Lindstrom, executive director of ICCB, said the group is an outgrowth and extension of the former "Citizens Committee to Save WFMT," which had considered itself "victorious" in blocking the transfer of WFMT(FM) Chicago to a Tribune Co. subsidiary there, WGN Continental Broadcasting Co., operator of wgn-am-tv Chicago.

The FCC had approved sale of WFMT to the WGN group, but after protracted litigation and further proceedings, including a hearing in Chicago, the commission subsequently approved a plan by the WGN group that transferred WFMT to noncommercial WTTW(TV) in Chicago.

Mr. Lindstrom said this successful...
protest encouraged the group to expand its operating scope. The executive committee, he indicated, continues virtually the same and includes Robert Bennett, Northwestern University Law School instructor who once was aide to FCC Commissioner Nicholas Johnson. Also still active, he said, is Charles Benton, son of William Benton, publisher of *Encyclopedia Britannica*.

Mr. Lindstrom is on leave of absence from the Businessmen for the Public Interest, a civic-action group in Chicago supported by Gordon Sherman, Midsal International Inc. Corp. BPI is giving ICCB office space at 109 North Dearborn, Chicago. ICCB is an affiliate of the National Citizens Committee for Broadcasting, Washington, D.C., but is raising its own funds locally, Mr. Lindstrom said.

**WMCA drops pop music for all-talk format**

WMCA(AM) New York will abandon its 20-year format of popular music on Sept. 21 and introduce a 24-hour telephone-talk program structure.

Stephen B. Labunski, managing director of the station, said last week WMCA will be the only outlet in New York with this format, which is touted as "Dial-Log Radio 57" (WMCA operates on 570 kc). He describes the programing as "24 hours a day of audience involvement, listener participation radio." WNBC(AM) New York tried an all-talk format earlier but abandoned it several months ago.

Mr. Labunski pointed out that a large number of stations in the New York area now play the popular music that WMCA has been carrying. He said the management has decided that the needs and interests of the audience and advertisers could best be served by programing that would involve New Yorkers with the questions and issues that are besetting them.

The new programing will consist of news and information; interviews with prominent persons around the city, nation and the world; and telephone conversations with New Yorkers.

**Music service available**

Continental Radio, Los Angeles, reported last week that 18 hours of pre-recorded contemporary musical programing are available for weekend use by stations.

Each show, available either in 7½ or 33⅓ IPS in monaural or stereo, is three hours long. Three disc jockeys, including Jeff Alan, general manager of the programing service, provide the full nine hours for each Saturday and Sunday.

**Using one machine to beat another**

**KNX's computer gives freeway drivers tips on escaping traffic jams**

Helicopters are useful to broadcast traffic reports, but their sightings do little to tell drivers how long the tie-ups are going to last or the time it will take to get to the next exit ramp. One Los Angeles radio station, CBS-owned KNX(AM), has abandoned airborne reports in favor of computers to provide the specific information pilots cannot—how long will it take to drive a certain distance at prevailing speeds.

The first computerized traffic report was aired on Sept. 30, 1968. Since that time, George Martin, KNX traffic reporter, has broadcast daily, covering the morning and evening rush hours.

This kind of information is the result of nearly 800 initial man-hours of planning and testing the computer program and countless additional hours of updating the data on the more than 600 miles of Los Angeles area freeways currently open to traffic and the more than 800 miles expected to be in use by 1980. The data was compiled from studies made by the California Highway Patrol, Los Angeles Police Department and the state division of highways. KNX also makes its own timed runs along various parts of the freeway system at different rush-hour times to provide other first-hand information.

Flow charts of the highway system during periods of heavy use were programmed along with information about the effect of lane closings, weather conditions, distances between exits, rush-hour traffic density averages, the "slow-and-look" or "rubberneck" effect and other factors affecting traffic flow. All told, some 10,000 bits of information have been programed into the XDS Sigma 7 computer, linked to KNX by telephone lines.

The service provided by the station, according to Mr. Martin, is to enable the driver to decide if he wants to stay on the freeway or use parallel surface streets. This service includes the comparative times on nearby freeways that may not be as congested.

Daily updating of the information available to the computer is supplied by Mr. Martin from monitoring five police and six highway-patrol radio frequencies as well as fire and sheriff's departments emergency calls.

Computerized traffic reports in Los Angeles may get even more precise in the amount of information they can provide. The state division of highways has announced plans for encoding three of the most heavily traveled freeways. Sensors will be placed along 42 miles of roadway to provide speed and density data to a central traffic headquarters. Combining this immediate information with the computer program, according to Mr. Martin, should improve the computer's accuracy to near perfection.

**UA-TV plans new package**

United Artists Television, which has not placed any new feature films into TV syndication since 1968, reported last week that it plans to offer to stations a package of motion pictures for the fall or late 1970. Erwin H. Ezes, president of UA-TV, made the disclosure as part of an announcement that pointed to substantial increases in the company's syndication sales during the first half of 1970. He added that if the new features package can be cleared soon, UA-TV "can look forward to an even better half for 1970."

**Dual media effort for rock**

Metromedia and Avco Broadcasting have collaborated on a 90-minute television rock festival with stereophonic sound to be broadcast by FM stations in the same city. The program is a condensed version of a 15-hour rock concert held June 13 at Crosley Field, Cincinnati. The eight-track stereo sound was mixed down to two channels for the FM broadcasts. Three of the four Metromedia television stations—New York, Washington and Los Angeles—and their affiliated FM's will broadcast the program as will the five Avco TV outlets. Separate agreements were reached with FM stations in the Avco markets. Also scheduled to carry the stereo program is KTVU(TV) Oakland, Calif., in conjunction with Metromedia's KSAN(FM) San Francisco.
No new copyright bill this year

McClellan hopes FCC will adopt regulation
to make cable legislation easier next session

Declaring that action on the Senate copyright revision bill could not be completed this session, Senator John McClellan (D-Ark.) said last week that no further action would be sought until next year, when a successor bill would be introduced.

Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported the copyright measure (S-543) to the full Senate Judiciary Committee Dec. 10, 1969. The committee then failed to consider the bill.

To tackle affected copyright holders over, Senator McClellan has introduced a resolution (S.J. Res. 143) temporarily extending the duration of copyright protection in certain cases to Dec. 31, 1971. Purpose of the temporary extension is to continue the renewal terms of the copyrights, pending enactment by Congress of a general revision of the copyright law, as is envisioned in the Senate bill.

The senator said in a speech on the Senate floor that the complexities of the cable-TV issue, dealt with in Section 111 of the long-delayed copyright bill, were in part responsible for the Judiciary Committee's lack of action during the current session. That section tackles the knotty problem of copyright liability of secondary transmissions by cable systems (Broadcasting, Dec. 15, 1969).

Action by the next Congress on the CATV provisions, the senator said, should be facilitated by anticipated FCC promulgation of rules relating to the carriage of broadcast signals by cable systems.

"The FCC apparently now recognizes its responsibility to proceed expeditiously toward adopting appropriate CATV rules," he said, adding that FCC Chairman Dean Burch had promised that the commission "would make every effort to complete the rule-making process by the end of this calendar year." The FCC has set Nov. 23 as the final date for comments on the proposed CATV rules.

The FCC has indicated, however, Senator McClellan said, that the implementation of certain of the rules, including those relating to improved television service to the public and the importation of distant signals, must await action by the Congress to resolve the CATV copyright question.

He commented that the proposed rules in the FCC's Public Dividend Plan for CATV appeared to be seeking the same objectives sought by his subcommittee in Section 111. But he called the subcommittee plans more workable and equitable.

Section 111, he said, recognizes that in certain situations it is desirable to protect the interests of broadcasters who have acquired the exclusive right to perform a copyrighted work in a certain market. Accordingly, he added, the section grants limited protection to those broadcasters and places some restrictions on cable systems importing such programs.

By contrast, the FCC's proposed rules, he said, would give no protection to broadcasters who have acquired exclusive rights. The rules instead propose a "complex scheme" whereby commercials on imported programs would be deleted and replaced by the commercials appearing on the programs of local UHF stations, a plan designed to produce revenues for UHF's which, it is claimed, may be hurt by competition with imported signals carried by cable systems.

"Many experts in the communications field who have commented on this provision of the Public Dividend Plan have described it as unworkable," Senator McClellan concluded.

Taped pageant finals
will be distributed

Century Broadcast Communications, New York, will distribute the finals of the 1970 Miss Black America beauty pageant to TV stations around the country. The finals will be taped at Madison Square Garden in New York Friday (Aug. 28) as a 90-minute special.

According to Century, more than 25 stations have signed for the pageant for showing in late August or early September. Among the TV outlets are WGN-TV Chicago; WBAL-TV Baltimore; WTVN-TV Columbus, Ohio; WRC-TV Cincinnati; WOR-TV Buffalo; WDAF-TV Kansas City, Mo.; KSDK-TV St. Louis; KSL-TV Salt Lake City; WJCK-TV Detroit; KGW-TV Denver; WMAL-TV Washington; WHTN-TV Albany, N.Y.; KVTY(TV) Fort Worth; WITC-TV Hartford, Conn., and KETV(TV) Omaha.

Madison Square Garden produced the show in association with Motown Productions and J. Morris Anderson Productions.

Ziegler to address
RTNDA conference

Ronald L. Ziegler, press secretary to President Nixon, has been added to the list of speakers who will address the 24th annual conference of the Radio-Television News Directors Association in Denver Sept. 22-26.

Mr. Ziegler will speak at the awards luncheon on Sept. 24 when broadcasters will be recognized for outstanding performance in spot-news coverage, editorials and documentaries. Mr. Ziegler is the second presidential press secretary to address the association, having been preceded in 1962 by Pierre Salinger, who served in that capacity for both Presidents Kennedy and Johnson.

Other speakers at the conference will be FCC Chairman Dean Burch and CBS Newscaster Walter Cronkite.
Everything but the live action

NFL Films shoots entire football season, edits it, and returns it to viewers

When the regular National Football League season opens on Sept. 20, NFL Films camera crews will be scurrying to take their posts at each of the kickoffs. Their assignment: to shoot the myriad of films for showing before, during and after football telecasts and at post-season gatherings and programs around the nation.

The shooting of 182 games throughout the season and the subsequent editing and dissecting of the films are the prime functions of eight-year-old NFL Films, self-described as the "exclusive film representatives for all National Football League teams."

But filming the games is only the beginning. The application of the filmed end-product is the crux of the action. It's "more than a million-dollar business enterprise," explained Kenneth M. Flower, vice president-sales for NFL Films, as he ticked off the many and diverse destinations of the films.

For example, NFL Action and NFL Today on CBS-TV and the pre-game filmed segments for this season's NBC-TV telecasts are productions of NFL Films. And then there's This Week in Pro Football, fed by the Hughes Sports Network to 150 stations, and the half-time segments planned for ABC-TV's Monday-night prime-time football telecasts featuring highlights of Sunday's games. They also are productions of NFL Films.

Besides the 32 hours scheduled on national TV, the films are used in other ways, according to Mr. Flower:

- By ad agencies needing footage for commercials.
- By movie producers—the football portions of "The Fortune Cookie" and "The Paper Lion" were furnished by NFL Films.
- By the U.S. Navy, which shows filmed games as morale-builders among submarine crews.
- By Arabian oil companies, which show films to its American workers far from home, and American Express offices that schedule special screenings for Americans abroad.
- By high-school and college coaches.
- For high-school and college coaches.
- And, Mr. Flower recalled, the football films carried by Secretary of State William Rogers on his last Far Eastern tour were supplied by NFL Films.

NFL Films was organized in 1962 as an outgrowth of a hobby pursued by Ed Sabol, a clothing manufacturer in Philadelphia. Mr. Sabol, who had been shooting amateur football games as a hobby, bid for and won the film rights for National Football League games. The result: NFL Films, now owned by all the teams, with each of the 26 owners sitting on the board and Mr. Sabol as president. Main office of NFL Films is in Philadelphia. The New York office, in the same building as the NFL league offices, is principally a sales office.

Following their clicking and shuttering of the Sunday games, the NFL Films camera crews return to Philadelphia to process their day's work. A team of 45 creative persons then prepares the narration to go with the films and the project is under way.

NFL Films, always looking for an innovative wrinkle, thinks it has found one this season. Much like ABC-TV's ambition to hook the woman viewer on football through its Monday night prime-time telecasts, NFL Films wants to encourage women to share equally their rights in front of the TV screen and their interests in football.

The vehicle eyed for that is a segment in each Sunday's NFL Today show, in which Hostess Carol Howley, wife of former CBS executive Norman Walt, helped by Marjorie Margolis of wcap-TV Philadelphia, will explain aspects of the game to women.

Discussed will be off-field action and even such significant topics as what and how much food is consumed by the players.

National General cuts new TV production

The economic crisis threatening the major Hollywood studios has knocked one out of television production for the present. National General Studios reported that it would not be entering into any new development or production agreements during the near future.

Malcolm Klein, president of NGC's television production and distribution division, said previous commitments on shows in production would be honored. Included is the "Trouble With Tracy," series of 130 episodes in production in Canada. The taped series is based on Goodman Ace scripts. About 30 segments have been completed. Also committed is the "Special of the Month" with Ralph Story. Six one-hour specials have been filmed with contracts signed in...
for showings in 23 markets, Mr. Klein pointed out.

Primary reason for the temporary move away from TV production was the immediate need for operating capital. "There is no desire by the company to tie up cash in a product, no matter how potentially profitable, when the return is to spread over the next 12 months while the original outlay is in one month," Mr. Klein said.

Mr. Klein also said no decision has been reached on the fate of 60 hours of film of the recent eastern European tour of Blood, Sweat and Tears.

**'Misterogers' gets $200,000 from Sears**

National Educational Television received a monetary boost for its Misterogers' Neighborhood daily series last week in a $200,000 grant by Sears-Roebuck Foundation to the Corp. for Public Broadcasting.

The grant was announced jointly by Sears Foundation President William F. McCurdy and CBS President John W. Macy Jr. The grant will enable NET to produce 65 new half-hour programs in the young children's series.

A matching grant was given by CPB to the Public Broadcasting Service to distribute the series for 1970-71 to 194 non-commercial television stations. CPB made a $521,000 grant in support of the program earlier this year (Broadcasting, Feb. 2).

The present grant is the fourth in support of Misterogers' Neighborhood by the Sears-Roebuck Foundation, which since 1967 has contributed $700,000 to the program.

**'Rosko' takes aim at college market**

College Marketing Corp. has signed "Rosko," New York radio personality, as host for a new radio program directed at the nation's college student.

Radio Syndicate Inc., a new division of College Marketing, has created a network of 100 college and 11 commercial FM radio stations in 10 major markets to carry the new program, which will feature progressive rock music and a discussion of events and issues of interest to students. The commercial FM outlets, which will receive 10 hours a week of Rosko, are WDAS-FM Philadelphia; WKOX-FM Framingham, Mass. (Boston); WBRU-FM Providence, R.I.; WHFS-FM Bethesda, Md. (Washington) WGLD-FM Oak Park, Ill.; WNKX-FM Dearborn, Mich.; WMMS-FM Cleveland; KMET-FM Los Angeles; KGK-FM San Francisco; WVOX-FM New Rochelle, N.Y.; and WBAB-FM Babylon, N.Y.

**ITC budgets $20 million for TV**

**Funds to be used for new programming in six-month period**

Independent Television Corp., New York, has committed $20 million for new production of programs in the current six-month period, a $5-million increase over the same period a year ago.

The production commitment was reported last week by ITC President Abe Mandell, who said the funds represented the period of July through December.

ITC, which is the production and distribution arm of Associated Television (ATV) of England, has several shows on or committed to ABC-TV. They are one-hour series, This Is Tom Jones, entering its third season this fall, and The Friendly Persuaders (working title) with Tony Curtis and Roger Moore, slated for showing in 1971; and a half-hour series starring Shirley MacLaine. Also mentioned by ITC is The World of Jason King (also working title), which will star Peter Wynegarde, a one-hour suspense-adventure series spin-off from Department S, a one-hour adventure property not yet released in the U.S.

Included in ITC's production schedule are several specials, some now completed. They are Carol Channing's Mad English Tea Party, slated for NBC-TV, Sept. 9, 9-10 P.M. NYT; a projected musical-variety one-hour series starring Petula Clark, the first to be shown on ABC-TV in January; a dramatic vehicle with Elizabeth Taylor for showing on NBC-TV next season; a 90-minute trilogy, Female of the Species, starring Faye Dunaway, Maggie Smith and Shirley MacLaine; and the two-hour Hamlet starring Richard Chamberlain for showing as a Hallmark Hall of Fame entry on NBC-TV.

ITC said the schedule included feature films produced for network telecast: Firechasers, with Chad Everett, Anjanette Comer and John Loder, for CBS; an untitled Norman Felton production for NBC; and two for ABC, M.A.C.E., produced by Monty Berman, and another property to be selected.

ITC also has completed The Tribe That Hides from Man, a 90-minute documentary filmed in the jungles of Brazil, and another one-hour documentary, The Violent Earth, about volcanoes.

**Program notes:**

Proud country ■ Cinex-Programming Inc., New York, is placing into distribution to radio stations 30 hours of country music programming titled My Country, My Music. Programing traces musical events and personalities of country genre, with emphasis on music from 1957 to 1970. Ralph Emery is host and executive producer.

New pact ■ Tele-Tape Productions and Children's Television Workshop, both New York, have renewed contract for CTW to continue to produce Sesame Street at TTP's second stage. Agreement stipulates that Tele-Tape, in addition to its stage, will provide technical production facilities and services.

Auto racing ■ Metavision, New York closed-circuit television company, will televise live via closed circuit, the California 500 auto races Sept. 6. Firm is headed by E. William Henry, former chairman of the FCC.

More music from Capitol ■ Volume six in continuing series of programing and production music for broadcasters is being made available to radio and television stations by Capitol Records. New release consists of ten 12-inch records and provides varying types of music from country and western to ecological themes. Majority of selections in volume six are in 30- and 60-second lengths for easier commercial use.

Signed for children's dramas ■ Beck with Presentations Inc. has signed Alvin Boretz to write first teleplay for series
Hughes plans basketball

Hughes Sports Network will telescast live 10 Saturday afternoon games from the Big 10 and Pacific Eight collegiate basketball conferences starting Jan. 9 and continuing through March 13. Hughes reported that 43 stations in the Midwest will pick up the Big 10 games and 21 stations on the West Coast have signed for the Pacific Eight. Advertisers for both conferences include Pabst Brewing Co., through Kenyon & Eckhardt Advertising, Chicago, and Dodge and Chrysler cars, both through BBDO, New York. Half of the sponsorship is still open.

called The American Indian: Man in Exile. Excerpts of special will be used in regular daytime programs and prime-time will be given to the program.

Tennis buffs Independent producer Dick Feldman taped special close-up sequences during recent U.S. Professional Tennis Championship match at Brookline, Mass., for inclusion in future world championship tennis TV special. Lewron Television, New York, was assigned by Mr. Feldman to shoot sequences and handle editing and post-production work.

Ring that bell Revival of the format of former network series Name That Tune has begun by Tulchin Productions Ltd., New York. Tulchin scheduled taping on Aug. 29 of half-hour pilot, cost of which Tulchin reportedly will underwrite. Initially, company sought outside backers. Firm has signed Richard Hayes as master of ceremonies. Tulchin said series will be offered to stations for evening stripping, Monday through Friday.

Away the anchor Correspondent John Hart becomes anchor man on CBS Morning News with John Hart on CBS-TV (Mon.-Fri., 7-8 a.m.), effective Aug. 31, replacing Joseph Bent, who is leaving for reassignment to a foreign bureau. Correspondent Bernard Kalb, most recently based in Hong Kong, was named Washington anchor man for the morning news program, assuming role being relinquished by Mr. Hart. Mr. Halb is also joining correspondent Hart on CBS News's weekday Mid-Day Report on CBS Radio, effective the first week of September. Mr. Kalb takes over the Tuesday and Thursday anchor post, replacing Mr. Bent, also in that assignment.

French fry at Chicago WGN-TV Chicago has announced new 26-week series of full hour live color musical programs, International Cafe, which if successful in its Saturday 6 p.m. period this new season on that station may be offered in tape syndication. Program features French singer Jean-Paul Vignon as host and will include the music, dancing and entertainment of various countries in contemporary settings. Series starts Sept. 26.

Equipment & Engineering

Satellite hopefuls seek more time

Ask FCC to delay deadline; say further analysis is necessary

Five prospective applicants for domestic communications satellite systems have indicated they are working on their applications but will need several months to complete them. However, the networks say they need three months just to begin their preparations.

The statements were filed with the FCC last week in response to its request earlier this month asking interested parties to submit by Aug. 19 estimates of how much time they will need to prepare their filings (Broadcasting, Aug. 10).

Responses were filed by AT&T, Communications Satellite Corp., Data Transmission Co., Microwave Communications Inc. and Hughes Aircraft Co., in addition to the networks. In their joint response and comments, ABC, CBS and NBC told the commission they need about 90 days to analyze the results of a contracted study by Page Communications Engineers Inc., and to analyze proposals advanced by Western Union and others. Western Union filed the first—and to date only—application for a domestic satellite system (Broadcasting, Aug. 3).

The Page report, submitted to the networks early this month, concluded that either a satellite system or a terrestrial microwave system could be constructed and operated for more than $30 million a year less than they are currently paying AT&T. Payments to AT&T this year would amount to about $70 million, the networks estimated.

The networks asked the commission to provide a period during which additional satellite proposals, with respect to the time for filing applications, could be submitted.

They added it is of “major importance” that no policy determinations blocking the institution of a specialized system for program transmission be adopted by the commission on the basis of WU's application or others that may be filed. WU favors restricting domestic satellite systems to common carriers.

In its response, Comsat recommended that the commission permit applicants to make submissions until Oct. 23, and...
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"Our folks like the way the picture looks and the way the camera handles...We get requests to go on location...agencies from out of town come to us...We are doing a lot of this work."
—Rupert Bogan, Director of Engineering
Carter Publications, Inc.
WBAP-TV, Fort Worth, Texas

"We have been impressed with the construction, the dependability and the quality of pictures...The pictures are great and the lack of noise in the black is beyond belief."
—Vincent E. Clayton, Director of Engineering
Bonneville International Corporation
KSL-TV, Salt Lake City, Utah

"They have been used with as little as 25 foot candles of light...and give us noise free color pictures...We have worked with all other makes and models of cameras, but none compare to the TK-44A."
—Larry R. Eskridge, Chief Engineer
WTOC-TV, St. Petersburg, Florida

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To provide national recognition of outstanding sales promotion efforts prepared by Promotion Departments in the television industry. This sales promotion should be designed to promote facilities, programming, a TV station or market, or the industry.

Eligibility:
Television stations and station groups, television representatives and networks are eligible to enter. Membership in BPA is not a prerequisite for participation.

Entries:
Entries must be television sales promotion created and employed between September 1, 1969 and August 31, 1970. Entries may be submitted in any form employed, VTR, film, slide, flip-over, brochure or trade ad(s).

Categories:
There will be two categories:
Category I: TV stations in first 10 TV markets ranked by ADI TV Households (1969 ARB Television Market Analysis)
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Los Angeles
Chicago
Philadelphia
Boston
San Francisco
Detroit
Cleveland
Washington, D.C.
Pittsburgh
Networks
TV station groups
TV station representatives
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Awards:
There will be a first-place winner for each category. Citations will be announced for additional entries which merit recognition. Winners will be announced at the BPA Seminar in November 1970.

Judges:
Selection of the winners will be made by a panel of professional representatives in/or associated with the television medium. If, in the opinion of the judges, the quality of the entries is not of award winning caliber, the judges can elect to make no award.

To Enter:
Entries must be mailed and postmarked by September 15, 1970. It is suggested that entries be sent by registered or insured mail. Entries will be returned, collect, if requested in writing when entry is submitted.

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Material submitted: Videotape Film or Kine Slides

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Entry form must accompany each entry, together with a $10.00 fee. Make checks payable to Broadcasters Promotion Association. MAIL TO: BPA Sales Promotion Awards, Harrington, Righter & Parsons, Inc., 280 Park Ave., New York, N.Y. 10017. ENTRIES MUST BE POSTMARKED NOTE LATER THAN September 15, 1970.
the recommendation from AT&T was that the deadline for applications should be no earlier than Oct. 15. AT&T and Comsat have reached a tentative plan whereby Comsat will apply for a satellite system and AT&T will file applications with the FCC for permission to construct ground stations. AT&T would use the Comsat system for domestic transmission. (BROADCASTING, July 20).

Hughes Aircraft said it is filing with Teleprompter Corp. and/or others and that its application would be ready by Oct. 15.

Data Transmission Co. told the commission and other subsidiaries of the parent company—University Computing Co.—are engaged in negotiations with regard to a joint participation with independent firms who would prepare the application and operate the system. The negotiations would be consummated in 30 days, DTC said, but it would need until Dec. 1 to file the application. DTC did not identify the parties with whom it is negotiating, but said “they are expected to include, among others, a major aerospace firm and a communications system supplier.”

Microwave Communications said it is reaching a final decision as to how satellite facilities could be integrated into their service and whether a separate satellite system is required for MCI carriers to serve the public adequately. These studies will be ready for filing March 31, 1971, it said.

**Systems help originate live, tape color shows**

Origion of live and video-tape programs in color suitable for cable-television operators or industrial, medical and educational applications has been facilitated by the introduction of three new studio packages by International Video Corp., Sunnyvale, Calif.

The new “Colorcaster” systems provide all the equipment necessary, according to IVC President Donald F. Eldridge. Two of the three also provide for film and slide programming.

Installation and training of operating personnel are provided by IVC and included in the equipment cost. The three systems range in price from $12,400 to $47,900 and, according to Mr. Eldridge, represent a combination of elements of custom studio systems installed by IVC during the past few years.

Colorcaster I includes one IVC-90 color camera, an IVC-600 color videotape recorder, color monitor, audio system and cable. It is the lowest priced of the three at $12,400.

Colorcaster II includes film and slide projectors, multiplexer, color monitor, audio system and cabling, plus the IVC-92 color film chain camera and IVC-820C color video tape recorder. Including installation, cost of this system is $20,700.

The Colorcaster III is designed to provide relatively sophisticated color productions comparable to commercial broadcasts. The IVC-90 color camera, IVC-870 videotape recorder and color film chain island with IVC-92 camera provide the backbone for the system. Also included is a video switcher and special effects unit, monitors, assemble and edit adapter for the IVC-870, audio console cartridge and recorder, operating and remote consoles, lighting and other items for a complete production studio.

**Networks seeking circuit commitments**

Television networks hope they’ve started something that may get TV commitments for communications satellite circuits honored on a par with message traffic.

At a meeting two weeks ago of the coordinating committee of carriers and Communications Satellite Corp., plus representatives of all the networks, NBC submitted its complaint that it was short-changed July 4 when the Wimledon, England, tennis matches it had ordered failed to come through earlier in the day (except for an 18-minute segment) because one of the Atlantic satellites had gone out and priority was given to message traffic on the remaining circuits. The second program later in the day from Wimledon was delivered as promised, but NBC was charged for a double-hop circuit—from England to the Indian Ocean satellite to Australia to the Pacific satellite to the West Coast of the U.S. (“CLOSED CIRCUIT,” July 13).

The American carriers and Comsat promised to work out a format that would honor TV commitments, but could not give assurances at the meeting until they had conferred with their executives. Another meeting was promised, some time this fall, at which time, if there is agreement, the proposals will be submitted to the International Telecommunication Satellite Consortium which represents all the owners of communication satellites.

What makes the problem complex is that even if the U.S. carriers and Comsat agree to treat TV on a par with other traffic in restoration of circuit outages, this represents only half of the decision makers. The other half are the foreign telecommunications entities in each nation that has an earth station—and they’ve never denied they are more interested in message traffic than in TV.

**Color TV sales dip 27% in first half of 1970**

The Electronic Industries Association reported last week that sales of domestic and foreign color-TV sets in this country during the first six months of 1970 were down 27.2% (to 2,146,079 units) over the same period in 1969, with monochrome sets sales off by 10.2% (to 2,965,131 units).

Total half-year sales of U.S. and foreign-made radios were down 6.9% (to 21,660,105 units) compared to the same period last year, with table models the only category showing an increase—up 66.9%.

EIA noted “sizable increases” in sales of magnetic tape recorders and players in the January-June period, up 26.7% over the first six months of 1969.

TV-radio set sales by distributors to dealers during July fought this year’s early downward trend but still lagged behind July 1969 totals, EIA figures showed. Color TV set sales were off by 20.5% and monochrome sales by 8.7%; total radio set sales were 17.1% lower than the same month last year.

EIA’s year-to-date sales totals are as follows:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>6,835,340</td>
<td>5,945,428</td>
</tr>
<tr>
<td>Color</td>
<td>2,304,932</td>
<td>2,943,048</td>
</tr>
<tr>
<td>Monochrome</td>
<td>2,550,408</td>
<td>2,703,390</td>
</tr>
<tr>
<td>AM home</td>
<td>2,490,877</td>
<td>3,165,229</td>
</tr>
<tr>
<td>FM home</td>
<td>1,471,481</td>
<td>1,995,822</td>
</tr>
<tr>
<td>Auto</td>
<td>1,976,821</td>
<td>5,629,327</td>
</tr>
<tr>
<td>Total</td>
<td>8,920,179</td>
<td>10,790,178</td>
</tr>
</tbody>
</table>

**Translators sought for Spanish audience**

A group of Spanish-language stations has urged the FCC to permit translators to distribute UHF programing beyond a station’s coverage area to reach groups of Spanish-speaking people.

In reply comments last week on the commission’s proposal to shift translator operations from the upper to the lower portion of the UHF spectrum, the stations—KXEX-TV San Antonio, Tex.; KXEX-TV Los Angeles, and WXTV-TV Paterson, N.J.—supported the measure.
and suggested that translators could be used separately or in combination with satellite stations "to reach concentrated pockets of Spanish-speaking viewers" who are not now able to receive foreign-language programming.

The stations had pointed out in comments last month that "standing alone, such minority populations may not represent a sufficient number...to support a regular television station" and translators provided a "realistic answer" to providing needed program service to minority groups." They said CATV would not be an "effective alternative" because the charges would be directed to those least able to pay.

The stations acknowledged in their reply comments that "at certain distances degradation in signal quality occurs through use of intermediate translators or translator relays," but said that unattended 1 kw satellites could overcome this problem and serve as further translator distribution points. Illustrating the benefits of such a system, they said that using a combination of translators and a satellite, KWXK-TV could reach about 100,000 Spanish-speaking people in and around Corpus Christi, Tex.

**NAB, Rust ask new tower rules**

Two comments filed last week at the FCC seek changes in a proposed commission rule to increase from 40 to 100 feet the maximum width of painted bands on antenna towers.

In comments on the proposal, the National Association of Broadcasters and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting.

The FCC proposal was based on tests conducted by the Federal Aviation Administration.

The current commission rules require that antennas be painted with alternate bands of orange and white one and a half to 40 feet wide and that the bands equal about one-seventh of the total antenna height.

NAB also suggested that action on the proposal be deferred until "a total solution can be effected" to increase tower visibility. Pointing to studies made for the FAA recommending the use of black and white bands, NAB said the commission's proposal would be an "interim and inconclusive measure" that may result in complete repainting of all antennas in the foreseeable future. It said the question needs "much research and investigation."

Rust Communications stated that while seven years may be a reasonable average life for tower painting, some situations require shorter or longer intervals due to variables such as weather and paint quality. It added that two coats of white paint would be needed to cover orange, resulting in additional costs, especially for stations with multiple-tower arrays.

Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

**Telemation forms subsidiary**

Telemation Inc., Salt Lake City-based television equipment maker, has acquired the facilities and personnel of Audio-Video Industries Inc. to form a new subsidiary, Telemation East Inc., with offices in Washington, Cambridge, Mass. and Norfolk, Conn. District manager of the new firm is Joseph S. Botti.

**8mm for cable**

Riker Corp., Clark, N.J., has developed professional quality 8mm film chain, with TV shutter and synchronous motor, for CATV use. Chain handles both Super-8 and standard 8mm films, translating them into video and audio signals. Model 709, selling to cable operators for $795, is complemented by model 710 Uniplex ($250) and model 177 solid state, 1-inch vidicon camera ($995). Model 711 system—including all three units—sell for $1950.
Women are Revolting

IT'S OFF WITH THE BRA AND ON WITH THE FIGHT FOR EQUAL RIGHTS!

WHAT DO WOMEN REALLY WANT??
National General Television has captured the essence of the women's lib movement in a graphic humorous hour film special. Hosted by that most articulate gentleman – Ralph Story. Filmed on location in California and New York.

SOLD:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WNEW</td>
<td>Metro.</td>
<td>Baltimore</td>
<td>WJZ</td>
<td>TVAR</td>
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<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Metro.</td>
<td>Atlanta</td>
<td>WSB</td>
<td>TelRep</td>
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<tr>
<td>Philadelphia</td>
<td>WTAF</td>
<td>H.R.P.</td>
<td>Cincinnati</td>
<td>WXIX</td>
<td>Petry</td>
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<tr>
<td>Boston</td>
<td>WBZ</td>
<td>TVAR</td>
<td>Buffalo</td>
<td>WGR</td>
<td>Katz</td>
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<td>TeleRep</td>
<td>Kansas City</td>
<td>KMBC</td>
<td>Metro.</td>
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<td>WJMY</td>
<td>T.B.A.</td>
<td>Providence</td>
<td>WTEV</td>
<td>H.R.</td>
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<td>Cleveland</td>
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<td>Petry</td>
<td>Denver</td>
<td>KBTW</td>
<td>P.G.W.</td>
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<tr>
<td>Pittsburgh</td>
<td>WIC</td>
<td>TeleRep</td>
<td>Dayton, Ohio</td>
<td>WHIO</td>
<td>TeleRep</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KPLR</td>
<td>Metro.</td>
<td>Little Rock</td>
<td>KARK</td>
<td>Blair</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>P.G.W.</td>
<td>Omaha</td>
<td>KMTV</td>
<td>Petry</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chattanooga</td>
<td>WDEF</td>
<td>Blair</td>
</tr>
</tbody>
</table>

Secure an option on other contemporary "specials" including "THE NUDITY THING," "THE FOUNTAIN OF GROOVY" and "THE WEIRD WORLD OF WEIRD" when you purchase "WOMEN ARE REVOLTING".

NATIONAL GENERAL TELEVISION PRODUCTIONS, INC.
A National General Company

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(213) 937-4100 • 1 Carthay Plaza, Los Angeles, CA 90054
**Promotion**

**MGM merchandising arm handling pro basketball**

MGM Merchandising Corp., a subsidiary of MGM Inc., has signed separate contracts with the American Basketball Association and its players' association, covering their merchandising activities.

Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, clothing, books, special films, and franchising. David J. Jacobson, president of MGM Merchandising Corp., said that in television and motion pictures, it is conceivable that training films on basketball could be produced.

**Promotion tips:**

Sesame Street hits the road - Characters from Sesame Street children's show have scheduled two-week road show in inner cities of 13 of nation's major metropolitan areas. Such stars as Gordon, Susan and Big Bird will put on 30-minute stage presentations to preview series' second TV season that opens on Nov. 9. Cities to be visited are San Francisco, Los Angeles, Chicago, Detroit, Cleveland, New Orleans, Atlanta, Washington, Baltimore, Philadelphia, Boston, New York and Jackson, Miss.

**PR educations** - *The Word Is Out, Radio Is In* is title of new public relations workbook on the medium prepared for colleges across the U.S. by Steve R. Smirnoff, director, special communications, Wisconsin State University, Oshkosh, Wis. 54901. Mr. Smirnoff tells schools how to prepare public service and news program materials useful to broadcasters.

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**FocusOnFinance**

**Earnings nearly doubled in 6 months, Cowles says**

Cowles Communications Inc., New York-based multiple-station owner and publisher, nearly doubled net income and per-share earnings in the first half of 1970 (Broadcasting, Aug. 17). Company credited the substantial increase in consolidated net income of more than $1.2 million to extraordinary credits such as the gain on the sale of the Star Publishing Corp. (San Juan Star in Puerto Rico) to Scripps-Howard for $9.75 million, and sale of stock in Television Communications Corp. last January providing $709,000 after provision for taxes.

The company said it had a net loss of $1,152,000, before extraordinary credits of $3,909,000 resulting mainly from the sale of the San Juan paper and leaving a net income of more than $2.7 million. In the comparable period of 1969, the extraordinary credit was $859,000. Reduced advertiser budgets during the current economic slowdown were cited as responsible for the loss, before extraordinary credits.

For the first half of 1970 ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.89</td>
</tr>
<tr>
<td>Revenues</td>
<td>$76,029,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>$2,757,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,986,587</td>
</tr>
</tbody>
</table>

**Commerce expects drop in '70 TV profits**

According to industry projections released last week by the Department of Commerce, television broadcasting this year will enjoy a three percent gain in revenues over 1969. Profits, however, will decline because of increased costs, with 1970 pre-tax income falling from 1969's high of $533.6 million to a level near $450 million.

The forecasts are contained in "The Economy at Midyear 1970," a publication of Commerce's Business and Defense Services Administration. Data on the communications industry was compiled by the communication and electronics division.

Television revenues next year, Commerce predicted, may reach $3,180 million (net time sales plus talent, program and other revenues), making 1971 the first $3 billion year for the industry. But costs—which Commerce estimated would rise 9% next year—will put 1971 pre-tax income at around $540 million.

Because of the loss of cigarette spot business next January and the potential impact of prime-time programing restrictions on the networks next year, Commerce said the industry would have to generate more than $500 million in new business in 1971 to reach the projected $3,180 million level of revenues.

"Advertising budgets are under close scrutiny, and competition for the advertising dollar is unusually keen," Commerce noted.

The FCC released its compilation of television's 1969 financial showing last month (Broadcasting, July 27).

**Memorex income up 26%**

Memorex Corp., Santa Clara, Calif., manufacturers of magnetic tape products reported a 26% increase in net income and a 34% rise in sales for the six-month period ended June 30, compared to last year. The company did not release figures for the second quarter, however, comparisons between first-quarter and six-month statistics show a five cents per share increase in second-quarter earnings over the previous year.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.04</td>
</tr>
<tr>
<td>Revenues</td>
<td>$47,704,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>$3,694,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,733,000</td>
</tr>
</tbody>
</table>

**Advertisement**

**We'll share your exposure to Broadcasters Liability losses**

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Company reports:

Columbia Cable Systems Inc., Westport, Conn., group CATV operator, reported increased revenues and net income for the nine months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Average Shares Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$2,472,000</td>
<td>$164,000</td>
<td>945,193</td>
</tr>
<tr>
<td>1969</td>
<td>$2,171,000</td>
<td>$33,000</td>
<td>874,128</td>
</tr>
</tbody>
</table>

Note: Figures restated to reflect results of acquired companies on basis of pooling of interests. 1969 net income figures are after non-cash, non-recurring charge of $157,000 or $5.18 per share, for write off of Florida and Ballinger, Texas, plants, rebuilding of which is completed.

Combined Communications Corp., Phoenix-based group broadcaster, reported a 30.7% increase in net income for the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Average Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.06</td>
<td>4,177,125</td>
</tr>
<tr>
<td>1969</td>
<td>$0.04</td>
<td>4,171,876</td>
</tr>
</tbody>
</table>


Vikoa Inc., cable television systems operator, manufacturer of equipment for CATV and producer-distributor of TV programming, reported last week an increase in sales and a net loss for the first six months of 1970.

Theodore Baum, president, said the decrease in earnings was attributable to softness in the economy, high copper and labor costs as related to selling prices, continuing restrictions on CATV construction and an estimated loss on a transaction with San Jose Cable Co. amounting to $325,000.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Gross Revenues</th>
<th>CATV Revenues</th>
<th>Average Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.07</td>
<td>$12,863,000</td>
<td>$12,702,000</td>
<td>1,150,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.40</td>
<td>$12,900,000</td>
<td>$12,700,000</td>
<td>1,150,000</td>
</tr>
</tbody>
</table>

Telcom Communications Inc., Denver-based multiple CATV and microwave systems operator, reported a 43% increase in revenues, a 32% increase in CATV revenues and a 98% increase in microwave revenues for the first half of 1970.

Bob Magnes, president, also reported TCI's entry into TV network trunking service with an NBC feed from Denver to Salt Lake City, already completed, and an application filed with the FCC for a similar CBS feed.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Gross Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.05</td>
<td>$64,538,000</td>
<td>$519,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.29</td>
<td>$68,556,000</td>
<td>$3,063,000</td>
</tr>
</tbody>
</table>

Rapid-Q Tape Cartridge Equipment

- Automatic fast-forward rapid cue - minimizes wall between messages
- Exceeds all NAB standards
- Full logic switching - without relays
- Stereo or monaural

VISUAL ELECTRONICS CORPORATION
358 W. 40th St., New York, N. Y. 10018 - (212) 738-8640
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 20</th>
<th>Closing August 13</th>
<th>Closing August 6</th>
<th>High</th>
<th>Low</th>
<th>1970</th>
<th>1970 Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting**

- ABC
- AST Communications
- Capital Cities
- Corinthian
- Cox
- Gross Telecasting
- Metromedia
- Pacific & Southern
- Rallah Communications
- Reeves Telecom
- Scripps-Howard
- Sonderling
- Starr Broadcasting
- Taft

**Broadcasting with other major interests**

- Avco
- Bartell Media
- Boston Herald-Traveler
- Chris-Craft
- Combined Communications
- Cowles Communications
- Fuqua
- Gannett
- General Tire
- Gray Communications
- Lamb Communications
- Lee Enterprises
- Liberty Corp.
- LIN
- Meredith Corp.
- Outlet Co.
- Plough Inc.
- Post Corp.
- Ridder Publications
- Rollins
- Rust Craft
- Storer
- Time Inc.
- Trans-National Comm.
- Turner Communications
- Wometco

**CATV**

- Ameco
- American TV & Comm.
- Cablevision-General
- Cable Information Systems
- Citizens Finance Corp.
- Columbia Cable
- Communications Properties
- Cox Cable Communications
- Cyprescommunications
- Entercom
- General Instrument Corp.
- H & B American
- Sterling Communications
- Tele-Communications
- Telepromoter
- Television Communications
- Vikko

Stock trading by insiders

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

- Adams-Russell Inc. (CATV)—C. J. Adams sold 5,000 shares, giving him a total of 39,260, and his wife a total of 11,200.
- ABC—E. H. Erlick sold 5,500 shares, leaving 999.
- American TV & Communications Corp.—D. H. Districk bought 2,000 shares, totaling 10,000.
- Ampex Corp.—E. P. Larmer bought 100 shares, totaling 100. A. M. Pensoff bought 500 shares, giving him a total of 2,095. A. E. Ponting bought 500 shares, totaling 1,000. R. J. Weissmann bought 400 shares, totaling 1,400. A. M. Adams bought $38,000 worth of 5½% convertible debentures, giving him a total of $38,000 worth of stock.
- Burroughs & Simms (CATV)—C. W. Cox through trading account bought 12,200 shares, and sold 12,008 shares, leaving 100. M. L. Pieper bought 1,000 shares in private purchase, totaling 2,771. T. R. Pledger bought 3,500 shares, giving him a total of 6,000. R. V. Sims sold 8,875 shares in a private transaction, leaving 209,062 personally and 42,975 as trustee.
- Cablecom General Inc.—J. B. Poor bought $65,000 worth of 6½% convertible debentures, totaling $65,000. W. L. Westerman, as executive, bought $10,000 worth of such stock, totaling $70,000.
- Capital Cities Broadcasting Corp.—J. B. Fairchild sold 300 shares personally and 1,500 shares as custodian, leaving 12,686 personally and 2,500 as custodian.
- Chris-Craft Industries—A. G. Erpf sold $50,000 worth of 6% convertible debentures, leaving none. H. J. Sigel bought 500 convertible preferred stock shares, totaling 155,565; as custodian Mr. Sigel bought 800 shares of convertible preferred stock, totaling 3,194.
- CBS—C. C. Brown bought 100 shares, giving him a total of 522.
- Columbia Pictures Industries—M. N. Feltsinger bought 400 shares, totaling 400.
- Comsat—L. C. Meyer bought 100 shares, totaling 100 individually and as custodian. J. J. McTernan Jr. bought 100 shares, totaling 100.
- Dorac Corp.—Dwight Whiting bought 100 shares, totaling 3,430 individually and 1,200 in trust.

52 (FOCUS ON FINANCE)
**Programming**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing August 20</th>
<th>Closing August 13</th>
<th>Closing August 16</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>NY</td>
<td>81/4</td>
<td>91/4</td>
<td>91/4</td>
<td>31/8</td>
<td>81/4</td>
<td>5,942</td>
<td>60,133</td>
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<td>DIS</td>
<td>NY</td>
<td>92/8</td>
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<td>5,133</td>
<td>5,133</td>
<td>540,231</td>
<td></td>
</tr>
<tr>
<td>FLYW</td>
<td>NY</td>
<td>61/4</td>
<td>61/4</td>
<td>71/8</td>
<td>1,700</td>
<td>1,700</td>
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<td>O</td>
<td>NY</td>
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<td>11/4</td>
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<td>11/2</td>
<td>11/2</td>
<td>666</td>
<td>1,665</td>
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<tr>
<td>GFW</td>
<td>NY</td>
<td>121/4</td>
<td>111/4</td>
<td>121/4</td>
<td>20/8</td>
<td>20/8</td>
<td>15,962</td>
<td>193,868</td>
</tr>
<tr>
<td>KNS</td>
<td>NY</td>
<td>221/8</td>
<td>211/8</td>
<td>241/8</td>
<td>36</td>
<td>36</td>
<td>9,067</td>
<td>226,675</td>
</tr>
<tr>
<td>MCA</td>
<td>NY</td>
<td>131/4</td>
<td>131/4</td>
<td>131/4</td>
<td>25/8</td>
<td>25/8</td>
<td>8,195</td>
<td>114,730</td>
</tr>
<tr>
<td>MGM</td>
<td>NY</td>
<td>131/4</td>
<td>121/4</td>
<td>141/4</td>
<td>29/4</td>
<td>29/4</td>
<td>5,843</td>
<td>92,272</td>
</tr>
<tr>
<td>NGM</td>
<td>NY</td>
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<td>31/4</td>
<td>31/4</td>
<td>57</td>
<td>57</td>
<td>589</td>
<td>1,914</td>
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<tr>
<td>NGC</td>
<td>NY</td>
<td>131/4</td>
<td>121/4</td>
<td>141/4</td>
<td>20/8</td>
<td>20/8</td>
<td>970</td>
<td>70,556</td>
</tr>
<tr>
<td>TA</td>
<td>NY</td>
<td>111/4</td>
<td>121/4</td>
<td>131/4</td>
<td>26/8</td>
<td>26/8</td>
<td>63,035</td>
<td>859,005</td>
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<tr>
<td>WO</td>
<td>NY</td>
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<td>1/2</td>
<td>1/2</td>
<td>2,312</td>
<td>7,514</td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing August 20</th>
<th>Closing August 13</th>
<th>Closing August 16</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
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<td>121/4</td>
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<td>141/4</td>
<td>141/4</td>
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<td>2,187</td>
<td>16,860</td>
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<td>71/4</td>
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**Manufacturing**

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<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing August 20</th>
<th>Closing August 13</th>
<th>Closing August 16</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>14/8</td>
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<td>37/8</td>
<td>37/8</td>
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**Total**

<table>
<thead>
<tr>
<th>Shares outstanding and capitalization as of Aug. 3.</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 33,017</td>
<td>780,773</td>
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</table>
Meredith reports 24.3% earning drop

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 24.3% decline in earnings despite an 8.8% increase in revenues for fiscal 1970.

Meredith also reported that fourth quarter earnings of $311,626 were down $1,251,486 or 80.1%. Fourth quarter operating earnings per share were 12 cents as compared to 55 cents the previous year.

For the year ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Average shares outstanding</th>
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<td>1970</td>
<td>$2.32</td>
<td>$143,688,833</td>
<td>$6,419,031</td>
<td>2,762,293</td>
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<td>1969</td>
<td>$2.87</td>
<td>$132,189,608</td>
<td>10,912,240</td>
<td>2,779,406</td>
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</table>

Note: 1969 net income figures include extraordinary income of $1,711,135 primarily gained on sales of 50% interest in Meredith-Aveco Inc. CATV system operator.

Financial notes:

* CBS has declared a cash dividend of 25 cents per share on preferred stock, payable Sept. 30 to shareholders of record Aug. 28.
* Downe Communications Inc., New York, 40% owner of group-broadcaster Bartell Media Corp. and publisher of Ladies' Home Journal, American Home and Family Weekly, completed acquisition of Founders Mutual Depositor Corp. Founders sponsors Mutual Fund and is investment adviser and principal underwriter of Gryphon, Apollo and Meridian funds. Acquisition is for 500,000 Downe shares and marks Downe's entry into mutual fund field.
declared standing. Donald Price, president of Publishers Broadcasting, added that registration statement of dividend by parent firm of 150,000 shares of common stock has cleared Securities and Exchange Commission, permitting Publishers Broadcasting Corp.'s stock to be traded over counter.

* Scripps-Howard Broadcasting Co., New York-based group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 28.

* Young & Rubicam Inc., New York, has offered in principle to purchase certain assets and operations of the J. K. Gill Co., Portland, Ore., which operates 11 retail outlets in Oregon and Washington, and acts as both retailer and wholesaler of art supplies, gifts and office supplies. Offer has been accepted by Gill's board of directors and will be submitted shortly to that company's stockholders for ratification.

* Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has declared a regular quarterly dividend of 10.5 cents on class-A stock and 3.75 cents on class-B stock, payable Sept. 15 to stockholders of record Sept. 1.

* RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of $2,879,000 on revenues of $45,907 for the six months ended May 31, vs. revenues of $48,271,000 and net income of $3,983,000 in the same 1969 period. The figures do not include operations of Frontier Airlines. RKO said earnings from broadcast operations were "substantially" below the 1969 level due to lower TV revenues and higher costs.

### Broadcast advertising

**Carl E. Sturges**, VP and director of radio-television production department, Young & Rubicam, New York, named senior VP of agency.


**Harry J. Durand**, sales VP, Metro Radio Sales, New York, named VP and New York sales manager.

**Carol Moberg**, group manager, consumer division, PR department, Ketchum MacLeod & Grove, New York, named VP.


**Richard C. Phalen Jr.**, with Mutual Broadcasting System, Chicago, named western sales manager. His office will be in Los Angeles.


**Bill McQuilian**, with Dodge & Delano, New York, named VP-creative.


**George F. Howlett Jr.**, with Sudler & Hennessey, New York, named VP.

**Stephen M. Parello**, VP and director of marketing services, Multiplex Corp., publisher of Latin American medical journal, joins Sudler & Hennessey as VP and director of agency's international marketing activities.

**Barry Siegel**, market analyst, Hoffman-LaRoche, New York, joins Sudler & Hennessey as marketing manager, basic projects.

**Byron B. Schlesinger**, formerly group product manager, Alberto Culver Co., Melrose Park, Ill., joins Robert S. Block Advertising, Milwaukee, as executive VP. **Noel (Bud) Wiegele**, operations director with Robert S. Block, named VP.

**J. Patrick Graham**, with Grubb Advertising, Champaign, Ill., named VP in charge of account services.

**Bruce Glenn**, VP and creative group head, and **Dave Kolesar**, executive art director, Barickman and Selders Advertising, Minneapolis, resign to become principals in Glenn & Kolesar Inc., new agency there.

**Doug Barker**, with Edward Petry, Detroit, joins Tele-Rep as Detroit sales manager.

**David E. Michels**, assistant director of sales, WBAL-TV Baltimore, named director of sales, succeeding Willis K. Freiert, who died last month (Broadcasting, Aug. 3).

**Charles B. Kahao**, formerly account supervisor, Norman, Craig & Kimmel, New York, appointed to newly created position of director of media services, SFM Media Service Corp. there.

**Robert A. Malone**, senior editor, Broad-
Media

William Rubens, director of marketing services, NBC-TV stations division, elected VP, audience measurement. He replaces Paul L. Klein, who resigned earlier this summer to enter his own business.


W. J. Wheeler, general manager, KHOZ-AM-FM Harrison; Jack Freeze, general manager, KEFW(AM) Fort Smith; Mike Horne, KARV(AM) Russellville, and Dewitt Waits, KKLX(AM) North Little Rock, named president, first and second VP, and secretary-treasurer, respectively, of Arkansas Broadcasters Association.

Gerald Flesher, director of advertising and promotion, Reeves Telecom Corp., New York, joins ABC-TV there as manager, new-business development.

CASTING magazine, Washington, joins American Advertising Federation there as director of information.

Richard Simmons, producer, Ketchum, McLeod & Grove, Pittsburgh, joins Raymond E. Finn Advertising, Baltimore, as director of radio/TV production.

Richard S. Heckenkamp, with KEMO-TV San Francisco, appointed sales manager.

Tom Hemphill, creative director, Kieffer Associates, Des Moines, Iowa, agency, joins W. B. Doner and Co., Baltimore, as copy supervisor.


George E. L. Barbee, assistant product manager and Roger Yeager, assistant products manager, Noxell Corp., named new product manager and product manager, respectively.

Bill Harper, with WAND-TV Decatur, III., joins WTMW(TV) Terre Haute, Ind., as commercial production manager.

Al Mancinetti, with L. G. Hughes and Associates, joins the Haboush Co., Los Angeles, commercial production firm, as director of sales.

Mr. Faust
Mr. Shouse

A. Donovan Faust, VP and general manager, WSIX-AM-FM-TV Nashville, named VP, KOA-TV Denver. WSix stations and KOA-TV are General Electric stations. He is succeeded by Ray A. Shouse, general sales manager, WSIX-TV.

Ward B. Chamberlin Jr., VP of Corp. for Public Broadcasting since 1969, appointed executive VP of Educational Broadcasting Corp., operator of non-commercial station WNED(TV) New York. Mr. Chamberlin will assume his post on Sept. 20, after National Educational Television has been dissolved and its production resources consolidated with those of WNED, which will be renamed WNET(TV).

Eugene J. Timmons, personnel manager, CBS Laboratories, New York, named director of administration services of Viacom International Inc. there.

John P. Frankenfield, program director, WBAL-TV Baltimore, appointed assistant station manager. He will also continue in his present position.

Charles W. Newcomb, managing director, WSPA-TV Spartanburg, S.C., named manager, WSPA-AM-FM.

David R. Greene, executive VP and general manager of KBLI-AM-TV Helena, Mont., joins KLO(AM) Ogden, Utah, as general manager.

Robert Dalton Jones, program director, WRNC(AM) Raleigh, N.C., joins WKBQ-AM Charlotte, N.C., as general manager.

Peter Kadesky, Midwest sales manager, Radio Advertising Representatives, Chicago, joins WDFH(AM) there as station manager.

Anne Spotts and Debra Spotts, wife and daughter of late James A. Spotts, general manager of WLEM(AM) Emporium, Pa., take over management of station. Mrs. Spotts assumes control of license, Emporium Broadcasting, and Debra Spotts becomes general manager.

Marc B. Nathanson, with Harshie-Rotman & Druck, Chicago PR firm, joins Cypress Communications Corp., Los Angeles, as director of marketing.

R. Lee Brand, program supervisor, TV programming, William Esty Co., Hollywood, named operations manager, non-commercial KQED(TV) San Francisco.

Programing

Larry E. Burroughs, operations manager, WATL-TV Atlanta, joins Turner Communications Corp., group owner there, as national program director.

Robert Margulies, senior VP, Ted Bates, New York, joins Transcommunications Corp., New York, as VP and director of sales for Transcom Group, subsidiary of Transcommunications, which includes Video Production Services Inc. and Manchester Color Labs.

Wolfgang Bayer, VP, production, Bill Burrud Productions, Los Angeles, named executive VP.

Tim Wholey, director of promotion and TV distribution, Association Films, New York, named group VP in charge of promotion, TV distribution and client services, Association-Sterling Films, subsidiary of Association Films.


Bobby Dark, with WBOX-AM-FM Dallas, joins WINN(AM) Louisville, Ky., as program director.

Bruce L. Wolfson, VP, operations, Reeves Production Services, New York, joins EUE/Screen Gems there as director of syndication.

Harvey Seslowsky, director of program purchasing, Telecom Associates, New York, joins Telemation Program Services there as director of programing.


Samuel C. Gale, president, Corser Enterprises, Washington, audio-visual firm, joins Videorecord Corp., Weston, Conn., as director of marketing, operations division.

David Grieve, independent filmmaker, named executive director, local programing, noncommercial KQED(TV) San Francisco.

Robert Nary, program director, WMBI(FM) Hartford-Meriden, Conn., joins WNHIC-FM New Haven, Conn., as music director.

News

Roy Healy, news editor, KCRA-TV Sacramento, Calif., joins KRON-TV San Francisco.

BROADCASTING, Aug. 24, 1970
Francisco as news manager.

John Mies, executive news producer, WLS-TV Chicago, appointed news director. He is succeeded by Thomas Hodson, producer.

Joseph Alvarez, reporter, NBC News, New York, joins WNBC-TV, NBC-owned station there, as manager, editorial services.


Jim Kelter, with WVLN(AM) Olney, Ill., joins WTWO(TV) Terre Haute, Ind., as sports director, succeeding Jerry Palma, appointed night news editor.

John Adair, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM there as newsmen.

Jerry Klein, news director, WRCP-AM-FM Philadelphia, joins WCAU(AM) there as newsmen.

Rick D’Amico, news director, WREO-AM-FM Ashstaba, Ohio, joins WKFR(AM) Battle Creek, Mich. in same capacity.

Connie Chung, news writer, WTG(TV) Washington, named news correspondent and on-air reporter.

Bill Schonely, sports director, KVI(AM) Seattle, appointed sportscaster for Portland Trail Blazers, professional basketball team. He is succeeded by Bob Robertson, who is with KVI and KTNT-TV Seattle.

Bill Lorin, with KFWR(AM) Los Angeles, joins KPRO(AM) Riverside, Calif. as newsmen.

RTNDA chooses five

Members of Radio-Television News Directors Association have elected following to two-year terms: Region 1 (West), Jack Eddy, KOMO-AM-TV Seattle; Region 2 (Midwest), Fred Douglas, WKZO-AM-TV Kalamazoo, Mich.; Region 3 (Northeast), Richard Wright, WTAG(AM) Worcester, Mass.; Region 4 (South), Don Owen, KSLA-TV Shreveport, La.; and for Canada, Gary McLaren, CKCO-TV and CKK-W-AM Kitchener, Ont. Holdover directors, with terms ending in 1971 are: Region 1, Chet Cassellman, KSFU(AM) San Francisco; Region 2, Mark Gautier, KMVT(TV) Omaha; Region 3, Tom Frawley, Cox Broadcasting, Washington, and Region 4, Ed Planer, WDSU-AM-TV New Orleans. Membership will elect three directors-at-large for one-year terms at annual conference in Denver next month.

Sales Inc., subsidiary of Telemation Inc., Salt Lake City, named sales engineer in charge of Telemation Sales's newly opened branch in Las Vegas.

Holmes Bailey, with Weston Instruments Division, Weston Instruments Inc., Newark, N.J., named director of marketing.

Donald W. Nash, chief engineer, WOKO(AM) joins KTLL(AM) Denver in same capacity. He is succeeded by Randy Smith, with WGIG-AM-FM Brunswick, Ga.

Flavio Bianco, with Superscope Inc., Sun Valley, Calif., U.S. distributor of Sony tape recorders, appointed director of engineering.

Walter Wisneski, with noncommercial KQED(TV) San Francisco, named studio engineering supervisor.


C. Dale Criswell, with General Electric Cablevision Corp., Schenectady, N.Y., named manager-operator, western region, Walnut Creek, Calif.

Promotion

Stephen Corman, with New York public relations staff of Westinghouse Broadcasting Co., rejoins WIND(AM) Chicago, Westinghouse station, as advertising and promotion manager.

Ed Nix, news director, KEZY(AM) Anaheim, Calif., appointed marketing and public relations director.

Jerome Manigan, coordinator of youth programs, Cincinnati area Community Action Commission, joins WLW(AM)-WLWT(TV) Cincinnati as assistant community services director.

Allied fields

Theodore N. McDowell, general manager and public affairs, WMAL-AM-FM-TV Washington, who became director, office of information, Department of Transportation earlier this year, named director of office of public affairs of DOT. Office of information was reorganized as office of public affairs.

Ralph Renick, VP, news, WTVJ(TV) Miami, named to national television committee, Boy Scouts of America. Other members include: Walter Cronkite, CBS News; James Hagerty, ABC Inc.; George A. Heinemann, NBC News and Carl Lindemann Jr., NBC News.

Deaths

Tams Bixby Jr., 79, vice president of Springfield Newspapers Inc. and president and 40% owner of Oklahoma Press Publishing Co., died Aug. 19 in Bemidji, Minn. Springfield Newspaper is 50% owner of Springfield Television Inc., licensee of KYTV(TV) Springfield, Mo., and 99% owner of Springfield Broadcast Co., licensee of KGBX(AM) Springfield. Oklahoma Press is licensee of KBSI(AM) Muskogee. Mr. Bixby is survived by his wife, Esther, son and two daughters.

Bob Ekstrum, 59, director of sales, WCCO-TV Minneapolis, died Aug. 13 at his home in St. Louis Park, Minn. He had been with station licensee since 1938 when he joined WCCO(AM). He is survived by his wife, Susan, and two sons.

W. Argyle Nelson Sr., 68, former VP in charge of production, Desilu Productions, died Aug. 14 in Los Angeles following lengthy illness.

Bob Ross, 61, creator and producer of Mayberry R.F.D. TV series, died Aug. 17 at his home in Beverly Hills, Calif., of heart attack. He had been producer of Andy Griffith show and began career as writer for Marx brothers and Amos n' Andy radio shows.

Ira Marion, 60, radio-TV writer and producer for ABC for 25 years until 1963, died on Aug. 13 in New York. He was former president of Radio Writers Guild, later merged into Writers Guild of America. Surviving are his wife, Edith, son and daughter.

Equipment & engineering

Harry Hetzer, president, 3M Co., St. Paul, elected chairman of board and chief executive officer. He is succeeded as president by Raymond H. Herzog, VP of Graphic Systems subsidiary of 3M.

David R. Stott Jr., with Ampex Corp., Redwood City, Calif., joins CMX Corp., Sunnyvale, Calif., joint CBS-Memorex venture for manufacture of advanced TV equipment and systems, as director of marketing.


Fred W. Grab, with Commercial Electronics Inc., Mountain View, Calif., appointed eastern regional sales manager with headquarters in Westport, Conn.

George J. Ferguson, with Telemation
Horace W. Brower, 70, former president and chairman of board of Transamerica Corp., San Francisco, died Aug. 14 in Fairbanks, Alaska. He is survived by his wife, Marguerette.

Daniel J. Murphy, 74, director of Federal Trade Commission's bureau of deceptive practices from 1961 until he retired in 1965, died after long illness in Sibley Memorial hospital, Washington. He joined commission in 1936 as trial attorney. He is survived by his wife, Esther, and daughter.

Paul W. Orr, 43, creator-producer of Joey Bishop show, died Aug. 14 in Los Angeles, of pneumonia. Mr. Orr also produced The Jack Paar Show for eight years. He is survived by his mother and two brothers.

J. Stevan Darrell, 65, character actor, died Aug. 14 of brain tumor. He had been on radio and TV, last of which was on series, Daniel Boone. He is survived by his wife, Gertrude.

For The Record

As compiled by Broadcasting, August 11 through August 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, nuc.—aural, CATV—community antenna television, CH—critical hours, CP—controlled parameter, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LSP—local station policy, mc—megacycles, mod.—modification, N—night, PSA—presume service authority, SCA—subcommunications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, tra.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Actions on motions

Chief, Broadcast Bureau on request of Vue-Metric Inc., extended through Aug. 20 time to file replies comments to notice of proposed rulemaking in matter of amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Aug. 10.

Hearing Examiner Charles J. Frederick in Glenville, Mont. (Meyer Broadcasting Co. and Harri-cope Broadcasting Corp.), TV proceeding, granted amendment by Harriscoppec Broadcast Corp. for leave to amend application to correct certain minor errors relating to power gain and geographic co-ordinates of proposed Harriscoppec transmitting ant. (Docs. 18737-8). Action Aug. 12.


Call letter actions

WGBH Educational Foundation, Springfield, Mass. Granted *WGBY-TV.

Mississippi Authority for Educational Television, State College, Miss. Granted *WMAB-TV.

Blue Ridge ETV Association, Norton, Va. Granted *WSVN-TV.

Licensed for hearing

Greensburg, Pa.—FCC designated for consolidated hearing mutually applicable of Western Broadcasting Corporation and American Communications Inc. for new TV stations to operate on ch. 40 at Greensburg. Action Aug. 7.

Existing TV stations

Final actions


Broadcast Bureau rescinded actions of July 30 which granted renewal of licenses to WSST-TV South Bend, Ind.; and WSNV-TV Elkhart, both Ind. Action Aug. 10.

KNTV (San Jose, Calif.)—Broadcast Bureau granted CP to replace expired permit for changes, Action Aug. 11.

William B. Ray, chief of FCC Complaints and Compliance Division, in Washington (Evening Star Broadcast Corp. (WMAL-TV)), TV proceeding, informed Black for Soul in Television (BEST) that WMAL-TV did not violate fairness doctrine in Dec. 1, 1969 in allegedly critical of black militants. In letter to BEST, Mr. Ray said, "it appears that station has presented contrasting views in overall program concerning leadership in black community." Action July 28.

WMAL-TV Washington—FCC granted group of individuals and organizations opposed to license renewal application of WMAL-TV, 21-day ex- tention to submit comments to licensee's amendment to renewal application; denied petition asking for reconsideration of decision by chief of Broadcast Bureau denying motion to strike and remove amendment, Action Aug. 14.

WFFT-TV Orlando, Fla.—FCC granted modifi- cation of CP to operate with non-directional ant.
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 Phone: 296-6400 Member AFCCE

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
400 Goldsboro Road
Bethesda, Md. 20014
(301) 229-6600 Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000 Member AFCCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
783-0111
Washington, D.C. 20004
Member AFCCE

COMMERCIAL RADIO
Consulting Engineers
Everett L. Dillard
Edward F. Lavoie
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D.C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
Washington, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-8215
Member AFCCE

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

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
ENWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 651-8150
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 R Street N.W.
Washington, D.C. 20006
(202) 223-4664
(301) 827-9725
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114
Member AFCCE

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-2707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44114
Phone: 216-526-0886
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5362
Data tone (303) 333-7807
DENVER, COLORADO
Member AFCCE

A. E. Towne Assoc., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
229 Industrial Road
San Carlos, California 94070
(415) 592-1394
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733
Member AFCCE

ROSSER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

ASSOCIATED COMMUNICATIONS CONSULTANTS
WALTER J. STILES
Suites 1621, Tucson House
Tucson, Arizona 85705
(602) 792-2308
LUKE O. HODGES
(214) 351-3820

GUY C. HUTCHESON
817-261-8721
P.O. Box 808
1100 W. Abram
Arlington, Texas 76010
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7041
Member AFCCE

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

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

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

SERVICE DIRECTORY
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* Special Temporary Authorization.

1 Includes 25 educational CP's on nonreserved channels.

York, (WPIX Inc. [WPIX(TV) and Forum Communications Inc.], TV proceeding, denied motion by WPIX Inc. for protective order (Docs. 1871-2), Action Aug. 12.

- Hearing Examiner James F. Tierney in Charleston, S.C., for the National Bureau of Standards, granted the Motion for Protective Order by the National Bureau of Standards.

- Hearing Examiner James F. Tierney in Charleston, S.C., for the National Bureau of Standards, granted the Motion for Protective Order by the National Bureau of Standards.

- Rulemaking actions
  - FCC ruled that major television networks must meet additional requirements for the protection of copyrighted materials in order to better satisfy certain concerns of the public.
  - FCC denied petitions for reconsideration of rules restricting network ownership and syndication of programs, and amount of network programming in top-50 markets may carry during prime time.

- Call letter application
  - WDKM-TV, Jackson Television Corporation, Jackson, Mich. Requests WWL-D-LD.

- New AM stations

- Wixl, N.C.—Offers Bang Radio Co. to broadcast station granted 1350 kc, 250 w D. P. Q., address of David L. Readcock, Box 652, Leakeville, N.C. Estimated construction cost $27,000, 1970, first year operating cost $27,000; revenue $42,000. Proprietary: Douglas L. Readcock (50%) and Clyde B. Readcock (50%). Wixl seeks to operate on weekends.

- KQH,_s Seek to increase daytime power to 1kw and change antenna to 201 Connor Street, Ammiston, Action Aug. 13.

- KDW, Seeks to increase daytime power to 1kw and change station to 201 Connor Street, Ammiston, Action Aug. 13.

- WOC, Seeks to increase daytime power to 1kw and change antenna to 201 Connor Street, Ammiston, Action Aug. 13.

- Final action

- Winchell, N.C.—Offers Bang Radio Co. to broadcast station granted 1350 kc, 250 w D. P. Q., address of David L. Readcock, Box 652, Leakeville, N.C. Estimated construction cost $27,000, 1970, first year operating cost $27,000; revenue $42,000. Proprietary: Douglas L. Readcock (50%) and Clyde B. Readcock (50%). Wixl seeks to operate on weekends.

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- KDW, seeks to increase daytime power to 1kw and change station to 201 Connor Street, Ammiston, Action Aug. 13.

- Final actions

- KEVF Tucson, Ariz.—FCC denied petition by Tucson Radio Inc., licensee of KEVF, for reconsideration of commission's action which denied KEVF's request for waiver of nighttime white light area population requirement which was returned as unacceptable for filing application to change its operation from 600 kw with 5kw D to unlimited time using DA nighttime.

- KAPI Pueblo, Colo.—Broadcast Bureau granted renewal of license. Action Aug. 10.

- WTUX Wilmington, Del.—Broadcast Bureau granted renewal of license. Action Aug. 10.


- Designated for hearing

- WOR, New York City, designates for hearing applications of Charles W. Dowdy, licensee of WOR, and Sun-ner Broadcasting Co., licensee of WOR, for change in operation from 1390 kw to daytime to unlimited power.


time. Action Aug. 5.

Processing line

* FCC notified Aug. 12 the following AM applications will be ready and available for processing Sept. 22: KBXK Kennew, Mo., Boothoal Broadcast


* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor


* New FM stations

Final actions

* Phoenix, Ariz.—Broadcast Bureau granted Change of Call Letters KBXK Inc. 100.1 mc, 3 kw. Action Aug. 5.

* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor


* New FM stations

Final actions


* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor


* New FM stations

Final actions

* Phoeni, City, Ariz.—Broadcast Bureau granted Charington Broadcasting Inc. 100.1 mc, 3 kw. Action Aug. 5.

* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor


* New FM stations

Final actions


* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor


* New FM stations

Final actions


* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor


* New FM stations

Final actions


* Review board in Champaign, Ill., has received 1500,000 kw, 50 kw); KYK Anchor

Help Wanted Management

Major market station looking for an experienced program manager. Must have background that emphasizes development of job to be necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent working conditions. Handsome salary plus generous benefits. Send complete resume to Box H-217, BROADCASTING.

If you're a selling manager or top salesman - here's your chance to take charge of an established, successful small market operation. Excellent equipment. Prefer 1st phone but all considered. It's really a good opportunity. Send resume and photo to Box H-366, BROADCASTING.

Sales manager for top rated fulltime AM. Negro program station in Richmond, Va. Starting salary $15,000, plus b/o's and annual bonus. We want a man who can both sell and supervise sales, handle insurance and many other benefits. If you want a good job with a hard working little company that places a high premium on good character, contact George Ludn, WENV, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted Sales

Before school starts and before you endure another hot summer, think about a job with a lot of variety. A beautiful tropical city on the ocean working with the biggest radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes - management opportunity - but prove yourself first.

Needed: Desirable floater. Mature representative to implement proven programming concept at medium market station. Excellent salary plus generous - see advantages, account, bonuses. Prefer single man, or married man who enjoys extensive travel. Minimum three years experience. Send resume, photo to Box H-116, BROADCASTING.

New York-based salesman or rep. with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

Major southeastern market programming commercial, spiritual music requires experienced fulltime salesman. Send complete references and resume to Box H-307, BROADCASTING.

Florida large coastal market major with a strong personality, high coverage needs a thoroughly experienced hard working successful radio salesman. Taper record (NEEDS OTHERS IN PERSON). Complete first details letter please. Box H-319, BROADCASTING.

First class ticket-sales—announcing helpful: KHL-WE, Action.

Wanted, salesman or radio man wanting to sell sales. Midwest only. Dale Low. KLXS/KXMN, Mason City, lowa.

Salesman or sales/news combination. Play-by-play or téléphone personality. Contact Gene Stanley, KLVY, Lewistown, lowa.

Account Exec. for KSAN—San Francisco's top-rated progressive rock station needs one account executive. Must be able to handle radio spot and TV. Write Box H-260, BROADCASTING.

Sales continued

Opportunity for young man to break into sales and programming in the best job in the business. Good base salary and career potential. Send tape, resume and picture to KWCO Radio, Box 770, Chisholm, Okla. 79308; attention Michael McKean.

Real opportunity, number one, AM MOR station, 200,000 plus population market. Large potential audience account. Excellent guarantee against 15% commission. Fulltime fringe benefits. Send resume, photo, work and credit references, WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Richmond. Start with $10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Ludn, WENV, 111 N. 4th St., Richmond, Va. 23219.


Leave the ulcer factory — sell for WIDG, 5000 watts, St. Ignace, Michigan. Resort area - no pressure, great working conditions — top notch staff. Rush details to Bill Victor.


Sales manager/announcer with ticket (no main). Company has one of the best C&W stations located in Minnesota's beautiful vacation area. Job offers you your own feet and run a sales dept. Make no mistake — we want no leeches draining our energy. Opportunity taken — only proven salesman. This station has received an international news award to add to our list of awards. We are sold out most of the time. We promote like crazy; just completed a two week finger lickin' Our sound is major market — our sales are unreal. The man who gets this job will inherit a fantastic account list and become a man of many other benefits. The man you are replacing left at 23 years of age to go get the right of his life. He made money for us. You better be a great salesman, great writer, great thinker, have a ticket. Immediate opening. Call 219-927-3322.

Announcers continued

Penna. 10,000 watt, contemporary music station seeks announcer. No experience needed. No scrapper - strong on news and commercials. Good working conditions. Fringe benefits. Salary based on ability and experience. Send resume and radio audition c/o BROADCASTING.

Virginia. 125,000 market. Bright MOR. Need mature personality to do four hour airstream and commercials. No beginners, please. $125/week. Send aircheck, resume, first letter. Box H-236, BROADCASTING.

Need first phone man for air work and sales to start with new AM station near Pittsburgh, Penna. Salary and commission. Contact Box H-270, BROADCASTING.

Announcer with first ticket—Virginia station. New station. Write Box H-256, BROADCASTING.

Wanted first phone for chicken rock night show. Must run tight board, immediate opening. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Need first phone ticket, good voice, immediate opening. Dayshift. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOLY, Mobridge, S.D.

If you've peaked in your present job, maybe it's mountain time. Try Denver! Our good music stations (AM-FM) need another, mature, heavyweights to join your plate. Tape your resume, John Dawson, PD, KOSI, Box 98, Aurora, Colorado 80010. An equal opportunity employer.

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 conditions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

Wasted: Staff announcer for afternoon shift in AM-FM. Contact. Send resume, photo, tape to WMFC, Monroeville, Alabama 35640.

Building permanent, happy staff, need first-phone announcer with mature voice; no floater or "character" voice. Starting salary $1500 per month. QRT, 35 miles from Detroit. Send resume and tape to WTHM, Lapeer, Michigan 48446. (313) 664-8555.

If you're experienced, if you have a first class license, if you have one family good personality, you can get a job with a powerful AM station in the Pennsylvania mountains, if you can stick with a MOR and come up front, we can probably get together. Send your qualifications and a 7½" audition tape to WVSC, Somerset, Pa. 15501.

You're in your twenties... loaded with soul... a great singer for the morning slot... so, soul brothers, send your audition's photo, resume to WQON, Box 5156, Chattanooga, Tennessee. Now! No phone calls please.

1st phone, heavy weight network, MOR station, resort Florida, afternoon drivetime, great opportunity for stable family man, good pay, fringe benefits. Send photo and resume, Box H-1491, broadcasting.

"On the Ball!" Join aggressive small market MOR—experienced, credit references. Send resume, tape, picture. Box 426, Carthage, Missouri.

We're staffing a new contemporary AM in southern Pennsylvania. If you're great and have something to say, call Jack O'Lantean, 717-762-7883. New studios and equipment.

Intelligent announcer with mature voice and style with production savvy and writing ability needed to handle airstream. Will develop career with us. Contact for exciting new format being introduced to the industry in near future. Rush resume and tape to Mr. Holberg, Box 1350, Princeton, New Jersey or call 609-924-3600.

Classified Advertising

Telecommunications equipment

Resale and Remanufactured Equipment

500 MHz and Below

200 MHz and Below

L. B. MCLAUGHLIN

1735 DeSales St., N.W., Washington, D.C. 20036

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BROADCASTING, Aug. 14, 1970
Technical

Majors market group owned and operated 50 kw station is interviewing candidates for staff technician recording engineer. Experience essential. Salary commensurate with experience first phone. Box H-925, BROADCASTING.


Tecama calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional remote operation on FM. Must be able to climb towers. Prefer Northwest man with rock-look experience and sound know how. Contact Jim Neffy, General Manager, 306-776-7277.

Chief engineer for WIXZ Mckeesport-Pittsburgh. Must be familiar with all AM directional, 5000 ND days-1000 D night. We are looking for an experienced, dependable, responsible. Ability for all studio and transmitter operations. Operating experience is immediate. Can phone me today. Be prepared to discuss background and salary requirements. John Tenaglia, Area code 412-391-9700.

Chief engineer for northern Ohio 5KW directional daytime. Good equipment, excellent pay and fringe. Call or write: Manager, WOIO, Canton, Ohio 44707 216-677-8558.

Engineer for top eastern independent, good technical man to build and maintain equipment, 1st ticket. No announcing. Call chief engineer: 215-666-3606.

First phone strong on maintenance, good country music, experienced operator, daytime. Call collect 702-347-1420.

Chief engineer, Automation, announcing experience. Multi station chain for California property. Send resume to 4077 Crooks Road, Apr. 1-5, Royal Oak, Michigan, 48073.

Chief engineer southern Indiana AM/FM station. Some announcing. Great opportunity for good play-by-play man. But not necessary. Send tape, resume, salary, picture to Box 167, Jasper, Indiana.

News

Important station in York-Lancaster-Harrisburg area needs program director with working need direction. Nice area to live. Interesting area for a newsman. Send tape, resume, salary requirements to Box H-208, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsman. Previous experience must show ability to seek, write and report local news. Facilities and employee benefit program are excellent. Send resume and audition tape to Box H-216, BROADCASTING.

Experienced newsman for southern Indiana station. Must have good voice. Play-by-play of football available if desired. Tape, resume, salary, picture to Box H-304, BROADCASTING.

A challenging news position Qualifications: audio-visual editor, skill, dedication, responsible broadcast journalist. Good pay, good benefits, great place to live.-Denver. Send tape and resume to Tony Larson, Managing Editor, KCAL News, P.O. Box 98, Aurora, Colorado 80010.

Large, medium market station in Midwest wants experienced newsmen to join seven-man news staff. Man we are seeking must be an excellent writer-reporter and air man. Send resume, air check and writing samples to: Jerry Reid, News Director, KGSR, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Northeastern New York CBS affiliate needs news director who is fully qualified and experienced in interviewing, and in gathering, writing, editing and delivering news and editorials on the air. We offer a permanent position, comfortable salary, automobile, downtown living, 35 year retirement account for outstanding news. Send resume, salary requirements, tape, photographs to: Edgirl-Edge, WEAW AM/FM, Plattsburgh, N.Y. 12001. The Plattsburgh Broadcasting Corp.

BLACK news director or news man wanted by Negro programmed station WENZ in Richmond, Va. The man we want must be experienced, know how to get set, and repasts. We want to rebuild our news department with men who will tell it as it is, be able to deliver. If you fit the bill call or contact Mr. George Reid, 617-643-4745. Starting salary $75.00 per month.

Need a seasoned professional to join an eight-man staff. Must be able to dig, write and air the news in a matter with the ABC network and New York newsmen in one of the most well-equipped and experienced newsmen in the southeast, greater Miami. A station owner who believes news is our most important product. A great place to go. Good work with a top paycheck to match. Send resume, photo, newspaper copies and taped samples of tape and air to: Mr. Mike Pietrini, News Director, WVVG News, Post Office Box 1516, Coral Gables, Florida 33134.

Programming, Production, Others

Major southeastern market programming commercial religious, spiritual music requires man for program direction and promotion. Need experienced counselor, reference and resume to Box H-308, BROADCASTING.

Program director—Florida, excellent for young pro needing an opportunity. Must be an experienced, creative man, cemetery, music, radio, TV, tape, resume to WFSU-FM, Florida State University, Tallahassee, Florida 32306.

WCLS Columbus, Ohio, the only all-top 40 station in Ohio. Excellent opportunity for experienced, young man. Excellent staff and is accepting applications in all departments. Send tapes, resumes to Ken Carlisle P.O. phone calls.

Program director, Professional PD with mature announcement voice, and outstanding production ability and writing ability. Needed for permanent position in young growth group. Exceptional opportunity to learn and grow as you help to develop exciting new program concept and at the same time program one of the northeast's most powerful, most influential stations. Send resume to WOR, Mr. Holbert, Box 1350, Princeton, New Jersey or call 609-924-3600.

Situations Wanted

Management

Natural 21 general manager in top market—highest record of salivation area. Seeks part owners: Great sales professional. Will invest. Box H-264, BROADCASTING.

Let's get it together! 6ion falling apart? Ratings and income are not growing. Need sales and production experience. Manager/promoter/promoter. Any size market, Calif., Fla., Ohio, or sunny south. Box H-299, BROADCASTING.

Honest, successful manager wants to talk about your station. Strong sales and programming experience. College graduate. Worked with young children and want to know clean air and good schools. Interested in becoming part of proud community and good broadcast station or group. Call or write: William Mussner, 360 Boundy Ave., North Massapequa, N.Y. Telephone (516) 249-1791.

Young black announcer, third endorsed. Five years experience, ready to relocate. Box H-293, BROADCASTING.

First phone, fourth year experience. Competing military service late October. Want to work and finish school in southeast, medium market, university town. Write, Box H-107, BROADCASTING.

First phone, four years experience. Completing military service late October. Want to work and finish school in southeast, medium market, university town. Write, Box H-107, BROADCASTING.

Black P.O. or operations manager, 6 yrs. experience, first phone, copywriter, draft exempt, married, R&B's with low ratings. Answer now. Box H-103, BROADCASTING.

Footnotes
Anncers continued

Broadcast school graduate, hard worker, dependable, station. Army veteran, you know, single, one voice, willing to relocate. Samuel Glenn, 943 Grant Ave, Bronx, N.Y. 10456.


Mature, dependable, radian, first phone, experienced all phases. 601-825-4045 mornings.

Beginner, broadcast school graduate, 3rd endorsed, draft exempt, very relocate. Creative, hard worker. Al Geller, 38 Rockbridge Road, Watertown, Mass. 02171 or 617-899-2373.

1st phone, 2 years experience, available now! Phone 312-934-6655, Bob Peacock.

Young announcer, 22, with experience, 3rd class, immediately. Two years college specializing in radio. Seeking out of Chicago opportunity. Will interview, personal, and resume available, Dan VanJenke, 4600 Kenilworth Dr., Northbrook, Ill. 60062.

1st phone broadcasting school graduate desires part time work in Los Angeles area. Look for someone with drive and interest in your station. Call Daniel Ellis, 3001 East Fifth Avenue, Knoxville, Tennessee.

Technical

Engineer/announcer/engineer wanting to relocate... six years experience... prefer country or MDR formats... Hilly and wooded areas. Box H-316, BROADCASTING.


News

R-TV grad, University Illinois, seeks radio or TV news position in company with commercial experience in writing, production, sports, thorough, competent, major market. Box H-310, BROADCASTING.

Currently working as writer in major market. Want to get back on the air, College degree. Young. Aggressive, hard worker, with a definite desire to get in the A-list. Please send resume on request. Reply Box H-171, BROADCASTING.

1. Director of Information and Captains, U.S. Air Force. (Just completed) 2. Fully qualified broadcaster. 3. Wrote, directed and anchored daily TV newscast. 4. Directed and broadcast daily, 6:30 worth immediately. Box H-259, BROADCASTING.

Radio or cable news. Available Mid-September, MA liberal arts. Second phone. Training and minimum experience essential. Box H-266, BROADCASTING.

Looking for position as a newscaster and disc jockey. Have experience and knowledge of tight board. Willing to work very hard, will send tape to Box H-260, BROADCASTING.

Progrannng, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Professional broadcaster, stable, mature, personality plus. Two speeds: Work hard-play hard, not a closet personality. Immediate for stable on radio or news. Box H-260, BROADCASTING.

Young aggressive and fully qualified in programing and production. B.S.—broadcasting will relocate immediately. Box H-261, BROADCASTING.

Announcers

Broadcast school graduate, hard working, dependable, station. Army veteran, you know, single, one voice, willing to relocate. Samuel Glenn, 943 Grant Ave, Bronx, N.Y. 10456.

Programing, Production, Others continued

Program director, 3 years exp. in producing commercials, newscasts, live shows and specials. New station, new Town. 26, Mac's. Contact: BROADCASTING.

Sexy? Maybe, but adding the feminine voice to your station's ads and i.d.'s your clients will be happier. Send voice, VoiceMaster Box H-279, BROADCASTING.

Three-state group operation's manager is seeking a move. Strong on programming, production and promotion. Looking for step up the management or financial ladder. Box H-273, BROADCASTING.

21 Help! We are prisoners in Broadcasting magazine classified. Box H-284, BROADCASTING.

22 News, copy, public affairs, production, hire us pro Box H-285, BROADCASTING.

23 Cuddly copywriter craves creative company: object—creative copy! Box H-286, BROADCASTING.

24 How dare you ignore this? Listeners deserve us! Box H-287, BROADCASTING.

25 When unemployment strikes, can starvation be far behind? Box H-288, BROADCASTING.

26 Our creditors want us! Why don't you? Himmom Box H-289, BROADCASTING.

27 Whoever reads this, please hire us! We're pros! Box H-290, BROADCASTING.

28 We're losing weight—maybe we'll try modelling next! Box H-291, BROADCASTING.

29 Save your station!—Heck! Save us from starvation! Box H-292, BROADCASTING.

30 Slimped for my ex-cuddly copywriter, noxious thimble! Box H-293, BROADCASTING.

Let's get it together! Going for #17 $275 wksly salary. Top-notch cardboard. The man can scrape by with a heavy drive time lock. Calif., Fla., Ohio, or sunny south. Box H-300, BROADCASTING.

Director available. Three years commercial and educational experience. MA candidate, first phone. Experience preferred. (408) 373-0556. Box H-315, BROADCASTING.

Personality-plus! Ratings, creative production, voices, and versatility. Call 219-743-4611.


Television Help Wanted

Management

General manager for expanding MSO to supervise construction operation of 60,000 household system in West. Minimum 5 years' experience; technical background; management ability to supervise construction of 22,000 household system in Eastern Canada and ultimately become manager. Send resume and compensation expectations. Box H-277, BROADCASTING.

General manager-sales manager (1 man). UHF in top market. Big rig for right man. Must have dynamic sales management experience and overall G.M. knowledge of $50,000 to $60,000. Box H-318, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in announcing or sales in radio-TV. Local origination is the coming thing in communications. Good opportunity for aggressive person with record of past success. Position will require management position. Midwest, small community. Write to Box H-341, BROADCASTING. Positive will be filed as soon as possible.

Announcers

TV sports man, experienced, full time to announce, write, film. Top Wisconsin net affiliate. Confidential. Box H-283, BROADCASTING.

Announcer: Immediate opening for young, experienced man capable of handling any on-camera assignments. Send film audition to John Mackin, WIXE TV 6, P.O. 888, Richmond, Va. Excellent opportunity for a versatile, eager man with this equal opportunity employer.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity of a lifetime. It has been here open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great weather, skiing, fishing, hunting, the lot. Work in 10 minutes (maybe 5). Clean air. Healthy family living. Must have own car, current driver's license. Make a little less—enjoy life a lot more. Send picture, complete resumes and references to Box H-248, BROADCASTING.

Technical

Chief engineer for expanding Canadian MSO, present telephone 3000-home system. We can offer management position within two years. Send resume and compensation expectations. Box H-278, BROADCASTING.

Progressive mid-estern production house is seeking a video tape operator. Must know maintenance and operation and have experience on Ampex Edeitec and 2000's. Liberal benefits & good working hours. Salary open—airmail resumes to Boxcasting Box H-262.

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league boots. Modest salary until ability proven. Box H-325, BROADCASTING.

Wanted, TV studio technicians experience preferred. Union shop fringe benefits. equal opportunity employer. Send complete experience resume to Engineering Department, WNAC-TV, RKO General Building, Government Center, Boston, Mass.

Operations engineer needed by expanding Southeast UTV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of color VTR's. Apply to William M. Christman, Chief Engineer, WTIV, 42 Coliseum Drive, Charlotte, N.C. 28205.

Senior engineer needed by expanding southeast UTV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license, senior level experience in operation and maintenance of cameras, VTR's, and transmitters. Equal opportunity employer. Send resume and salary requirements to William M. Christman, Chief Engineer, WTIV, 42 Coliseum Drive, Charlotte, N.C. 28205.

Chief engineer for UTV station at University of Alaska. Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months $1500 per month. Openly immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsmen-UHF with small aggressive staff. Well equipped newsmroom. Send complete and resume. Box H-145, BROADCASTING.

Anchorman, Major market southwest. The man we want will handle both 6 and 10 and should have experience in writing, editing and producing. Send tape and resume with salary history to Box H-299, BROADCASTING.

Aggressive reporter to work alone in market's number two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in midwest needs 3 experienced newsmen—reporter, a news photographer and a news editor. Applicants should have background and complete dedication to news. Our station is fully committed and proud and thus we have to fill all positions in the country. Send complete resume to Box H-327, BROADCASTING.

Sportscaster. Young, good-looking sports type with national TV experience and sense of drive. Daily sportscasts, no play-by-play. Major Ohio VHF. Send resume and picture to Box H-334 BROADCASTING. An equal opportunity employer.

South Florida TV station, T-reporter-photographer and 1-news editor-producer. Require journalism de- gree or comparable experience. Contact Paula Flagg, 305-796-b660, E. 2-1 major sports systems. Send complete resume and salary requirements to Box H-261, BROADCASTING.

Programming, Production, Others

Producer-writer-on-camera talent for UTV station. Must be capable in public affairs and cultural affairs and experienced in film production. Send complete resume and salary requirements to Box H-261, BROADCASTING.
Programming, Production, Others continued

Are there any young creative TV directors anywhere anymore? Can a TV director be found that can be motivated by a challenge? Is there a director who will take a chance on you and hire a 26-year-old? If you want a job in a top 10 market, contact Box H-393, BROADCASTING.

Studie creepman (cameraman, floorman, break director) for ETN station, $7,000. Send resume to John Hutchinson, WNEW-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer-director for top market independent station and production facility. Quality sought in every phase of program production and operation, particularly in major directing assignments. Two years directing experience, minimum, sought. Contact Box B-3, Charles, Production Manager, WJAB, United Artists Broadcasting, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Television

Situations Wanted Management

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references. Box H-113, BROADCASTING.

Operations/program manager. Excellent references in every phase of program production and operation, including sales promotion and public service. Especially strong with creative on-air and publicity. Married, dependable, skilled. Now in midwest and prefer to remain. Box H-227, BROADCASTING.

Cable manager or regional manager. Wide experience in every phase of program production and operation, including sales promotion and public service. Especially strong with creative on-air and publicity. Married, dependable, skilled. Now in midwest and prefer to remain. Box H-331, BROADCASTING.

Television producer-director with outstanding credits at network and local levels is seeking management opportunity in the area of production, program, or operations manager. Sixteen years of television background, with four years in network. Box 934, seeking other qualifications. Opportunity and growth potential will be primary considerations. Resume, references, and salary requirements upon request. Box H-331, BROADCASTING.

Television program: operations/program manager desires challenging position. Young, experienced and experienced. Box H-335, BROADCASTING.


Programming, Production, Others

Asty news director, anchorman, 300 plus market, seeks reporting/writing position. Planned newspaper background, seeks similar position in Western Int'l. Will forward several assignment reporting in major market. Thayer Walker, 640 Orange Ave., Los Angeles, Calif. 90022 (312) 468-4648.

For all phases of operation, including sales promotion and public service. Especially strong with creative on-air and publicity. Married, dependable, skilled. Now in midwest and prefer to remain. Box H-227, BROADCASTING.

TV children's personality... producer... production assistant... Box H-282, BROADCASTING.

Energetic, enthusiastic RTVM graduate (M.A.) desires either TV or PTV station in writing, research, promotion, and production. Experience immediately. Box H-335, BROADCASTING.

Producer/manager, 26, family. Talented, creative, resume available. "I'm looking for career position with future, but creative production. Box H-324, BROADCASTING.

Producer-announcer TV kids personality, 746-26 Ave, North, St. Petersburg, Florida 33704. Resume available.

WANTED TO BUY Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Wirt Rd., St. Louis 78040.


Marti gear and good console, P.O. 472, Marshall, Minnesota 56528.

Used Marti base receiver and one mobile unit. Send serial #, description and price to C. J. Banking, WPRF, P.O. Box 475, Collinsville, Illinois 62201.

FOR SALE Equipment


Like new complete recording studio equipment, $25,000.00, will sacrifice for $12,000.00. Tnmx professional recorders—AG440's, Langing solid state multi-channel mixer. May be seen at 532 Mt. View, No. 5, San Bernardino, California 92407.


RCA corder cameras: Two RCA TK41 complete live television camera units, 6 hours, 8 hours, and 6 hours equipment. Used only two years. Partial solid state. Excellent condition $3,500.00 down and assume balance of 4% notes. Call Jim Dodson or Bill Gregory—703-399-2505.

Complete T.V. mobile van, includes: GE Pel & B&W cameras, 2-Sync generators, 1-Dynex, 121 B solid black & white, 1-Taylor Hobson 10x1-400 mm) lens, 1-Tektronix model 433 scope, 1-card table, 2-control heads, portable, 1-carpet cabinet, includes 3000 ft. camera cable, audio cable and power cable, total van weighs all house power plus. In custom made van on a 1957 GMC truck with new engine. Box H-280, BROADCASTING.

FOR SALE Equipment


GE 9 channel mixer with 9 transformers and power strip. Like new. Box H-317, BROADCASTING.

RCA 9 channel mixer, very little use (portable model). A.B. Dick copy machine, located in Conn. Best offer. Box H-323, BROADCASTING.

Bauer 797 transmitter, 500 watts, can be converted to 1000 watts, seven years old. $2,500. Box H-336, BROADCASTING.

Audio Interface reverbation unit model AA Transport, mechanism, ass't. amplifiers, manual, rack. Box H-337, BROADCASTING.

For Sale: One (1) Ampex 570 7/15" tape recorder, console cabinet, 10" long, 4-track, other. One MX 10 Ampex $350.00... nearly new. Several Magnaprobe recorders, etc. Contact: Goodson McKeon, Waco, Texas 767-74A8.


Unusual Schafer remote control system model 300. Contact John Patrucion, P.O. Box 1670, or (904) 234-2322, Panama City, Florida 32401.

GE 50 kw transmitter BT-50A-1 complete with associated equipment including cabling, 3 ea. 280 kw excited towers, transmitter switch, etc. offered for sale by George public bid. Available late 1970 for disassembly and removal to new location near San Francisco, Calif., to impact the facility, currently operating, and to replace copies of the Board of Education. B. N. Brown, Sacramento Municipal Utility District, 3501 L St., Sacramento, California 95813. (914) 452-321, ext. 576.

Amplex designed Model 450 background music tape reproduces both new and factored record conditioned model available from WABC, 1555, Min. View, Calif. 94604. (408) 739-7940.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, $10.00. Unconditionally, guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.


D.J. One Liberal Write for "free" samples, and also receive details on California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more Command Productions, Box 65409, San Francisco, Calif. 94129.

Wawi 25 pages best one liners only $3.00! Wadi's House of Humor, 3744 Apple Ave., Cincinnati, Ohio 45212.

Los Angeles area radio: For cell letters, forname, number, and the person to contact; send $5.00. Paul Thompson, 6023 Whistlet, North Hollywood, Calif. 91606. List of Ten.

Prizes! Prizes! Prizes! National brands for promotions, contests, promoting, no barter, or trade... better! For fantastic deals, write or phone Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Air check of any Ohio station, $15 hour, 3 hour minimum. D.J. contact for price. Box E-674.

Current Comedy — $57,500 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Records, P.O. Box 320, New Jersey Avenue, S.E., Washington, D.C. 20003.


Winters Productions, hilarious old timer voice drop-ins personalized for you. Free demo, write "Winters productions" Box 3677, Willimington, Del. 19899.

Half hour feature programs for sale. Write for details. Box H-310, BROADCASTING.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondent study) and you will be eligible for the National Home Study Council. Be a real engineer, not a technician, a real engineer, not a technician. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

BROADCASTING, Aug. 24, 1970
Instructions continued

First Class FCC License theory and laboratory training in<br>first week is required. Three months full time in<br>glide and fast course fast. Fastest<br>radio station in the nation’s largest network of 1st class FCC LICENSE<br>and FCC training. Approved by the veteran's board. Apply now to<br>Elkins, Institute** in Texas, 3010 W. Inwood Road, Dallas, Texas 75215.<br>Phone (214) 652-0050.<br>

Elkins in California, 160 South Van Ness, San<br>Francisco, California 94102. Phone 415-626-6757.<br>

Elkins in Colorado, 420 South Broadway, Denver, Colorado<br>80209. Phone 303-744-7311.<br>

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida<br>33139. Phone 305-532-0422.<br>

Elkins in Georgia, 51 Tenth Street, Atlanta, Georgia 30309. Phone 404-872-8844.<br>

Elkins in Illinois, 3443 N. Central Avenue, Chicago, Illinois<br>60654. Phone 312-229-0210.<br>

Elkins in Louisiana, 333 St. Charles Avenue, New<br>Orleans, Louisiana 70130. Phone 504-525-2010.<br>

Elkins in Minnesota, 4119 East Lake Street, Minneapolis,<br>Minnesota 55406. Phone 612-721-1610.<br>

Elkins in Tennessee, 411 Monroe, Memphis, Tennessee<br>38103. Phone 901-274-7120.<br>

Elkins in Texas, 2110-A 8th Avenue, South, Waco,<br>Texas 76704. Phone 254-297-8084.<br>

Elkins in Texas, 1705 West 7th Street, Fort Worth,<br>Texas 76101. Phone 817-355-6365.<br>

Elkins in Texas, 4518 Travis, Houston, Texas 77002. Phone<br>713-521-5240.<br>

Elkins in Texas, 503 South Main, San Antonio,<br>Texas 78204. Phone 512-223-1848.<br>

Elkins in Washington, 404 Dexter, Seattle, Washington<br>98109. Phone 206-622-2921.<br>

Announcing, programing, production, newscasting, sales<br>representative, special instruction, disc jockey<br>training. Contact A.T.S. Announcer Training Studios,<br>215 West 43 St., N.Y.C. (212) 956-0445.<br>

**1970 Tests/Answers** for FCC First Class License<br>Plus Command's "Self-Study Ability Test." Proven<br>$5.00. Command Productions, Box 26434-R, San<br>Francisco 94116.<br>

Tape recorded lessons at home plus one week personal<br>instruction prepares candidates to pass the FCC<br>license exam. Course is taught by a professional.<br>Write or phone the location most convenient to you.<br>Elkins in California - Hawaiian - Chicago - South<br>Carolina - Minneapolis - Nashville - New Orleans<br>- San Francisco**.<br>

Licensed by New York State, veteran approved for<br>FCC 1st Class license and announce-disc-jockey<br>training. Contact A.T.S. Announcer Training Studios,<br>215 West 43 St., N.Y.C. (212) 956-0445.<br>

"1970 Tests/Answers" for FCC First Class License.<br>Plus Command's "Self-Study Ability Test." Proven<br>$5.00. Command Productions, Box 26434-R, San<br>Francisco 94116.<br>

Since 1946, original course for FCC First Class<br>Radio-telephone Operators License in six weeks.<br>Approved for veterans. Low-cost dormitory facilities at<br>school. Reservations required. Several months<br>ahead advisable. Enrolling now for Oct. 7 & Jan. 6,<br>1971. For information, references and reservations, write<br>William B. Ogden, Radio Operating &<br>Advertising, P.O. Box 503, Martin<br>Beach, California 90718.<br>

Radio Engineering Incorporated Schools have the<br>finest and fastest course available for the 1st Class<br>Class FCC LICENSE. Famous 5 week course. Total<br>tuition $395. Classes begin at each R.E.I.<br>Schools Sept. 7 & Oct. 12. Call or write the R.E.I.<br>School nearest you for information.<br>

R.E.I. in Beautiful Sarasota, the home office<br>1333 Main Street, Sarasota, Florida 33577. Call (813) 855-6932. Fully approved for veterans training.<br>

R.E.I. in Fascinating K.C. at 3123 Gillham Road, Kansan City, Mo. (816) 441-1000. Fully approved for Veterans Training.<br>

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 444-3777.<br>

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.<br>

Instructions continued

Are you interested in a professional announcing<br>career in radio? Then enter America’s most unique<br>and practical Broadcasting School... The School<br>of Radio Engineering. Three months training on<br>two commercial radio stations, KSFV FM stereo gives<br>you three months actual commercial broadcasting<br>experience that really counts when you apply for<br>your first full time radio job. Class radio telephone<br>license with broadcast endorsement included<br>needed at many radio stations for employment as a<br>disc jockey. Room and board and all available<br>with additional employment after graduation. Class<br>is limited to 12. Bonded. Approvals by the<br>New Mexico State Board of Educational Classes<br>begin in 1970. 24th, 25th and 26th of June.<br>

American Institute of Radio offers the nation’s<br>finest quality course for your first class license<br>in three to four weeks. Individual instruction. Classes<br>start Monday, Tuesday, Wednesday, Thursday.<br>

Money and time a problem? Go the American way.<br>American Institute of Radio in Florida and Tennessee.<br>

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville,<br>Tennessee 37214. 615-880-950, 850-2480.<br>

A.I.R. in Florida, 1056 Northwest Boulevard, Clearwater<br>22361. 813-727-3264.<br>

B.E.S. FCC license prep-course first class<br>four weeks, tuition $395, excellent instruction,<br>practical training, test for professional advancement<br>in the field. Write or phone for information.<br>

Help Wanted

Sales

CALIFORNIA MAJOR MARKET RADIO STATION<br>AM & FM stereo combination changing format and<br>growing in public favor to get without delay. Programming<br>radio stations in the Trucking field. Arrangements<br>radio sales can be made. Send resume and<br>radio experience now. All references checked. We are<br>only one to watch. Call or write<br>1301 Hollywood, California 90028.<br>

Announcers

ANNOUNCER-PRODUCER
Excellent opportunity for an all-around man. Airshift, production, music, public affairs. Send aircheck, production, and resume.

Program Manager WOVO
Fort Wayne, Indiana 46802

News

RADIO NEWSMAN
Experienced reader/writer. Professional sound a must. Solid five figures for top man. Great market, great living, major Northeastern city. Rush tape and resume to BOX H-31, BROADCASTING
Help Wanted
Programing, Production, Others

PROMOTION PUBLICITY ASSISTANT
Immediate opening for imaginative college graduate with some previous experience in the following areas: On air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilburn, Promotion Manager, WLWD, 4590 Aveo Drive, Daytona, Ohio 45401.
An Equal Opportunity Employer M/F

MAJOR MARKET TALK RADIO PROGRAM DIRECTOR
I've just produced one big major market winner. Now ready to produce something bigger.
BOX H-265, BROADCASTING

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 indies. 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 Base, Program Director
WUAB, United Artists Broadcasting
8443 Day Drive
Cleveland, Ohio 44129
An Equal Opportunity Employer

Television Situations
Wanted News

PROFESSIONAL ON-CAMERA JOURNALIST
Excellent major market ratings and demographics. Top television awards. Employed. Family, News Director/anchorman move for fail.
BOX H-180, BROADCASTING

DIRECTOR
Eight years major market experience, seeks growth opportunity with active operation. Reliable. Excellent references.
BOX H-263, BROADCASTING

Wanted to Buy Equipment

For Sale Equipment
RCA SIDEBAND FILTERS
Max. pwr 15kW, RF input—51% ohms 1¼" coax; RF output—51% ohms 3¼" coax; weight—200 lbs. 1—Ch. 10 filter brand new, never used, original crate. 1 Ch. 8 min condition. Make offer. All offers seriously considered.
KUAM-TV, Box 368, Agana, Guam 96910

Employment Service

STATION MANAGERS
Why look for personnel? Call Radio-TV Personnel Placements 3956 South Broadway Englewood, Colorado 80110 Phone 303-761-3344

WE'LL GET YOU A NEW JOB, FREE! Stations pay fee. No resume needed.
- TV Directors $33k Radio Mgrs. $15-30k
- R&TV Sales $15-25k
- Engineers $9-15k
- Newsmen $9-15k
- Camera Op $8-15k
- Drivers $6-10k
- Booking Mgr $8-15k
- Promotions $9-15k
- Announcers $6-9k
- Writers $7-12k
- Ad. Artists $7-11k
- Drivers $6-9k
- Salesmen $8-12k

BENNINGTON STATION LOG
Box 252 Latham, New York 12110

Wanted to Buy Stations

I WANT TO BUY A STATION
Manager, age 27, 15 years experience, wishes to buy an AM or TV station. Personal capital available. Principals only.
BOX H-321, 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. 90007
1811 Ave. of the Stars
Century City, Suite 561
213/277-1587

FOR SALE STATIONS

Fla. small daytime 138M nego
Tenn. small AM & FM 175M 65M
South small CATV 22.5M cash
Idaho medium daytime 200M 28%
MW metro FM 65M 50%

Wash. small daytime 60M nego
La. medium fulltime 226M 62M
East metro daytime 525M 29%
N.Y. metro FM 93M 28%
West major TV 2.2MM nego

CHAPMAN ASSOCIATES
media brokerage service
2045 Peachtree Road
Atlanta, Ga. 30309

STATIONS FOR SALE

1. MAJOR MARKET FM. Profitable. $800,000. Terms.
2. PACIFIC NORTHWEST. Exclusive daytime. Absentee owned. $15,000 down. Good payoff.
3. WEST SOUTH CENTRAL. Full time. $90,000. Excellent terms.
4. MIDWEST. Daytimer. $140,000. Good terms.

NORTHEAST FULLTIME—Absentee ownership of Northeast fulltimer seeks manager who will invest. Up to 40% 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 his working capital. Minimum $50,000 needed. Station now break-even ... 5,000 watts fulltime ... hour from New York ... excellent market. Apply only if you have cash and track record. Box H-213, BROADCASTING.

VHF TV STATION
BOX H-256, BROADCASTING

STATIONS FOR SALE

Two money-making radio stations with excellent facilities in two southeastern cities. Both cities have growth potential with 300,000 in each city. Special package deal for both stations. Six times cash flow or two times gross sales. Qualified buyers only. No brokers.
BOX H-275, BROADCASTING

Chapman Associates

Broadcasting, Aug. 24, 1970
FCC adopted revised primer on "Use of Broadcast Facilities by Candidates for Public Office." Revised edition brings up to date and supersedes all prior public notices issued on equal time provisions for candidates for federal, state, and local elections. Publication scheduled for Sept. 11 (Doc. 18922). Action Aug. 5.

FCC determined that fairness doctrine requires that CBS afford "some reasonable period of time, consistent with sound national public interest, convenience, and necessity" to another or another appropriate Republican party spokesperson, to provide an opportunity for general discussion of issues pertaining to the general election. F. O'Brien, Chairman, of Democratic National Committee, as part of CBS' Loyal Opposition seminar. Action Aug. 14.

FCC granted awards for experimental and development programs totaling $441,762 during fiscal year 1970. Congress allocated $500,000 for 15 specific projects in 1970 FCC budget. Commission found during fiscal year that it was able to let contracts for 15 projects authorized and to authorize three additional support studies. Ann. Aug. 17.

FCC determined that fairness doctrine requires that CBS afford "some reasonable period of time, consistent with sound national public interest, convenience, and necessity" to another or another appropriate Republican party spokesperson, to provide an opportunity for general discussion of issues pertaining to the general election. F. O'Brien, Chairman, of Democratic National Committee, as part of CBS' Loyal Opposition seminar. Action Aug. 14.

FCC granted licenses in the following:

- WFMK(FM) Chicago
- WHTX(FM) Oklahoma City
- WSLF(FM) White Plains, N.Y.
- WJMD(FM) Waldorf, Md.
- WBMN(AM) White Plains, N.Y.
- WJUT(AM) Yellow Springs, Ohio
- WJEX(AM) Jacksboro, Tenn.
- WJBD(AM) Jackson, Tenn.
- WJDI(AM) Jayess, Miss.
- WJMP(AM) Joplin, Mo.
- WJCEO(AM) Haysville, Kan.
- WJLH(AM) Hillsville, Va.
- WJSM(AM) Janesville, Wis.
- WJMO(AM) Jackson, Miss.
- WJR(TV) Jackson, Miss.
- WJCR(AM) Jackson, Miss.
- WBZ(AM) New York
- WBZA(AM) New York
- WBAA(AM) Lafayette, Ind.
- WBBJ-TV Jackson, Tenn.
- WBCN(AM) Boston
- WBDY(AM) Bloomfield and Blanco, Both New Mexico.
- WTM(AM) New Orleans
- WTVY(AM) Dothan, Ala.
- WTVK(AM) Dothan, Ala.
- WTVF(AM) Vicksburg, Miss.
- WTVI(AM) Vicksburg, Miss.
- WTVU(AM) Vicksburg, Miss.
- WTV(AM) Vicksburg, Miss.
- WTVJ(AM) Vicksburg, Miss.
- WTVZ(AM) Vicksburg, Miss.
- WTVW(AM) Vicksburg, Miss.
- WTVX(AM) Vicksburg, Miss.
- WTVK(AM) Vicksburg, Miss.
- WTVW(AM) Vicksburg, Miss.
- WTVF(AM) Vicksburg, Miss.
- WTVI(AM) Vicksburg, Miss.
- WTVU(AM) Vicksburg, Miss.
- WTV(AM) Vicksburg, Miss.
- WTVJ(AM) Vicksburg, Miss.
- WTVZ(AM) Vicksburg, Miss.
- WTVX(AM) Vicksburg, Miss.
- WTVK(AM) Vicksburg, Miss.
- WTVW(AM) Vicksburg, Miss.
- WTVF(AM) Vicksburg, Miss.
- WTVI(AM) Vicksburg, Miss.
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- WTVZ(AM) Vicksburg, Miss.
- WTVX(AM) Vicksburg, Miss.
- WTVK(AM) Vicksburg, Miss.
- WTVW(AM) Vicksburg, Miss.
- WTVF(AM) Vicksburg, Miss.
- WTVI(AM) Vicksburg, Miss.
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- WTVW(AM) Vicksburg, Miss.
His common sense brings harmony into labor talks

early 1941 to enlist in the Army.

"At that time the draft was on and service was for one year," he recalled. "Good jobs were hard to get if you faced the Army call. So I decided to enlist to get it over with. But, with Pearl Harbor, it turned out to be a five-year hitch."

Mr. Wolff distinguished himself in military service, serving as an infantry officer in New Guinea, the Central Pacific, the Philippines and Japan. His citations include the Purple Heart, the Bronze Star and the Silver Star. He was discharged as a lieutenant-colonel.

In 1946, he returned to his old law firm and became a partner in two years. In 1950 he formed his own firm, which specialized in tax work and estate planning, but included some entertainment unions among its clients.

By the time he was offered the post of executive secretary of AFTRA in 1968, Mr. Wolff was well versed in labor law and labor negotiations. His law firm represented many performers in broadcasting, as well as the Central Region of AFTRA, the American Guild of Musical Artists and the Screen Actors Guild.

He was reluctant to accept the AFTRA offer at first because he enjoyed his work and life in Chicago.

In early 1968, when the former executive secretary left abruptly during the negotiations for a contract with the photographer-recording industry, Mr. Wolff agreed to handle the contract talks. He consented later to assume the top post at the 24,000-member union with the proviso that he be able to retain his interest in his Chicago law firm.

Mr. Wolff is a tall, trimly built man with an informal manner, who uses direct, simple speech. He is well liked and respected by his co-workers as well as those on both sides of the negotiating table. One management executive who has seen Mr. Wolff in action during contract talks over the years provided this evaluation:

"Bud is honest and direct in his approach. He is not prone to histrionics and he doesn't exaggerate. He has a lot of credibility. He is low-keyed but a persistent advocate of his own interests.

"He is an excellent negotiator, and when he gives in on one demand, he will expect management to relent in another area. He keeps in touch with his membership and is attuned to the prevailing sentiments, which is important today when about two-thirds of the agreements are rejected by members."

Mr. Wolff pointed out that beyond achieving wage and fringe-benefit increases for members during the last round of national negotiations, AFTRA was able to garner gains in working conditions for many of its members.

"At the same time, we have to be realistic," he said. "For example, we actually accepted a reduction in the network radio program spot rate because business in this area has gone down. On the other hand, we gained 25% in the radio transcription rate."

There are two areas in which AFTRA hopes to make gains in the years ahead, Mr. Wolff said, but conceded they posed problems. He said that the union would like to have the right to respect the picket lines of other unions and the right to withdraw programs recorded by its members from the air during the period of a strike.

For relaxation, Mr. Wolff skis and plays tennis and listens to modern jazz records. One of his new hobbies is raising quarter horses on a ranch in Colorado.
Newspapers, please copy

Well, let's see now, in fairness-doctrine interpretations of the past couple of weeks the FCC has ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Got that straight?

If the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make some unstated amount of time available to unidentified spokesmen to present contrasting views. On the other hand, the delivery of 25 minutes on CBS-TV to the Democratic National Committee chairman for a presentation of opposition to the President's policies entitles the Republicans to time to reply. But why go on?

The more the commission interprets the fairness doctrine the more tangled the doctrine becomes. That is not the fault of the commission. It is the inherent fault of the theory that fairness can be objectively measured by standards acceptable to all parties in dispute. A lively demonstration of the folly of that theory is presented in the rival pleadings filed by Republicans and Democrats in recent weeks.

The evidence accumulates that the equal-time rule for candidates and the time-to-reply principle for contrasting views serve only to discourage the robust debate that the First Amendment was written to encourage. Both the rule and the principle are now embedded in Section 315, the political-broadcasting law. As long as Section 315 is on the books, the First Amendment is a joke.

Are we overblowing the dangers? As reported in this publication's Aug. 17 issue, two congressmen have introduced bills to impose the fairness doctrine on newspapers. If newspapermen think that's funny, they are herewith reminded that broadcasters 10 years ago would have laughed at a prediction of the FCC's rulings this month.

Concoction

FCC Commissioner Kenneth A. Cox, who is ticketed to leave the agency whenever his friends in the Senate get around to confirming his successor, has been a dedicated public servant. He has been dedicated to the belief that the government should be the overall supervisor of American radio and television programing.

Back when Mr. Cox was chief of the FCC's Broadcast Bureau, he was discovered to have been conducting a campaign, without the knowledge of the commissioners then in office, to induce license-renewal applicants to reshape their programing to his specifications. As described in this publication's issue of Dec. 3, 1962, the Cox underground operated with relentless efficiency until it was unmasked.

Stations submitting program proposals that fell below Mr. Cox's marks would get formal letters, signed not by Mr. Cox but by that faceless terror, "the secretary" of the FCC, raising needling questions. How did the applicant justify the imbalance between commercial and sustaining programs? Would the public interest be served by an increase of local-discussion programs in prime time?

Broadcasters who replied by sticking to their plans more often than not got other letters raising still more questions. As the correspondence went on, so did the delay in license renewal. The word finally got around that the way to expedite favorable action was to read the tea leaves in the first letter and modify program proposals accordingly.

Upon discovery, the commissioners themselves queued Mr. Cox's campaign, but three months later, after appointment by President Kennedy, he was one of them. It now looks as if he intends to make a last, desperate attempt to get some form of his squeeze play adopted.

Scheduled for consideration at the FCC's Aug. 26 meeting is a plan proposed by Mr. Cox, in association with his frequent accomplice, Nicholas Johnson, to establish minimum standards for time to be devoted to news and public affairs. Also set for discussion are maximum standards for commercial content. The two would constitute exactly the kind of institutionalized supervision that Mr. Cox has persistently sought.

There may be some commissioners who think a going-away gift is in order. But however sentimental the occasion, the delivery of radio and television into government bondage would be just a bit much.

Baleful 50th

Broadcasting's 50th anniversary year is its most critical.

The most frequent question these sultry August days: "Are things as bad as they appear?"

The honest answer is they couldn't be much worse. The Washington attitude, held by Republicans and Democrats alike, goes something like this:

The fat cats have had it too good long enough. Don't kill them, but let them know who's boss.

An increasing number of owners admit they would get out if the market were favorable. They confide that the "fun" of being a broadcaster has disappeared.

It is a little late for broadcasters to wonder what they have done wrong. They realize, of course, that some have acted like the rich kids on the block. They had more interest in the bottom line than in missionary work.

If the newly endowed Future of Broadcasting Committee of the National Association of Broadcasters, with full network-group backing, does not come up—and soon—with a well-reasoned plan, the proud and affluent broadcasting business might well find itself in the posture of magazines, motion-picture exhibitors and some newspapers.

The big difference is that broadcasters are paying the government to have it done to them.

"At this point we stopped running cute commercials and began telling viewers to get the hell down to the store and buy our product!"
Houston is

a super-city with big plans!

In the last decade, Houston added 14 multi-story buildings to its downtown skyline…a remarkable increase of 6 million square feet of office space in the central business core alone.

Already in the first five months of this new decade, more construction has been announced or started than was actually realized in all of the Sixties. Only Houston could top its own phenomenal growth pattern!

Houston is…a powerfully attractive market that is drawing big investment dollars, gigantic business firms, and experiencing a startling population growth…over 38% in the last 10 years.

Houston is…the center of an unprecedented building boom…including:

• Shell’s PLAZA DEL ORO—a $1.5 billion, 526-acre development embracing the Astrodome…ONE SHELL PLAZA—50 stories, tallest building west of the Mississippi…and TWO SHELL PLAZA—a 29-story structure on the way up even before its sister building is complete.

• GREENWAY PLAZA—an extraordinary 127-acre office/hotel/apartment environment in Houston’s exploding Southwest area.

• TEXAS EASTERN’S billion-dollar, 32-block downtown urban master plan.

• A $500 million, diversified 18-acre, 10-block downtown complex just announced by TRAMMELL CROW and METROPOLITAN LIFE.

Houston is…a farsighted approach to the future…with revolutionary building plans that specify totally self-sufficient new communities, novel means of transportation…and a keen respect for the environment.

Houston is…tomorrow happening today.

KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate

ONE SHELL PLAZA…tallest building west of the Mississippi, just one part of Houston’s dramatic new skyline.
Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials explore the short-sightedness of suburban councilmen who refuse to meet with D.C. officials to discuss metropolitan Washington housing needs. WMAL-TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.
FCC heads for showdown meeting this week
Ken Cox: at center stage for final act
How competitors line up for domestic satellites
Fairness case queers CBS-TV's 'Loyal Opposition'

AS OUTER SPACE BECOMES SUBURBIA, AND OUR WORLD HAS SHRINKING PAINS — WMAL RADIO DISTINGUISHES THE FACTS WITH AWARD-WINNING PERSPECTIVE — LIVELY NEWS-IN-CONTINUITY FOR WASHINGTON, D.C.!
Up Down, Up Down ... despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

Let your audience relax.

Write or call collect 203-327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc., 227 High Ridge Road, Stamford, Connecticut 06905
They laughed when he sat down at the typewriter.
They didn't know he was programming the station for a week in advance!

We don’t recommend that the night maintenance man program your station.

But he could—with just a few hours of training on the new Schafer 8000 Automation System.

Imagine. A system that gives you 21 times more walk-away—that can increase "people utilization" by 100% or more—that automatically types the program log. A system which you can’t possibly outgrow.

Mind boggling but true. Because with the Schafer 8000 you can individually program each day of the week up to 7 days in advance. Then, without disturbing the basic structure, you can add, delete or change segments at will. Merely by typing a few simple commands on the system typewriter.

And don’t let the word “computer” shake you. Ours is the size of a stereo receiver. It’s about as simple to use as your office calculator. Simple yes. But far more flexible and expandable than any other system.

Our new 16-page brochure is must reading for everyone in AM and FM radio. Just mail the coupon.

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Send me the new brochure describing the Schafer 8000

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SOUTHWESTERN COLLEGE

AUG 27 1970

WINFIELD, KANSAS
The attention of the Dallas-Fort Worth football televiwer will again be focused on the action-packed KDFW-TV special telecasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season's football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB Television Audience Estimates Program Audiences Total Survey Area
A certain expertise
House Investigations Subcommittee investigators, no strangers to FCC files and halls, are on prowl at commission again. Their interest this time is payola, and what commission is doing to stamp it out. Purpose of check is unknown, but observers recall that subcommittee's parent Commerce Committee, which has oversight responsibility for commission, held headline-making hearings on payola and plugola in broadcasting some 10 years ago.

One ironic twist Washington observers were quick to point out in committee's renewal of interest in subject involves committee chairman, Representative Harley O. Stagner (D-W.Va.). He is one of several members of House and Senate revealed to have been renting prestige cars at rates far below those otherwise available. He turned in Lincoln Continental he had been renting, for $750 yearly (normal rental is $3,480), after story broke in press three weeks ago.

Many chances
Guessing game on what Ken Cox will do to earn living when he leaves FCC probably will be ended next weekend. Only thing certain is that he will remain in Washington. But he reportedly has under consideration at least two propositions from law firms: His former FCC colleague, Newton Minow, wants him to open Washington branch of Mr. Minow’s Chicago law firm; old established Washington law firm of Haley, Bader & Potts has offered him quarters as counselor to firm, one of whose important clients is Microwave Communications Inc., new entity in domestic carrier field. Another common-carrier entity in esoteric field of data transmission also in category of satellite hopefuls, Data Transmission Co., also is regarded as possible employer of departing commissioner.

Mysterious hang-up
Suddenly it develops that Republican, not Democrat, was responsible for delaying Senate confirmation of Sherman Unger to FCC. Chairman Warren Magnuson (D-Wash.) of Senate Commerce Committee confirmed report that no hearing date had been set as courtesy to at least one GOP committee member, identity not disclosed. Mr. Unger, who has resigned as general counsel for Department of Housing and Urban Development, was named for 10 months remaining in term of Commissioner Robert Wells, who has been nominated for new seven-year term, succeeding Commissioner Ken Cox.

Chairman Magnuson said confirmation hearings would be scheduled soon, and administration source predicted date would be set this week after Mr. Cox attends his last meeting on Wednesday (see page 19). Committee has received only three requests to be heard on nominations: from Black Efforts for Soul in Television (BEST), Action for Children's Television (ACT), Boston-based women's group that has asked FCC to ban all advertising in children's programming and require broadcasters to carry minimum of 14 hours weekly of adless kiddie shows, and Anthony Martin-Trigona, ex-UHF broadcaster who has attacked network affiliation policies before FCC and other forums.

Faint blooming
It may be smaller than man’s hand, but some sources close to spot TV and radio business think they can discern—at least vaguely—some justification for believing sales will pick up sooner than commonly expected. If that happens, they figure they will weather 1970 in better shape than had previously seemed likely. Others, while not going that far toward predicting upturn, do take comfort from their observation that, as one put it, “Salesmen are not griping about the third quarter nearly as much as they did about the second.”

Money tree
Noncommercial-television interests are eyeing cable-television acquisition as potential source of permanent financial support. Children's Television Workshop, New York-based producer of widely promoted “Seasame Street,” is expected soon to file application for cable franchise in Washington—where seven other applicants, all commercial, have been on file for as long as year. (So far District of Columbia government has set terms for CATV introduction or operation.) One commercial-TV broadcaster has estimated it would take as much as $100 million to wire Washington with modern cable plant.

Another noncommercial entity taking hard look at CATV ownership is KCET (TV) Los Angeles. That station is moving toward establishment of separate corporation that would acquire cable franchises and existing systems. Under consideration is Beverly Hills, Calif., franchise. Thought is also being given to possibility that ban on network ownership of cable may put number of other California CATV’s on market. KCET’s cable aspirations are contingent on aid from Ford Foundation.

Thumb in dike
FCC Chairman Dean Burch’s latest campaign is to plug leaks at FCC. Word of it leaked last week. In his unusual, if not unprecedented, statement last week upbraiding newspapers and magazines for inept coverage of FCC fairness doctrine package rulings (page 28), Mr. Burch, who was on week’s holiday at nearby Rehoboth Beach, Del., observed that FCC’s advance press-release innovation was designed to “alleviate the insidious practice of news reports based on internal leaks from within the commission.”

What he didn’t say was that he was incensed over what had happened week before when interim report of conglomerate study task force (BROADCASTING, Aug. 17) was made available to Wall Street Journal, FCC had released mere statement that preliminary study would be pursued. Aroused over this, as breach of confidence, Mr. Burch ordered inquiry, and FCC’s chief security officer, Fred Goldsmith, is on prowl.

Double Huntley
Five-minute, five-a-week TV and radio commentaries by Chet Huntley, retired NBC newscaster, are due to start on air Sept. 14 on syndicated basis. Deal is through Horizon Communications Corp., in which he has stock interest (“Closed Circuit,” May 11). It’s understood syndication of TV commentaries will be handled by MG Films, radio commentaries by UPI Audio. In production, mostly in New York, commentaries will be “simulcasts.”

Another media house
Now Detroit will have its own version of timebuying specialist, American Media Group Inc., expected to be announced soon. It will operate on flat “up front” fee basis only, assist regular agency media departments or clients. Buying savings are to be returned to agency or sponsor or used to extend campaigns. Fee is based on total budget size. Principals include two ABC television sales veterans, Ron Hammer and Roy Wade, and Pat Connolly, formerly with McCann-Erickson, Detroit. Big initial market: fall political campaigns.

BROADCASTING, August 24, 1970: Vol. 79, No. 8
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036
GIVE AND LET LIVE. In Cleveland, as elsewhere, there are people who need kidney transplants to live. But donors are not easy to find. In a “Montage” program called “A Legacy of Life,” WKYC-TV showed a film of a kidney transplant operation, and appealed to viewers to register as donors in the event of death. In 48 hours, 1500 viewers requested donor registration cards. By the end of three weeks, the total had reached 20,000. “A Legacy Of Life” was unusual television fare, but just one more example of the way WKYC-TV involves itself with this city. It’s typical, too, of the way each NBC Television Station recognizes community problems—and responds.

*For more information, write to “A Legacy of Life” WKYC-TV, P. O. Box 5912, Cleveland, Ohio 44115

The NBC Television Stations Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles
FCC's agenda for meeting this week includes controversial one-to-customer rule. However, it appears unlikely final action will be taken before Sept. 1 departure of Commissioner Cox, whose vote would be crucial. See . . .

FCC heads for showdown this week . . . 19

When Kenneth A. Cox leaves FCC Sept. 1, commission will lose last of tough-minded members named by President Kennedy. Group was dedicated to using commission as instrument to affect product of broadcasting. See . . .

At center stage for last act . . . 19

Philadelphia lawyer Miles W. Kirkpatrick appears certain for confirmation as new head of Federal Trade Commission; is subjected to close questioning on printing cigarette advertising by Senator Frank E. Moss (D-Utah). See . . .

Cigarette print ads worry Moss . . . 22

House closes shop for Labor Day recess without voting on political broadcasting bill. Now measure could not take effect until late October, setback for Democrats who wanted passage before Nov. 3 elections. See . . .

Campaign-spending measure bogs down . . . 26

FCC Chairman Dean Burch levels sharp and detailed criticism at number of leading newspapers and magazines for what he feels was careless reporting of commission's fairness decision. See . . .

Press carelessness irks Burch . . . 28

CBS suspends 'Loyal Opposition' show after FCC rules network must afford equal time to Republican spokesman to reply to Democratic National Committee Chairman O'Brien's appearance. See . . .

CBS takes 'Opposition' off the air . . . 34

Daytime and prime-time product hit hard on drug-abuse problem through 'subtle sell' of entertainment; source of inspiration credited to White House conference with media men on turn on, tune in, drop-out craze. See . . .

TV backing Nixon on drug abuse . . . 36

Senator John McClellan (D-Ark.) says no further action on Senate copyright revision bill will be sought until next year. He introduces resolution temporarily extending protection in certain cases to Dec. 31, 1971. See . . .

No new copyright bill this year . . . 39

As the football season draws near, NFL Films camera crews stand ready to capture the action of 162 National Football League games, later to be shown before, during and after live telecasts. See . . .

Everything but the live action . . . 40

Five prospective applicants for domestic communications satellite systems indicate they are working on filings but will need two to seven months to complete them. Networks say they need three months to begin preparations. See . . .

Satellite hopefuls seek more time . . . 42
NOW!

TWO
NEW
ONES
ON
2

Big Valley
5 PM WEEKDAYS
BARBARA STANWYCK

Newswatch
The 6 PM Report
ALSO 7 and 11 PM

Supported by a continuous multi-media promotion campaign -- newspapers, radio, king-size bus posters, TV magazines, merchandising aids, on-air promotion!

No Wonder . . . In Maryland Most People Watch

WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
NBC sets antiwar talk

NBC reacted Friday (Aug. 21) to FCC's fairness-doctrine ruling requiring networks to provide time for views opposing President's policies in Indochina, by scheduling half-hour in prime TV Monday, Aug. 31.

Network said Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota would discuss war issue on NBC-TV in 7:30-8 p.m. EDT period. FCC had ruled that major networks must make prime time available to spokesmen for contrasting views to President in light of multiplicity of speeches made by Mr. Nixon on this issue (BROADCASTING, Aug. 17).

NBC said program "conforms" to FCC's fairness ruling, noting also that FCC had cited NBC as coming "closest to satisfying the requirements of the fairness doctrine" in providing opportunities to answer President.

NBC said program would be introduced by NBC News which also would supply "brief summary" at conclusion. ABC and CBS said they had not yet completed plans for complying with FCC ruling.

Nominees to be heard

Confirmation hearings on four nominees to be directors of Corp. for Public Broadcasting will take place tomorrow (Aug. 25) before Senate Commerce Committee.

Last May President Nixon nominated six-year terms John Hay Whitney, former ambassador to Great Britain under Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp. and John D. Wther, chairman and president of Wrather Corp., which owns Muzak Corp., Disneyland, hotels, and produces television programs (Lassie). Mr. Wther is also 12% stockholder in Teleprompter Corp., multiple CATV owner. Nominated for reappointments were Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle).

At same hearings, nomination of Randolph A. Peterson, former president of Bank of America, as presidential appointee to board of communications Satellite Corp., will come up. Mr. Peterson, now public director, is taking place of Dr. William W. Hagerty of Drexel University, Philadelphia, who has been elected as stockholder director.

Electronic logs touted

Electronic logging of broadcast commercials—at broadcasters' expense—is earnestly advocated by American Association of Advertising Agencies in statement being released today (Aug. 24).

Statement by AAAA's Operations Committee said: "The AAAA believes that proof of performance lies with the seller, not the buyer, and that it is proper for broadcast media to furnish and pay for electronic logging to verify the broadcast of commercials and the resulting time charges."

Of present proof systems, AAAA said: "There is today much dissatisfaction with station affidavits as a measure of performance. The [electronic] systems promise a marked improvement in logging, identification and verification."

AAAA said it "encouraged" stations to get into electronic logging "as soon as systems and services are proved practical and operative."

Officials of one system—International Digi-sions—said their system was operative now in sense that it is monitoring TV commercials and that it will be operative in real sense in September when it starts issuing reports to 24 leading advertisers.

Encoding is also dealt with in Screen Actors Guild contracts, which say that when time comes whoever producers given commercial—whether advertiser, agency or production company—will be responsible for its encoding. Under contracts, move to recognize operative encoding systems must be initiated by Industry/Guild Standing Policy Committee and must also have consent of Joint Policy Committee of AAAA and Association of National Advertisers as well as consent of American Federation of Television and Radio Artists.

Audicom Inc., New York, is "still in engineering phase" with its radio-TV monitoring system using audio rather than video code. Company was formed earlier this year by two former Wells, Rich, Greene executives, Robert Englekke and Wesley Hobson, and inventor Murray Crosby (BROADCASTING, March 9). It completed FCC-authorized tests last month that officials say proved system works but also turned up some station-equipment problems that they say can be resolved shortly. They've asked FCC for 90-day test extension for that purpose.

Third approach is that of Broadcast Advertisers Reports (BAR), commercial monitoring service, which has Vid- eomatic video encoding-monitoring system. BAR has not installed Videomatic equipment in markets, however, contending standardized code is needed before any system gets under way.

Conglomerate query drawn

FCC has referred Federal Office of Management and Budget for clearance questionnaire that it proposes to send to upwards of 50 licensees in its expanded study of conglomerate ownership of broadcast properties (BROADCASTING, Aug. 17).

Questionnaire is revised version of

Affiliates cry 'ouch'

Affiliates associations of three networks told FCC Friday (Aug. 21) that if local TV's are eventually authorized to own and operate earth stations for domestic communications satellite systems, they cannot be expected to pay fees exceeding cost of those facilities. Comments from ABC, CBS and NBC affiliates groups came in joint request for declaratory ruling to clarify term "earth station" of commission's new new schedule. Affiliates said new schedule for common carrier earth stations requires $50 filing fee and $50,000 grant fee for initial construction permits.

Groups said it is not clear whether term is intended to include "relatively simple" receive-only ground stations used to provide satellite interconnec-
**Week's Headliners**

David Levy, former VP in charge of television programming, Young and Rubicam Inc., Los Angeles, named executive VP in charge of television, Four Star International Inc., there. Mr. Levy was also VP at NBC-TV where he pioneered using feature motion pictures on television with *Saturday Night at the Movies*.

Willard C. Mackey Jr., VP-international marketing director, Coca-Cola Co., Atlanta, elected board chairman and chief executive officer of the Marschalk Co., New York, succeeding Paul J. Caravatt Jr. Mr. Caravatt will become chairman of executive committee and will assist Mr. Mackey in management of agency for next six months and then will join Interpublic Group of Companies Inc., New York, parent company of Marschalk, in executive capacity. James R. Heekin, president of Ogilvy & Mather Inc., New York, from 1966 until his resignation in December 1969, has joined Interpublic Group of Companies as executive VP.

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

One that was sent to six companies in February, as commission was getting study underway.

Nine-page document contains 27 questions aimed at eliciting information on effects conglomerate ownership has on broadcast operations. As was true of pilot questionnaire, new one asks questions aimed at determining whether licensees with nonbroadcast interests use economic power to influence suppliers to buy advertising on their stations.

Questionnaire also asks what safeguards licensee has established to prevent nonbroadcast interests from affecting selection of broadcast matters, and in what manner ownership of nonbroadcast holdings benefit broadcast operation.

Proposed questionnaire goes beyond pilot in several respects. It asks for information on interests of officers and principals of licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot representation business and production or syndication company. And questionnaire reflects interest in licensee-related companies that serve as national spot representative for stations not owned by licensee's parent.

Unlike original questionnaire, proposed document does not have separate sections on station-affiliated newspapers and station-affiliated CATV systems. Presumably, questions concerning those associations will be explored in current rulemaking aimed at breaking up multimarket holdings within individual markets.

Office of Management and Budget, which is required by law to approve questionnaire that any government agency sends to more than 10 parties, will confer with industry advisory committee before acting.

Committee on Communications Industry, headed by attorney Frank Fletcher, is composed of 13 representatives of broadcast, CATV and common carrier industries. And at least five broadcast-industry representatives are associated with companies that could be classed as owned by conglomerates—ABC, CBS, NBC, Westinghouse Broadcasting Co. and Avco Broadcasting Corp.

**Toledo ducks test**

Toledo, Ohio, has become third city in that state to forego definitive court fight on constitutionality of gross-receipts tax that cities across country impose on CATV systems they franchise.

Louis Young, director of law for city of Toledo, said Friday (Aug. 21) that city would not appeal opinion of Federal District Judge Don Young that city's franchise providing for gross-receipts tax violates interstate commerce clause of Constitution (BROADCASTING, Aug. 17).

Judge Young had issued similar ruling in cases involving cities of Sandusky and Fremont earlier and he was upheld by appeals court. Last June, those cities decided not to seek Supreme Court review of appeals court decision (BROADCASTING, June 22).

Mr. Young, in saying no appeal would be taken, noted that Judge Young's decision in Sandusky-Fremont case had been upheld.

**Union fracas erupts**

*WNEW-TV* New York news director Ted Kavanau and station news producer Don Young were booked by police on charges of assault in second degree Friday (Aug. 21), as was their complainant, sound cameraman Michael Calvacca of WNBC-TV New York.

Action followed fracas on Thursday (Aug. 20) when union newsmen and cameramen from several New York stations and non-union camera crew from *WNEW* staged camera-swinging melee in office of city's correction commissioner where they had assembled for assignment.

Union technicians of *WNEW* have been on strike since May 22, and Mr. Kavanau and Mr. Young, as non-union supervisors were part of crew covering story for station. Mr. Calvacca and Robert Grainier, sound man for WABC-TV New York, were injured slightly in brawl.

Disruption erupted, it was said, because union personnel at TV stations represented presence of non-union workers, who have been substituting for striking members of Local 794, International Alliance of Theatrical Stage Employees.

Technicians at *WNEW* and at *WWGTV* Washington, both Metromedia stations, struck almost three months ago over issues of manning automated and computerized equipment; wages and fringe benefits. Negotiations have broken off several times and since Aug. 6, management and union officials have been meeting twice weekly with representatives of Federal Mediation and Conciliation Service.

**Harry Daly services**

Funeral services were scheduled to be held today (Aug. 24) for Harry J. Daly, 63, Washington communications lawyer for almost 40 years, who died Wednesday (Aug. 19) after heart attack in his office.

He was member of Federal Communications, District of Columbia, Maryland and American bar associations, and Knights of Columbus.

Interment was scheduled to be at Mount Olivet Cemetery, Washington. He leaves wife, Maryellen, five daughters, son, and one grandson.

10

**BROADCASTING**, Aug. 24, 1970
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**OpenMike**

**Puzzled by relaxing of rules**

**EDITOR:** With reference to the story in Broadcasting, Aug. 3 about the FCC easing requirements for first-class operators of radio stations, the broadcasting business is the only business where it gets easier for anyone off the street to get employment.

In all other professions, the standards and qualifications get higher and higher; in broadcasting it seems to get lower and lower.—Eddie Lane, Mount Pleasant, S.C.

**It wasn't KRIS-TV's tower**

**EDITOR:** The press around the world, including Broadcasting Aug. 10, printed a picture and a story of a television tower that had fallen on our building and it appeared that KRIS-TV was operating under temporary conditions. We have received several notices from advertising agencies cancelling contracts until full operation is restored.

The problem is that this was not our tower. Our big tower is 14 miles west, near Robstown, Tex., and received no damage from this hurricane. We were able to return to the air with full power all studio facilities and network services as soon as power was restored to the area beginning Sunday, Aug. 9.—T. Frank Smith Sr. president, KRIS-TV Corpus Christi, Tex.

(The wire service photo caption identified the wreckage as a fallen TV tower, which was pictured atop KRIS-TV's building. Actually, the structure at one time belonged to KXNO-TV, a UHF that no longer exists. When the station went off the air, the tower was left standing on the property in back of KRIS-TV's studios. Due to the communications blackout in the wake of Hurricane Celia, broadcasting was unable to get these further details.)

**BookNotes**


The intent of this book is to demonstrate to people in both motion pictures and TV methods for producing high quality color-TV material with film. The book contends that TV program production with film needs a different approach than motion-picture production. It offers an introduction to the principles of color TV, with practical information ranging from exposures, control of processing solutions, color printing, duplicating and adjusting color balance, to use of color slides and sound-track characteristics. Recent proposals for TV film review rooms and for standardized film reproduction are included. Mr. Ross is super-
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QUALITY CONSOLES AT REALISTIC PRICES!

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Reflects the epitome of quality to
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chronous motors; (2) Rek-O-Kut
S-320 Stereo Tone Arms; (2) QRK
F3 stereo cartridges; QRK Ultimate
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QRK-8 — 8 CHANNEL MONO . . . . $1695
QRK-8S — 8 CHANNEL STEREO . . $2495

QRK-5/5S — 5 Channel Console — Both mono
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toring amplifiers; plug-in modules, muting relays,
and self-contained power supply. The stereo unit,
QRK-5S contains independent audition and pro-
gram channels as well as a cue amplifier. Both
consoles have substantial capacity and total
access.

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“ARE THINGS GETTING TOUGH?”

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can’t all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody’s newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren’t pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; these “estimates” tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That’s our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions — these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

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M&H

visor of technical film operations for the Canadian Broadcasting Corp., and executive vice president, American Society of Motion Picture and TV Engineers.


This is the third edition of a volume designed to acquaint students considering a career in mass communications with all areas of professional work — including newspaper, television and radio, magazines, book publishing, film making, photographic communication, press associations and syndicates, advertising, public relations and information writing, mass communications research and teaching. Three chapters trace theories of press freedom and the growth of the print media and of television, radio and film, with special emphasis on the current problems and criticism of the media.


This collection of 41 essays is grouped to present a cross section of guidance and open discussion on almost every major world problem in communication. The specifically related readings in international communications begin with the broader, more general aspects of the area and work toward more specific concerns in the latter areas of the field. The book is designed as a textbook, but also to be of interest to the general reader.

Datebook

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

Indicates first or revised listing.

August

Aug. 14—Animation workshop conducted by University Film Association with Ohio State University. Workshop will be conducted by Dr. Ray Maddox, executive director of film, San Diego State University. Program covers storyboarding, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.


September

Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stations by banks acting through their trust departments.


Sept. 11—Florida CATV Association fall meeting. Coronado motor hotel, Fort Walton.


Sept. 15—Deadline for comments on FCC’s proposed rule concerning broadcast announcements of station and network employees’ financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF’s.

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

Sept. 15—FCC evidentiary hearing in competitive proceeding for WPX(TV) New York, to be held there. Previously scheduled for July 28.

Sept. 16—FCC Chairman Dean Burch is to be speaker at International Radio & Television’s Newsmaker luncheon. Waldorf-Astoria Hotel, New York.

Sept. 16—Semi-annual meeting, national awards committee, National Academy of TV Arts and Sciences to review Emmy Awards structure and procedure. Park Sheraton, New York.

Sept. 16-17—Meeting of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 18-20—Seminar on level imaging systems of Society of Motion Picture and Television Engineers. Airport Motel, Los Angeles.

Sept. 19—Annual meeting, Florida Association of Broadcasters, New College, Sarasota, Fla.


Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5317, Fort Worth 76108 (817) 264-3699.


Sept. 22-26—Conference of Radio-Television News Directors Association. National editorial conferen ce is to be held concurrently, Pacific Hotel, Denver.


Sept. 24-25—Annual broadcast symposium, Group for Broadcasting of Electrical and Electronic Engineers. Four technical sessions are planned covering cable TV, AM and FM broadcasting, satellite TV transmission, and 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.

Sept. 25-27—Second annual joint meeting of boards of Georgia, North Carolina, South Carolina State Broadcasters Associations. Ponte Vedra club, Ponte Vedra, Fla.

Sept. 27-29—Nebraska Broadcasters Association annual convention. Omaha Hilton, Omaha.


Sept. 28-29—Fall display meeting, Pacific Northwest Cable Television Association. Hartford House

BROADCASTING, Aug. 24, 1970
Oct. 1—Deadline for reply comments on FCC proposed rules 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.

Nov. 2—Deadline for reply comments on FCC's proposed rules 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.

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.

Dec. 4—Annual meeting, Arizona Broadcasters Association, Mountain Shadows, Scottsdale.

January, 1971

Jan. 11-17, 1971—Tropical meeting, Unda, international Council of Radio for TV and yacht university, New Orleans.

February, 1971

Feb. 4-6, 1971—New Mexico Broadcasters Association convention, Palma motor hotel, Las Cruces, N.M.


March, 1971


The advertising message needs an added dimension

At an Association of National Advertisers seminar last April, it was concluded that television more or less remains entrenched as our number-one communications medium. E. H. Meyer, president of Grey Advertising, and Jim Duffy, president of ABC-TV, each made some interesting comments about the subject.

Mr. Meyer said that TV's two stalwart sources of support have been "the high and unflagging loyalty level of the TV audience" and "the total and unfaltering degree of advertising and agency commitments to the medium. . . . The key problem facing television today lies in a very real possibility that both of these sources of strength may be beginning to undergo a dangerous erosion."

Mr. Duffy said: "How effective is TV today? It is not only selling so-called emerging affluent masses, but has become a pace-setter for their aspirations. This is caused by your commercials and our programs, probably in that order. There are some important new words in TV today—like 'reality', 'social awareness, now, communication.'

Never before have our nation been faced with so many different problems—minority groups, crime in the cities, youngsters in trouble, general rebellion. We must keep changing our programming to keep pace."

Both statements are essentially about programming. One observes an erosion of TV's strengths; the other talks of pace-setting and need for change.

Meaningful quality programing is emerging more and more, and viewers are watching it. Sesame Street is doing a job long needed and the timing now is right for it. The Forsyte Saga appeals to a sophisticated audience and this fall's Civilization series on National Education Television will be introduced on NBC with a special sponsored by Xerox. Other concepts embodying a combination of entertainment and information are being planned and produced. Will they be recognized and aired by advertisers on leading stations or will they be passed in favor of the more popular, safe vehicles? Such decisions can be made by advertisers.

For a number of reasons the advertising agency's programing role has lessened and concurrently programing has acquired a general quality of sameness.

Perhaps this is coincidence. The networks today split 90-plus percent of the audience rather evenly. If one fails way behind, it reprograms to maintain an efficiently delivered cost-per-thousand audience, an action demanded by many agencies and advertisers. Thus networks alone cannot be singled out for criticism.

Some numbers-only oriented program buyers should venture forth with their rating books and find out what is turning which people on and off. Sure, viewers want entertainment. They also want their minds and horizons expanded. They want truth. They would like less commercial clutter as well as less frenetic, contrived commercial presentation. We are on the brink of a creative-commercial break-through, fact and truth, and the sooner we get to this point the better.

Our problems today stem from the industrial-technical revolution and the population explosion, which oddly enough are compounded by a singular lack of two-sided communication in this age of communication—television communication.

Networks and stations have their work cut out for them. A president recently suggested that his network will become more involved with issues, weaving them into programs. Advertisers and agencies also have provocative opportunities to take the initiative and propel television up and out of its lethargy. A few have already begun.

Pick a problem, Mr. Advertiser. Create an advertising campaign. Relate it to the problem and its solution. Tie the two together with multimedia use. Make people aware of problems, solutions just as product and service advertising does. Close the gap, encourage scrutiny, start an antilitter (cleanliness) program. A candy company could endear itself to mothers by promoting the brushing of teeth to children. Create a positive, good company aura. Let people know you also care about them and want them to care about you.

A paper company could extol the merits and how-to of family camping. A chemical company could promote safety at home as Mobil does on the road. A computer company could explain the need and how-to of basic communications. General Electric could promote numbered, color-keyed labeling for fabrics—enough of all those lost and complicated unread cleaning tags—and then match it on their washing machines.

Much consumerism is justified and long overdue. Products must improve or fail. Many big companies must re-establish their leadership position. The product has to match up and even exceed expectations. If on a par with other products, the company might well have something extra going for it, such as a public-relations effort in an area of interest to their customers.

Advertisers can also encourage their agencies to find or create suitable programs for sponsorship. Scatter buying may reach more bodies statistically but the clutter factor can make information retention difficult, if not impossible, depending on the expertise of production and placement. Sponsorship of the right program for the right advertiser in the right markets can generate a lot of viewer and consumer loyalty.

Networks, agencies and advertisers have the most wonderful access to communications and such a need for its proper use. Reach out and do it now before it's too late.

Richard H. Depew rose to general programing executive at ABC-TV before moving in 1957 to Cunningham & Walsh, where he was director of TV programing from 1961 to 1965. He then moved to Ogilvy & Mather and, in 1967, to his present post as vice president, media and programing, at F&S&R, where his contributions have included the program-buying/placement concept exemplified by Alcoa's sponsorship of Life-produced specials on Hughes Television Network this year.

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Effective August 3, 1970.....

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People who can view PGW represented TV stations will take 54,100,000 airline trips this year.

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...season by season

PETERS GRIFFIN WOODWARD INC.

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FCC heads for showdown this week

In last meeting with pre-Nixon majority on hand, question is whether crucial votes can be put off

The FCC is preparing a meaty agenda for its Aug. 26 meeting—the last that Commissioner Kenneth A. Cox is expected to attend—and the mostest items have long been of interest to the outgoing Democrat.

But the way the agenda is shaping up, the meeting may leave unresolved, and therefore in doubt, the fate of one of the most controversial regulations ever adopted by the commission—the so-called one-to-a-customer rule.

Other items include proposed license-renewal and station-commercialization standards, and the wisdom of approving agreements under which stations reimburse citizens groups that withdraw petitions to deny their licenses.

The one-to-a-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted in March in the face of heavy industry opposition (Broadcasting, March 30).

At the same time, the commission proposed rules to break up existing multimedia combinations, including broadcast-newspaper, in the same market.

The question of granting reconsideration of the new rule is on the agenda. But the staff reportedly is recommending that the commission hold an oral argument on the implications of the rule, as requested by a number of petitioners, before acting.

Thus, whatever action the commission takes—whether it accepts that recommendation or rejects it and directs the staff to prepare an order denying reconsideration—it seems unlikely that that final action can be taken before Commissioner Cox’s scheduled departure from the commission on Sept. 1. And his vote would be crucial.

He and the other three Democratic commissioners—Robert T. Bartley, Nicholas Johnson and H. Rex Lee—voted for the rule, while Republicans Robert E. Lee and Robert Wells opposed it. Chairman Dean Burch dissented in part and concurred in part. The chairman’s statement, however, made it clear he opposed the idea of acting on the one-to-a-customer rule before consideration was given to what he considers the critical concentration-of-media-control problem—crossownership of VHF television stations and newspapers in the same city.

And once Commissioner Cox departs, Chairman Burch will probably have the kind of control of the agency he needs to have his way. Commissioner Robert Wells, now filling an uncompleted term, has been named by the President to succeed Commissioner Cox, and Sherman Unger, now general counsel of the Department of Housing and Urban Development and a political associate of Chairman Burch, has been nominated to complete the 10 months left of Commission.

Continued on page 20

At center stage for last act

Preparing to leave FCC, Ken Cox is key figure as touchy policies come up

With the announced departure on Sept. 1 of Kenneth A. Cox from the FCC, the commission is losing the last of its Kennedy men. Newton N. Minow, E. William Henry, Lee Loewinger and Kenneth A. Cox: The men named by President Kennedy made up an unusually tough-minded group of FCC appointees and, with the exception of Mr. Loewinger who favored less government regulation rather than more, a group dedicated to using the commission as an instrument to affect the product of broadcasting.

Of them all, none was tougher minded than Mr. Cox.

Whether the issue involved a supposed paucity of local-live programing in prime time or of the broadcast of news and public affairs at any time, Mr. Cox has felt the FCC could fix things, and should.

He has been prepared to test the limits of the commission's authority in applying the fairness doctrine; indeed, he still feels Congress could apply the doctrine to newspapers without violating the First Amendment to the Constitution (see page 32).

He was a strong supporter of the commission's proposal to loosen the networks' grip on prime-time programing, believing that the new rules would help stimulate new sources of programing. And, since he believes a multitude of editorial voices enables the country's democratic system to function best, he spiritedly approached the prospect of breaking up multimedia holdings within the same communities.

Mr. Cox did not always have at hand all the evidence he needed to support his views, but he gamely struggled on in the face of such deficiencies. He conceded as much in stating his opinion on the benefits to be derived from a wide dispersal of media ownership (Broadcasting, June 15).

If, in urging that the commission be used as an engine of change, Mr. Cox was confronted by a strict-constructionist colleague with the argument that the commission would be exceeding its authority, Mr. Cox's ultimate response was that if the FCC were wrong, the courts could correct the error.

And in some cases that challenged the commission's authority the agency emerged not only affirmed but also with its power enhanced. This was true of the Supreme Court decisions upholding the commission's authority to regulate CATV systems, whether served by microwave or not, and to enforce the Continued on page 20
Showdown at FCC
Continued from page 19

Continued from page 19

Cox at center stage

fairness doctrine and the so-called personal-attack rules that had been adopted to implement portions of it.

Unlike the swifter departures of the Kennedy men who preceded him, Mr. Cox's leaving is involuntary. He made no secret of his wish to remain, but he is a Democrat, and the expiration of his term afforded President Nixon his first opportunity to give the commission a Republican majority.

As a commissioner, Mr. Cox was animated by a liberalm in faith in the capacity and obligation of government to raise the public-interest quality of programing, by a mom-and-pop attitude toward broadcast ownership—and by a persistent skepticism of the willingness of broadcasters to operate in the public interest without close supervision. "I don't think the profit motive provides an incentive for the kind of programing the public needs," Mr. Cox said recently. "So long as they get an audience for what they do, broadcasters will do it, without regard to the needs of significant elements of the population that are not being served."

It was this attitude that propelled him, when he was still chief of the Broadcast Bureau in 1962, into the center of a major controversy. Acting under a delegation of authority from the commission, Mr. Cox instructed his staff to question renewal applicants whose proposed local-live programing in prime time appeared to be inadequate. To many broadcasters receiving the letters, the staff's questioning suggested that the inclusion of a proposal for sustained local-live programing in prime time would speed commission action on their renewal applications. At one time, the renewals of some 100 California AM, FM and TV stations were deferred at least in part because of questions about program proposals.

When news of this activity broke in Broadcasting (in its issue of Dec. 3, 1962), some commissioners charged Mr. Cox with exceeding his authority and with seeking improperly to influence programing. The letter-writing was suspended. It was later resumed, although under tighter commission control and on a much smaller scale. Still later it petered out completely.

Now, however, the commission may be back where it was seven years ago. Because of the concern of Commissioner Cox, now supported by Commissioner Nicholas Johnson, over the need for standards to assure that broadcasters will provide a reasonable amount of news, public-affairs and other non-entertainment programing, the commission is considering whether to establish new guidelines for processing renewal applications (see story page 19). And while it ponders, applicants that fail to meet the standards suggested by Commissioner Cox and Johnson—5% news, 1% public affairs and 5% public affairs and "other" programing—are being deferred.

If broadcasters will not miss his advocacy of a tight regulator's rein on their business, they'll miss the Cox approach to CATV—or at least that may be said of television operators not yet in CATV themselves. His has been one of the strongest voices urging a hold-the-line policy against cable. He is unmoved by talk of the wonders that CATV technology can bring. "They [CATV systems] are being pulled kicking and screaming into the business of program origination," he says sourly. In his view, CATV systems are interested only in the simple, and profitable, business of importing distant signals into major markets and in paying as small a copyright fee for the privilege as possible.

The commission policy geared to protecting television stations against competition of CATV systems importing distant signals—a policy now subjected...
hours in which to exceed the 18-minute limit than would full-time stations. The staff would maintain the 18-minute "normal" limit but replace the 10% standard with a flatter number of hours weekly—10 to 14—in which stations could carry up to 20 minutes of commercials (up to 22 minutes if political advertising is involved).

The question as to whether the commission should approve agreements providing for broadcaster reimbursement of citizens' groups that have challenged license renewals and then withdrawn centers on a proposed $15,000 payment by KTAL-TV Texarkana, Tex., to the United Church of Christ. The church aided 12 black groups in petitioning the commission to deny the station's license and, later, in reaching an accommodation of their differences with the licenses.

The commission has had the matter on its agenda for more than a month ("Closed Circuit," July 20). The general counsel's office has recommended approval, but with the proviso that the commission make clear it will not approve reimbursements exceeding $20,000. The Broadcast Bureau has opposed the agreement, contending it would trigger a rash of license-renewal protests by groups interested in harassing licensees and that the only beneficiaries would be citizens' groups' attorneys.

to second thoughts—is one Mr. Cox helped to fashion when still chief of the Broadcast Bureau. Under his direction, the bureau took the position that the commission, when passing on an application for microwave facilities to serve CATV systems, can consider the impact of that service on local television stations. That position was later upheld by the courts in the landmark Carter Mountain Transmission Corp. case, in 1963 (BROADCASTING, Dec. 23, 1963).

In looking back on his service with the commission, Mr. Cox says he has experienced more defeats than victories. And if the stream of dissents that has issued from his office over the past seven years is any indication, he is right. But, somewhat ironically, in the final months of his service, while the commission has operated under a Republican chairman, it moved in a direction he had long urged it to take—toward diversifying media ownership within communities to assure a multitude of competing voices, and toward curbing network power to dominate prime-time programs.

But Mr. Cox knows all of these are close things and can be reversed after he departs. He is concerned, also, about the commission's apparent decision to change course in its CATV policy by permitting CATV systems to import distant signals into major as well as minor markets.

He is not entirely pleased with the commission's resolution of the land-mobile radio case. For more than three years he headed a government-industry committee that studied the congestion on land-mobile radio channels and that eventually concluded that the principal need was additional spectrum space. The commission's decision to permit land mobile to share one or two of the seven lowest UHF channels in the 10 largest urban areas and to reallocate to land mobile 115 mc of space in the 900 mc band he regards as providing "modest relief." The land-mobile forces had hoped ultimately to get exclusive access to the seven lowest UHF channels.

He is concerned, also, about the commission's shift toward a get-tough policy aimed at broadcast stations airing obscenities. He sees the problem, in real terms, as minor—and the efforts to eradicate it as a threat to broadcasters' freedom. On the other side of the censorship issue—that involving news and public-affairs programming—he feels a series of rulings in which the commission rejected complaints about network news and documentaries on the ground that the agency is not the national "arbiter of truth" has strengthened the hand of the broadcast journalists.

It is because the issues in which he is interested have not been fully resolved—at least to his satisfaction—that he is reluctant to leave the commission. He also says frankly that he likes the job. "The frustrations sometimes make me wonder why I ever left Seattle," he said recently, in reference to the law practice he left years ago to enter government service. "But on balance, it is the most rewarding job I ever had."

Most commission observers, regardless of their opinion of his regulatory philosophy, generally agree that Mr. Cox was an uncommonly able commissioner.

Chairman Dean Burch, President Nixon's choice to lead the commission, has called Mr. Cox "a worthy and noble advocate of his position on the commission. Although we disagreed frequently, it was not because of a lack of scholarship or candor on Ken's part."

Mr. Cox's appetite for work is awesome. No item on a commission agenda was too insignificant for him to prepare to discuss in detail. And, as Chairman Burch, among others, has pointed out, Mr. Cox was formidable in debate. His forensic battles with Mr. Loewinger, another articulate debater with strongly held views, when the latter was on the commission, achieved heights of passion and eloquence that have earned them places in commission folklore.

Mr. Cox's first brush with communications law came in 1956, when, while practicing law in Seattle and taking part in local Democratic politics, he was tapped by Senator Warren G. Magnuson (D-Wash.), then as now chair-

FCC Commissioner Kenneth A. Cox (l), who is scheduled to leave the commission on Sept. 1, receives a plaque from Commissioner Robert E. Lee, in behalf of the commission, commemorating Commissioner Cox's seven years of service. The award was presented last Thursday in the commission meeting room at a reception attended by the commission staff, communications attorneys and communications-industry representatives. Present also were former colleagues of Commissioner Cox—ex-Chairman Rosel H. Hyde and Fred Ford and ex-Commissioner Lee Loewinger. The only other present commissioner attending was H. Rex Lee. The others were away on vacation. But they will have an opportunity to say their farewells at the commission meeting this week, when a number of major items are expected to be considered.
man of the Senate Commerce Committee, to serve the committee as special counsel on communications matters. Over the next four years he travelled between Seattle and Washington a number of times to work with the committee on issues that were later to occupy his time on the commission—network practices, pay television and CATV, among them. Then, when the Democrats came to executive power in Washington in 1961 and Newton N. Minow was named FCC chairman, Mr. Cox became chief of the commission’s Broadcast Bureau—an appointment which at the time was openly regarded as a way station on his route to a commissionership. He completed the journey in March 1963 (BROADCASTING, March 18, 1963).

The end of his tour with the commission became predictable when President Nixon won the election in 1968. There were some who spoke for Mr. Cox at the White House, including some broadcasters and land-mobile radio operators (who had spent more than three years educating him in their spectrum-shortage problems). They received a cool response.

Mr. Cox has not yet disclosed what he intends to do after leaving the commission. However, reports are circulating that he will practice law with a Washington communications law firm (“Closed Circuit,” Aug. 17). His colleagues agree he could have much to contribute.

But one question some are asking is: Can a hard-nosed regulator who relishes the use of government power to achieve ends he considers worthy achieve happiness representing private interests in resistance against government power.

Cigarette print ads worry Moss
Senator asks FTC nominee Kirkpatrick to ‘monitor’ tobacco expenditures in ’71

The Senate Commerce Committee quizzed Philadelphia lawyer Miles W. Kirkpatrick for almost two hours last Thursday (Aug. 20) on his nomination to be chairman of the Federal Trade Commission. Virtually to a man, those half-dozen senators present, plus other members who sent word, said they would vote to confirm him.

Mr. Kirkpatrick was nominated by President Nixon to succeed California lawyer Casper W. Weinberger, who left the FTC Aug. 7 to become deputy director of the Executive Department’s new Office of Management and Budget (BROADCASTING, Aug. 17, July 27).

But the hearing did give senators an opportunity to press on the nominee their individual concerns.

Senator Frank E. Moss [D-Utah] urged Mr. Kirkpatrick to have the FTC “monitor” cigarette advertising in newspapers and magazine after Jan. 1, 1971, when cigarette advertising on TV and radio becomes forbidden by law.

Senator Moss, who, as chairman of the Senate Commerce Subcommittee on Consumers, led the fight to ban cigarette advertising on the airwaves, said he is afraid the money released from broadcast advertising (an estimated $240 million) would be used in increased advertising in the print media.

Senator Moss also urged the FTC nominee to back Mr. Weinberger’s promise to study the question of drug advertising and its relation to drug abuse, and the question of dry cereal advertising as part of its study of that industry. Both subjects have been investigated by the Utah senator and his Consumer Subcommittee (BROADCASTING, Aug. 3, July 27).

The only other mention of broadcasting came from Senator John O. Pastore [D-R.I.], who is the chairman of the Subcommittee on Communications. Senator Pastore called on Mr. Kirkpatrick to strengthen the liaison between the FTC and the FCC to take care of what the senator called “outrageous” advertising claims on TV that are “frauds against the consumer.”

Mr. Kirkpatrick, who headed the 1969 investigation of the FTC for the American Bar Association, commented on answer to other questions that he was uncertain about the merits of the class-action bill, now pending before the Senate. This would, he said, lead to a host of “clientless” lawsuits. He also said he was not sold on the need for a consumer counsel in the agency. “That is why the FTC was established,” he said. He also said he didn’t know where a consumer counsel would fit in at the agency.

The consumer counsel idea had been recommended last June by the Consumer Federation of America. It was urged again by Howard T. Frazier, president of that organization, in a statement submitted to Senator Warren
G. Magnuson [D-Wash.], chairman of the Senate Commerce Committee, who presided at the confirmation hearings.

Mr. Frazier complained that although his organization, which he said represents 179 consumer organizations with 130 million members, had asked to be consulted in the appointment of a new FTC chairman, President Nixon had not done so. He praised Mr. Kirkpatrick for his qualifications, but said he could not endorse him because there had been no opportunity to query Mr. Kirkpatrick about his background and attitude on consumer questions.

The only other opposition to Mr. Kirkpatrick came from Senator William Proxmire [D-Wis.], who charged that the FTC had done little for the consumer. The Wisconsin senator said he was "profoundly skeptical of the fairness of appointing to the country's major consumer agency men who have devoted their professional lives to the representation of precisely those interests that the consumer is currently demanding protection from."

But the committee's attitude toward the nominee was summed up by Senator Magnuson who, in an opening statement at the hearing, termed Mr. Kirkpatrick "uniquely qualified" to carry on the previous chairman's initiatives.

"It may well be," Senator Magnuson said, "as some critics have suggested, that a lifetime of defending corporate clients does not qualify a man to be a vigorous advocate of the consumer interest—or does it disqualify him from being a consumer advocate."

Mr. Kirkpatrick, a partner in the Philadelphia law firm of Morgan, Lewis & Bockius, submitted a list of his investments to the committee which he said he intends to place in a blind trust. He also listed clients he has been actively counseling since October 1969—among them were Jerrold Corp., a major CATV equipment manufacturer and multiple-CATV owner, and the Bulletin Co. (Philadelphia Bulletin), which owns WPBS-FM in that city and KTMS-AM-FM Santa Barbara, Calif., and has interests in CATV systems in Levittown, Pa., Salem, N.J., and a franchise for a section of Philadelphia.

What comes next after the cigarette ad ban?

A broadcaster, asked by the American Cancer Society about his industry's plans for continuing antismoking public-service programming after the January 1971 ban on cigarette commercials, had some questions of his own.

Eldon Campbell, vice president and general manager of WFMV-TV Indianapolis, was responding to a letter from advertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the code provisions."

Specifically the Code Authority recommended that advertisers avoid "gratuitous" depictions of cigarette smoking, or showing of excessive cigarette smoking, or scenes that relate smoking to "glamorous, romantic, heroic, sports or like settings which are capable of creating the impression to youth that smoking is a desirable habit worthy of imitation."

Where commercials are used that show a bona fide relationship to cigarette smoking [e.g., a commercial for a cigarette lighter], the smoking incident should be as brief and incidental as possible, the Code Authority said.

William B. Lewis, chairman of the board of directors of the ACS and former chairman of Kenyon and Eckhardt. The letter thanked broadcasters for their efforts in the campaign against cigarette smoking and also asked whether broadcasters intended to go on carrying anti-cigarette messages after cigarette commercials go off the air, by federal law, next Jan. 2.

Mr. Campbell's response was to pose his own questions to the cancer society. When is ACS going to propose that the Tobacco Institute and its affiliated companies cease advertising their products on all media? When is the ACS going to ask Congress to review government subsidies to tobacco growers in this country and government subsidies of advertising of American cigarettes overseas?

Mr. Campbell stated that when the American Cancer Society "approaches the total problem of cigarette advertising in all forms," he would then be prepared to answer the question Mr. Lewis offered.

FCC asks warnings on pesticide ads

The Federal Trade Commission has announced the second revision of its proposed trade regulation rule regarding advertising of pesticides and insecticides and has invited filing of views on the proposal.

The revised rules would make failure to display a health warning on all product advertising, including broadcast, of insecticides and pesticides a deceptive practice.

The proposed warning would read "This product can be injurious to health; read the entire label carefully and use only as directed."

The proposed rules would ban any advertising which contradicts information printed on the label of the product. This would include any statements that the product is less hazardous or requires fewer precautions than the label indicates.
WHAT KIND OF LEAD WOULD YOU PUT ON THIS STORY: "The West Side smoldered today after looters reveled..."?

OR HOW ABOUT: "An uneasy calm hung over Hartford's riot-torn ghetto..."?

The times are crying for a new specialist in journalism, because the old cliché-ridden stories are shallow and inadequate. A specialist in urban affairs.

A reporter and interpreter who understands causes and consequences. Who knows why there are riots. Why pollution, transportation paralysis, banal city design. Why there is tension.

Who isn’t too ignorant to keep on asking "Why? Why? Why?

If headier story development on urban affairs is of absorbing interest to you, a special program at the University of Chicago may be your meat.

It’s called the Urban Journalism Fellowship program, under the wing of the University’s Center for Policy Study. Attendance is very select.

Ten—and only ten—working journalists from print media or broadcast will be chosen to take part in the third year of the Program, starting in January 1971.

You spend two quarters at the University as a Fellow.

You receive a stipend of $200 per week, plus tuition money.

You audit certain highly relevant courses.

You meet with brainy, high-powered men like Hans Morgenthau, Philip Hauser, Morris Janowitz. They give you insights that help your stories sink deep.

You are thrown into contact with politicians, city planners. With movers and shakers of every kind of urban activity.

You will come out way ahead of where you are now in journalistic capabilities. Because you will understand why the rioters threw Hartford up for grabs, not just who got hurt. And a lot more about urban decay and how to stop it.

If you’re interested in becoming an Urban Journalism Fellow, if you’re between 23 and 35—and if you’re good, very good—write for an application.

You may end up as the only person in your particular city who really understands it.

Urban Journalism Fellowship Program
University of Chicago
5801 South Ellis Avenue
Chicago, Illinois 60637

Is it time for
a new kind of reporter?
Campaign-spending measure bogs down

House recess may make action too late for effect in fall elections

Democratic hopes for effectively limiting campaign expenditures for broadcast time during the 1970 congressional elections vanished in the dust of House members who left Washington for the Labor Day recess without voting on the political broadcasting conference report. A vote now cannot come until the House returns to work Sept. 8.

Assuming the conference report is passed early in September by the House and then the Senate—both must either accept or reject the report in its entirety—congressional sources estimate that it cannot reach the President for signing before Sept. 15 or 16. If the President does sign, and he has 10 days to consider his decision before he acts, the bill will not take effect until 30 days later, some time late in October—too late to have any measurable effect on the general elections on Nov. 3.

Until it actually went into force in October (and it could even be later), candidates would not be bound by the bill's spending limitations and could continue to purchase broadcast time freely.

The House had scheduled a vote on the conference report (which changed the effective date from Jan. 1, 1971, provided for in the House bill, to 30 days after signing into law), for the last day before the recess, but the Democratic leadership abandoned the effort.

A tally of members present showed the numbers from each party to be fairly equally divided—too close to guarantee passage of the report, according to a Democratic source. House Republicans were strongly opposed to the date switch made in conference.

The delay in House action is a setback for Democrats who supported the effort to apply the bill's spending limitations to the upcoming congressional contests. They had hoped it would help equalize the spending advantage that more prosperous Republican candidates would have over their Democratic opponents.

The measure would limit a candidate's spending for political broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election, or $20,000, whichever is greater.

M-E, Milwaukee agency reach merger accord

McCann-Erickson Inc., New York, has reached an agreement in principle to acquire Mathisson and Co., Milwaukee-based ad agency. Mathisson will operate as the Milwaukee office of M-E. The transaction is subject to approval of the boards of directors of both agencies.

Mathisson, with billings of approximately $13 million, has handled the Miller Brewing Co.'s Miller High Life Beer account since 1939.

Miller is a subsidiary of Philip Morris Inc.

26-minute film of All-Star Game marketed

Organized baseball has produced a 26-minute color film of the 1970 All-Star Game played last month in Cincinnati, as the first project in an expanded program promoting the sport on TV and through other outlets around the country. The motion picture will be made available for sponsorship on TV.

The film was shown last Thursday (Aug. 20) before a selected group of advertisers, agency personnel and newsmen in New York.

The All-Star Game film, which was completed earlier in the week, was produced by the Major League Baseball Promotion Corp., through its film division, W&J Films Inc. Of 20,000 feet shot in Cincinnati, 900 feet were used in the film, which also includes 15,000 feet of film shot weekly since April as part of the promotion company's film library.

The Baseball Promotion Corp., which is owned by the major league clubs, was organized four years ago to serve as the coordinating group for baseball's promotional interests. Its film will be distributed through established outlets and made available for sponsorship both nationally and locally. By the end of the year, the corporation expects it will have produced and distributed throughout the world 20 baseball films.

The responsibility for promotional activities was formerly assigned to the motion picture division of the major leagues, but now is directed by Robert C. Shea, president and chief executive officer of the subsidiary.

Mr. Shea reported that his organization is producing two-minute weekly film clips for distribution to TV stations to "increase fan involvement" and films of the world series and highlights of American and National League play. It also develops and sells film ideas for network TV specials and for educational and instructional purposes. In addition, the Major League Baseball Promotion Corp. is in licensing and publishing and helps conduct national promotion activities.

Two firms offer tailor-your-own research

Schwerin Research Corp. and Visual Information Systems, both New York, have announced a "flexible" TV commercial-testing service in 25 cities.

According to officials of the joint venture, an advertiser client chooses any city for his survey. In each one, facilities staffed by technical personnel have been set up at a Holiday Inn. Visual owns the hardware—Ampex Videotape playback machines. Besides the city, a
client can choose any tools, subjects, sampling method, or evaluation techniques he wants.

Respondents, selected from a client-picked sampling technique, are invited by mail or phone to the Holiday Inn to view the prospective black-and-white or color commercial and to fill out a questionnaire. The commercial might be tested as part of, separated from, or adjacent to a TV program.

The first assignment for the new service is a four-day $30,000 study in Cleveland, Boston and Seattle of six commercials for a major food manufacturer, the identity of which was not disclosed.

Other cities with testing facilities at Holiday Inns are New York, Chicago, Los Angeles, Detroit, Philadelphia, Washington, Cincinnati, St. Louis, New Orleans, Denver, San Francisco, Miami, Atlanta, Charlotte, N.C., Memphis, Minneapolis, Phoenix, Kansas City, Dallas, Houston, Omaha and Oklahoma City.

The cost of the commercial testing service varies depending upon the components of the survey, but it is said to vary between $2,000 and $6,000 for a given test.

**Former competitors set up N.Y. rep firm**

Bolton/Burnside Representatives Inc. has been formed as a new station-representation firm in New York. Carmen Bolton, formerly an account executive with CBS-TV spot sales, and Glen Burnside, formerly an account executive with NBC-TV spot sales, are president and executive vice president, respectively.

The company will "concentrate on a short list of television stations in major markets," according to Mr. Burnside.

First client is CJKW-TV Windsor, Ont., which B/B will represent in the New York market. RKO Television Representatives, New York, represents the station outside the New York area. Bolton/Burnside is at 1700 Broadway 10019, Phone (212) 265-0660.

**TWA's marketing unit absorbs ad department**

Trans World Airlines, New York, said last week it has "eliminated the traditional advertising department" and will work directly with its advertising agency, Wells, Rich, Greene, that city, through its marketing staff.

Blaine Cooke, senior vice president-marketing, TWA, said the advertiser was changing the "traditional agency/client relationship" so as to simplify procedures and to allow both agency and client staffs to work together "more productively." He said the marketing staff at TWA, which has the responsibility for sales programs, would now work directly with the agency.

Mr. Cooke said that Wallace J. Smith, vice president-advertising and marketing programs, would have overall responsibility and report directly to him "to insure that the advertising doesn't get splintered in support of too many programs, and that corporate advertising receives top-level attention." He said the new procedure should make for greater coordination between sales and advertising "with fewer people involved in fewer decisions."

**Business briefly:**

Purchases on ABC Radio include Carter-Wallace Inc., through SSC&B, both New York, for Arrid on American Contemporary, Information, Entertainment and FM networks; Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, and Ford division of Ford Motor Co., Detroit, through J. Walter Thompson, New York, both on American Contemporary Network.

Eastman Chemical Products Inc., through Needham, Harper & Steers, both New York, will begin a network-TV and print campaign for its Kodel Polyester carpets beginning Sept. 22 and continuing through Oct. 31. Use of 30-second spots will be piggybacked with Eastman Kodak camera commercials.

Dupont Co., Wilmington, Del., through BBDO, New York and Hartford Insurance Group, Hartford, Conn., through Laroche, McCaffrey & McCall Inc., New York, have renewed their cosponsorship for ABC-TV's The Undersea World of Jacques Cousteau.

Purchases on NBC Radio include Ralston Purina Co., through Gardner Advertising, both St. Louis, for its Purina Dog and Cat Chow on NBC Radio's News on the Hour, Emphasis and Monitor, Seven-Up Co., St. Louis, through J. Walter Thompson, New York, on News on the Hour, Emphasis and Monitor, and General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, for Total cereal, on News on the Hour and Emphasis.

- Kool-Aid division of General Foods Corp., White Plains, N.Y., through Benton & Bowles, New York, has placed Danka, toaster Danish pastry, into national distribution. Campaign, scheduled to begin Sept. 20, is supported by 30-second piggyback commercials on prime-time network TV.

General Mills, Minneapolis, through Needham, Harper and Steers, Chicago, will begin daytime network and spot-TV campaign Sept. 14 to introduce Betty Crocker Apple Cinnamon Upside Down Cake Mix and Topping.

Pillsbury Co., Minneapolis, through BBDN, New York, and American Dairy Association, through Compton Advertising, New York, will launch a tie-in campaign next month on their television and print advertising promoting the theme, "cookie and cow—wow!", to run from September through November.

Timex Corp., through Warwick & Legler Inc., both New York, this fall starts one-minute participations for electric men's watches that will supplement six Timex specials also scheduled for new season. Spots will appear during November and December on NBC-TV's Red Skelton Show, Laugh-In, Julia, Men From Shiloh, Four In One, Flip Wilson Show, Dean Martin Show, Andy Williams Show, Adam-12 and Evening News.

Admiral Corp., Chicago, through Campbell-Ewald, Detroit, plans to use mix of six different commercials for its color TV and other home entertainment product on nine prime-time CBS-TV programs from Sept. 15 to Dec. 12.

**Rep appointments:**

- **WHEC-TV Rochester, New York: Katz Television, New York.**
- **KWTO-AM-FM Springfield, Mo., and WLRH(AM) Richmond, Va.: Katz Radio, New York.**
- **WDCJ(AM) and WKLY(FM) Jackson- ville, Fla.: Edward Petry & Co., New York.**
Firm offers TV help
Production Security Corp., New York, has been formed to provide the services of a television department to agencies and advertisers that do not maintain their own facilities, it was announced last week. The principals are Helen Macordes and John Newman, who have been production executives at Jack Tinker & Partners and McCann-Erickson, respectively. They said the company has received assignments from Kurz Kam banis Symon Inc., New York, and Rockwell, Quinn and Wall Inc., New York. Headquarters is at 572 Madison Avenue.

Agency appointments:
* Kane, Light, Gladney Inc., New York, has been chosen by Representative Lester L. Wolff (D-N.Y.) to handle advertising for his re-election campaign. KLG also handled his 1968 campaign.
* Fashion Tress Inc., New York wig and hairpiece manufacturer, has named Wyse Advertising, there, to handle its $1-million radio, television and print campaign. Wyse is Fashion Tress's first agency.

Also in advertising:
Statement instead of spot ■ Sentry Insurance will waive its two commercials on the Sept. 14 presentation of ABC-TV series Now. Episode, titled "P.O.W.—Next of Kin," is in-depth study of families of thousands of American soldiers missing in Vietnam. Sentry President John W. Joannis will replace commercials with short statement that "American business has a responsibility in its television advertising, a responsibility to support and present meaningful programs like this."

Enjoy joined billings ■ Two Chicago agencies, Albert Nader Co. and Todd Lief Advertising, merged last week to become Nader-Lief Co. at 919 North Michigan Avenue. Albert Nader continues as president and Todd Lief is executive vice president-creative director. Total billing is about $5 million, part in broadcast.

New rep firm ■ Norwood J. Patterson and Louis A. Gillespie have formed Radio Rep Inc., a new representative firm which will handle accounts of religion-oriented stations. The company is located at 220 Campo Drive, Long Beach, Calif. 90803.

House agency ■ Gimbel's-Pittsburgh, retail clothing store, will form its own advertising agency. Effective Sept. 1, G-P Promotion Services Co., will handle campaigns, including extensive use of radio and television, for the Gimbel stores operated by the Pittsburgh division. F. Richard Schwartz, vice president and sales promotion director of Gimbel's-Pittsburgh, will direct the new house agency.

Department stores lead local gainers
Television Bureau of Advertising reported last week that 10 major local categories invested $68.6 million in television during the first quarter of 1970, an 18% increase over the corresponding period of 1969. This marked the first time TVB has released dollar investments for local advertiser classifications.

Paul Benson, vice president in charge of local sales, pointed out that department stores registered the largest percentage gain in dollar investment, exceeding the 1969 first quarter by 51%. Other substantial gains, he said, were made by builders and real estate (36%) and auto repair, service stations and auto supply stores (31%).

The top local categories by TV-dollar investments:

<table>
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<tr>
<th>Category</th>
<th>1st Quarter 1969</th>
<th>1st Quarter 1970</th>
<th>% Change</th>
</tr>
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<tr>
<td>Financial</td>
<td>$18,438,700</td>
<td>$17,727,000</td>
<td>4%</td>
</tr>
<tr>
<td>Auto dealers</td>
<td>10,009,600</td>
<td>11,449,200</td>
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</tr>
<tr>
<td>Department stores</td>
<td>3,710,700</td>
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</tr>
<tr>
<td>Restaurants</td>
<td>6,781,200</td>
<td>8,165,400</td>
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</tr>
<tr>
<td>Food stores</td>
<td>5,031,700</td>
<td>6,333,600</td>
<td>26%</td>
</tr>
<tr>
<td>Furniture stores</td>
<td>3,323,100</td>
<td>3,988,700</td>
<td>20%</td>
</tr>
<tr>
<td>Public utilities</td>
<td>5,992,700</td>
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<td>Builders real estate</td>
<td>1,335,100</td>
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<td>36%</td>
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<tr>
<td>Auto repair, service stations auto supply stores</td>
<td>1,186,800</td>
<td>1,559,500</td>
<td>31%</td>
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<tr>
<td>Clothing stores</td>
<td>1,491,700</td>
<td>1,640,500</td>
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<tr>
<td>Total</td>
<td>$57,804,100</td>
<td>$68,546,300</td>
<td>18%</td>
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</table>

BAR, 75 Markets

Press carelessness irks Burch
Chides newspapers, magazines for false reports on FCC fairness rulings

Criticism of the press by members of government is not new. But the kind of criticism FCC Chairman Dean Burch directed at a number of leading newspapers and magazines last week was. He felt they had been careless in reporting the commission's decision in one of the most delicate and difficult issues the commission has faced in the fairness area, and he went out of his way to point out the errors—almost publication by publication, point by point.

Principally at issue was the commission's decision, announced Friday, Aug. 14, directing the three major networks to make prime time available to spokes man for those opposing President Nixon's views on the Southeast Asia war (BROADCASTING, Aug. 17).

Some publications had described the commission's action as providing "anti-Nixon prime time" as giving critics of the war "equal time," or had speculated that the decision would affect the President's use of television.

The chairman took sharp issue with all of those accounts. And he felt strongly enough about the matter to start his administrative assistant, Robert Cahill, working on the statement over the weekend, and, on Tuesday, to drive 150 miles into Washington from the Maryland shore, where he had been vacationing and resting a sore back, to complete the job.

The White House was also said to have been upset by initial press accounts. Presidential aides reportedly took some reporters aside to caution them against accepting the stories' accuracy, and to suggest that they contact Mr. Cahill for an accurate interpretation.

Mr. Cahill, however, disavowed any knowledge of any White House involvement, and said he did not receive any calls from reporters until after Mr. Burch's statement was released with the text of the commission decision late Tuesday afternoon. Coverage of the commission's action was based on a four-page news release. And part of the difficulty with the coverage apparently stemmed from headline writers trying to pack drama into the fewest possible words. The chairman cited the Christian Science Monitor headline, "Anti-Nixon
TV Time Ordered." No such time was ordered, said Mr. Burch.

But a major problem faced by headline writers and reporters writing the stories, apparently, was a confusion of the requirements imposed by the "equal opportunities" provision of Section 315 of the Communications Act and the requirement of "reasonable opportunity" implied by the fairness doctrine.

President Nixon's five speeches on network television dealing with the Southeast Asia war since November had been the critical factor in the commission's decision. The commission said all three networks had afforded time for contrasting views on the issue but that, in view of the five speeches, their efforts had fallen short. It said fairness required the networks to afford at least "one more uninterrupted opportunity" to an appropriate voice for the other side.

But the commission made a point of distinguishing between the requirements of the equal-time law, which permits little if any discretion on the part of the broadcaster, and those of the fairness doctrine, which permit the broadcasters to make "reasonable judgments in good faith," as Chairman Burch said last week. And it stressed that it was rejecting any principle embodying the right of reply to the President.

Yet, as the chairman said, the Washington Star, Chicago Sun Times, Boston Globe and St. Paul Pioneer Press used the phrase "equal time" or "equal TV time" in headlines on stories reporting the action.

He thought the problem might have stemmed from the AP story, which said in part: "The FCC has ruled broadcast networks must give opponents of President Nixon's Indo-China war policy equal, prime-time rebuttal." And he was dismayed by the story in the National Observer which said the networks "were ordered to provide five segments of prime time" to critics of the administration's war policy.

The chairman also found fault with some interpretations placed on the commission decision. He noted that both Time and the New York Times speculated that the ruling would affect the President's broadcast habits, although, Mr. Burch said, the commission said it was not meant to discourage the networks' presentation of presidential reports to the nation.

[And White House aides were telling reporters the decision would not affect the President's use of television. "If the President feels there is something he should discuss on television to report to the people, he will ask for the time, as he has in the past," one White House aide said.]

Chairman Burch also said the commission decision did not, as Newsweek said it did, establish "a new fairness doctrine."

"We have not changed, altered or in any way expanded the basic precepts of the fairness doctrine," he said. "It still relates to issues, not to people and requires a licensee to make reasonable judgments in good faith as to the presentation of viewpoints on controversial issues of public importance."

The chairman's statement came too late to head off another press account he would have regarded as inaccurate.

As he and his administrative assistant were putting the finishing touches to the document, the AP moved the text of a telegram to the commission from the Freedom of Information Committee of the Associated Press Radio-Television Association expressing concern over the commission's ruling "on equal time for response to addresses by the President of the United States."

The wire said the decision "suggests that the commission should substitute its decisions for those of the nation's highly trained and experienced journalists who constantly strive for objectivity and balance in their newscasts."

Klein lauds broadcast progress

He says Nixon uses TV as FDR used radio, rejects reports of intimidation of press

Herbert G. Klein, White House director of communications, using a joint anniversary celebration of the golden anniversary of WWJ (AM) Detroit and of broadcasting last Thursday (Aug. 20) as a forum, said more progress had been made in broadcasting in the last 10 years than in the preceding 40 years.

And Mr. Klein cited the development of satellite communications as a trend that will render the next decade an even greater one for broadcasting.

But, in between the nostalgia and the predictions, Mr. Klein also had a word on contemporary broadcasting developments. Acknowledging that there's room for dissent and debate, Mr. Klein urged all media to take advantage of their opportunities for leadership by commenting not only on what's had, but on what's good in the U.S.

Mr. Klein, addressing nearly 300 government, business, civic and education leaders in Detroit, once again denied that the Nixon administration is "attempting to intimidate" the news media.

"The very success of government," he said, "depends upon a vigorous and free press."

Mr. Klein also warned that efforts in Congress to limit spending in political campaigns (see story, page 26) could establish a "dangerous trend." He urged greater scrutiny of the matter.

He also likened President Nixon's frequent TV appearances to the "fireside chats" of former President Franklin D. Roosevelt in the 1930's. Mr. Klein said the administration wants to continue to take the White House to the people."

Featured at the golden anniversary luncheon was the firing up and use of...
the original transmitter—a DeForest model OT-10 (see picture)—used by WWJ when it first went on the air 50 years ago. Using the transmitter flawlessly was Edwin K. Wheeler, executive vice president of the Evening News Association and a former general manager of the WWJ stations.

Among those in the audience were Michigan Governor William G. Milliken, Arthur A. Watson, president, NBC Radio Division (of which WWJ is an affiliate); and Willard E. Walbridge, chairman of the board, National Association of Broadcasters. Mr. Walbridge, now senior vice president of Capital Cities Broadcasting, based in Houston, was once a sales executive at WWJ and later station manager of WWJ-TV.

Mr. Walbridge praised WWJ and called radio a "new force for freedom" that has engendered "formidable adversaries who would seek to limit its freedom and shape its contents."

WWJ, a pioneer radio station, presented its first regularly scheduled broadcast to 30 Detroit-area homes equipped with crystal receivers on Aug. 20, 1920.

**Collegians protest grant to Ala. ETV**

The Student Government Association of the University of Alabama is protesting a $1-million grant awarded to the Alabama Educational Television Commission by the Office of Education.

In a letter to U.S. Attorney General John Mitchell, the SGA executive assistant, Steve Suits, said the funds should not be given to AETC "until their prejudicial actions, conscious or unconscious, have ended altogether."

The AETC came under fire two months ago from local individuals and black groups protesting the license renewals of the AETC stations because they had deleted a number of programs on blacks supplied by National Educational Television. AETC said the programs were dropped because they contained objectionable material. The commission renewed the licenses, contending the matter was a discretionary one of "licensee taste or judgment" (BROADCASTING, July 6, et seq.).

Mr. Suits and others had filed a joint petition for reconsideration of the renewals, charging that AETC failed to meet the educational needs of the black community and failed to employ blacks.

In his letter to the attorney general, Mr. Suits again pointed to the lack of black AETC employees and said AETC has "denied [blacks] equal opportunity . . . to be informed on issues of importance and receive the benefits of the economic investment which has been made through taxation."

AETC does not impose "blanket censorship," he said, but it does exclude from broadcast "programs which contain elementary matters of black power, Afro-American pride and enterprises and cultural experimentation." AETC's structure and programming practices, he concluded, are "discriminatorily whitewashed in appearance and attitude."

**Campaign in Congress urged against cables**

West Virginia broadcasters were to be told last Saturday (Aug. 22) that their congressmen and senators had better be told the facts about cable TV before the FCC restructuring the broadcasting industry.

The message was to come from Fred Weber, Rust Craft Broadcasting Co., a member of the Future of Broadcasting Committee of the National Association of Broadcasters. Mr. Weber was to make his appeal at the annual meeting of the West Virginia Broadcasters Association in White Sulphur Springs.

Mr. Weber, stressing the approved NAB position, declared that "congressional direction is dictated should the pattern of home communications experience the structural change that could result from the commission and [Senate] copyright proposals."

The FCC proposals (BROADCASTING, June 27) and the Senate copyright proposals, Mr. Weber said, would "artificially foster a wire service now for the public that can, or will pay, but which ultimately may require everyone to do so."

Mr. Weber's call to arms is one of the first to follow an Aug. 12 letter to NAB members from Willard E. Walbridge, chairman of the board, urging broadcasters to contact their congressmen in support of the NAB position. The NAB board last June adopted a resolution calling on Congress to assume jurisdiction over what Mr. Walbridge called "the changing and deteriorating CATV situation."

**Changing Hands**

Announced:

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


- **WKB0-AM** Harrisburg, Pa.: Sold by Steinman Stations to Michael Rea for $300,000. Steinman Stations are owned by John F. and estate of J. Hale Steinman and families. Steinman Stations: WGAL-AM-FM-TV Lancaster, WORK(AM)
Small markets on, FM off NAB board

A revision of the Radio Board of the National Association of Broadcasters was announced last week, following overwhelming approval by the membership of a proposal to drop the two FM representatives and increase the small-market delegation.

NAB announced that the radio membership had voted 1,683 to 58 in a mail ballot to approve last June's radio board recommendation that representation of small market radio stations be doubled and that the two FM delegates be abolished. The FM category was established in 1947.

The roster of the radio board will be changed to provide for four directors from markets with less than 100,000 population—two from those with 25,000 to 100,000, and two from markets under 25,000.

At its meeting earlier this year, the radio board noted that FM broadcasters no longer wish to be differentiated from AM, but desire to be treated as part of radio. It also noted that almost half of the 25 station representatives on the board represent both AM and FM operations.

The FM representatives are Edward D. M. Allen, WXON-FM Sturgeon Bay, Wis., whose term runs to 1972 and Julian F. Haas, KAGH-FM Crossett, Ark., whose term expires next year. Representing the small markets (class C) are Clint Formby, KPVN(FM) Hereford, Tex., whose term expires in 1972 and John F. Hurley, WVMS(FM) Mt. Carmel, Ill., whose term ends next year. The FM members will serve out their terms, it was stated, but voting at the next election will include candidates for the new class D market (below 25,000).

Ford loans, gives $4 million to ETV

Ford Foundation announced last week it will make grants and a loan totaling about $4 million for national and local public television.

The loan, for $2.5 million, is to KCET(TV) Los Angeles to acquire, renovate and construct buildings to studios. The loan is for 10 years at 8% interest.

The grants include $300,000 to Educational Broadcasting Corp. (WNDT(TV) Newark-New York) for additional programs of Soul, a television series produced by and for blacks; $150,000 to Community Television (WJCT(TV) Jacksonville, Fl.) for TV programs involving the community; $392,000 to the Corp. for Public Broadcasting for its

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**EXCLUSIVE LISTINGS!**

**Pennsylvania:** — Daytimer and FM rated No. 1 in 2 station market. Extremely high retail sales index in excess of 87,000,000 for city only. Station revenues are excellent. Real estate included. Price $400,000—terms open.

*Contact Les Vihon in our Washington office.*

**Southwest:** — Full timer in top 100 market and still growing, 5,000 watts, excellent coverage. Abundance of equipment superbly maintained. Long history of profit and cash flow. Price $325,000—25% down, balance 10 years. Selling for health reasons.

*Contact George W. Moore in our Dallas office.*
Grand Ole Opry's new home begun

Ground has been broken for WSM's new Grand Ole Opry House, heart of the $27-million Opryland U.S.A. entertainment-recreation complex now under development in Nashville. Last week, Irving Waugh, president of WSM Inc., said the new Opry House will cost an estimated $9 million without television equipment.

When completed in 1972, the 147,270-square-foot Opry House (shown in illustration) will include a semicircular performing area and rehearsal and dressing-room areas.

Mr. Waugh said the architects, Welton Becket and Associates of Los Angeles, "have developed a structure which will recapture the relaxed atmosphere of the existing Opry House, while providing thoroughly contemporary facilities for live radio and television audiences." Flooring from the stage and some of the brick from the present Opry House will be used in the new structure, Mr. Waugh added.

The Grand Ole Opry was founded almost 45 years ago by WSM and its parent company, National Life and Accident Insurance Co. For the past 27 years it has been staged in the old Ryman Auditorium in Nashville. The new site is six miles from downtown Nashville in the Pennington Bend area.

recently established Public Broadcasting Service and for documentary programs devoted to education and promotion. Also, $445,145 to Greater Washington Educational Television Association (WETA-TV Washington) for Newsroom, its nightly one-hour news program; $60,000 to National Educational Television and Radio Center for program promotion, and $50,000 to WGBH Educational Foundation (WGBH-TV Boston) for 13 one-hour programs titled Sunday Night at the Pops.

Fairness doctrine for newspapers?

Cox repeats plea, but says he prefers 'voluntary action'

Even as he prepared to bid farewell as a regulator of broadcasters, common carriers and CATV systems, FCC Commissioner Kenneth A. Cox last week rejected the idea that perhaps newspapers, and magazines too, ought to be brought within the ambit of government regulation.

The commissioner, in a speech to the Association for Education in Journalism, at American University, Washington, was concerned principally with application of the fairness doctrine to print media.

He spoke of the public's "unparalleled need for information and analysis" dealing with the urgent problems facing the nation, and of "the simple truth... that we need to use all the tools we have available if we are to resolve our difficulties in time."

He said "voluntary action is to be preferred to government coercion in this sensitive area," and said owners of print media should regard themselves as trustees for the public. But he also said that "government can have a proper role here."

Commissioner Cox, who is scheduled to leave the commission on Sept. 1 after more than seven years of service, had expressed the same idea publicly last year, in a speech to the American Bar Association in Dallas (Broadcasting, Aug. 18, 1969).

Last week he cited the Supreme Court's landmark decision in the Red Lion case, in which the high court upheld the constitutionality of the commission's fairness doctrine, as providing support for his view. The court's emphasis "on the First Amendment's role in insuring a forum for the discussion of the public's business—and inferentially for the presentation of candidates for public office—applies with equal logic to newspapers, and perhaps to some national magazines," he said.

Two bills have been introduced in Congress that would place newspapers under the fairness doctrine, and one would authorize the FCC to see that the newspapers complied (Broadcasting, Aug. 17). But Commissioner Cox was not enthusiastic about the prospect of that kind of responsibility being given the commission. There would be serious problems in extending the commission's jurisdiction to the print media, he said—"not the least" of them the fact that the commission "is overburdened and understaffed."

But he did say that the commission, in its administration of the doctrine, has made clear it does not intend to function "as a judge of the truth in news or the soundness of a broadcaster's editing of the available materials." He expressed the hope this "is reassuring to the media."

He agreed that the Red Lion case, in advancing the idea that the mass media owe a "cognizable duty" to permit the public access, may mean more problems for everyone concerned. But, he added, "I think the potential benefits to our society are so great that further exploration along these lines should be encouraged."

Média notes:

New street address ♦ Cablecom-General Inc., Denver-based multiple CATV owner, has moved headquarters to 4705 Kingston, Denver 80207, Box 7251. Phone: (303) 344-3420.

Change of image ♦ KWIK-EE Survey Co., Casa Grande, Ariz., has changed name to National Radio Research. Dale Bennett, president, said change was result of poll taken of firm's subscribing stations. NRR conducts one-day radio audience surveys and other observers. Address: 406 Paseo de Paula, Casa Grande, Ariz. 85222.
FM's at the top in two markets

They lead all radio in audience shares as others move into rating contention

FM stations had the highest radio-audience shares—AM and FM—in two markets in the American Research Bureau's April-May reports, and placed second in three others.

These results, out of approximately 120 markets covered in the April-May measurements, appeared to represent the clearest breakthrough yet made by FM. The rankings were in terms of metro shares, total persons aged 12 and up, 6 a.m. to midnight Monday through Sunday.

In many other markets FM stations were said to have placed third, fourth or fifth on this basis. Wood-FM Grand Rapids, Mich., and WEA-AM West Palm Beach, Fla., were the two that came out on top of all radio stations in their markets.

Wood-FM had a metro share of 14.5 to pose out WLAV(AM) shown with a 14.0. WEA-AM had a 15.0 to WIRK(AM)'s 11.3.

Wood-FM and WEA-AM use the middle-of-the-road taped music service supplied by Stereo Radio Productions, whose president, Jim Shulke, said they were the first FM stations to rank first in metro shares in their markets on an all-persons, full-day, full-week basis.

Both stations are independents, and automated. WEA-AM went on the air last September; Wood-FM in 1962.

Wood-FM's first place led a total of 18 stations reported in the Grand Rapids April-May book WLAV(AM) took its close second place with a music format described as adult contemporary. The station is also affiliated with the ABC National Network.

Wea-AM was first among 15 stations reported in the West Palm Beach book. WIRK's second place was achieved with what representatives described as a modern music format. WIRK is also an MBS affiliate.

An examination of other ARB April-May reports showed three FM's in second place in metro shares in their markets—KROD-FM Colorado Springs, KRFM(FM) Phoenix and KORK-FM Las Vegas.

KROD-FM, which also programs the SRP service, was shown with an 11.2 behind KYSN(AM)'s 19.5 achieved on a contemporary music format. (Together, KPIK-AM-FM Colorado Springs, edged KROD-FM by a fraction of a share point, scoring 11.6 with a country-western format, but on a single-station basis KROD-FM was counted second among 14 reported stations in the market.)

In Las Vegas, KRLD(AM), whose music is described as modern, was a clear first with a 19.9 metro share KORK-FM, a good-music station, with a 11.4 share, was tied for second place with the combined KLUC-AM-FM operations programming what representatives say is contemporary rock but will be changed to adult contemporary music effective Sept. 15. Eleven stations were reported in the Las Vegas book.

In the Phoenix book, where 27 stations were reported, KRFM(FM) was shown with a 10.3 metro share, second only to KRSX(AM) Glendale's 11.4. Representatives of KRFM said it programs good music; those of KRSX said it specializes in contemporary music.

Dispute still simmers after secretary quits

ABC News said last week that Sharon Niederman, a secretary who accused the organization of discriminating against women (Broadcasting, Aug. 17), had resigned her post voluntarily on Aug. 14 and had left for a vacation in New England.

ABC authorities emphasized that Miss Niederman was secretary to George Merlis, director of public relations for ABC News, and was not "a secretary in the office of ABC News President Elmer Lower" as previously reported.

Miss Niederman could not be reached last week to discuss her reported resignation. Earlier, she had enlisted the support of the American Civil Liberties Union, which filed a complaint on behalf of Miss Niederman and other women employed at ABC News with the New York City Commission on Human Rights. A spokesman at the ACLU said last week the organization probably would pursue the action irrespective of Miss Niederman's status since it was acting also on behalf of other women at ABC News.

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International

RKO General selling all Canadian stations

RKO General Inc. is getting out of the Canadian broadcasting business. The company announced last week that its CKLW-AM-FM Windsor, Ont.-Detroit, is being sold to Baton Broadcasting Ltd., Toronto—the same company that recently bought 75% of CKLW-TV there (Broadcasting, March 16). Purchase price: $4 million.

Last year S. Campbell Ritchie, president of RKO General, announced the stations would be sold to comply with the Canadian Radio-Television Commission foreign-ownership rules (Broadcasting, July 28, 1969). Canadian legislation requires that citizens of that country own at least 80% of any Canadian broadcasting stations. Sale of the AM-FM combination is subject to CRTC approval.

Baton Broadcasting bought CKLW-TV jointly with the Canadian Broadcasting Corp. on a 75-25% basis for about $5 million. The arrangement was with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

John Bassett, chairman and president of Baton Broadcasting, which also operates CFTO-TV Toronto, is also owner of Toronto Telegram Publishing Co.

Negotiations for the sale of all three stations were handled for RKO General by R. C. Christler & Co.

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Equipment firm opens second Canadian office

International Video Corp., Sunnyvale, Calif., has expanded its operations in Canada with opening of a district office in Toronto. Robert Cezar, formerly field engineer in the Montreal office will be in charge of the new district office.

Full sales and service capabilities will be available to Ontario broadcasters as well as educational, industrial and CATV distributors in Canada.

Address of the Toronto district office of International Video Corp. is 1770 Albion Road, Rexdale, Ont. Telephone: (416) 749-7539.
CBS takes ‘Opposition’ off the air

Network hoped to counter Nixon dominance on TV, but FCC says show failed to rebut Nixon on war

CBS's Loyal Opposition—a program series the network had initiated as a means of affording fairness to the party out of power—has become a casualty, if only temporarily, of an FCC fairness doctrine ruling.

CBS President Frank Stanton announced last week that the series was being suspended, “for the time being,” and that the network was withdrawing an offer to the Democratic National Committee to schedule the next program on Nov. 17.

But he also announced that CBS will petition the commission to reconsider that ruling and indicated that the network will go to court if rebuffed by the commission. He disclosed the network's plans in letters to O'Brien and to the Republican National Committee Chairman Representative Rogers Morton (R-Md.).

The Democrats have already asked the commission to reconsider its ruling. The DNC, in a petition filed on Thursday, a few hours before Dr. Stanton's letters were made public, said that the commission had misconceived the purpose of the July 7 program and that its order "threatens the very survival of the two-party system in the age of television." It also asked the commission to stay the effectiveness of its order until after it ruled on the petition.

Dr. Stanton said that the purpose of the Loyal Opposition series—CBS was expected to make prime time available to the Democrats four times over the course of a year—was to help "redress" the "imbalance arising from presidential appearances" on network television.

He noted that the commission, in its ruling, acknowledged that the program represented "a good faith" effort on the part of CBS to achieve balance in the presentation of contrasting views and that CBS "is to be commended for its concern."

But the practical effect of the ruling requiring CBS to offer time to a Republican spokesman to respond to Mr. O'Brien, Dr. Stanton said, "is to vitiate the series.

Dr. Stanton, in his letter to Representative Morton, expressed the hope that "the commission and, if necessary, the courts" act promptly in the matter. It would be "unfortunate" if the network were ultimately required to air a Republican response "during the height of the campaign period," he said.

CBS's decision to suspend the Loyal Opposition series apparently caught the Democrats by surprise. Mr. O'Brien, in a news conference at which he announced the petition for reconsideration was being filed, said only that he had been informed there would not be another Loyal Opposition program before the November elections.

The DNC, in its petition for reconsideration, said the commission had based its ruling on an incorrect premise—that Mr. O'Brien had spent only a few minutes in the July 7 program on the Indo-China war while the President in five addresses carried by the networks since November had concentrated almost entirely on that subject.

The DNC petition said that the program was not designed as a rebuttal to those five addresses but "as a partial response to 18 months of unprecedented prime-time presidential television appearance covering a broad spectrum of controversial issues of public importance."

The petition said that President Nixon "has spent more than seven hours of prime time on all major networks simultaneously, advocating his viewpoints on numerous controversial public issues of the day at any length he desired in a format he totally controlled."

And the networks, it added, have permitted virtually no effective reply. CBS's Loyal Opposition series, the petition added, was intended to rectify the situation by affording the Democrats prime time in which to air their views on a number of issues raised by the President—not merely his views on the Southeast Asia situation.

Furthermore, the petition said, none of the issues discussed by Mr. O'Brien—the state of the economy, the nation's crime problem, civil rights for black and other minorities, among them—was being raised for the first time.

The President had discussed them all in his broadcast appearances, the petition said. Thus, it added, CBS is under no fairness-doctrine obligation to afford time for a contrasting view.

And if "the prodigious impact of a presidential television appearance is coupled with the untenable proposition that the party controlling the White House must get two bites at the apple for every one by the out party," the petition said, the survival of the two-party system is endangered.

The commission ruling had come as the DNC was still smarting from the commission decision, on Aug. 6, that while broadcasters may not arbitrarily refuse to sell political parties time to

12 suggested as anti-war spokesmen

Letters have been sent to the three network presidents by the Los Angeles chairman of Business Executives Move for Vietnam Peace (BEM) containing a list of 12 "highly responsible citizens" the group believes are capable of "presenting an alternative viewpoint to the President's actions in Vietnam."

Albert R. Appleby sent the letters following the ruling by the FCC requiring that networks make available prime time to spokesmen for those anti-administration views. Two other groups had also brought complaints to the commission. They included 14 antiwar senators and the Committee for Fair Broadcasting of Controversial Issues. (BROADCASTING, Aug. 17).

Among those listed were: Clark Clifford, former secretary of defense; General David Shoup, former Marine Corps commandant; Mrs. Martin Luther King Jr.; Kingman Brewster, president of Yale University; General James Gavin, president of A.D. Little Co.; and Leonard Woodcock, president, United Auto Workers.

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solicit funds, they may refuse to sell time for the discussion of controversial issues (Broadcasting, Aug. 10). Mr. O'Brien, at his news conference, said the two decisions make clear that the fairness doctrine "now stands as a monument of partisan unfairness."

And he accused the Republicans and the FCC under its chairman, Dean Burch, of conspiring to "slow down" programming for the Democrats.

He said he intends to pursue every available means, "administratively and legally, to achieve some semblance of balance and fairness on the networks and their affiliated stations between the major political parties."

The DNC has already filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the commission ruling permitting broadcasters to refuse to sell time for the discussion of issues.

"That decision," Mr. O'Brien said, "would be like telling the American Cancer Society it could solicit contributions on television but that it could not tell the viewers about the dangers of cancer."

Congressman queries stations on policies

Representative Bob Eckhardt (D-Tex.) has mailed to 104 radio and TV stations in larger markets a questionnaire asking information on their political endorsement and editorial policies. Representative Eckhardt is a member of the House Commerce Committee.

Some broadcasters have made it known they feel the questions to be too personal and an invasion of their privacy.

The questionnaire, prepared by a summer intern in the congressman's office, asks for the political affiliation of the station owners and managers, if the station identifies with a particular party (and, if so, which one), and candidates supported by the station in presidential elections since 1956 and senatorial elections since 1960.

In the editorial policy portion, the station is asked if it editorializes and, if it does, whether the editorials focus on local or national issues. The questionnaire also asks for editorial positions taken by the station on six major issues, including the anti-ballistic missile system, the Carswell Supreme Court nomination and Vice President Agnew's statements on dissension.

Similar questionnaires were sent to selected newspapers, generally with circulations of 100,000 or more.

Representative Eckhardt, in an accompanying letter, states: "In the light of the current controversy over the media treatment of the current administration, I feel that it would be beneficial to obtain hard statistical data on the diversity of editorial and endorsement positions represented by our nation's radio and TV stations."

An Eckhardt aide said the information received would be used only for statistical purposes and that the congressman did not plan to use the replies as basis for any legislation.

The stations selected for the sample tend to be located in larger markets, according to the aide. Particular emphasis was given to stations owned by newspaper interests.

D.C., N.Y. bid for prime-time fight

A jurisdictional issue arises after ABC files its appeal in Washington

The initial court question to be resolved in the appeals broadcasters have taken from the FCC order denying reconsideration of its prime-time access and related rules will be a jurisdictional one. ABC made that a certainty by filing a petition for review of the commission's decision in the U.S. Court of Appeals for the District of Columbia on Aug. 14, it was learned last week.

CBS and WCAX-TV Burlington, Vt., had filed appeals in the U.S. Second Circuit Court of Appeals, in New York, a week earlier, on Aug. 7, shortly after the commission announced its decision in the case. (Broadcasting, Aug. 17).

CBS and WCAX-TV had presumably rushed to the New York court in an effort to avoid the order argued before the District of Columbia circuit, where such cases would normally be heard. The Washington court is privately regarded by some communications lawyers as unduly hospitable to commission views.

But to get into court as soon as they did they were forced to file with their appeals the commission's news release announcing the decision. The text of the order had not yet been published. And it is on this point that ABC will argue that it has established the Washington court as the one with jurisdiction in the case.

ABC attorneys attached to their petition for review a copy of the text, which was issued the day they filed. And Vernon L. Wilkinson, Washington attorney for the network, said the court rules require the filing of such documents when appeals are taken.

When asked why ABC wanted the case argued in Washington, Mr. Wilkinson said only that the court was a "convenient" one. He also rejected the suggestion that broadcasters might fare better in some other court. He thought the odds would be the same regardless of the court.

ABC broke with CBS, NBC and even its own television affiliates' group in acquiescing to the commission's prime-time access rule; ABC said it "can live" with it. The rule prohibits major market affiliates from taking more than three hours of network programming between the hours of 7 and 11 p.m.

However, it opposed the companion rules that require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently produced programs.

ABC's petition for review does not specify the rules the network will seek to have the court overturn. Mr. Wilkinson said ABC was reserving its freedom of action.

CBS similarly has not indicated what the scope of its appeal will be. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (Broadcasting, July 6, et seq.), some observers speculated the network might not make a major issue of the syndication-ban rule.

However, NBC, which also intends to file an appeal, is expected to attack all aspects of the commission's decision.

Buckeye subscribers get a world view

A Toledo, Ohio, CATV system is offering its subscribers the option of receiving via cable shortwave-radio programming provided by such eclectic sources as Radio Moscow, Radio Havana and the Toledo police department.

For an extra $1 monthly, Buckeye Cablevision Inc. has, for over a year, been augmenting its television fare with shortwave signals, which it picks up with its 350-foot tower, modulates to FM and then converts to an unused frequency before feeding to FM sets in subscribers' homes.

Buckeye Manager Leo Hoarty reports that some 2,000 subscribers (out of 14,637) now receive the radio broadcasts, which besides shortwave include standard and stereo FM programming emanating from cities in Ohio, Michigan and Windsor, Ontario.

Mr. Hoarty said the radio service was inaugurated almost a year and a half ago, but that Buckeye began actively promoting it only last July. He attributes its popularity to generally poor radio reception in the highly industrialized Toledo area and a "peculiar local habit" of avidly following police broadcasts. He notes that British Broadcasting Corp. programming is also highly popular and says he hopes to add some South American stations for Toledo's Spanish-speaking population of approximately 26,000.

Broadcasting, Aug. 24, 1970
TV backing Nixon on drug abuse

"Subtle sell" turning up in entertainment story lines
in wake of special White House conference last April

The more than four-million viewers, including some two-million teen-agers and children, who tune in regularly to ABC's soap opera One Life to Live are being told in dramatic terms these hot summer days of the sordidness and despair associated with drug abuse. Drug users and ex-addicts from New York's Odyssey House, a therapy home for addicts, are appearing as actors in some segments.

Episodes dealing with the same problem are showing up in another ABC daytimer, General Hospital. And they are only for openers. When September comes, prime-time viewers will frequently be running into stories dealing with the drug-abuse problem. More such programs are in preparation for the 1971 season.

This "relevant" programming may in part be due to producers' views as to the marketability of entertainment programs dealing with a major domestic problem. But in large part, inspiration for the series now being planned was provided by President Nixon at a White House conference on the drug-abuse problem, on April 9 (Broadcasting, April 13).

The President appealed for help from the 35 network, production and advertising executives from New York and Hollywood who attended. He cited the power the television industry could bring to bear in helping government deal with the problem. But documentaries and news shows were not what he had in mind; entertainment shows were.

They present the most effective medium for the "subtle sell," he said.

Judging by responses to a follow-up letter that a White House aide, Jeb Magruder, sent to those attending the conference, the appeal was successful.

The letters, reporting plans for programs dealing with the drug-abuse problem, had White House aides concerned with that field smiling. Indeed, the conference is now regarded as such a success that others keyed to other media are under consideration.

According to letters from ABC and program producers, as well as to statements from producers' spokesmen in Hollywood, that network will carry nine series in which the drug-abuse problem will figure in at least one episode—The FBI (Warner Bros. Television-Quinn Martin), The Mod Squad (Thomas-Spelling Productions), Marcus Welby, M.D. and Matt Lincoln (both Universal Television), Room 222 (20th Century-Fox), The Young Lawyers, Immoral and Love American Style (all Paramount), and Dan August (Quinn-Martin).

CBS, in a letter from William H. Tankersley, vice president for program practices, pointed out that its policies "prohibit" dictating program content to producers. But he said he noticed that a number of episodes dealing with the subject of drug addiction are scheduled for the fall season.

Two production companies filled in some of the CBS gaps—though one of them expressed some doubt as to the freshness of the theme the President had asked them to hammer home. Leonard Freeman of Leonard Freeman Productions reported that a Hawaii Five-O segment—"Funky Funky Blues"—was put into production on his return from the White House conference "where the inspiration was supplied to again tackle the drug theme, and to attempt a new and exciting approach to what is now a much over-used dramatic premise." He also said he expects to come up with a drug-abuse subject for a segment in the new Storefront Lawyers series, which will also appear on CBS.

And Frank Glicksman and Al C. Ward of MGM reported progress on a segment for Medical Center dealing with drug abuse as it affects college students—again, with credit for the inspiration being given the White House conference.

Another CBS series that will include a segment on the drug-abuse theme is Mannix. This was reported by a spokesman for the producer, Paramount.

In addition, the Treasury Department has reached an agreement with Jack Webb and his Mark VII Productions under which a television series entitled Treasury Agent will be produced featuring Treasury law enforcement agencies. A two-hour pilot is to be made for CBS which will present it as a movie in October.

The White House heard from only one producer working a drug-abuse theme into a series for NBC for the coming season. Richard Irving, executive producer of Universal's Name of the Game, sent along a script of a show that will be based on the White House conference that inspired the new flurry of television programming on the problem. And it will feature Presidential Counselor Robert Finch in a cameo role (Mr. Irving had asked for the President).

However, Paramount is said to be preparing for presentation on NBC a two-hour movie, yet untitled, dealing with s'-school dropouts and drugs. A series spin-off is a hoped for possibility.

As for 1971-72, WB-TV reported a number of plans for series that would include segments on the drug-abuse problem. One is a daytime serial, The Woman Inside, WB-TV says has been optioned to a network; it will identify. Another, still in the early stages of development, would feature an inter-agency governmental "strike force" active in law enforcement. And pilots for three other proposed series are being prepared. Two are for CBS (one centering on a police chief and his three sons—"a sort of contemporary Bonanza"); the other, on a university-based psychiatrist) and one is for NBC (it would feature Fess Parker as a law-enforcement officer in the modern far West).

Metromedia Producers Corp. also has a proposed television series devoted to telling the story of the government's efforts to fight drug abuse. It is called Three Seals and consists of three rotating series based on the activities of Bureau of Narcotics and Dangerous Drugs, Customs and the National Institute of Mental Health. But no buyer has yet been found.

Warner Bros., which has no commitments from any of the networks for its new product for the 1971 season, ended its letter to the White House on a plaintive note. After outlining the company's plans for new series, Gerald J. Leider, WB-TV president, said: "I trust you will share our belief that, with the cooperation of the networks, these projects of ours will become meaningful broadcasts for the 1971-1972 broadcast year."
FCC alters primer on political TV

The FCC announced last week it has revised its primer on Section 315 of the Communications Act as it applies to political candidates.

Titled “Use of Broadcast Facilities by Candidates for Public Office,” the primer is a compilation of the commission’s interpretive rulings under 315 aand the rules implementing that section. The commission said it was designed as a guide to prevailing law and policy on Section 315 and as an aid “to reconstruct the evolution or modification of particular 315 questions.”

Included in the revision are FCC decisions on problems that appear likely to be involved in future campaigns. The commission noted that, while the information does not cover every problem in political broadcasting, the documents included have been of assistance to candidates in understanding their rights and obligations under Section 315.

The commission added that the 315 provisions are also applicable to programs originated on CATV systems.

The previous primer was issued in 1966. Copies of the revised publication are available from the FCC office of information in Washington.

Group wants air time to rate stations’ merits

Should stations give a citizens group free air time to solicit listener comments on how well the station is serving the public interest?

A new group in Chicago thinks so.

The Illinois Citizens Committee for Broadcasting wrote nearly three dozen radio and TV stations in the greater Chicago area last week and asked for free minute spots—not fewer than five a day for two weeks on each outlet starting Sept. 7—to solicit listeners on station performance. ICCB said it wants an answer on compliance by this Wednesday and will petition the FCC for “rule making” if stations refuse to cooperate.

The committee explained the plan is part of its desire to make listeners more involved in the FCC license renewal proceedings facing all Illinois stations this fall. The committee claimed that provisions of the Communications Act and the FCC’s fairness doctrine rulings establish the legality of its demands.

ICCB said it will use its requested air time “for the purpose of gathering together the opinions of the community concerning broadcasting in Chicago. These opinions will then be used in negotiations with broadcasters and in possible presentation to the FCC.”

ICCB said it feels “this collection of opinion by a citizen-oriented organization can be very helpful and beneficial to both the station and the community, if the station is truly concerned about broadcasting in the public interest.”

However, ICCB continued, the committee “realizes that the public interest is not at the heart of every station’s broadcasting. Therefore, in the event that certain stations do not grant time, preparations are being made to petition the FCC for ‘rule making’ which would give independent citizens organizations the right to have ‘equal time’ on broadcast stations in which to solicit audience opinions concerning that station.”

Duane Lindstrom, executive director of ICCB, said the group is an outgrowth and extension of the former “Citizens Committee to Save WFMT,” which had considered itself “victorious” in blocking the transfer of WFMT(FM) Chicago to a Tribune Co. subsidiary there, WGN Continental Broadcasting Co., operator of WGN-AM-TV Chicago.

The FCC had approved sale of WFMT to the WGN group, but after protracted litigation and further proceedings, including a hearing in Chicago, the commission subsequently approved a plan by the WGN group that transferred WFMT to noncommercial WTTW-TV in Chicago.

Mr. Lindstrom said this successful
protest encouraged the group to expand its operating scope. The executive committee, he indicated, continues virtually the same and includes Robert Bennett, Northwestern University Law School instructor who once was aide to FCC Commissioner Nicholoff Johnson. Also still active, he said, is Charles Benton, son of William Benton, publisher of *Encyclopedia Britannica*.

Mr. Lindstrom is on leave of absence from the Businessmen for the Public Interest, a civic-action group in Chicago supported by Gordon Sherman, Midas-International Inc. Corp. BPI is giving ICCB office space at 109 North Dearborn, Chicago. ICCB is an affiliate of the National Citizens Committee for Broadcasting, Washington, D.C., but is raising its own funds locally, Mr. Lindstrom said.

**WMCA drops pop music for all-talk format**

WMCA(AM) New York will abandon its 20-year format of popular music on Sept. 21 and introduce a 24-hour telephone-talking program structure.

Stephen B. Labunski, managing director of the station, said last week WMCA will be the only outlet in New York with this format, which is touted as "Dial-Log Radio 57" (WMCA operates on 570 kc). He describes the programming as "24 hours a day of audience involvement, listener participation radio." WNBC(AM) New York tried an all-talk format earlier but abandoned it several months ago.

Mr. Labunski pointed out that a large number of stations in the New York area now play the popular music that WMCA has been carrying. He said the management has decided that the needs and interests of the audience and advertisers could be best served by programming that would involve New Yorkers with the questions and issues that are besetting them.

The new program will consist of news and information; interviews with prominent persons around the nation, nation and the world; and telephone conversations with New Yorkers.

**Music service available**

Continental Radio, Los Angeles, reported last week that 18 hours of pre-recorded contemporary music programming are available for weekend use by stations.

Each show, available either in 7½ or 3½ IPS in monaural or stereo, is three hours long. Three disc jockeys, including Jeff Alan, general manager of the programming service, provide the full nine hours for each Saturday and Sunday.

**Using one machine to beat another**

**KNX's computer gives freeway drivers tips on escaping traffic jams**

Helicopters are useful to broadcast traffic reports, but their sightings do little to tell drivers how long the tie-ups are going to last or the time it will take to get to the next exit ramp. One Los Angeles radio station, CBS-owned KNX(AM), has abandoned airborne reports in favor of computers to provide the specific information pilots cannot—how long will it take to drive a certain distance at prevailing speeds.

The first computerized traffic report aired on Sept. 30, 1968. Since that time, George Martin, KNX traffic reporter, has broadcast daily, covering the morning and evening rush hours.

This kind of information is the result of nearly 800 initial man-hours of planning and testing the computer program and countless additional hours of updating the data on the more than 600 miles of Los Angeles area freeways currently open to traffic and the more than 800 miles expected to be in use by 1980. The data was compiled from studies conducted by the California Highway Patrol, Los Angeles Police Department and the state division of highways. KNX also makes its own timed runs along various parts of the freeway system at different rush-hour times to provide other first-hand information.

Flow charts of the highway system during periods of heavy use were programmed along with information about the effect of lane closings, weather conditions, distances between exits, rush-hour traffic density averages, the “slow-and-look” or “rubberneck” effect and other factors affecting traffic flow. All told, some 10,000 bits of information have been programmed into the XDS Sigma 7 computer, linked to KNX by telephone lines.

The service provided by the station, according to Mr. Martin, is to enable the driver to decide if he wants to stay on the freeway or use parallel surface streets. This service includes the comparative times on nearby freeways that may not be as congested.

Daily updating of the information available to the computer is supplied by Mr. Martin from monitoring five police and six highway-patrol radio frequencies as well as fire and sheriff's departments emergency calls.

Computerized traffic reports in Los Angeles may get even more precise in the amount of information they can provide. The state division of highways has announced plans for encoding three of the most heavily traveled freeways. Sensors will be placed along 42 miles of roadway to provide speed and density data to a central traffic headquarters. Combining this immediate information with the computer program, according to Mr. Martin, should improve the computer's accuracy to near perfection.

**UA-TV plans new package**

United Artists Television, which has not placed any new feature films into TV syndication since 1968, reported last week that it plans to offer to stations a package of motion pictures for the fall or late 1970. Erwin H. Ezzes, president of UA-TV, made the disclosure as part of an announcement that pointed to substantial increases in the company’s syndication sales during the first half of 1970. He added that if the new feature package can be cleared soon, UA-TV “can look forward to an even better half for 1970.”

**Dual media effort for rock**

Metromedia and Avco Broadcasting have collaborated on a 90-minute television rock festival with stereophonic sound to be broadcast by FM stations in the same cities. The program is a condensed version of a 15-hour rock concert held June 13 at Crosley Field, Cincinnati. The eight-track stereo sound was mixed down to two channels for the FM broadcasts. Three of the four Metromedia television stations—New York, Washington and Los Angeles—and their affiliated FM's will broadcast the program as will the five Avco TV outlets. Separate agreements were reached with FM stations in the Avco markets. Also scheduled to carry the stereo program is KRVU(TV) Oakland, Calif., in conjunction with Metromedia's KSAN(FM) San Francisco.
No new copyright bill this year

McClellan hopes FCC will adopt regulation to make cable legislation easier next session

Declaring that action on the Senate copyright revision bill could not be completed this session, Senator John McClellan [D-Ark.] said last week that no further action would be sought until next year, when a successor bill would be introduced.

Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported the copyright measure (S-543) to the full Senate Judiciary Committee Dec. 10, 1969. The committee then failed to consider the bill.

To tide affected copyright holders over, Senator McClellan has introduced a resolution (S.J. Res. 143) temporarily extending the duration of copyright protection in certain cases to Dec. 31, 1971. Purpose of the temporary extension is to continue the renewal terms of the copyrights, pending enactment by Congress of a general revision of the copyright law, as is envisioned in the Senate bill.

The senator said in a speech on the Senate floor that the complexities of the cable-TV issue, dealt with in Section 111 of the long-delayed copyright bill, were in part responsible for the Judiciary Committee's lack of action during the current session. That section tackles the knotty problem of copyright liability of secondary transmissions by cable systems (BROADCASTING, Dec. 15, 1969).

Action by the next Congress on the CATV provisions, the senator said, should be facilitated by anticipated FCC promulgation of rules relating to the carriage of broadcast signals by cable systems.

"The FCC apparently now recognizes its responsibility to proceed expeditiously toward adopting appropriate CATV rules," he said, adding that FCC Chairman Dean Burch had promised that the commission "would make every effort to complete the rule-making process by the end of this calendar year." The FCC has set Nov. 23 as the final date for comments on the proposed CATV rules.

The FCC has indicated, however, that the implementation of certain of the rules, including those relating to improved television service to the public and the importation of distant signals, must await action by the Congress to resolve the CATV copyright question.

He commented that the proposed rules in the FCC's Public Dividend Plan for CATV appeared to be seeking the same objectives sought by his subcommittee in Section 111. But he called the subcommittee plans more workable and equitable.

Section 111, he said, recognizes that in certain situations it is desirable to protect the interests of broadcasters who have acquired the exclusive right to perform a copyrighted work in a certain market. Accordingly, he added, the section grants limited protection to those broadcasters and places some restrictions on cable systems importing such programs.

By contrast, the FCC's proposed rules, he said, would give no protection to broadcasters who have acquired exclusive rights. The rules instead propose a "complex scheme" whereby commercials on imported programs would be deleted and replaced by the commercials appearing on the programs of local UHF stations, a plan designed to produce revenues for UHF's which, it is claimed, may be hurt by competition with imported signals carried by cable systems.

"Many experts in the communications field who have commented on this provision of the Public Dividend Plan have described it as unworkable," Senator McClellan concluded.

Taped pageant finals will be distributed

Century Broadcast Communications, New York, will distribute the finals of the 1970 Miss Black America beauty pageant to TV stations around the country. The finals will be taped at Madison Square Garden in New York Friday (Aug. 28) as a 90-minute special.

According to Century, more than 25 stations have signed up for the pageant for showing in late August or early September. Among the TV outlets are WGN-TV Chicago; WBNL-TV Baltimore; WTEN-TV Columbus, Ohio; WCRK-TV Cincinnati; WGR-TV Buffalo; WDAF-TV Kansas City, Mo.; KSDK-TV St. Louis; KSL-TV Salt Lake City; WBTK-TV Detroit; KWN-TV Denver; WMAL-TV Washington; WTEN-TV Albany, N.Y.; KTVSTV Fort Worth; KTXC-TV Fort Worth; WTVN TV Hartford, Conn., and KETV-TV Omaha.

Madison Square Garden produced the show in association with Motown Productions and J. Morris Anderson Productions.

Ziegler to address RTNDA conference

Ronald L. Ziegler, press secretary to President Nixon, has been added to the list of speakers who will address the 24th annual conference of the Radio-Television News Directors Association in Denver Sept. 22-26.

Mr. Ziegler will speak at the awards luncheon on Sept. 24 when broadcasters will be recognized for outstanding performance in spot-news coverage, editorials and documentaries. Mr. Ziegler is the second presidential press secretary to address the association, having been preceded in 1962 by Pierre Salinger, who served in that capacity for both Presidents Kennedy and Johnson.

Other speakers at the conference will be FCC Chairman Dean Burch and CBS Newscaster Walter Cronkite.
Everything but the live action

NFL Films shoots entire football season, edits it, and returns it to viewers

When the regular National Football League season opens on Sept. 20, NFL Films camera crews will be scurrying to take their posts at each of the kickoffs. Their assignment: to shoot the myriad of films for showing before, during and after football telecasts and at post-season gatherings and programs around the nation.

The shooting of 182 games throughout the season and the subsequent editing and dissecting of the films are the prime functions of eight-year-old NFL Films, self-described as the "exclusive film representatives for all National Football League teams."

But filming the games is only the beginning. The application of the filmed end-product is the crux of the action. It's "more than a million-dollar business enterprise," explained Kenneth M. Flower, vice president-sales for NFL Films, as he ticked off the many and diverse destinations of the films.

For example, NFL Action and NFL Today on CBS-TV and the pre-game filmed segments for this season's NBC-TV telescasts are productions of NFL Films. And then there's This Week in Pro Football, fed by the Hughes Sports Network to 150 stations, and the half-time segments planned for ABC-TV's Monday-night prime-time football telecasts featuring highlights of Sunday's games. They also are productions of NFL Films.

Besides the 32 hours scheduled on national TV, the films are used in other ways, according to Mr. Flower:

* By ad agencies needing footage for commercials.
* By movie producers—the football portions of "The Fortune Cookie" and "The Paper Lion" were furnished by NFL Films.
* By the U.S. Navy, which shows filmed games as morale-builders among submarine crews.
* By Arabian oil companies, which show films to its American workers far from home, and American Express offices that schedule special screenings for Americans abroad.
* By high-school and college coaches.

And, Mr. Flower recalled, the football films carried by Secretary of State William Rogers on his last Far Eastern tour were supplied by NFL Films.

NFL Films was organized in 1962 as an outgrowth of a hobby pursued by Ed Sabol, a clothing manufacturer in Philadelphia. Mr. Sabol, who had been shooting amateur football games as a hobby, bid for and won the film rights for National Football League games. The result: NFL Films, now owned by all the teams, with each of the 26 owners sitting on the board and Mr. Sabol as president. Main office of NFL Films is in Philadelphia. The New York office, in the same building as the NFL league offices, is principally a sales office.

Following their clicking and shuttering of the Sunday games, the NFL Films camera crews return to Philadelphia to process their day's work. A team of 45 creative persons then prepares the narration to go with the films and the project is under way.

NFL Films, always looking for an innovative wrinkle, thinks it has found one this season. Much like ABC-TV's ambition to hook the woman viewer on football through its Monday night prime-time telescasts, NFL Films wants to encourage women to share equally their rights in front of the TV screen and their interests in football.

The vehicle eyed for that is a segment in each Sunday's NFL Today show, in which Hostess Carol Howley, wife of former CBS executive Norman Walt, helped by Marjorie Margolis of WCAU-TV Philadelphia, will explain aspects of the game to women.

Discussed will be on-field action and even such significant topics as what and how much food is consumed by the players.

National General cuts new TV production

The economic crisis threatening the major Hollywood studios has knocked one out of television production for the present. National General Studios reported that it would not be entering into any new development or production agreements during the near future.

Malcolm Klein, president of NGC's television production and distribution division, said previous commitments on shows in production would be honored. Included is the "Trouble With Tracy," series of 130 episodes in production in Canada. The taped series is based on Goodman Ace scripts. About 30 segments have been completed. Also committed is the "Special of the Month" with Ralph Story. Six one-hour specials have been filmed and contracts signed.

Ed Saboe (l), president of NFL Films, sizes up the situation while on location with Gene Mason, NFL Films staff cameraman-producer. NFL films will shoot 182 games this season for the professionals.
for showings in 23 markets, Mr. Klein pointed out.

Primary reason for the temporary move away from TV production was the immediate need for operating capital. "There is no desire by the company to tie up cash in a product, no matter how potentially profitable, when the return is to spread over the next 12 months while the original outlay is in one month," Mr. Klein said.

Mr. Klein also said no decision has been reached on the fate of 60 hours of film of the recent eastern European tour of Blood, Sweat and Tears.

'Misterogers' gets $200,000 from Sears

National Educational Television received a monetary boost for its Misterogers' Neighborhood daily series last week in a $200,000 grant by Sears-Roebuck Foundation to the Corp. for Public Broadcasting.

The grant was announced jointly by Sears Foundation President William F. McCurdy and CBS President John W. Macy Jr. The grant will enable NET to produce 65 new half-hour programs in the young children's series.

A matching grant was given by CPB to the Public Broadcasting Service to distribute the series for 1970-71 to 24 non-commercial television stations. CPB made a $521,000 grant in support of the program earlier this year (Broadcasting, Feb. 2).

The present grant is the fourth in support of Misterogers' Neighborhood by the Sears-Roebuck Foundation, which since 1967 has contributed $700,000 to the program.

'Rosko' takes aim at college market

College Marketing Corp. has signed "Rosko," New York radio personality, as host for a new radio program directed at the nation's college student.

Radio Syndicate Inc., a new division of College Marketing, has created a network of 100 college and 11 commercial FM radio stations in 10 major markets to carry the new program, which will feature progressive rock music and a discussion of events and issues of interest to students. The commercial FM outlets, which will receive 10 hours a week of Rosko, are WDDJ-FM Philadelphia; WBOB-FM Framingham, Mass. (Boston); WBRU-FM Providence, R.I.; WHFS-FM Bethesda, Md. (Washington); WOL-FM Oak Park, Ill.; WENR-FM Dearborn, Mich.; WMMS-FM Cleveland; KMET-FM Los Angeles, KGO-FM San Francisco; WVOX-FM New Rochelle, N.Y., and WBAR-FM Babylon, N.Y.

ITC budgets $20 million for TV

Funds to be used for new programing in six-month period

Independent Television Corp., New York, has committed $20 million for new production of programs in the current six-month period, a $5-million increase over the same period a year ago.

The production commitment was reported last week by ITC President Abe Mandell, who said the funds represented the period of July through December.

ITC, which is the production and distribution arm of Associated Television (ATV) of England, has several shows on or committed to ABC-TV. They are one-hour series, This Is Tom Jones, entering its third season this fall, and The Friendly Persuaders (working title) with Tony Curtis and Roger Moore, slated for showing in 1971; and a half-hour series starring Shirley MacLaine. Also mentioned by ITC is The World of Jason King (also working title), which will star Peter Wyngarde, a one-hour suspense-adventure series spin-off from Department S, a one-hour adventure property not yet released in the U.S.

Included in ITC's production schedule are several specials, some now completed. They are Carol Channing's Mad English Tea Party, slated for NBC TV, Sept. 9, 9-10 P.M. NYT; a projected musical-variety one-hour series starring Petula Clark, the first to be shown on ABC-TV in January; a dramatic vehicle with Elizabeth Taylor for showing on NBC TV next season; a 90-minute trilogy, Female of the Species, starring Faye Dunaway, Maggie Smith and Shirley MacLaine; and the two-hour Hamlet starring Richard Chamberlain for showing as a Hallmark Hall of Fame entry on NBC-TV.

ITC said the scheduled included feature films produced for network telecast: Firecrackers, with Chad Everett, Anjanette Comer and John Loder, for CBS; an untitled Norman Felton production for NBC; and two for ABC, M.A.C.E., produced by Monty Berman, and another property to be selected. ITC also has completed The Tribe That Hides from Man, a 90-minute documentary filmed in the jungles of Brazil, and another one-hour documentary, The Violent Earth, about volcanoes.

Program notes:

Proud country • Cine-Vox Programming Inc., New York, is placing into distribution to radio stations 30 hours of country music programing titled My Country, My Music. Programing traces musical events and personalities of country genre, with emphasis on music from 1957 to 1970. Ralph Emery is host and executive producer.

New pact • Tele-Tape Productions and Children's Television Workshop, both New York, have renewed contract for CTW to continue to produce Sesame Street at TTP's second stage. Agreement stipulates that Tele-Tape, in addition to its stage, will provide technical production facilities and services.

Auto racing • Metavision, New York closed-circuit television company, will televise live via closed circuit, the California 500 auto races Sept. 6. Firm is headed by E. William Henry, former chairman of the FCC.

More music from Capitol • Volume six in continuing series of programing and production music for broadcasters is being made available to radio and television stations by Capitol Records. New release consists of ten 12-inch records and provides varying types of music from country and western to ecological themes. Majority of selections in volume six are in 30- and 60-second lengths for easier commercial use.

Signed for children's dramas • Beckwith Presentations Inc. has signed Alvin Boretz to write first teleplay for series

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BROADCASTING, Aug. 24, 1970
Hughes plans basketball

Hughes Sports Network will teletcast live 10 Saturday afternoon games from the Big 10 and Pacific Eight collegiate basketball conferences starting Jan. 9 and continuing through March 13. Hughes reported that 43 stations in the Midwest will pick up the Big 10 games and 21 stations on the West Coast have signed for the Pacific Eight. Advertisers for both conferences include Pabst Brewing Co., through Kenyon & Eckhardt Advertising, Chicago, and Dodge and Chrysler cars, both through BBDO, New York. Half of the sponsorship is still open.

called The American Indian: Man in Exile. Excerpts of special will be used in regular daytime programs and primetime will be given to the program.

Indian special — KVU-TV San Francisco will feature special programing on the American Indian on Aug. 24 and 25. The two-day special will feature film presentations and panel discussions on tribes from four areas of the country. Members of Sioux, Cheyenne and Navajo tribes will take part in special addition to the networks.

In their joint response and comments, ABC, CBS and NBC told the commission they need about 90 days to analyze the results of a contracted study by Page Communications Engineers Inc., and to analyze proposals advanced by Western Union and others. Western Union filed the first—and to date only—application for a domestic satellite system (Broadcasting, Aug. 3).

The Page report, submitted to the networks early this month, concluded that either a satellite system or a terrestrial microwave system could be constructed and operated for $15 million to $30 million a year less than they are currently paying AT&T. Payments to

Five prospective applicants for domestic communications satellite systems have indicated they are working on their applications but will need several months to complete them. However, the networks say they need three months just to begin their preparations.

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Associations, Societies
Unions, Labor Groups
Attorneys in Radio-TV
Consulting Engineers
Schools
Farm Directors
Advertising Agencies
Major Trends, Events

The 1971 Yearbook includes new population, marketing and audience data: ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; color household data; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve the best position in the directory section of your choice.

One display in Broadcasting Yearbook thus gives you the impact of a full year's campaign... continuous performance, maximum exposure... at minimum cost.

Final deadline is October 1.

Reserve the best position in the directory section of your choice.

Hit Your Market Every Day Of The Year With One Shot In The 1971 Broadcasting Yearbook

So wide is its range of information that the 1971 Broadcasting Yearbook will actually combine 54 different and distinct directories within a single volume... 54 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of their desks, ready for constant use. It leads an active, useful life for a full 12 months... until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1971 Broadcasting Yearbook keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

Washington Headquarters
1735 DeSales St., N.W. 20036,
(202) 638-1022
New York
444 Madison Ave. 10022,
(212) 755-0610
Chicago
360 N. Michigan Ave. 60601,
(312) 236-4115
Hollywood
1680 N. Vine St. 90028,
(213) 463-3148
The best color camera is...

"The TK-44A makes very sharp pictures. Reaction to a recent live ball game was 'It's the finest video ever seen'."
—LeRoy Bellwood, Director of Engineering
KOGO-TV, San Diego, California
Time-Life Broadcast, Inc.

"The camera has met with excellent reaction from viewers and sponsors...No question whatsoever—it beats the daylight out of other cameras. Sharpness of picture, by the enhancer...means another generation of quality tapes."
—Wayne Barrington, Chief Engineer
WISN-TV, Milwaukee, Wisconsin

"...picture quality is outstanding...Quality pictures one minute after turn on."
—Eugene R. Hill, Vice-President, Engineering
Kaiser Broadcasting Corp.
Oakland, California

"Many people have remarked how much better our pictures look. Not simply the color, but how much sharper. It's a better picture."
—C. E. Miller
V.P., Engineering
Fisher's Blend Station, Inc.
KOMO-TV, Seattle, Washington

"Our folks like the way the picture looks and the way the camera handles...We get requests to go on location...agencies from out of town come to us...We are doing a lot of this work."
—Rupert Bogan, Director of Engineering
Carter Publications, Inc.
WBAP-TV, Fort Worth, Texas

"We have been impressed with the construction, the dependability and the quality of pictures...The pictures are great and the lack of noise in the black is beyond belief."
—Vincent E. Clayton, Director of Engineering
Bonneville International Corporation
KSL-TV, Salt Lake City, Utah

"They have been used with as little as 25 foot candles of light...and give us noise free color pictures...We have worked with all other makes and models of cameras, but none compare to the TK-44A."
—Larry R. Eskridge, Chief Engineer
WTÖG-TV, St. Petersburg, Florida

Thank you, gentlemen.
Purpose:
To provide national recognition of outstanding sales promotion efforts prepared by Promotion Departments in the television industry. This sales promotion should be designed to promote facilities, programming, a TV station or market, or the industry.

Eligibility:
Television stations and station groups, television representatives and networks are eligible to enter. Membership in BPA is not a prerequisite for participation.

Entries:
Entries must be television sales promotion created and employed between September 1, 1969 and August 31, 1970. Entries may be submitted in any form employed ... VTR, film, slide, flip-over, brochure or trade ad(s).

Categories:
There will be two categories:
Category I: TV stations in first 10 TV markets ranked by ADI TV Households (1969 ARB Television Market Analysis)
- New York
- Los Angeles
- Chicago
- Philadelphia
- Boston
- San Francisco
- Detroit
- Cleveland
- Washington, D.C.
- Pittsburgh

Networks
TV station groups
TV station representatives
Category II: TV stations in all other TV markets

Awards:
There will be a first-place winner for each category. Citations will be announced for additional entries which merit recognition. Winners will be announced at the BPA Seminar in November 1970.

Judges:
Selection of the winners will be made by a panel of professional representatives in/ or associated with the television medium. If, in the opinion of the judges, the quality of the entries is not of award winning caliber, the judges can elect to make no award.

To Enter:
Entries must be mailed and postmarked by September 15, 1970. It is suggested that entries be sent by registered or insured mail. Entries will be returned, collect, if requested in writing when entry is submitted.

BPA TV Sales Promotion Awards—1970

ENTRY FORM
1970 BPA TV Sales Promotion Awards

Organization
Address

Submitted by: (name and title)

Category Entered (circle one)    I    II

Material submitted: Videotape    Film or Kine    Slides

Other

Entry form must accompany each entry, together with a $10.00 fee. Make checks payable to Broadcasters Promotion Association. MAIL TO: BPA Sales Promotion Awards, Harrington, Righter & Parsons, Inc., 280 Park Ave., New York, N. Y. 10017. ENTRIES MUST BE POSTMARKED NOTE LATER THAN September 15, 1970.
the recommendation from AT&T was that the deadline for applications should be no earlier than Oct. 15. AT&T and Comsat have reached a tentative plan whereby Comsat will apply for a satellite system and AT&T will file applications with the FCC for permission to construct ground stations. AT&T would use the Comsat system for domestic transmission. (Broadcasting, July 20).

Hughes Aircraft said it is filing with Teleprompter Corp. and/or others and that its application would be ready by Oct. 15.

Data Transmission Co. told the commission it and other subsidiaries of the parent company—University Computing Co.—are engaged in negotiations with regard to a joint participation with independent firms who would prepare the application and operate the system. The negotiations would be consummated in 30 days, DTC said, but it would need until Dec. 1 to file the application. DTC did not identify the parties with whom it is negotiating, but said "they are expected to include, among others, a major aerospace firm and a communications system supplier."

Microwave Communications said it is reaching a final decision as to how satellite facilities could be integrated into their service and whether a separate satellite system is required for MCI carriers to serve the public adequately. These studies will be ready for filing March 31, 1971, it said.

Systems help originate live, tape color shows

Origination of live and video-tape programs in color suitable for cable-television operators or industrial, medical and educational applications has been facilitated by the introduction of three new studio system packages by International Video Corp., Sunnyvale, Calif.

The new "Colorcaster" systems provide all the equipment necessary, according to IVC President Donald F. Eldridge. Two of the three also provide for film and slide programming.

Installation and training of operating personnel are provided by IVC and included in the equipment cost. The three systems range in price from $12,400 to $47,900 and, according to Mr. Eldridge, represent a combination of elements of custom studio systems installed by IVC during the past few years.

Colorcaster I includes one IVC-90 color camera, an IVC-600 color videotape recorder, color monitor, audio system and cable. It is the lowest priced of the three at $12,400.

Colorcaster II includes film and slide projectors, multiplexer, color monitor, audio system and cabling, plus the IVC-92 color film chain camera and IVC-820C color video tape recorder. Including installation, cost of this system is $20,700.

The Colorcaster III is designed to provide relatively sophisticated color productions comparable to commercial broadcasts. The IVC-90 color camera, IVC-870 video-tape recorder and color film chain with IVC-92 camera provide the backbone for the system. Also included is a video switcher and special effects unit, monitor, assemble and edit adapter for the IVC-870, audio console cartridge and recorder, operating and remote consoles, lighting and other items for a complete production studio.

Networks seeking circuit commitments

Television networks hope they've started something that may get TV commitments for communications satellite circuits honored on a par with message traffic.

At a meeting two weeks ago of the coordinating committee of carriers and Communications Satellite Corp., plus representatives of all the networks, NBC submitted its complaint that it was short-changed July 4 when the Wimbledon, England, tennis matches it had ordered failed to come through earlier in the day (except for an 18-minute segment) because one of the Atlantic satellites had gone out and priority was given to message traffic on the remaining circuits. The second program later in the day from Wimbledon was delivered as promised, but NBC was charged for a double-hop circuit—from England to the Indian Ocean satellite to Australia to the Pacific satellite to the West Coast of the U.S. ("closed circuit," July 13).

The American carriers and Comsat promised to work out a format that would honor TV commitments, but could not give assurances at the meeting until they had conferred with their executives. Another meeting was promised, some time this fall, at which time, if there is agreement, the proposals will be submitted to the International Telecommunication Satellite Consortium which represents all the owners of communication satellites.

What makes the problem complex is that even if the U.S. carriers and Comsat agree to treat TV on a par with other traffic in restoration of circuit outages, this represents only half of the decision makers. The other half are the foreign telecommunications entities in each nation that has an earth station—and they've never denied they are more interested in message traffic than in TV.

Color TV sales dip 27% in first half of 1970

The Electronic Industries Association reported last week that sales of domestic and foreign color-TV sets in this country during the first six months of 1970 were down 27.2% (to 2,146,079 units) over the same period in 1969, with monochrome set sales off by 10.2% (to 2,965,131 units).

Total half-year sales of U.S. and foreign-made radios were down 6.9% (to 21,660,105 units) compared to the same period last year, with table models the only category showing an increase—up 66.9%.

EIA noted "sizable increases" in sales of magnetic tape recorders and players in the January-June period, up 26.7% over the first six months of 1969.

TV-radio set sales by distributors to dealers during July fought this year's early downward trend but still lagged behind July 1969 totals, EIA figures showed. Color TV set sales were off by 20.5% and monochrome sales by 8.7%; total radio set sales were 17.1% lower than the same month last year.

EIA's year-to-date sales totals are as follows:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>2,304,322</td>
<td>2,943,046</td>
</tr>
<tr>
<td>Monochrome</td>
<td>2,329,408</td>
<td>2,702,990</td>
</tr>
<tr>
<td>Total</td>
<td>4,633,730</td>
<td>5,646,036</td>
</tr>
</tbody>
</table>

Translators sought for Spanish audience

A group of Spanish-language stations has urged the FCC to permit translators to distribute UHF programming beyond a station's coverage area to reach groups of Spanish-speaking people.

In reply comments last week on the commission's proposal to shift translator operations from the upper to the lower portion of the UHF spectrum, the stations—KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles, and WXTV (TV) Paterson, N.J.—supported the measure
and suggested that translators could be used separately or in combination with satellite stations "to reach concentrated pockets of Spanish-speaking viewers" who are not now able to receive foreign-language programming.

The stations had pointed out in comments last month that "standing alone, such minority populations may not represent a sufficient number ... to support a regular television station" and translators provided a "realistic answer" to providing needed program service to minority groups." They said CATV would not be an "effective alternative" because the charges would be directed to those least able to pay.

The stations acknowledged in their reply comments that "at certain distances degradation in signal quality occurs through use of intermediate translators or translator relays," but said that unattended 1 kw satellites could overcome this problem and serve as further translator distribution points. Illustrating the benefits of such a system, they said that using a combination of translators and a satellite, kwex-tv could reach about 100,000 Spanish-speaking people in and around Corpus Christi, Tex.

NAB, Rust ask new tower rules
Two comments filed last week at the FCC seek changes in a proposed commission rule to increase from 40 to 100 feet the maximum width of painted bands on antenna towers.

In comments on the proposal, the National Association of Broadcasters and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting.

The FCC proposal was based on tests conducted by the Federal Aviation Administration.

The current commission rules require that antennas be painted with alternate bands of orange and white one and a half to 40 feet wide and that the bands equal about one-seventh of the total antenna height.

NAB also suggested that action on the proposal be deferred until "a total solution can be effected" to increase tower visibility. Pointing to studies made for the FAA recommending the use of black and white bands, NAB said the commission's proposal would be an "interim and inconclusive measure" that may result in complete repainting of all antennas in the foreseeable future. It said the question needs "much research and investigation."

Rust Communications stated that while seven years may be a reasonable average life for tower painting, some situations require shorter or longer intervals due to variables such as weather and paint quality. It added that two coats of white paint would be needed to cover orange, resulting in additional costs, especially for stations with multiple-tower arrays.

Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

Telemation forms subsidiary
Telemation Inc., Salt Lake City based television equipment maker, has acquired the facilities and personnel of Audio-Video Industries Inc. to form a new subsidiary, Telemation East Inc., with offices in Washington, Cambridge, Mass. and Norfolk, Conn. District manager of the new firm is Joseph S. Bottali.

8mm for cable
Riker Corp., Clark, N.J., has developed professional quality 8mm film chain, with TV shutter and synchronous motor, for CATV use. Chain handles both Super-8 and standard 8mm films, translating them into video and audio signals. Model 709, selling to cable operators for $795, is complemented by model 710 Uniplex ($250) and model 177 solid state, 1-inch vidicon camera ($995). Model 711 system—including all three units—sell for $1950.
IT'S OFF WITH THE BRA AND ON WITH THE FIGHT FOR EQUAL RIGHTS!

WHAT DO WOMEN REALLY WANT??
National General Television has captured the essence of the women's lib movement in a graphic humorous hour film special. Hosted by that most articulate gentleman - Ralph Story. Filmed on location in California and New York.

SOLD:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WNEW</td>
<td>Metro.</td>
<td>Baltimore</td>
<td>WJZ</td>
<td>TVAR</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Metro.</td>
<td>Atlanta</td>
<td>WSB</td>
<td>TeleRep</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WFAF</td>
<td>H.R.P.</td>
<td>Cincinnati</td>
<td>WXIX</td>
<td>Petry</td>
</tr>
<tr>
<td>Boston</td>
<td>WBBZ</td>
<td>TVAR</td>
<td>Buffalo</td>
<td>WGR</td>
<td>Kats</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KTVE</td>
<td>TeleRep</td>
<td>Kansas City</td>
<td>KMBC</td>
<td>Metro.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJMY</td>
<td>T.B.A.</td>
<td>Providence</td>
<td>WTEV</td>
<td>H.R.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WUAB</td>
<td>Petry</td>
<td>Denver</td>
<td>KTBV</td>
<td>P.G.W.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WJIC</td>
<td>TeleRep</td>
<td>Dayton, Ohio</td>
<td>WHIO</td>
<td>TeleRep</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KPLR</td>
<td>Metro.</td>
<td>Little Rock</td>
<td>KARK</td>
<td>Blair</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>P.G.W.</td>
<td>Omaha</td>
<td>KMTV</td>
<td>Petry</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chattanooga</td>
<td>WDEF</td>
<td>Blair</td>
</tr>
</tbody>
</table>

Secure an option on other contemporary "specials" including "THE NUDITY THING," "THE FOUNTAIN OF GROOVY" and "THE WEIRD WORLD OF WEIRD" when you purchase "WOMEN ARE REVOLTING".

NATIONAL GENERAL TELEVISION PRODUCTIONS, INC.
A National General Company
(212) 752-0300 • 600 Madison Avenue, New York, NY 10022
(213) 937-4100 • 1 Carthay Plaza, Los Angeles, CA 90054
Promotion

MGM merchandising arm handling pro basketball
MGM Merchandising Corp., a subsidiary of MGM Inc., has signed separate contracts with the American Basketball Association and its players' association, covering their merchandising activities.

Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, clothing, books, special films, and franchising. David J. Jacobson, president of MGM Merchandising Corp., said that in television and motion pictures, it is conceivable that training films on basketball could be produced.

Promotion tips:
Sesame Street hits the road = Characters from Sesame Street children's show have scheduled two-week road show in inner cities of 13 of nation's major metropolitan areas. Such stars as Gordon, Susan and Big Bird will put on 30-minute stage presentations to preview series' second TV season that opens on Nov. 9. Cities to be visited are San Francisco, Los Angeles, Chicago, Detroit, Cleveland, New Orleans, Atlanta, Washington, Baltimore, Philadelphia, Boston, New York and Jackson, Miss.

FocusOnFinance®

Earnings nearly doubled in 6 months, Cowles says
Cowles Communications Inc., New York-based multiple-station owner and publisher, nearly doubled net income and per-share earnings in the first half of 1970 (Broadcasting, Aug. 17). Company credited the substantial increase in consolidated net income of more than $1.2 million to extraordinary credits such as the gain on the sale of the Star Publishing Corp. (San Juan Star in Puerto Rico) to Scripps-Howard for $9.75 million, and sale of stock in Television Communications Corp. last January providing $709,000 after provision for taxes.

The company said it had a net loss of $1,152,000, before extraordinary credits of $3,909,000 resulting mainly from the sale of the San Juan paper and leaving a net income of more than $2.7 million. In the comparable period of 1969, the extraordinary credit was $859,000. Reduced advertiser budgets during the current economic slowdown were cited as responsible for the loss, before extraordinary credits.

For the first half of 1970 ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>0.69</td>
<td>0.37</td>
</tr>
<tr>
<td>Revenues</td>
<td>78,028,000</td>
<td>85,234,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,757,000</td>
<td>1,481,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,968,587</td>
<td>3,968,587</td>
</tr>
</tbody>
</table>

Commer ucne expects drop in '70 TV profits
According to industry projections released last week by the Department of Commerce, television broadcasting this year will enjoy a three percent gain in revenues over 1969. Profits, however, will decline because of increased costs, with 1970 pre-tax income falling from 1969's high of $553.6 million to a level near $450 million.

The forecasts are contained in "The Economy at Midyear 1970," a publication of Commerce's Business and Defense Services Administration. Data on the communications industries was compiled by the communication and electronics division.

Television revenues next year, Commerce predicted, may reach $3,180 million (net time sales plus talent, program and other revenues), making 1971 the first $3 billion year for the industry. But costs—which Commerce estimated would rise 9% next year—will put 1971 pre-tax income at around $540 million.

Because of the loss of cigarette spot business next January and the potential impact of prime-time programing restrictions on the networks next year, Commerce said the industry would have to generate more than $500 million in new business in 1971 to reach the projected $3,180 million level of revenues.

"Advertising budgets are under close scrutiny, and competition for the advertising dollar is unusually keen," Commerce noted.

The FCC released its compilation of television's 1969 financial showing last month (Broadcasting, July 27).

Memorex income up 26%
Memorex Corp., Santa Clara, Calif., manufacturers of magnetic tape products reported a 26% increase in net income and a 34% rise in sales for the six-month period ended June 30, compared to last year. The company did not release figures for the second quarter, however, comparisons between first-quarter and six-month statistics show a five cents per share increase in second-quarter earnings over the previous year.

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>1.04</td>
<td>0.83</td>
</tr>
<tr>
<td>Revenues</td>
<td>47,704,000</td>
<td>35,703,000</td>
</tr>
<tr>
<td>Net income</td>
<td>3,844,000</td>
<td>3,073,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,733,000</td>
<td>3,680,000</td>
</tr>
</tbody>
</table>

We'll share your exposure to Broadcasters Liability losses
You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Company reports:

Columbia Cable Systems Inc., Westport, Conn., group CATV operator, reported increased revenues and net income for the nine 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>$0.48</td>
<td>$0.49</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>219,184</td>
<td>227,072</td>
</tr>
<tr>
<td>Net income</td>
<td>206,000</td>
<td>212,000</td>
</tr>
</tbody>
</table>
| Note: 1969 figures reflect results of acquired companies on basis of pooling of interests. 1969 net income figures are after non-cash, non recurring charges of $115,000 or 50.18 per share, for write-offs of Florida and Baltimore, Tex., plants. Rebuilding of service is completed.

Combined Communications Corp., Phoenix-based group broadcaster, reported a 30.7% increase in net income 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>$1.29</td>
<td>$1.05</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>32,295.73</td>
<td>28,678.65</td>
</tr>
<tr>
<td>Net income</td>
<td>27,900.00</td>
<td>25,000.00</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>7,244,764</td>
<td>6,790,000</td>
</tr>
</tbody>
</table>
| Note: Figures restored to reflect results of acquired companies on basis of pooling of interests. 1969 net income figures reflect pooling of interests.

Doremus & Co., New York-based advertising and public relations agency, reported a 31% decrease in net income for the three months ended June 30 and a 2.8% decrease for the first six months of 1970.

Rahall Communications Corp., St. Petersburg, Fla., group station owner, reported an increase in gross revenues of 55% and an increase of 37% in net income 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>$1.21</td>
<td>$0.85</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>2,598,462</td>
<td>2,045,017</td>
</tr>
<tr>
<td>Net income</td>
<td>2,340,308</td>
<td>1,944,794</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>9,488,000</td>
<td>9,488,000</td>
</tr>
</tbody>
</table>
| Note: 1969 net income includes extraordinary credit of $35,000 or 4 cents per share.

Ogilvy & Mather International Inc., New York, reported an increase in net income and in billings for the first 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>$1.11</td>
<td>$1.05</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>2,675,804</td>
<td>2,359,378</td>
</tr>
<tr>
<td>Net income</td>
<td>2,019,715</td>
<td>1,914,077</td>
</tr>
<tr>
<td>Share outstanding</td>
<td>2,345,000</td>
<td>2,345,000</td>
</tr>
</tbody>
</table>
| Note: Figures restored to reflect results of acquired companies on basis of pooling of interests.

National General Corp., Los Angeles-based diversified firm with major leisure-time interests, reported about a $2 million decline in operating income for the six-month period ended June 30, compared with last year. The company also shows a $325,000 decline in net income for the same period. Revenues were up nearly 14% for the six month period.

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>$0.40</td>
<td>$0.47</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>2,528,733</td>
<td>2,155,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,150,000</td>
<td>1,943,000</td>
</tr>
<tr>
<td>Share outstanding</td>
<td>2,150,000</td>
<td>2,150,000</td>
</tr>
</tbody>
</table>

Viking Inc., cable television systems operator, manufacturer of equipment for CATV and producer-distributor of TV programming, reported last week an increase in sales and a net loss for the first six months of 1970.

Theodore Baum, president, said the decrease in earnings was attributable to softness in the economy, high copper and labor costs as related to selling prices, continuing restrictions on CATV construction and an estimated loss on a transaction with San Jose Cable Co. amounting to $235,000.

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>$0.07</td>
<td>$0.24</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>12,653,000</td>
<td>12,702,000</td>
</tr>
<tr>
<td>CATV revenues</td>
<td>1,214,000</td>
<td>750,000</td>
</tr>
<tr>
<td>Average shares</td>
<td>(157,000)</td>
<td>749,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,318,000</td>
<td>1,888,000</td>
</tr>
</tbody>
</table>

Amplex quarter income drops

Amplex Corp., Redwood City, Calif., broadcast equipment manufacturer, reported a sharp decline in earnings for the first quarter of its fiscal year. The reduction was attributed to the depressed economic climate which lowered orders and to start-up expenses associated with several new product lines to be introduced this year. William E. Roberts, president, noted that production would reach its peak at the end of the second quarter and would generate improved sales and earnings in the last half of the year.

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>$0.05</td>
<td>$0.29</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>54,528,000</td>
<td>68,558,000</td>
</tr>
<tr>
<td>Net income</td>
<td>515,000</td>
<td>3,093,000</td>
</tr>
</tbody>
</table>

Rapid-Q Tape Cartridge Equipment

- Automatic fast-forward rapid cue
- Minimizes war between messages
- Exceeds all NAB standards
- Full logic switching — without relays
- Stereo or monaural
- Latest integrated circuitry — most compact recorder — no reproduction available
- Proven servo-controlled drive
- Desk-top or rack-mount

VISUAL ELECTRONICS CORPORATION
358 W. 40th St., New York, N. Y. 10018 • (212) 736-5540
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 20</th>
<th>Closing August 13</th>
<th>Closing August 16</th>
<th>1970 High</th>
<th>1970 Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>23%</td>
<td>22%</td>
<td>23%</td>
<td>39%</td>
<td>19%</td>
<td>7,073</td>
<td>162,679</td>
</tr>
<tr>
<td>ASI Comms</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>7</td>
<td>1%</td>
<td>4,820</td>
<td>142,065</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CGB</td>
<td>22%</td>
<td>21%</td>
<td>23%</td>
<td>36%</td>
<td>24%</td>
<td>6,200</td>
<td>141,065</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>24%</td>
<td>25%</td>
<td>26%</td>
<td>48%</td>
<td>24%</td>
<td>26,512</td>
<td>729,080</td>
</tr>
<tr>
<td>Corinthian</td>
<td>CRB</td>
<td>25%</td>
<td>24</td>
<td>26%</td>
<td>33%</td>
<td>19%</td>
<td>3,384</td>
<td>93,466</td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>23%</td>
<td>22%</td>
<td>24%</td>
<td>24%</td>
<td>13%</td>
<td>5,789</td>
<td>77,399</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GCGG</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>17%</td>
<td>9%</td>
<td>803</td>
<td>6,832</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
<td>22%</td>
<td>9%</td>
<td>5,783</td>
<td>82,383</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PPSH</td>
<td>4%</td>
<td>4%</td>
<td>9%</td>
<td>9%</td>
<td>27</td>
<td>1,286</td>
<td>13,806</td>
</tr>
<tr>
<td>Rahall Communications</td>
<td>RRTB</td>
<td>A</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>15%</td>
<td>2,288</td>
<td>7,129</td>
</tr>
<tr>
<td>Reeves Telecom</td>
<td>RBTM</td>
<td>A</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>15%</td>
<td>2,288</td>
<td>7,129</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SBEH</td>
<td>A</td>
<td>12%</td>
<td>16%</td>
<td>24%</td>
<td>29%</td>
<td>2,559</td>
<td>45,300</td>
</tr>
<tr>
<td>Sonderling Communications</td>
<td>SBDC</td>
<td>A</td>
<td>16%</td>
<td>16%</td>
<td>17%</td>
<td>34%</td>
<td>991</td>
<td>15,581</td>
</tr>
<tr>
<td>Taft Broadcasting</td>
<td>TFB</td>
<td>N</td>
<td>18%</td>
<td>17%</td>
<td>29%</td>
<td>13%</td>
<td>7,238</td>
<td></td>
</tr>
</tbody>
</table>

Total: 89,801 $ 1,403,227

Broadcasting with other major interests

- Avco
- Bestel Media
- Boston Herald-Traveller
- Chris-Craft
- Combined Communications
- Cowles Communications
- Fuqua
- Gannett
- General Tire
- Gray Communications
- Lamb Communications
- Lee Enterprises
- Liberty Corp.
- Lin
- M Baldwin
- Mvideo Corp.
- Outfit Co.
- Plough Inc.
- Post Corp.
- Pridger Publications
- Rollins
- Rust Craft
- Storer
- Time Inc.
- Trans-National Comm.
- Turner Communications
- Wometco

CATV

- Ameco
- American TV & Comm.
- Cablevision-Gen
- Case Information Systems
- Citizens Finance Corp.
- Columbus Cable
- Communications Properties
- Cox Cable Communications
- Cypress Communications
- Entron
- General Instrument Corp.
- H & B-American
- Sterling Communications
- Tele-Communications
- Teleprompter
- Television Cable
- Vikeo

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

- Adams-Russell Inc. (CATV)—C. J. Adams sold 5,000 shares, giving him a total of 39,260, and his wife a total of 11,200.
- ABC—E. H. Erlick sold 5,500 shares, leaving 899.
- American TV & Communications Corp.—D. H. Ditterick bought 2,000 shares, totaling 10,000.
- Ampex Corp.—E. P. Lamer bought 100 shares, totaling 100. A. M. Postoff bought 500 shares, giving him a total of 2,095. A. E. Fontes bought 500 shares, totaling 1,000. R. R. Weisman bought 400 shares, totaling 1,400. A. M. Adams bought 500 shares of 51% convertible debentures, giving him a total of $35,000 worth of such stock.
- Burrell & Sims (CATV)—C. W. Cox through trading account bought 12,200 shares, and sold 12,000 shares, leaving 100. M. L. Pieter bought 12,000 shares, totaling 17,200. E. J. Simms sold 8,873 shares in a private transaction, leaving 20,062 personally and as trustee.
- Cablecom General Inc.—J. B. Poor bought 453,000 worth of 65% convertible debentures, totaling 450,000. W. L. Westerman, as executive, bought $10,000 worth of such stock, totaling 102,000.
- Capital Cities Broadcasting Corp.—J. B. Fairchild sold 300 shares personally and 1,500 shares as custodian, leaving 12,686 personally and 2,500 as custodian.
- Chris-Craft Industries—A. G. Erolf sold 500,000 worth of 6% convertible debentures, leaving none. H. J. Siegel bought 500 convertible preferred stock shares, totaling 155,500; as custodian, Mr. Siegel bought 600 shares of convertible preferred stock, totaling 3,194.
- CBS—C. C. Brown bought 100 shares, giving him a total of 552.
- Columbia Pictures Industries—M. W. Pelsinger bought 400 shares, totaling 400.
- Comsat—L. G. Meyer bought 100 shares, totaling 130 individually and 20 as custodian. J. J. McFarland bought 100 shares, totaling 100.
- Cox Corp.—Dwight Howard bought 1,000 shares, totaling 3,330 individually and 1,200 in trust.

52 (FOCUS ON FINANCE)
**Programming**

<table>
<thead>
<tr>
<th>Network</th>
<th>Stock symbol</th>
<th>Closing Aug. 20</th>
<th>Closing Aug. 13</th>
<th>Closing Aug. 6</th>
<th>High</th>
<th>Low</th>
<th>1970 Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transamera</td>
<td>CPS</td>
<td>N</td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>5%</td>
<td>2,500</td>
<td>43,000</td>
</tr>
<tr>
<td>Disney</td>
<td>DIS</td>
<td>N</td>
<td>92%</td>
<td>92%</td>
<td>100%</td>
<td>158</td>
<td>92%</td>
<td>5,133</td>
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<tr>
<td>Fimwens</td>
<td>FWY</td>
<td>A</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>16%</td>
<td>6%</td>
<td>1,700</td>
</tr>
<tr>
<td>Four Star International</td>
<td>O</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>12%</td>
<td>1%</td>
<td>600</td>
<td>1,665</td>
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<tr>
<td>Gulf &amp; Western</td>
<td>GW</td>
<td>N</td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
<td>20%</td>
<td>9%</td>
<td>15,352</td>
</tr>
<tr>
<td>Kinney National</td>
<td>KNS</td>
<td>N</td>
<td>21%</td>
<td>21%</td>
<td>24%</td>
<td>38</td>
<td>21%</td>
<td>9,013</td>
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<tr>
<td>MCA</td>
<td>MCA</td>
<td>N</td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
<td>25%</td>
<td>11%</td>
<td>8,195</td>
</tr>
<tr>
<td>MGM</td>
<td>MGM</td>
<td>N</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
<td>29%</td>
<td>14%</td>
<td>5,843</td>
</tr>
<tr>
<td>Music Makers Group</td>
<td>O</td>
<td>2%</td>
<td>3%</td>
<td>3</td>
<td>9</td>
<td>2%</td>
<td>589</td>
<td>1,914</td>
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<tr>
<td>National General</td>
<td>NGC</td>
<td>N</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
<td>20%</td>
<td>9%</td>
<td>4,910</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TA</td>
<td>N</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
<td>25%</td>
<td>11%</td>
<td>63,520</td>
</tr>
<tr>
<td>Walter Reed lnscription</td>
<td>NF</td>
<td>P</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>20%</td>
<td>6</td>
<td>8,562</td>
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<tr>
<td>Western Corp.</td>
<td>WQO</td>
<td>A</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>15%</td>
<td>4%</td>
<td>1,432</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>134,122</td>
<td>$2,271,817</td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 20</th>
<th>Closing Aug. 13</th>
<th>Closing Aug. 6</th>
<th>High</th>
<th>Low</th>
<th>1970 Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BJ</td>
<td>N</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
<td>23%</td>
<td>10%</td>
<td>2,605</td>
</tr>
<tr>
<td>CO</td>
<td>N</td>
<td>36%</td>
<td>36%</td>
<td>37%</td>
<td>57%</td>
<td>25</td>
<td>10,000</td>
</tr>
<tr>
<td>O</td>
<td>N</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>14%</td>
<td>4%</td>
<td>1,075</td>
</tr>
<tr>
<td>A</td>
<td>N</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>24%</td>
<td>14</td>
<td>1,924</td>
</tr>
<tr>
<td>FCB</td>
<td>N</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>12%</td>
<td>7%</td>
<td>2,157</td>
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<tr>
<td>MQ</td>
<td>N</td>
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<td>7%</td>
<td>7%</td>
<td>13%</td>
<td>6%</td>
<td>1,705</td>
</tr>
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<td>17%</td>
<td>7%</td>
<td>2</td>
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<tr>
<td>MPO</td>
<td>N</td>
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<td>5%</td>
<td>6%</td>
<td>9%</td>
<td>4%</td>
<td>558</td>
</tr>
<tr>
<td>P</td>
<td>N</td>
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<td>30%</td>
<td>32%</td>
<td>42</td>
<td>26%</td>
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<td>16%</td>
<td>17%</td>
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<td>15%</td>
<td>1,065</td>
</tr>
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<td>3%</td>
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<td>12%</td>
<td>2%</td>
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<tr>
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<td>36</td>
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<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
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<td>Total</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>53,017</td>
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</table>

**Manufacturing**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 20</th>
<th>Closing Aug. 13</th>
<th>Closing Aug. 6</th>
<th>High</th>
<th>Low</th>
<th>1970 Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>N</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>14%</td>
<td>9%</td>
<td>5,158</td>
</tr>
<tr>
<td>APX</td>
<td>O</td>
<td>14%</td>
<td>13%</td>
<td>14%</td>
<td>48%</td>
<td>13%</td>
<td>10,848</td>
</tr>
<tr>
<td>CCA</td>
<td>O</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>5</td>
<td>1%</td>
<td>800</td>
</tr>
<tr>
<td>CRI</td>
<td>A</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>35%</td>
<td>10%</td>
<td>2,925</td>
</tr>
<tr>
<td>CEC</td>
<td>A</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>12%</td>
<td>3%</td>
<td>2,046</td>
</tr>
<tr>
<td>CX</td>
<td>N</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>32%</td>
<td>11%</td>
<td>1,254</td>
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<tr>
<td>GE</td>
<td>N</td>
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<td>73%</td>
<td>75%</td>
<td>77%</td>
<td>60%</td>
<td>10,654</td>
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<tr>
<td>MAG</td>
<td>N</td>
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<td>29%</td>
<td>29%</td>
<td>38%</td>
<td>22%</td>
<td>18,401</td>
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<tr>
<td>MM</td>
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<td>79%</td>
<td>80%</td>
<td>114%</td>
<td>71</td>
<td>56,058</td>
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<tr>
<td>MOT</td>
<td>N</td>
<td>39%</td>
<td>38%</td>
<td>38%</td>
<td>47%</td>
<td>31</td>
<td>13,334</td>
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<tr>
<td>RCA</td>
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<td>23%</td>
<td>22%</td>
<td>22%</td>
<td>34%</td>
<td>16%</td>
<td>68,925</td>
</tr>
<tr>
<td>RSC</td>
<td>A</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>3,448</td>
</tr>
<tr>
<td>VES</td>
<td>A</td>
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<td>1%</td>
<td>1%</td>
<td>10%</td>
<td>1%</td>
<td>1,357</td>
</tr>
<tr>
<td>WX</td>
<td>N</td>
<td>64%</td>
<td>62%</td>
<td>66%</td>
<td>68%</td>
<td>53%</td>
<td>39,685</td>
</tr>
<tr>
<td>ZE</td>
<td>N</td>
<td>32%</td>
<td>31%</td>
<td>31%</td>
<td>37%</td>
<td>25%</td>
<td>18,520</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>337,890</td>
</tr>
</tbody>
</table>

**Standard & Poor Industrial Average**

<table>
<thead>
<tr>
<th>Index</th>
<th>Value</th>
<th>Value</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>85.00</td>
<td>81.75</td>
<td>84.51</td>
<td></td>
</tr>
</tbody>
</table>
5,000 shares, totaling 5,000; his son bought 2,000 shares, totaling 2,000. Morton Rogers bought 1,000 shares, leaving 95,520. Hunt adult children sold 100 shares, leaving 3,105. Mrs. C. D. Waterman Jr. bought 100 shares, totaling 17,013.

Wells Fargo & Co.—C. H. Fessell sold 2,000 shares, leaving 4,900. J. W. Schrey bought 4,000 shares, totaling 9,900.

Magna-Vox Co.—C. H. Fessell sold 2,000 shares, leaving 4,900. J. W. Schrey bought 4,000 shares, totaling 9,900.

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amended to $84,216 or 9 cents per share on 910,882 average shares outstanding. Donald Price, president of Publishers Broadcasting, added that registration statement of dividend by parent firm of 150,176 shares of common stock has cleared Securities and Exchange Commission, permitting Publishers Broadcasting Corp.'s stock to be traded over counter.

Scripps-Howard Broadcasting Co., New York-based group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 28.

Young & Rubicam Inc., New York, has offered in principle to purchase certain assets and operations of the J. K. Gill Co., Portland, Ore., which operates 11 retail outlets in Oregon and Washington, and acts as both retailer and wholesaler of art supplies, gifts and office supplies. Offer has been accepted by Gill's board of directors and will be submitted shortly to that company's stockholders for ratification.

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has declared a regular quarterly dividend of 10.5 cents on class-A stock and 3.75 cents on class-B stock, payable Sept. 15 to stockholders of record Sept. 1.

RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of $2,879,000 on revenues of $45,907 for the six months ended May 31, vs. revenues of $48,271,000 and net income of $3,983,000 in the same 1969 period. The figures do not include operations of Frontier Airlines. RKO said earnings from broadcast operations were "substantially" below the 1969 level due to lower TV revenues and higher costs.

Broadcast advertising

Carl E. Sturges, VP and director of radio-television production department, Young & Rubicam, New York, named senior VP of agency.

Dorothy Glasser, media director, and Edward J. Rogers, director of personnel, Ted Bates, New York, named VP's.

Harry J. Durando, sales VP, Metro Radio Sales, New York, named VP and New York sales manager.

Carol Moberg, group manager, consumer division, PR department, Ketchum MacLeod & Grove, New York, named VP.

Anthony C. Thurston and William W. Young, account supervisors, Grey Advertising, New York, elected VP's.

Richard C. Phalen Jr., with Mutual Broadcasting System, Chicago, named western sales manager. His office will be in Los Angeles.

Jonathan C. Thwaites, art group head, SSC&B, New York, and Richard Francis Rack, account supervisor at agency, both named VP's.

Bill McQuillan, with Dodge & Delano, New York, named VP-creative.


George F. Howlett Jr., with Sudler & Hennessey, New York, named VP. Stephen M. Parello, VP and director of marketing services, Multiplex Corp., publisher of Latin American medical journal, joins Sudler & Hennessey as VP and director of agency's international marketing activities. Barry Siegel, market analyst, Hoffman-LaRoche, New York, joins Sudler & Hennessey as marketing manager, basic projects.

Byron B. Schlesinger, formerly group product manager, Alberto Culver Co., Metrose Park, Ill., joins Robert S. Block Advertising, Milwaukee, as executive VP. Noel (Bud) Wiegele, operations director with Robert S. Block, named VP.

J. Patrick Graham, with Grubb Advertising, Champaign, Ill., named VP in charge of account services.

Bruce Glenn, VP and creative group head, and Dave Kolesar, executive art director, Barickman and Selders Advertising, Minneapolis, resign to become principals in Glenn & Kolesar Inc., new agency there.

Doug Barker, with Edward Petry, Detroit, joins Tele-Rep as Detroit sales manager.

David E. Michels, assistant director of sales, WBAL-TV Baltimore, named director of sales, succeeding Willis K. Freiert, who died last month (Broadcasting, Aug. 3).

Charles B. Kahao, formerly account supervisor, Norman, Craig & Kummel, New York, appointed to newly created position of director of media services, SFM Media Service Corp. there.

Robert A. Malone, senior editor, Broad-
CASTING magazine, Washington, joins American Advertising Federation there as director of information.

Richard Simmons, producer, Ketchum, McLeod & Grove, Pittsburgh, joins Raymond E. Finn Advertising, Baltimore, as director of radio/TV production.

Richard S. Heckenkamp, with KEMO-TV San Francisco, appointed sales manager.

Tom Hemphill, creative director, Kieffer Associates, Des Moines, Iowa, agency, joins W. B. Doner and Co., Baltimore, as copy supervisor.


George E. L. Barbee, assistant product manager and Roger Yeager, assistant products manager, Noxell Corp., named new product manager and product manager, respectively.

Bill Harper, with WAND-TV Decatur, Ill., joins WTVX-TV Terre Haute, Ind., as commercial production manager.

Al Mancinetti, with L. G. Hughes and Associates, joins the Haboush Co., Los Angeles, commercial production firm, as director of sales.

Media

William Rubens, director of marketing services, NBC-TV stations division, elected VP, audience measurement. He replaces Paul L. Klein, who resigned earlier this summer to enter his own business.

Stuart Temkin, director of business affairs, CBS-TV Stations National Sales, New York, named director of business affairs at CBS-owned WBMB-TV Chicago. He is succeeded by Jonathan L. Bannasch, vice president and general manager of CBS foreign treasury operations.


W. J. Wheeler, general manager, KHOZ-AM-FM Harrison; Jack Freeze, general manager, KFPM(AM) Fort Smith; Mike Horne, KARK(AM) Russellville, and Dwinit Waits, KDKK(AM) North Little Rock, named president, first and second VP, and secretary-treasurer, respectively, of Arkansas Broadcasters Association.

Gerald Fleisher, director of advertising and promotion, Reeves Telecom Corp. New York, joins ABC-TV there as manager, new-business development.

Mr. Faust Mr. Shouse

A. Donovan Faust, VP and general manager, WSIX-AM-FM-TV Nashville, named VP, KOA-TV Denver. WXJ stations and KOA-TV are General Electric stations. He is succeeded by Ray A. Shouse, general sales manager, WSIX-TV.

Ward B. Chamberlin Jr., VP of Corp. for Public Broadcasting since 1969, appointed executive VP of Educational Broadcasting Corp., operator of non-commercial station WNDT-TV New York. Mr. Chamberlin will assume his post on Sept. 20, after National Educational Television has been dissolved and its production resources consolidated with those of WNDT, which will be renamed WNET.

Eugene J. Timmons, personnel manager, CBS Laboratories, New York, named director of administration services of Viacom International Inc. there.

John P. Frankenfield, program director, WBAL-TV Baltimore, appointed assistant station manager. He will also continue in his present position.

Charles W. Newcomb, managing director, WSPA-TV Spartanburg, S.C., named manager, WSFA-AM-FM.

David R. Greene, executive VP and general manager of KBBM-AM-TV Helena, Mont., named management consultant, Arkansas Broadcasters Association.

Robert Dalton Jones, program director, WRNC(AM) Raleigh, N.C., joins WKBQ(AM) Garner, N.C., as general manager.

Peter Kadesky, Midwest sales manager, Radio Advertising Representatives, Chicago, joins WDHP(FM) there as station manager.

Anne Spotts and Debra Spotts, wife and daughter of late James A. Spotts, general manager of WLEM(AM) Emporium, Pa., take over management of station. Mrs. Spotts assumes control of licensee, Emporium Broadcasting, and Debra Spotts becomes general manager.

Marc B. Nathanson, with Harsh-Rootman & Druck, Chicago PR firm, joins Cypress Communications Corp., Los Angeles, as director of marketing.

R. Lee Brand, program supervisor, TV programing, William Esty Co., Hollywood, named operations manager, non-commercial KQED(TV) San Francisco.

Programing

Larry E. Burroughs, operations manager, WATL-TV Atlanta, joins Turner Communications Corp., group owner there, as national program director.

Robert Margulies, senior VP, Ted Bates, New York, joins Transcommunications Corp., New York, as VP and director of sales for Transcom Group, subsidiary of Transcommunications, which includes Video Production Services Inc. and Manchester Color Labs.

Wolfgang Bayer, VP, production, Bill Burred Productions, Los Angeles, named executive VP.

Tim Wholey, director of promotion and TV distribution, Association Films, New York, named group VP in charge of promotion, TV distribution and client services, Association-Sterling Films, subsidiary of Association Films.


Bobby Dark, with KBOX-AM-FM Dallas, joins WINN(AM) Louisville, Ky., as program director.

Bruce L. Wolfson, VP, operations, Reeves Production Services, New York, joins EUE/Screen Gems there as director of syndication.

Harvey Seslowsky, director of program purchasing, Telcom Associates, New York, joins Teleimation Program Services there as director of programing.


Samuel C. Gale, president, Corser Enterprises, Washington, audio-visual firm, joins Videorecord Corp., Westport, Conn., as director of marketing, operations division.

David Grieve, independent filmmaker, named executive director, local programing, noncommercial KQED(TV) San Francisco.

Robert Nary, program director, WMBI-FM Hartford-Meriden, Conn., joins WHNC-FM New Haven, Conn., as music director.

News

Roy Healy, news editor, KCR-AM Sacramento, Calif., joins KRON-TV San Francisco...
Francisco as news manager.

John Mies, executive news producer, WLS-TV Chicago, appointed news director. He is succeeded by Thomas Hodson, producer.

Joseph Alvarez, reporter, NBC News. New York, joins WNBC-TV, NBC-owned station there, as manager, editorial services.


Jim Kelter, with WVLN(AM) Olney, Ill., joins WTVG(TV) Terre Haute, Ind., as sports director, succeeding Jerry Palma, appointed night news editor.

John Adair, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM there as newsman.

Jerry Klein, news director, WREX-AM-FM Philadelphia, joins WCAU(AM) there as newsman.

Rick D'Amico, news director, WREG-AM-FM Ashatabula, Ohio, joins WKFR-AM-FM Battle Creek, Mich., in same capacity.

Connie Chung, news writer, WTG(TV) Washington, named news correspondent and on-air reporter.

Bill Schonely, sports director, KVH(AM) Seattle, appointed sportscaster for Portland Trail Blazers, professional basketball team. He is succeeded by Bob Robertson, who is with KVI and KTNT-TV Seattle.

Bill Lorin, with KFWB(AM) Los Angeles, joins KPRO(AM) Riverside, Calif., as newsman.

### Equipment & Engineering

Harry Heltzer, president, 3M Co. St. Paul, elected chairman of board and chief executive officer. He is succeeded as president by Raymond H. Herzog, VP of Graphic Systems. subsidiary of 3M.

David R. Stott Jr., with Ampex Corp., Redwood City, Calif., joins CMX Corp., Sunnyvale, Calif., joined CBS-Memorex venture for manufacture of advanced TV equipment and systems, as director of marketing.


Fred W. Grab, with Commercial Electronics Inc., Mountain View, Calif., appointed eastern regional sales manager with headquarters in Westport, Conn.

George J. Ferguson, with Telemation

### RTNDA chooses five

Members of Radio-Television News Directors Association have elected following to two-year terms: Region 1 (West), Jack Eddy, KOMO-AM-TV Seattle; Region 2 (Midwest), Fred Douglas, WKZO-AM-TV Kalamazoo, Mich.; Region 3 (Northeast), Richard Wright, WTAM(AM) Worcester, Mass.; Region 4 (South). Don Owen, KSLA-TV Shreveport, La.; and for Canada, Gary McLaren, CKCO-TV and CKKW-AM Kitchener, Ont. Holdover directors, with terms ending in 1971 are: Region 1, Chet Cassellman, KSFO(AM) San Francisco; Region 2, Mark Gautier, KMTV(TV) Omaha; Region 3, Tom Frawley, Cox Broadcasting, Washington, and Region 4, Ed Planer, WSDU-AM-TV New Orleans. Membership will elect three directors-at-large for one-year terms at annual conference in Denver next month.

John Manigan, coordinator of youth programs, Cincinnati area Community Action Commission, joins WLW(AM)-WLWT(TV) Cincinnati as assistant community services director.

### Allied fields

**Theodore N. McDowell**, general manager, news and public affairs, WMAL-AM-FM-TV Washington, who became director, office of information, Department of Transportation earlier this year.

Mr. McDowell named director of office of public affairs of DOT. Office of information was reorganized as office of public affairs.

Ralph Renick, VP, news. WTJ(TV) Miami, named to national television committee, Boy Scouts of America. Other members include: Walter Cronkite, CBS News; James Hagerty, ABC Inc.; George A. Heinemann, NBC News and Carl Lindemann Jr., NBC News.

### Deaths


Bob Ekstrom, 59, director of sales, WCCO-TV Minneapolis, died Aug. 13 at his home in St. Louis Park, Minn. He had been with station licensee since 1938 when he joined WCCO(AM). He is survived by his wife, Susan, and two sons.

W. Argyle Nelson Sr., 68, former VP in charge of production, Desilu Productions, died Aug. 14 in Los Angeles following lengthy illness.

Bob Ross, 61, creator and producer of Mayberry R.F.D. TV series, died Aug. 17 at his home in Beverly Hills, Calif., of heart attack. He had been producer of Andy Griffith show and began career as writer for Marx brothers and Amos n' Andy radio shows.

Ira Marion, 60, radio-TV writer and producer for ABC for 25 years until 1965, died on Aug. 13 in New York. He was former president of Radio Writers Guild, later merged into Writers Guild of America. Surviving are his wife, Edith, son and daughter.
Horace W. Brower, 70, former president and chairman of board of Transamerica Corp., San Francisco, died Aug. 14 in Fairbanks, Alaska. He is survived by his wife, Marguerette.

Daniel J. Murphy, 74, director of Federal Trade Commission's bureau of deceptive practices from 1961 until he retired in 1965, died after long illness in Sibley Memorial hospital, Washington. He joined commission in 1936 as trial attorney. He is survived by his wife, Esther, and daughter.

Paul W. Orr, 43, creator-producer of "Joey Bishop" show, died Aug. 14 in Los Angeles, of pneumonia. Mr. Orr also produced The Jack Paar Show for eight years. He is survived by his mother and two brothers.

J. Stevan Darrell, 65, character actor, died Aug. 14 of brain tumor. He had been on radio and TV, last of which was on series, Daniel Boone. He is survived by his wife, Gertrude.

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For The Record

As compiled by Broadcasting, August 11 through August 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Apn.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—constriction permit, D—day, DA—directional antenna, ERP—electro radiant power, ke—kiloelectric, kw—kilowatts, LS—local station, mec.—megacycles, mod.—modulation, N—night, PSA—preservice authority, SCA—subcommunications authorization, SH—specified hours, SSA—special service authorization, STA—temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vs.—visual, w—watts, --—educational.

New TV stations

Actions on motions

■ Chief, Broadcast Bureau on request of Voge-Moore Inc., extended through Aug. 20 time to file reply comments to notice of proposed rulemaking in matter of amendment of TV table of assignments (Cameron and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Aug. 10.


Call letter actions

■ WGBH Educational Foundation, Springfield.

Mass. Granted *WGBY-TV.

■ Mississippi Authority for Educational Televis. State College, Miss. Granted *WMAV-TV.

■ Blue Ridge ETV Association, Norton, Va. Granted *WSVN-TV.

Designated for hearing

■ Greensburg, Pa.—FCC designated for consolidated hearing mutually exclusive applications of Western Broadcasting Co. (BEST) and Warner Communications Inc. for new TV stations to operate on ch. 40 at Greensburg. Action Aug. 7.

Existing TV stations

Final actions


■ Broadcast Bureau rescinded actions of July 30 which granted renewal of licenses to WSVT-TV South Bend, Ind.; and WTVS(TV) Elyria, both Ind., Action Aug. 10.

■ KNTV(TV) San Jose, Calif.—Broadcast Bureau granted FCC's in lieu of expired permit for changes. Action Aug. 11.

■ William B. Ray, chief of FCC Complaints and Compliance Division, Washington (Evening Star Broadcast Bureau (WMAV-TV), TV proceeding, informed Black Efforts for Soul in Television (BEST) that WMAV-TV did not violate fairness doctrine in Dec. 1, 1969 in commentary allegedly critical of black militants. In letter to BEST, Mr. Ray said, "It appears that station has presented constitutional views in overall programming concerning leadership in black community." Action July 28.

■ WMAV-TV Washington—FCC granted group of individuals and organizations opposed to license renewal application of WMAV-TV, 21-day extension to submit comments to license amendment. Action Aug. 12.

■ WMAV-TV Washington—FCC granted amendment to WMAV-TV, 21-day extension to submit comments to license amendment. Action Aug. 12.

■ WFTV(TV) Orlando, Fla.—FCC granted modification of CP to operate with non-directional antenna. Action Aug. 4.

Actions on motions

■ Office of Opinion and Review in Norfolk, Va., (WITR Radio-Tele Corp., WJTR(TV) and Hampton Roads Television Corp.) TV proceeding, granted request for WTAR Radio-Tele Corp., and extended to Aug. 3 time to file application for review and to file memorandum of opposition and order released July 20; and application for review granted for filing of objections of expected for filing (Docs. 18791-2). Action Aug. 10.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Slovakian Broadcasting Co. (WSNV-TV) and Furniture City Television Co., Inc.), TV proceeding, granted request for Furniture City Television Co., Inc. to notice and extend time for production of documents, for production of documents, and for issuance of subpoenas; and ordered that within three weeks following release of this order, Aug. 5, parties meet in informal conference and within 10 days after conference, to present findings of agreement reached (Docs. 18906-7). Action Aug. 13.

■ Hearing Examiner Arthur A. Gladstone in Greensburg, Pa. (Western Broadcasting Corp. and Western Telematic Inc.), TV proceeding, granted request for RFICT-TV, granted request for Frontier Broadcasting Co. and extended to Aug. 5 to file application for approval of renewal of license of KKFT-TV, granted requested by Frontier Broadcasting Co. (Highest Point, Fla.) and for extension of time for appearance of Frontier Broadcasting Co. (Highest Point, Fla.) (Docs. 18791-2). Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va., (WTRARadio-Tele Corp., WJTR(TV) and Hampton Roads Television Corp., TV proceeding, granted request for license renewal of KKFT-TV, granted request by Frontier Broadcasting Co. and extended to Aug. 5 to file application for approval of renewal of license of KKFT-TV, granted requested by Frontier Broadcasting Co. (Highest Point, Fla.) and for extension of time for appearance of Frontier Broadcasting Co. (Highest Point, Fla.) (Docs. 18791-2). Action Aug. 10.

■ Hearing Examiner Chester F. Neumowicz Jr., in New York (WITR Radio-Tele Corp., WJTR(TV) and Complex Roads Television Corp.) TV proceeding, granted request for license renewal of KKFT-TV, granted request by Frontier Broadcasting Co. and extended to Aug. 5 to file application for approval of renewal of license of KKFT-TV, granted requested by Frontier Broadcasting Co. (Highest Point, Fla.) and for extension of time for appearance of Frontier Broadcasting Co. (Highest Point, Fla.) (Docs. 18791-2). Action Aug. 10.

■ Hearing Examiner Herbert Shafman in Miami, (Post-Newsweek Stations, Florida Inc. (WPGL-TV) and Greater Miami Telecasters Inc.) TV proceeding, granted for joint motion by applicants to extend that Preliminary hearing is scheduled to be held Sept. 28; continued Sept. 14, hearing without date. Action Aug. 9. Granted petition by Post-Newsweek for leave to amend application and proposed amendment of most recent balance sheet of applicant-licensee accepted. (Docs. 1889-93). Action Aug. 11.

■ Hearing Examiner James F. Terney in New York (WITR Radio-Tele Corp., WJTR(TV) and Complex Roads Television Corp.) TV proceeding, granted request for license renewal of KKFT-TV, granted request by Frontier Broadcasting Co. and extended to Aug. 5 to file application for approval of renewal of license of KKFT-TV, granted requested by Frontier Broadcasting Co. (Highest Point, Fla.) and for extension of time for appearance of Frontier Broadcasting Co. (Highest Point, Fla.) (Docs. 18791-2). Action Aug. 10.
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Summary of broadcasting
Compiled by FCC, July 1, 1970

York. (WPIX Inc. [WPIX(AM)] and Forum Communications Inc.). TV proceeding, denied motion by WPIX Inc. for protective order (Docs. 1871-2). Action Aug. 12.

- Hearing Examiner James F. Tierney in Charter MCA, NBRC, CBS, Paragon Broadcasting Co. [WBTW(AM), TV]). TV proceeding, granted motion by Jefferson Standard Broadcasting Co. to produce by Southern Broadcasting Co. and other parties relative to prehearing inspection and copying which it urges are relevant and necessary to preparation of Jefferson's case (Doc. 18880). Action Aug. 12.

- Hearing Examiner James F. Tierney in Charter MCA, NBRC, CBS, Paragon Broadcasting Co. [WBTW(AM), TV]). TV proceeding, denied motion by Southern Broadcasting Co. to appoint counsel; and ordered applicant to respond and dispositive on merits of withdrawing party cert. to commitment (Doc. 18880). Action Aug. 4.

Rulemaking actions


Call letter application
- WKHM-TV, Jackson Television Corp., Jackson, Mich. Requests WNLW-TV.

New stations
Final action

Available stations

Current status
- KKFJ, Kennedy, Mo.—FCC granted request by Mutual Broadcasting Co. to sign off, effective Nov. 1 (Doc. 18713). Action Aug. 11.

- WGBI, Scranton, Pa.—FCC granted license covering new auxiliary TV station (Doc. 18726). Action Aug. 11.


- WKTV, South Bend, Ind.—FCC granted license covering new auxiliary TV station (Doc. 18728). Action Aug. 13.

Actions on motions


Designated for hearing
- Safford, Ariz.—FCC designated for hearing mutually exclusive applications of Al G. Stanley, licensee of KJAV, for AM station in Safford, and Tri-State County Broadcasting Co. for CP for new station in Safford. Action Aug. 5.

- Waziq, Gulfport, Miss., and WROA, American GA.—FCC designated for hearing applications of Chicago Daily News, licensee of WZEE, to sell station to Super Bowl Broadcasting Co., license of WZEE to change operation on 1390 kc from daytime to unlimited...
New FM stations

Final actions

- Phenis City, Ala.: Broadcast Bureau granted Channel 108 granted to East Alabama Broadcasting Co., Inc. 100 mc. 3 kw. Am. height above average terrain 1,150 feet. P.O. address 1925 Fourth Ave., Gadsden, Ala. 35901. Action August 14.


- Lima, Ohio—Rigs Broadcast Corp. Broadcast Bureau granted to Mobile Sound Broadcasting Co., 100 mc. 3 kw. Am. height above average terrain 220 feet. P.O. address: W. Clark Tower, 221 West High, Lima, Ohio 43547. Estimated construction cost $30,000; revenue $45,000; profit $15,000; license fee $800. Action August 24.

- Albion, Md.: Broadcast Bureau granted to WIGS-FM, Inc. to make changes in antenna height as approved by FCC 1966-175. Action August 14.


Other actions


Call letter applications


- Des Moines Community College, Fort Atkinson, Wis. Request WSCFR. Action August 8.


- Call letter actions


- Lewis County Broadcasting Co., Canton, Mo. Granted WMCU-FM. Action August 8.


Existing FM stations


- KNTI(FM) Truckee, Calif.: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.


- KDFS-FM, Doxville, Maine: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.

- WMRF-FM, Hutter, South Dakota: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.

- WOOF-FM, Salem, Ore.: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.

- WMCU-FM, Canton, Mo.: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.

- WLCY-FM, Tampa, Fla.: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.

- WGDJ-FM, Oak Park, Ill.: Broadcast Bureau granted CP to make changes in transmitting equipment. Action August 14.

- WNDU-FM South Bend, Ind.: Broadcast Bureau granted CP to make changes in antenna height as approved by FCC 1966-175. Action August 14.

- WHIKK-FM, Eau Claire, Wis.-Broadcast Bureau granted CP to make changes in antenna height as approved by FCC 1966-175. Action August 14.


- WMSR-FM, Magnolia Springs, Ala.: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.

- WERT-FM, Waco, Tex.: Broadcast Bureau granted CP to install trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 14.


- WERK-FM, Dallas, Tex.—Broadcast Bureau granted license to install new trans. and ant.: ERP 0.5 kw and ant. height 40 ft. Action August 17.

- WGRM-FM, Talia, Okla.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action August 17.


- KRCM-FM, Talia, Okla.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action August 17.

- KBOO-FM Portland, Ore.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action August 17.


Help Wanted Sales

Before school starts and before you endure another laborious day in the classroom, start your own successful career! A beautiful tropical city on the ocean working with the only station in town will make pleasure and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume Yes! management opportunity but prove yourself first.

Wanted: Dependable floater. Mature representative to implement proven programing concept at medium market. Excellent salary, expenses paid, all honor accounts, bonuses. Prefer single man, or married man with mature children in full time travel. Minimum three years radio experience required—only highly experienced help but not required. Clean record, good voice, neat appearance, enthusiasm, essential. Work with growing, progressive company. All replies are confidential. Phone, resume, voice check to Box H-162, BROADCASTING.

FM salesperson or rep. Firm with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

All southeastern market programing commercial relations. Optional music requires experienced full-time salesman. Send complete references and resume to Box H-307, BROADCASTING.

Florida large coastal market major station with small market in the area. Excellent salary includes a thoroughly experienced hard working successful radio salesman. Will operate out of Tallahassee. Good record, good people refer. Full details first letter please. Box H-319, BROADCASTING.

Class ticket—sales—announcing helpful: KTHL—Willmar, Arizone.

Wanted: salesman or radio man to sell sales. Midwest only. Dale Low, KSLS/KXMN. Mason City, Iowa.


Annex Exec. for KSAN—San Francisco's top-rated progressive news/talk station needs one account executive. U.S. and international experience. Must have contacts in U.S. and abroad. Resume to KSAN, 211 Sutter, S.F., or call collect (415) 968-2823. Excellent opportunity employer.

Opportunity for young man to break into and sell out an established radio station in a major market. Must have excellent show, air show, and carry. Send resume and picture to KWCD radio, 3770 Chicagao, Oklahoma 29018; attention Michael McKee.

Wanted: Daytime personality. Midwest. Experience required. Send resume to Box H-265, BROADCASTING.

Wanted: Salesman to manage full time AM station in Virginia. Start with $10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money. Send resume, photo and picture to WUNC, 111 N. 4th St., Richmond, Va. 23219.


Leave the factory world... sell for WIDG, 5000 watts. Same company in beautiful tropical city—no pressure... great working conditions... top notch staff. Rush details to Bill Victor.

Wanted, salesmen for new AM outlet in southern Pennsylvania. Good corporation future for right man. Company can give generous commission to right man. Call Jack O'Leary, 717-762-7883.

Sales manager/announcer with ticket (no males). Excellent opportunity for experienced man. One of the top five stations located in Minnesota's beautiful vacation area. Send complete resume and picture to Box 770, WNCV, WNCX, Menasha, Wis., 54952.

Announcer with first ticket—Virginia station. New equipment. Write Box H-305, BROADCASTING.

Wanted first phone ticket, good voice. Immediate opening. Dayshift. Send resume, photo and air check to KOIT, Box 660, Scottsbluff, Neb.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOIT, Moline, Ill.

If you've peaked in your present job, maybe it's mountain time. Try Denver! Our good music stations (AM-FM) need another mature, heavyweight personality. Good voice, good presence, good space. Resume to Box 22, KOSI, Scottsbluff, Nebr.

Sales manager/announcer should show working conditions. Boy, is this fun! Reasonable salary. Good potential. Apply.

Wanted: Staff announcer for afternoon shift in AM-FM station. Send resume, photograph, tape to WFMF, Monroeville, Alabama 35646.

If you're experienced, if you have a first class Ill. station, you would like to own or run a station in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7 1/2 audition tape to WVSC, Somerset, Pa. 15501.

Wanted: In your twenties... loaded with soul... to sell a greater station for the morning slot... to, soul brothers, send your audition's, photo's, resume to J.C. Loew, 2211 S. Damen, Chicago.

"On the Bally?" Join aggressive small market MOR—experienced, credit references. Send resume, tape, picture. Box H-426, Carthage, Missouri.

We're staffing a new contemporary AM in southern Pennsylvania. If you're great and have something to say, call Jack O'Leary, 717-762-7883. New studios and equipment.

Announcer with first ticket—Georgia station. Retail stores, etc. Immediate opening. Send resume and air check to Box H-200, BROADCASTING.

Wanted: Man for AM-FM outlet in lovely little town in the northwest. Excellent opportunity for experienced personality. Send resume and picture to Box H-1350, KOSI, Scottsbluff, Nebr.

WANTED—First phone ticket for growling station. Send resume and picture to Bob Smith, WPKN, New York.

WANTED: Television personality. Immediate opening. Send resume, picture to Box H-116, BROADCASTING.

He's having a baby and selling is not top priority. Must be able to speak three languages. Send resume and references to Box H-317, BROADCASTING.

Classified ads. Situations wanted (Personal ads)—$25.00 per inch. All others—$4.00 per word. Send copy to Box H-276, BROADCASTING.

Deadlines for ad: Monday, for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without written confirmation or letter wire prior to deadline.
Major market group owned and operated 50 kw station - interviewing candidates for staff technician in engineering. Experience desirable. Salary commensurate with experience. Box M-249, BROADCASTING.

New CP seeking engineer to make installation perfect. Salary negotiable. Needed within month. Box H-336, BROADCASTING.

Twana rating: KTCJ 15,000 watt CEKL. Seeker needs chief engineer for 4 antenna directional re- tone station. FM Must - be able to climb towers. Prefer Northwest man with rock-n-roll experience and sound knowledge. Contact Jim Netly, General Manager, P.O. Box 3, Seattle.

Chief engineer to WXK, McKeesport, Pittsburgh. Must be capable of AM directional s. 5000 ND days. 1000 N.C. night. We are looking for an experienced man to build, maintain and provide service for a studio and transmitter operations. Opening is immediate. Send resume, photo, and salary requirements. John Tengeli, Area code 412-291-4705.

Chief engineer for northern Ohio NW directional facility. Good communicator, excellent pay and fringe benefits. Call or write: Manager, WODG, Canton, Ohio 44706. 216-427-8565.

Engineer for top eastern independent, good technical man to build and maintain equipment. 1st ticket. No on-the-job training. Chief engineer: 215-679-5690.

First phone strong on maintenance, good country music. Answering must be available for daytime and evening. Daytime call collect 703-347-4122.

Chief engineer: Automation, announcing experience Mu. Station chain for California property. Send resume to 4219 Crooks Road, Apt. 15-S, Royal Oaks, Michigan, 48073.


Engineer

Important station in York-Lancaster-Harrisburg area needs tech, hard working, good communicator. Nice area to live. Interesting area for a newsletter man. Send resume, salary requirements to Box 208, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsman. Previous experience must show ability to write and report local news. Facilities are modern; personnel are top-notch. Excellent Send resume and audition tape to Box 176 B, BROADCASTING.

Experienced newsman for southern Indiana station. Must have good voice. Play-by-play experience available if desired. Tape, resume, salary, picture to Box H-334, BROADCASTING.

A challenging news position. Qualifications: A thorough knowledge of news writing; skill in writing, editing, and delivering news and editorial on the air. We offer a permanent position, comfortable salary, automobile, and medical benefits. No experience necessary. Send resume, salary requirements, tape, photograph to Box 200, WJZ, Baltimore, Maryland.

Large, medium market station in Midwest wants experienced newsman to join seven-man news staff. We are an excellent outlet for reporter and air man. Send resume, check and writing samples to George H. Anderson, Director of News, KVDD, Joplin, Mo. 64801.

Northeastern New York CBS affiliate needs news director who is fully qualified and experienced in interviewing, writing, editing, and delivering news and editorial on the air. We offer a permanent position, comfortable salary, automobile, and medical benefits. No experience necessary. Send resume, salary requirements, tape, photographs to Box 200, WJZ, Baltimore, Maryland.

BLACK news director or news man wanted by Negro programed station WENZ in Richmond, Va. The man we want must be capable, know the field. The BLACK Community wants, know how to sell it, and report the story. We want to rebuild our news department with men who will tell it as it is. Salary competitive. Box H-336, BROADCASTING.

If you fill the bill call or contact Mr. George L. Dobbs, General Manager, Box 70, Richmond, Va. 23222. (804) 646-5345. staring salary $7500 per month.

Needed a trained professional to join an eight-man staff. Staff must be able to dig, write and air the news in a neat and attractive manner. Experience in any medium network and New York newsman in one of the most well-equipped and experienced newspapers in the north-east, greater Miami. A veteran owner who believes news is our most important product. A place where high talent and practice are both encouraged and rewarded. Send resume, photo, newspaper samples and types of all editing. Reply to: Mr. John B. News Director, 5252 W. 116th St., Miami Beach, Florida 33152.

Programming, Production, Others

Major southeastern market programing commercial radio. Spiritual music requires man for program director, production director, and executive producer. Send resumes and references and resume to Box H-336, BROADCASTING.

Program director for station CHATS, excellent for young pro looking to develop in a large market. Must have some college, creative music ability for up-MOR. Must be well paid. Send resume and references to FSTFM, Lakeville, Minnesota.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with staff and small town people in the Midwest. The job is a lot of fun. None of the urban problems. Group owned. Send complete resume, taste and salary requirements to Manager, KMA, Shenandoah, Iowa.

Station engineer, well-organized and experienced in engineering and management. Good opportunity for young group. Exceptional opportunity to learn and grow as you help to develop exciting new program concept and at the same time program one of the north-east's most powerful, most influential stations. Box H-334, WOR, 1516, Princeton, New Jersey or call 409-924-3600.

Program director for station WPIS with mature an announcing voice and style, outstanding production skills and writing ability in position for young group. Exceptional opportunity to learn and grow as you help to develop exciting new program concept and at the same time program one of the north-east's most powerful, most influential stations. Box H-334, WOR, 1516, Princeton, New Jersey or call 409-924-3600.

WCLS Columbus, Georgia, the only all top 40s top of the hour format. Seeking an engineering manager to update the studio and transmit. A preferred Opportunity for free time production and music director. Send resume to WFSJ-FM, Florida University, Tallahassee, Florida 32305.

WCLS Columbus, Georgia, the only all top 40s top of the hour format. Seeking an engineering manager to update the studio and transmit. A preferred Opportunity for free time production and music director. Send resume to WFSJ-FM, Florida University, Tallahassee, Florida 32305.

Situations Wanted

Management

Natural 21 general manager in top market highest salary and the opportunity to be part owner. Great sales professional WOL investor. Box H-284, BROADCASTING.

Let's eat a hamburger! An iron lung patient? Bananas and since there is no house. Let's go to the movies. Box H-340, BROADCASTING.

Honest, successful man wants to talk about your station and market. Stretches sales and programming experience. College graduate Married with young children and want them to know clean air and good schools. Interested in becoming part of proud community and broad broadcasting station or group. Call or write: William Mussler, 360 Bondy Ave. North, Massapequa, N.Y. Telephone (516) 249-1291.

Announcers

Young black announcer, third endorsed; five-year experience, ready to relocate. Box C-233, BROADCASTING.

First phone four years experience. Complete military service late 60's. Want to work and live in southeast medium market. University town, WO, BCAST 207, BROADCASTING.

Free look for experience 3rd endorsed broad casting station. Call 502-859-4571 and let me know where you are. Looking early, call anytime. Box M-249, BROADCASTING.

Looking for experience 3rd endorsed broadcasting station. Call anytime. Box C-207, BROADCASTING.

ANNOUNCERS


Announcers. Experienced, dependable, tight board. Broad background, social work, production and engineering. Available immediately. Box C-238, BROADCASTING.

Shea "talk" voice to your community. Feedback that not only discusses the news but makes it. For man who can do it and has the news to prove it. Write Box M-249, BROADCASTING.

Negotiates. Experienced, well trained, D.J. announcer. WO, 3rd endorsed, stable, willing to relocate. Box M-232, BROADCASTING.

Bill Wade, graduate, 1st phone, draft exempt and ready to relocate. Excellent resume and references. Box H-262, BROADCASTING.

Top 40 or C&W personality. 3 years experience. 3rd endorsed. Box H-281, BROADCASTING.

Professionally trained strong voiced announcer dj production involvement on general market. Will travel. Box H-294, BROADCASTING.

D.J., news director, authoritative, experienced, versatile, creative, good taste. Available immediately. Tight board. Box H-296, BROADCASTING.

Number one medium market morning personality with proven concert experience. Call agement. Ability to work either function for station willing to pay for quality. Serious inquiries only. Box H-286, BROADCASTING.

Attention Gulf Coast 15 years experience in both radio and TV, including single market film work. Interested in Gulf Coast but consider all areas. Make inquiries answered. Box H-301, BROADCASTING.

1st phone-young aggressive man looking for a chance to work for you. Limited experience, but willing to learn. Box M-303, BROADCASTING.

AFRTS veteran station manager seeks C&W, MOR or MOR/Top 40 station. 3 to 5 years experience, single grad, 3rd endorsed, 2 years college. Tight board, creative production, personable on and off air. 12 months C&W experience, 1 year single market. Call us today, tell us what your station has to offer, can relocate after October 10th. Box H-311, BROADCASTING.

No button pusher 1 this flip, wipp, ten first phone young aggressive management person needed. MOR home, prefers radio/television complex. Available October 1st. Box M-316, BROADCASTING.

Book personality. Remember the old top 40 days with the personable and informative Old Key FM me. Experienced. Age 26. Military completed 3rd endurance. Available immediately. Box H-338, BROADCASTING.

Book personality. Remember the old top 40 days with the personable and informative Old Key FM me. Experienced. Age 26. Military completed 3rd endurance. Available immediately. Box H-338, BROADCASTING.

South and west - Large of small stations, available good voiced disc jockey with ability to write and produce commercials, on or off air, 12 months C&W experience, 3 years single market. Call us today, tell us what your station has to offer, can relocate after October 10th. Box H-331, BROADCASTING.

Detroit - Experienced announcer, rock-'n-writer, production man seeking right position. Box H-330, BROADCASTING.

First phone announcer, college graduate, experience, contemporary or top 40. Box H-332, BROADCASTING.

At last the chance you've been waiting for, "Miss Jennifer Mele!" Young, beautiful, ambitious, talented models, N.Y. Phone me, with your best talent to date. Box H-333, BROADCASTING.

Experienced, aggressive sports announcer/salesester looking for "big league" employment. Play-by-play baseball, basketball, football, hockey. Box H-335, BROADCASTING.

D.J. - Excellent resume, scholarship. Better than the rest. Box H-334, BROADCASTING.

LOOKING FOR EXPERIENCE 3RD ENDORsed BROADCASTer. CALL 502-859-4571 AND LET ME KNOW WHERE YOU ARE. LOOKING EARLY, CALL ANYTIME.
Announcers continued

Broadcast school graduate hard worker, dependable, seeking position with rhythm and blues station. Army veteran, you bet your calling voice, willing to relocate. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Oregon; Washington; Northern California: Outstanding newsman, willing to relocate. Marvelous community newspaper experience, big city, big newspaper. Young, ambitious, seeking job now. Box H-277, BROADCASTING.

Most widely heard of all is Gino Cerio. Most versatile in field of radio and television. Largest personal market of any announcer in country. Capable of speaking French, Spanish, German, etc. Excellent opening line: "Bonjour, mes amis..." Box H-273, BROADCASTING.

Seeking out of state openings. Young announcer, versatile, dependable, capable. Anywhere, anytime. Box H-274, BROADCASTING.

Professional broadcaster, stable, mature, experienced. First class announcer. Six years with three stations, including years as host. Box H-275, BROADCASTING.

Good opening line for all newsmen. Young, single, college graduate, good looking, willing to relocate. Box H-276, BROADCASTING.

Young announcer, experienced in variety, anything. Colorful, aggressive, hard working. Box H-279, BROADCASTING.

Production, Programing, Others continued

Programmer-director, 3 years exp. in producing commercials, newscasts, live show and special. New wave "I.T." man. Must have solid experience in management. Box H-271, BROADCASTING.

Sexy! Maybe, but by adding the feminine voice to your station's ads and i.d.'s your clients will be happy. Fill your air with this sweet voice. VoiceMaster Box H-272, BROADCASTING.

Three-station group operation's manager is seeking a move. Strong on producing, programing and promotion. Looking for step up to management or financial ladder. Box H-273, BROADCASTING.

Help! We are prisoners in Broadcasting magazine classified. Box H-284, BROADCASTING.

News, copy, public affairs, production, hire us now. Box H-285, BROADCASTING.

Cuddly copywriter craves creative companies object--creative copy! Box H-286, BROADCASTING.

How dare you ignore this? Listeners deserve us! Box H-287, BROADCASTING.

When unemployment strikes, can starvation be far behind? Box H-288, BROADCASTING.

Our client's wants us! Why don't you? H-289, BROADCASTING.

Whoever reads this, please hire us! We're pros H-290, BROADCASTING.

We're losing weight--maybe we'll try modelling next! Box H-291, BROADCASTING.

Save your station! -- Heck! -- Save us from starvation! Box H-292, BROADCASTING.

Scripped for by "Ex-cuddy" copywriter, newsless thimble! Box H-293, BROADCASTING.

Let's get it together! Going for 2775 w 30x30 boxes. Help me. Box H-294, BROADCASTING.

Dirac available. Three years commercial and educational experience. MA graduate. First paycheck West preferred. (408) 373-0565. Box H-315, BROADCASTING.


Ready to talk future with young but professional P.O. of six years? 23 for res. Send complete resume and references as soon as possible.

Television Help Wanted

Management

General manager for expanding MSO to supervise construction operation of 60,000 household system in Western states. Must have senior technician with management ability to supervise construction of 22,000 household system in Eastern Canada and ultimately become manager. Send resume and compensation expectations. Box H-277, BROADCASTING.

General manager-sales manager (1 man). UHF in top three market. Big job for right man. Must have dynamic sales management experience and overall G.M. knowledge. Salary $30,000 to $40,000. Box H-318, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in announcing or sales in radio TV. Local origination is the coming thing in communications. Good opportunity for aggressive person with record of past success. Position will require management posture. Midwest, small community. Write to Box H-341, BROADCASTING. Position will be filled as soon as possible.

Announcers

TV sports man, experienced, full time to announce, write, film. Top Wisconsin net affiliate. Confidential. Box H-283, BROADCASTING.

Announcer: Immediate opening for young, experienced man capable of handling any on-camera assignment. Or film audition to: John Mackin, WXEX TV, P.O. 888, Richmond, Va. Excellent opportunity for a versatile, eager new man with this equal opportunity employer.

Sales

Shred of the rat race? The thrill? The money? The crime and juvenile problems? Here is the opportunity you have been hoping for. This is the position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great skiing, hunting. Work 10 to 10 minutes (maybe 5). Clean air. Healthy family. Up and coming city. Must like small living. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-264, BROADCASTING.

Technical

Chief engineer for expanding Canadian MSO, pres- ents to supervise construction and sales. Must have 15 years experience, to total $80,000 households. Also senior technician for 22,000 household system under construction. Must have management experience and ability to assume management position within two years. Send resume and compensation expectations. Box H-378, BROADCASTING.

Progressive mid-eastern production house is seeking a video tape operator. Must know maintenance and have experience on Ampex Eder and 2000's. Liberal benefits & good working hours. Salary open—minimum resumes to Box H-294, BROADCASTING.

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league basis. Modest salary until ability proven. Box H-327, BROADCASTING.

Wanted TV studio technician -- experience preferred. Union shop -- fringe benefits -- equal opportunity employer. Send complete experience resume to Engineer Department, WNAT-TV, RKO General Building, Government Center -- Boston, Mass.

Operations engineer needed by expanding Southeast ETV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of color VTRs. Apply to William M. Christmas, Chief Engineer, WTIV, 42 Coliseum Drive, Charlotte, N.C. 28205.

Senior engineer needed by expanding southeast ETV station. Must have 3 years experience, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of cameras, VTRs, and transmitters. Most supervision. Must supervise and apply to William M. Christmas, Chief Engineer, WTIV, 42 Coliseum Drive, Charlotte, N.C. 28205.

Chief engineer for ETV station at University of Alaska. Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months, $1950 per month. On paper immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsmen—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

Anchorman, Major market southwest. The man we want will handle both 6 and 10 and should have experience in film and producing. Send tape and resume with salary history to Box H-299, BROADCASTING.

Aggressive reporter to work alongside market's number two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in state needs 3 experienced reporters, a network graphics technician, a news photographer and a news editor. Applicants with a network background preferred. Must show complete dedication to news. Our station is fully committed to news. Send tape to Box H-314, BROADCASTING.

Sports casters, Young, good-looking sports type with some TV experience and tons of drive. Dabble in sportscasting, not play-by-play. Major Ohio UHF. Send resume and picture to Box H-334 BROADCASTING. An equal opportunity employer.

South Florida TV station—reporter-photographer and 1-news editor-producer. Bilingualism desirable or tolerable experience. Contact Paula Flippo, 305-744-6899, Equal opportunity employer.

Programming, Production, Others

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs programming. Good opportunity to develop work. Send complete resume and salary requirements to Box H-261, BROADCASTING.
**Programing, Production, Others continued**

Are there any young creative TV directors around anyone? Can a TV director be found that can be motivated by a challenge? Is there a director who can be talked together?

**Television**

**Situations Wanted Management**

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references: Box H 117, BROADCASTING.

Operations/program manager. Excellent references in all phases of operations, including major directing assignments. Two years directing experience necessary. Send resume to: Mr. St. Charles, WDAB, Unit C, 3204 Broadway, BROADCASTING, 5461 Dye Ave., Cleveland, Ohio 44129.

**Producer-director** for top market independent station and production facility. Quality station seeking creative, well-qualified individuals for major directing assignments. Two years directing experience necessary. Send resume to: Joan St. Charles, WDAB, Unit C, 3204 Broadway, BROADCASTING, 5461 Dye Ave., Cleveland, Ohio 44129.

**Cable manager or regional manager.** Have experience in cable, both in cablehead offices and in independent stations. Would be interested in similar opportunities in large and medium cities. Box H 119, BROADCASTING.

**Station manager/operations/program director.** Young executive presence with U in top 10 market. Can cut costs, increase revenue. Proven ability to deal with sales, efficient operations, stable programming and creative production. Box H 124, BROADCASTING.

Television producer-director with outstanding credits at network and local levels is looking for management opportunity in the area of production operations, or program manager. Sixteen years of television backgrou. Good references and qualifications. Opportunity and growth potential will be primary considerations. Resume, references and salary requirements upon request. Box H 131, BROADCASTING.

**Wanted to Buy**

**Equipment**

We used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Hurdie St., Lebanon, Texas 78560.

Need four used Norelco TC70 color camera chains, including studio and field camcorders, and accessories. Reply to Box H 339, BROADCASTING.

Kevin and good console, P.O. 472, Marshall, Minnesota 56258.

**FOR SALE Equipment**


**WANTED**

**FOR SALE Equipment**

RCA color camera; Two RCA 1X46C complete live camera systems and accessories. Used only two years. Particular solid state and transistorized. Will figure out balance of 4.00. Send bids to: Jim Jackson, 59-1-305.

Complete l.v. mobile van, includes: GE B/W, 700 TV line camera, 2 Channel, 12 inch monitor, 3523 B solid state switch, 8 Video monitors, 1-Television Hobart welding machine, 7520 ft. tape, 5 ft. 8 in. x 8 ft. x 11 ft., 12 volt, portable scope car. 1RC 130 TR VTR /spare /spare includes 3500 ft. camera cable, audio cable and power cables, audio mixer, equipment all in custom made van on a 1976 GMC truck with new engine. Box H 330, BROADCASTING.

**Audio instrument revaluation unit model 44-112 hammed. Box H 337. BROADCASTING**

**FOR SALE Equipment**

Autograph equipment: Station gone live, buy new Gen. Electric type CA-72-1600. (50 ft.) CA-72-1600 has 55A-3 silver sensor, A15-55, two racks wired for 110 volt and AC. Will sell for balance. Box H 317, BROADCASTING.

1. GE 9 channel mixer with 9 transistors and power pack, 1-8 hour Ampex recorder with 4 spares, very light use. Write 1001 States, 9324.754. 2. A.B. Dick copy machine. Located in Conn. Best offer. Box H 318, BROADCASTING.

Bauer 707 transmitter, 500 watt, can be converted to 5000 watt, seven years old. $2,500. Box H 336, BROADCASTING.

**INSTRUCTIONS**

Advance beyond the F.C.C. License level: Be a real engineer, not an '80s technician. Various programs accredited by the accrediting commission of the National Home Study Council. Be a real engineering. Five different courses available. Free catalog. Granam School of Engineering, 1509 N. Western Blvd., Hollywood, California 90027. 
Instructions continued

First Class FCC License theory and laboratory training in six weeks. Be prepared to take the First Class FCC License examination and apply for licensing at the completion of your training. A minimum score of 70% on the First Class FCC License examination is required for successful completion of the training program. Our graduates are very pleased with the training given and the assistance provided. Elkins Institute is located in the heart of the downtown Sarasota area, and is easily accessible via public transportation. For more information, please contact us at 955-6922 or visit our website at www.elkinsinstitute.com.


Elkins Institute in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins Institute in Florida, 120 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins Institute in Georgia, 51 Tenth Street at Spring St., Atlanta, Georgia 30309. Phone 404-872-8644.


Elkins Institute in Louisiana, 333 S. Charles Avenue, New Orleans, Louisiana 70113. Phone 504-525-2910.

Elkins Institute in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55414. Phone 612-721-1687.

Elkins Institute in Texas, 2211 South 5th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins Institute in Texas, 2518 Travis, Houston, Texas 77002. Phone 713-731-0213.

Elkins Institute in Texas, 503 South Main, San Antonio, Texas 78204. Phone 210-522-1848.


Announcing, programing, production, newscasting, sales, disc jockeying, and all phases of radio broadcasting. All taught by highly qualified professional instructors. One of the nation's few schools offering an approved FCC-licensed broadcast training in 18 weeks. Approved for veterans and members of NATE'S. Write or phone the location most convenient to you. Dallas - Chicago - Memphis - Minneapolis - Nashville - New Orleans - San Francisco.

Licensed by the New York State, veteran approved for FCC 1st Class License and announcer-sideways-jock training. Contact A.T.S. Announcer Training Schools, 25 West 43 St., N.Y.C. (212) 661-2924.


Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class FCC Radio Telephone License examination (lucky 5 week course). Total tuition $795. Classes begin at all R.E.I. Schools Sept. 7 and Oct. 12. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call 941-955-8922. Fully approved for veterans training.

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Excellent opportunity for an all-around radio man. Airshift, production, music, public affairs, send aircheck, phone or write for details.

Program Manager WOWO

St. Louis, Missouri 63105

COLUMBIA SCHOOL OF BROADCASTING

Not affiliated with CBS, Inc. or any other institution.

BROADCASTING, Aug. 24, 1970
Help Wanted
Programing, Production, Others

PROMOTION PUBLICITY ASSISTANT
Immediate opening for imaginative college graduate with some previous experience in the following areas: On-air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilburn, Promotion Manager, WLWD, 4590 Avco Drive, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F

MAJOR MARKET TALK
RADIO PROGRAM DIRECTOR
I've just produced one big major market winner. Now ready to produce something bigger.

BOX H-265, BROADCASTING

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 Bass, Program Director
WUAB, United Artists Broadcasting
8443 Day Drive
Cleveland, Ohio 44129
An Equal Opportunity Employer

Television Situations
WANTED

PROFESSIONAL ON-CAMERA JOURNALIST

BOX H-180, BROADCASTING

DIRECTOR

Eight years major market experience, seeks growth opportunity with active operation. Reliable. Excellent references.

BOX H-263, BROADCASTING

Wanted to Buy Equipment

STATIONS WANTED
Private individual interested in buying AM stations. AM-FM stations, or FM stations (full time or day time), profitable or unprofitable. All replies positively kept in strictest confidence.

BOX H-274, BROADCASTING

For Sale Equipment

RCA SIDEBAND FILTERS
Max. pwr: SW, RF input: 45-61" ohms 1/4" coax; RF output: 45-61" ohms 1/4" coax; weight: 200 lbs. 1-Ch. 18 filter brand new, never used, original crate. 1 Ch. 8 mint condition. Make offer. All offers seriously considered.
KUAM-TV, Box 368, Agana, Guam 96910

FOR SALE

STATION MANAGERS
Why look for personnel? Call
Radio-Television Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

WE'LL GET YOU A NEW JOB, FREE! Stations pay fee. No resume needed. TY O'Gills to 911K Radio Mgr. $43-30K
SATV Sales $10-25K Engineers $9-15K Newsman $6-15K Combo DJs $5-12K 518 785-3848, Many more, every area.

BENNINGTON STATION LOG
Box 252 Latham, New York 12110

WANTED TO BUY A STATION
Manager, age 37, 15 years experience, wishes to buy an AM or TV station. Personal capital available. Principals only.

BOX H-321, BROADCASTING

FOR SALE STATIONS

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y. 264-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90087
1001 Ave. of the Stars
Century City, Suite 301
Los Angeles, Calif. 90025
310-277-1097

FOR SALE STATIONS

Fla. small daytime 138M nege
Tenn. small AM & FM 175M 65M
South small CATV 22.5M cash
Idaho medium daytime 200M 29%
MW metro FM 65M 50%

Wash. small daytime 60M nege
La. medium fulltime 226M 62M
East metro daytime 525M 29%
N.Y. metro FM 83M 28%
West major TV 2.2M nege

CHAPMAN ASSOCIATES
media brokerage service

2045 Peachtree Road
Atlanta, Ga. 30309
Other actions, all services

- FCC adopted revised policy on "Use of Broadcast Facilities by Candidates for Public Office." Resolution approved 15-1, with all prior public notices issued on equal time approval policies.

- FCC determined that fairness doctrine requires that CBS afford "some reasonable period of time" for alternative or another appropriate Republican party spokesmen, to appear on a broadcast station's program. Hearing examiner F. O'Brien, Chairman, Democratic National Committee, as part of CBS's Local Opponent service. August 14.

- FCC granted awards for experimental and development programs totaling $481,762 during fiscal year 1970. Congress allocated $500,000 for 15 specific projects in 1970 FCC budget. Commission found during fiscal year that it was able to let contracts for 15 selected contracts and to authorize three additional support studies. August 17.

- KTYM-AM-FM Ingleswood, Calif.—FCC granted application on behalf of Trans America Broadcasting Corp., for additional station in license renewal hearing. Application for station, (Doc. 18616), denies apprehension for recommendation in further ability to determine if hearing record does not support renewal of station's license. August 5.

- FCC ruled in response to request by Demo- cratic National Committee, that broadcasters may not arbitrarily refuse to sell time for solicitation of contributions, provided all others in sell time for comment on public issues. August 15.

- Broadcast Bureau granted licenses covering following in WKFEM (FM) Chicago; KUJW radio; WHV-FM Houston; WLIQ radio; WAYNE-FM Wayneboro, Miss.; WLR-FM Garden City, N.Y.; WYAF-FM Tampa; W5CMA radio; WVCOM-FM New York; W7KDO-FM Litmell, N.L.; W7KDO-FM Litmell, N.L.

- K0DC Hayden, Colo.—Broadcast Bureau granted license covering following in KDUF-FM Laramie Falls, Col.; KU1H-UHF televisionstation in Bloomfield and Blair, New Mexico; KT1CH Amarillo, Texas; KHJU-FM Norman, New Mexico; K74DO Forrest-McAllister, N.L. August 14.

- CATV

Applications

- Memphis CATV Inc. requests distant signals of WLVT-TV Lexington, Tenn.; WMCV-TV (Nash- ville); KPLK-TV St. Louis; WHTV-TV and WTVT-TV New York; WBBJ-TV Dickson County; WBBJ-TV Jackson, Tenn.; WAIT-TV Jonesboro, Ark., and KQFP-TV Ponto, Calif. August 11.

- See-Mor Cable TV, New Madrid, Mo.—Seeks distant signals of WWTV-TV Chicago to Delaware and Yuma, both Illinois. August 7.

- Florida Patch's Cable TV—Seeks distant signals of WWTV-TV New Orleans to Denver Shipment, Calif. August 14.

- See-Mor Cable TV, New Madrid, Mo.—Seeks distant signals of WWTV-TV in Paducah, Ky.; WBBJ-TV, WHTV-TV and WTVT-TV, all Memphis; WBBI-TV Jackson, Tenn.; WATI-TV Jonesboro, Ark. and KQFP-TV Ponto, Calif. August 14.

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When Sanford I. Wolff, executive secretary of the American Federation of Television and Radio Artists, began contract negotiations with the TV-radio networks last fall, he presented 319 separate demands.

However, the networks were not flabbergasted by the volume of new conditions and changes sought in the expiring contract, Mr. Wolff pointed out, because they are well aware of the complexities involved in framing more than 30 national and local codes to make up the master contract. These include provisions to cover such occupations as announcer, newsmen, singer, dancer and actor appearing in such diverse areas as network TV and radio, spot radio and television, transcriptions, dramas, documentaries, commercials and phonograph recordings.

"In our final agreement, we managed to get about 150 changes through," Mr. Wolff said. "The negotiations took about nine months, but you must remember we had to take time out to brief our members on different proposals and the networks had to delay our talks from time to time to get into negotiations with other unions.

"Though we started last September and our contract actually expired last November, we continued to work while we talked. And I don't feel that an intricate negotiation such as ours can be completed in a shorter time."

Though the basic issues of wages and hours that occupied the old-line labor leaders are still paramount today, Mr. Wolff stressed that a union can and must get provisions that spell out the wages and fees, working conditions and fringe benefits for specific categories of membership.

Mr. Wolff, called Bud by his friends and industry acquaintances, is part of a new breed of union officials that has emerged in the entertainment field. He was never an actor or an announcer, but was trained in the law and practiced for more than 20 years before he assumed his AFTRA post in 1968.

His early ambition in life was to be a school teacher. But when he received his degree from Knox College in 1936, opportunities in the field of education were limited and salaries were extremely low.

"What really soured me on teaching at the time," he recalled, "was that a classmate of mine who was an excellent athlete got a teaching position that paid $65 a month—and he had to coach on the side."

Mr. Wolff opted for a career in law and enrolled at the University of Chicago law school. He helped work his way through by serving as a clerk with a law firm. He received his degree in 1940, practiced briefly and decided in early 1941 to enlist in the Army.

"At that time the draft was on and service was for one year," he recalled. "Good jobs were hard to get if you faced the Army call. So I decided to enlist to get it over with. But, with Pearl Harbor, it turned out to be a five-year hitch."

Mr. Wolff distinguished himself in military service, serving as an infantry officer in New Guinea, the Central Pacific, the Philippines and Japan. His citations include the Purple Heart, the Bronze Star and the Silver Star. He was discharged as a lieutenant-colonel.

In 1946, he returned to his old law firm and became a partner in two years. In 1950 he formed his own firm, which specialized in tax work and estate planning, but included some entertainment unions among its clients.

By the time he was offered the post of executive secretary of AFTRA in 1968, Mr. Wolff was well versed in labor law and labor negotiations. His law firm represented many performers in broadcasting, as well as the Central Region of AFTRA, the American Guild of Musical Artists and the Screen Actors Guild.

He was reluctant to accept the AFTRA offer at first because he enjoyed his work and life in Chicago.

In early 1968, when the former executive secretary left abruptly during the negotiations for a contract with the phonograph-recording industry, Mr. Wolff agreed to handle the contract talks. He consented later to assume the top post at the 24,000-member union with the proviso that he be able to retain his interest in his Chicago law firm.

Mr. Wolff is a tall, trimly built man with an informal manner, who uses direct, simple speech. He is well liked and respected by his co-workers as well as those on both sides of the negotiating table. One management executive who has seen Mr. Wolff in action during contract talks over the years provided this evaluation:

"Bud is honest and direct in his approach. He is not prone to histrionics and he doesn't exaggerate. He has a lot of credibility. He is low-keyed but a persistent advocate of his own interests.

"He is an excellent negotiator, and when he gives in on one demand, he will expect management to relent in another area. He keeps in touch with his membership and is attuned to the prevailing sentiments, which is important today when about two-thirds of the agreements are rejected by members."

Mr. Wolff pointed out that beyond achieving wage and fringe-benefit increases for members during the last round of national negotiations, AFTRA was able to garner gains in working conditions for many of its members.

"At the same time, we have to be realistic," he said. "For example, we actually accepted a reduction in the network radio program spot rate because business in this area has gone down. On the other hand, we gained 25% in the radio transcription rate."

There are two areas in which AFTRA hopes to make gains in the years ahead, Mr. Wolff said, but conceded they posed problems. He said that the union would like to have the right to respect the picket lines of other unions and the right to withdraw programs recorded by its members from the air during the period of a strike.

For relaxation, Mr. Wolff skis and plays tennis and listens to modern jazz records. One of his new hobbies is raising quarter horses on a ranch in Colorado.
Newspapers, please copy

Well, let's see now, in fairness-doctrine interpretations of the past couple of weeks the FCC has ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Got that straight?

If the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make some unstated amount of time available to unidentified spokesmen to present contrasting views. On the other hand, the delivery of 25 minutes on CBS-TV to the Democratic National Committee chairman for a presentation of opposition to the President's policies entitles the Republicans to time to reply. But why go on?

The more the commission interprets the fairness doctrine, the more tangled the doctrine becomes. That is not the fault of the commission. It is the inherent fault of the theory that fairness can be objectively measured by standards acceptable to all parties in dispute. A lively demonstration of the folly of that theory is presented in the rival pleadings filed by Republicans and Democrats in recent weeks.

The evidence accumulates that the equal-time rule for candidates and the time-to-reply principle for contrasting views serve only to discourage the robust debate that the First Amendment was written to encourage. Both the rule and the principle are now embedded in Section 315, the political-broadcasting law. As long as Section 315 is on the books, the First Amendment is a joke.

Are we overblowing the dangers? As reported in this publication's Aug. 17 issue, two congressmen have introduced bills to impose the fairness doctrine on newspapers. If newspapermen think that's funny, they are herewith reminded that broadcasters 10 years ago would have laughed at a prediction of the FCC's rulings this month.

Concoction

FCC Commissioner Kenneth A. Cox, who is ticketed to leave the agency whenever his friends in the Senate get around to confirming his successor, has been a dedicated public servant. He has been dedicated to the belief that the government should be the over-all supervisor of American radio and television programming.

Back when Mr. Cox was chief of the FCC's Broadcast Bureau, he was discovered to have been conducting a campaign, without the knowledge of the commissioners then in office, to induce license-renewal applicants to reshape their programming to his specifications. As described in this publication's issue of Dec. 3, 1962, the Cox underground operated with relentless efficiency until it was unmasked.

Stations submitting program proposals that fell below Mr. Cox's marks would get formal letters, signed not by Mr. Cox but by that faceless terror, "the secretary" of the FCC, raising needless questions. How did the applicant justify the imbalance between commercial and sustaining programs? Would the public interest be served by an increase of local-discussion programs in prime time?

Broadcasters who replied by sticking to their plans more often than not got other letters raising still more questions. As the correspondence went on, so did the delay in license renewal. The word finally got around that the way to expedite favorable action was to read the tea leaves in the first letter and modify program proposals accordingly.

Upon discovery, the commissioners themselves queued Mr. Cox's campaign, but three months later, after appointment by President Kennedy, he was one of them. It now looks as if he intends to make a last, desperate attempt to get some form of his squeeze play adopted.

Scheduled for consideration at the FCC's Aug. 26 meeting is a plan proposed by Mr. Cox, in association with his frequent accomplice, Nicholas Johnson, to establish minimum standards for time to be devoted to news and public affairs. Also set for discussion are maximum standards for commercial content. The two would constitute exactly the kind of institutionalized supervision that Mr. Cox has persistently sought.

There may be some commissioners who think a going-away gift is in order. But however sentimental the occasion, the delivery of radio and television into government bondage would be just a bit much.

Baleful 50th

Broadcasting's 50th anniversary year is its most critical.

The most frequent question these sultry August days: "Are things as bad as they appear?"

The honest answer is they couldn't be much worse.

The Washington attitude, held by Republicans and Democrats alike, goes something like this:

The fat cats have had it too good long enough. Don't kill them, but let them know who's boss.

An increasing number of owners admit they would get out if the market were favorable. They confide that the "fun" of being a broadcaster has disappeared.

It is a little late for broadcasters to wonder what they have done wrong. They realize, of course, that some have acted like the rich kids on the block. They had more interest in the bottom line than in missionary work.

If the newly endowed Future of Broadcasting Committee of the National Association of Broadcasters, with full network-backing, does not come up—and soon—with a well-reasoned plan, the proud and affluent broadcasting business might well find itself in the posture of magazines, motion-picture exhibitors and some newspapers.

The big difference is that broadcasters are paying the government to have it done to them.
Houston is a super-city with big plans!

In the last decade, Houston added 14 multi-story buildings to its downtown skyline—a remarkable increase of 6 million square feet of office space in the central business core alone.

Already in the first five months of this new decade, more construction has been announced or started than was actually realized in all of the Sixties. Only Houston could top its own phenomenal growth pattern!

Houston is...a powerfully attractive market that is drawing big investment dollars, gigantic business firms, and experiencing a startling population growth...over 38% in the last 10 years.

Houston is...the center of an unprecedented building boom...including:

- Shell's PLAZA DEL ORO—a $1.5 billion, 526-acre development embracing the Astrodome...ONE SHELL PLAZA—50 stories, tallest building west of the Mississippi...and TWO SHELL PLAZA—a 29-story structure on the way up even before its sister building is complete.

- GREENWAY PLAZA—an extraordinary 127-acre office/hotel/apartment environment in Houston's exploding Southwest area.

- TEXAS EASTERN'S billion-dollar, 32-block downtown urban master plan.

- A $500 million, diversified 18-acre, 10-block downtown complex just announced by TRAMMELL CROW and METROPOLITAN LIFE.

Houston is...a farsighted approach to the future...with revolutionary building plans that specify totally self-sufficient new communities, novel means of transportation...and a keen respect for the environment.

Houston is...tomorrow happening today.

KPRC-TV/ HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate
Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials deplore the short-sightedness of suburban councilmen who refuse to meet with D.C. officials to discuss metropolitan Washington housing needs. WMAL-TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.

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