At FTC harsh new penalties for deceptive advertising
Getting into fighting shape: NAB's conditioning program
Movie majors sue ABC, CBS for triple-damage antitrust
'Telestatus': How to convert metro ratings to TV markets
AND NOW FOR THE BEST CONCERT WORKS
COMPOSED BY STUDENTS UNDER 26

THE
WINNERS
ARE

For the 18th consecutive year, BMI honors the outstanding works of student composers. The 1969 winners:

ROBERT BOURY, 23
Wheeling, West Virginia

HUMPHREY EVANS III, 21
Washington, D.C.

DANIEL FOLEY, 17
Jacksonville, Florida

ANDREW FRANK, 23
Philadelphia, Pennsylvania

STEPHEN HARTKE, 17
New York, New York

JEFFREY JONES, 22
Los Angeles, California

DANIEL KESSNER, 23
Los Angeles, California

JEFFREY KRESKY, 21
Passaic, New Jersey

GERALD LEVINSON, 18
Westport, Connecticut

DENIS LORRAIN, 21
Montreal, P.Q., Canada

HOWARD LUBIN, 16
Merrick, New York

JOHN DAVID MANN, 15
Westfield, New Jersey

PETER SALEMI, 21
Urbana, Illinois

WALTER SAUL, 15
Chevy Chase, Maryland

DARIA SEMEGEN, 23
Hagaman, New York

DONALD STEVEN, 24
Montreal, P.Q., Canada

PRESTON TROMBLY, 24
Danbury, Connecticut

HUGH M. WOLFF, 16
Washington, D.C.

For full information and entry blanks for next year's competition write Oliver Daniel, Broadcast Music, Inc., 589 Fifth Avenue, New York, N.Y. 10017

BMI
All the worlds of music for all of today's audience
HIT A HOMER WITH

**Hickey Hi**

The new radio comedy series that tells you . . .

"EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT HIGH SCHOOLS"*

*but were afraid to ask!

SOLD OUT IN 60 U.S. AND CANADIAN MARKETS

Hollywood Radio Personality

GARY OWENS says:

"Of all the comedy features I've aired on my daily KMPC radio show, none has quite had the impact of "Hickey Hi." Why, many of my listeners actually believe there is a "Hickey Hi," and a Santa Claus and a Spiro T. Agnew, and a Rowan, and a Martin, and . . ."

SEND FOR YOUR FREE AUDITION TAPE NOW!

HARRY O'CONNOR, Broadcast Producer

Suite 711 / 1680 Vine Street

Hollywood, California 90028 / (213) 461-3393

ALRIGHT HARRY, we get the picture —

You've got a new radio comedy series starring ALAN SUES called "THE HICKEY HI REPORTS" and a sample tape you think will sell us and/or a sponsor. And, when we buy "HICKEY HI REPORTS" we get promotional items like nutty buttons, bumper strips or funny balloons, FREE. Alright, we're willing to listen, and look, because we are a good prospect for a comedy series. Send your tape, samples of the promotional items and price details to:

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signed
EYEWITNESS NEWS

The Leader in the Southwest...

EYEWITNESS NEWS covers the sprawling giant of a market that ranks 11th in retail sales in the United States. EYEWITNESS NEWS is the dynamic approach to newsgathering that brings to the people of the Dallas-Fort Worth area the “in depth” reporting they want and deserve! Contact your H R representative for availabilities.
Double jeopardy?

Broadcasting representatives, already uneasy over possible impact of new Office of Telecommunications Policy on regulatory matters affecting them, are finding new cause for concern in research organization being set up to support OTP. New outfit, in Department of Commerce, is Office of Telecommunications, which is taking over bodily Institute for Telecommunications Sciences, formerly part of Commerce's Environmental Science Services Administration. Communications engineers who have broadcasting clients know ITS as agency that regards FCC as having botched frequency management and paid undue attention to broadcasting needs.

ITS attitude is generally seen as reflection of personnel's interest in solely technical aspect of spectrum management. However, some commission engineers profess to see ITS beginning to consider political and economic facts as well. In view of one government communications expert, however, it will be several years before new office has any impact; he feels it lacks basic know-how for policy-advocacy responsibility. New Office of Telecommunications is to be headed by ex-International Telephone & Telegraph engineer, Armig Kandooian.

Still perking

What is described as "honest difference" on what constitutes "constructive income" is issue being debated with Internal Revenue by tax counsel for Sherman Unger, FCC nominee, whose confirmation hearing by Senate Commerce Committee has been held up by White House. Mr. Unger's counsel says questions should be resolved promptly, hopefully in time for his confirmation as FCC's seventh member prior to anticipated Oct. 15 congressional recess.

Hold on nomination came from White House after Internal Revenue began its study of Mr. Unger's 1968 return in Cincinnati, based on stock transaction when he was in private practice of law in that city, and prior to his appointment with change in administration to general counselship of Department of Housing and Urban Development.

Breathing easier

Now that it's over, third quarter looks pretty good in spot-TV sales, considering state of general economy. Sampling of spot-sales executives indicates it at least looks better than had generally been expected. Some authorities estimate third-quarter spot sales in total showed small plus—1%, 2%, maybe 3%—over same period year ago, though they emphasize that some markets and stations are down while others are up. Now there is some concern for fourth quarter, with some major advertisers reportedly showing reluctance about committing budgets, or committing smaller ones. On brighter side, there is instinctive feeling that "fourth quarter just cannot be a minus," particularly since last year's fourth was when slowdown became apparent and spot-TV gain slowed to about 2%.

Familiar faces

Whether Democratic ticket for 1972 presidential sweepstakes is Muskie and Bayh or another combination, it's likely that two of LBJ's broadcast-oriented lieutenants will be involved. Leonard Marks, Washington attorney and former director of USIA, and John S. Hayes, former president of Post-Newsweek stations and afterward ambassador to Switzerland, are already working in party councils. Mr. Marks, who returned to his communications law practice last year after serving as head of U.S. delegation to Intelsat conference with rank of ambassador, had worked in Humphrey-Muskie campaign at policy-financial level. Mr. Hayes, since his return from Switzerland last year, has been acting as corporate consultant residing both in Washington and in Florida.

Another big one

Good omen for radio: Montgomery Ward & Co. is currently mailing to its store managers new 27-page radio manual, its first, on how to use radio advertising. Manual, which includes section on advantages of radio as well as tips and aids in planning and scheduling, was prepared with help of Radio Advertising Bureau. Packaged with it is vinyl audio disc on which retail chain's national advertising director recommends manual to store heads and Miles David, RAB president, offers broadcasters' assistance wherever needed. RAB plans to follow with mailing of manual to its member stations, to help them work better with local Montgomery Ward outlets. RAB has helped about dozen chains develop such manuals, including giant Sears, Roebuck. Likely next step is supermarkets, such as A&P.

Free to fly

Gordon Sherman, wealthy angel of such broadcast-baiting enterprises as Citizens Communications Center of Washington, which Albert Kramer, lawyer, heads (see page 60), quit last week as president of Chicago-based Midas muffler empire. But departure from business scene means only that he'll have more time for social activism. That's word Friday from close associate. Mr. Sherman is also contributor to Ralph Nader, Business for the Public Interest, which is housing another citizens group now protesting programing on Chicago stations, and Chicago Journalism Review, which focuses on radio and television as well as papers.

Out of world

World Telecommunication Day, "to promote international cooperation in the telecommunication world," will be observed next May 17 under mandate of International Telecommunication Union, Geneva, representing more than 100 member nations. Theme proposed for 1971 is "Telecommunications and Space" to reflect aims of ITU World Space Radiocommunications Conference in Geneva June/July 1971. Administrative council of ITU and its 25th session also selected May 17 as permanent annual celebration date, following precedents established in 1968 and 1969.

Simultaneously, ITU detailed plans for Telecom 71 exhibit to be held in conjunction with world space conference. It will include exhibits covering network planning via satellites, audiovisual media and electronic data processing for benefit of 1,000-plus participants and observers and acquaintance representatives of developing countries with telecommunications manufacturers, suppliers, and consultants. Conference runs for six weeks with exhibit running 10 days from July 17 to July 27.

Front line

Radio Advertising Bureau, whose Detroit office has been successful in building auto billings in medium, is expected to announce changes there soon. Detroit vice president, Edward L. Hearn, resigns to become vice president-general manager of KIRO(AM) Seattle. Presently in Detroit is Allen Hundley, RAB's Southwest sales director, from Dallas.
This week, families who can view PGW represented TV stations will spend $503,700 on instant tea.

Do you sell tea?

You can sell more with spot TV

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

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
Federal Trade Commission proposes clamp-down on advertisers violating its rules. If violations are confirmed, they would have to quit advertising for one year or admit in advertising sins attributed to them by FTC. See...

Penalties toughened for deceptive ads...19

On tap this week is meeting of directors of National Association of Broadcasters to vote on reorganization plan aimed at more rigorous defense of industry against attacks from government and private groups. See...

High hopes for lean and hungry NAB...28

In speech to Federal Communications Bar Association, FCC Chairman Burch says recent FCC actions may suggest tougher regulatory mood, not easier one. At related session, newsmen balk at government subpoenas. See...

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Group of major motion-picture companies file suit under antitrust laws seeking to bar ABC and CBS from producing any entertainment programs. They claim networks restrict their access to TV program market. See...

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As commercial broadcasters battle with fairness-doctrine dilemma in presenting controversial political views, Public Broadcasting Service President Gunn offers ETV facilities as solution; asks ideas from both parties. See...

Does EVT hold key to fairness?...50

CBS/Broadcast Group president warns government officials are creating spectre of ‘network censorship’ in public mind to open door for government tampering with broadcast news presentation. See...

‘Censorship’ cry called phony...52

CBS and MCA ask appeals court for one-year stay of FCC’s prime-time access rules; NBC joins others in seeking judicial review and asks FCC to stay rule requiring divestiture of domestic syndication operations. See...

Prime-time foes gird for battle...58

Rerun of President Nixon’s Kansas State University address brings demands for free time on TV stations by Democratic National Committee Chairman O’Brien, DNC and CBS ask court to review FCC’s ‘Loyal Opposition’ decision. See...

A backlash from Nixon rebroadcast...59

At briefing conference on media and law, representatives of citizens groups decry lack of public access to media; former FCC commissioner Lee Loevinger attacks FCC’s multiple-ownership policy. See...

A look at the pressures on radio-TV...60

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $14.00. Add $4.00 per year for Canada and $6.00 for all other foreign countries. Subscriber’s occupation required. Regular issues $1.00 per copy. Broadcasting Yearbook published each January, $13.50 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department, 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new address plus address label from front cover of the magazine.
effective

october 5

and after.

WABC-FM NEW YORK
WLS-FM CHICAGO
KABC-FM LOS ANGELES
KQV-FM PITTSBURGH
KGO-FM SAN FRANCISCO
WXYZ-FM DETROIT
KXYZ-FM HOUSTON

Are represented by:

ABC-FM Spot Sales
NEW YORK
CHICAGO
LOS ANGELES
CBS-TV leads ratings war

CBS-TV edged ABC-TV by one-half rating point for first place in 7:30-11 p.m. ratings for week ended Sept. 27—first week that all three networks were showing 1970-71 schedules—in Nielsen 70-market multi-network area (MNA) ratings out Friday (Oct. 2). CBS had average 18.9 rating, ABC 18.4, NBC 16.8.

Seven new programs appeared in top 40: *Flip Wilson* (NBC) was 14th; *Partridge Family* (ABC), 18th; *Mary Tyler Moore Show* (CBS), 26th; *Make Room for Granddaddy* (ABC), tied for 27th; *Arnie* (CBS) 35th; *Men From Shiloh* (NBC), tied for 37th and *Red Skelton* (NBC) tied for 40th.

ABC, whose new programs were making their first appearance that week, had six of top 10, nine of top 20; CBS, three of top 10, seven of top 20; NBC, one of top 10, four of top 20.

ABC's Monday-night pro football did not appear in top 40 but network sources said part of that failure was attributable to fact that MNA's rate time periods, not programs, and pro football starts on West Coast 90 minutes before prime time begins.

In average ratings, CBS won Monday, Thursday and Friday nights; ABC Tuesday, Wednesday and Sunday; NBC Saturday.

Following are top-40 rankings from MNA report:


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*Ties*

The IDC problem

CBS-TV New York officials Friday (Oct. 2) postponed until this week policy decision as to how they will proceed in handling optical coded commercials of International Digisonics Corp. for automatic monitoring service despite fact IDC is underwriting transfer of all coded film spots to video tape to avoid any alignment and tolerance problems in film.

IDC's executive vice president, Glenn DeKraker, admitted Friday firm also has volunteered to pay costs of tape transfers for ABC-TV and NBC-TV as well. After meeting with CBS mid-week, Mr. DeKraker had claimed difficulties were not as extensive as reported earlier (story page 21).

Even with all coded commercials on tape, CBS-TV sources indicated, new problems arise with just too much tape and hence some future cutoff date may have to be determined. CBS-TV meanwhile continues to air coded commercials pending legal and technical exploitations.

WTIC-TV Hartford, Conn., reported Friday it still is not airing IDC coded spots and will not do so until waiver of FCC rules is obtained. WTIC-TV said most of small number of coded spots received there so far have been out of tolerance and it has transferred to tape at its own expense. Advertisers are cooperating in make-goods for rejected film spots, WTIC-TV said.

Mansur gets approval

Senate late last week confirmed nomination of George F. Mansur Jr., President's choice for deputy director of new Office of Telecommunications Policy.

Senate approval followed 10-minute Commerce Committee hearing on Mansur nomination held earlier in week.

Routine hearing did produce one noteworthy item: Senator John O. Pastore (D-R.I.) asked Mr. Mansur to submit to committee at early date more detailed outline of manner in which OTP plans to implement executive order that established office. Senator also asked for more specific information on areas OTP intends to cover.

United Church again

Office of Communication of United Church of Christ announced Friday (Oct. 2) that it and Black Broadcasting Coalition of Youngstown, Ohio, had

A bit of free advice

Two legal interns who worked in FCC Commissioner Robert E. Lee's office all summer have submitted reports suggesting that commission pull in its horns in its approach to two matters of concern—one of particular concern to Commissioner Lee.

Jack L. Clifford, third-year student at Georgetown University law school, said there is no evidence to warrant adoption of commission proposal to ban newspaper ownership of broadcast stations.

He said more desirable and effective way of establishing marketplace of ideas would be to implement public's "right of access to the communications media," as he added, Supreme Court did in Red Lion decision on commission's fairness doctrine.

David H. Mammaux, second-year student at Georgetown law school, did paper designed to provide policy guidance on what commission should do about broadcast of drug-oriented and/or indecent songs—matter that has long troubled Commissioner Lee. His conclusion: There is no research to suggest that songs under study cause antisocial behavior, and FCC would be on risky legal ground in banning such music.

Mr. Mammaux said "best action" for Commissioner Lee in connection with drug-oriented lyrics is to encourage formation of Industrial Advisory Board, composed of representatives of broadcast industry and record producers and FCC member, that would seek to promote "real, effective self-regulation" in broadcasting.

Mr. Mammaux found indecent lyric problem harder to handle, said "both the commissioner and the FCC would be well advised to avoid what is legal and social can of worms."

Commissioner Lee said he "kind of" likes reports, but doesn't "endorse or reject any part of them." He noted that interns were not under instructions from him in developing their papers.
Robert L. Hosking elected VP, CBS Television Stations Division, and general manager of WCBS-TV New York, succeeding Alan P. Sloan, who becomes VP of CBS-TV Stations Division. Mr. Hosking, who joined CBS in 1958 became general sales manager of WCBS-AM New York in 1963 and director of TV Stations Division's station services in July 1970. Mr. Sloan was moved into top job at WCBS-TV in February 1969 after service as VP, station services at Stations Division and as executive assistant, CBS/Broadcast Group.

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

Robert L. Hosking elected VP, CBS Television Stations Division, and general manager of WCBS-TV New York, succeeding Alan P. Sloan, who becomes VP of CBS-TV Stations Division. Mr. Hosking, who joined CBS in 1958 became general sales manager of WCBS-AM New York in 1963 and director of TV Stations Division's station services in July 1970. Mr. Sloan was moved into top job at WCBS-TV in February 1969 after service as VP, station services at Stations Division and as executive assistant, CBS/Broadcast Group president. New assignments follow exchange in jobs of D. Thomas Miller, now president of TV Stations Division, and Ralph H. Daniels, now VP and assistant to Richard W. Jencks, CBS/Broadcast Group president (Broadcasting, Sept. 28).

V. J. Adduci, senior VP of Aerospace Industries Association, Washington, named as successor to George D. Butler, president, Electronic Industries Association there. Mr. Butler plans to return to private industry. Mr. Adduci will be nominated when EIA board of governors meets Oct. 15 and will assume office on Nov. 1.

Dick Lawrence, director of syndicated sales, Independent Television, New York, named VP in charge of syndication. He succeeds Ken Joseph, who has been named to similar position at Metromedia Producers Corp. (Broadcasting, Sept. 28). Prior to joining ITC, Mr. Lawrence was VP and sales manager of United Artists Television, syndicated division.

Spokesman thought Illinois Bell may be first among major Bell entities to seek such boosts.

Proposed increases cover Chicago and five downstate communities where CATV systems are operating and using Illinois Bell facilities. No system is operating in Chicago yet, although franchise hearings have been in process for some time and some 14 applications are pending. Downstate markets are Dwight, Momence, Morris, Watseka and Springield.

New Chicago rate for feeder cable in underground conduit will be $135 per quarter mile. Aerial and buried feeder cable downstate will range from $32 to $62 per quarter mile.

Rising costs, development of more sophisticated components and maintenance experience were cited by Edward W. Nissen, Illinois Bell marketing manager, as reasons for new tariff. "CATV rates are not carrying their fair share of the over-all costs providing this service," he said, "and it is unrealistic to have regular day-to-day telephone users shoulder any of the burden of providing CATV services."

A plea for veto

Willard E. Walbridge, National Association of Broadcasters board chairman, sent letter to President Nixon Friday (Oct. 2) urging veto of political-broadcasting bill.

Mr. Walbridge said bill fails to achieve its "worthwhile objective" of reducing campaign expenditures because it does not apply to over-all spending. Exclusive focus on broadcasting, he said, makes bill both ineffective and "very unfair to the nearly 700 television stations and more than 6,000 radio stations throughout the nation."

"Our broadcasters' concern is not with the political revenues involved," Mr. Walbridge said, "but rather the discrimination against broadcasters and the unprecedented action in setting broadcasting rates. . . . We respectfully suggest that the solution to campaign-cost inequities can be found in the enactment of a realistic Corrupt Practices Act."

Mr. Walbridge noted that broadcasters welcomed provision of bill suspending Section 315 in presidential elections. "But," he added, "the restrictions contained in the bill are too great a price to pay, especially since it does not solve the campaign cost dilemma."

Bill has been cleared by Congress and awaits President's signature, but there is widespread speculation that he may veto it (see page 34).
Storer stations are stepping up their fight against those who would despoil the quiet beauty of America's inland waters. In Toledo, WSPD-TV climax a intensive anti-pollution campaign with a special documentary featuring Interior Secretary Hickel, followed with a three-hour live presentaion of his Department's hearings on Great Lakes pollution. Sister station WSPD Radio drew down a top award for its editorial attacks on dredge-dumping of contaminating materials in Lake Erie. In Cleveland, WJW-TV and WJW Radio cooperated in publicizing the city's Clean Water Task Force in its massive attack on water and sewage problems, editorially promoted passage of a $100-million bond proposal designed to solve them. Detroit's WJBK-TV aired excerpts from, and commended a four-day ecological "teach-in" at the University of Michigan, actively encouraged other faculty and student environmental programs. WITI-TV, Milwaukee, after award-winning documentaries on pollution in Lake Michigan, broadened its attack to include the fouling of Wisconsin's scenic rivers as well. Such efforts as these, under guidelines laid down for all Storer stations, take a lot of doing. But the rewards are great — in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."
"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, 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.

Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

October


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

Oct. 6-6—10th technical convention and equipment exhibit, the EMS of TV of Plaza hotel, New York City. Engineering Agenda includes CATV symposium; speakers include Irving B. Kahn, president and chairman, Teleprompter Corp., and Sol Schidt- hause, chief of FCC's Cable Television Bureau, New York Hilton, New York City.


Oct. 7—Deadline for comments on FCC's proposed rules concerning exalt of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals (Doc. 18937).

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Oct. 10-10—Meeting of Texas Association of Broadcasters. Marriott motor hotel, Houston.


Oct. 12-12—Meeting of Midwest chapter, National Religious Broadcasters. Mr. President motor inn, Grand Rapids, Mich.


Oct. 13-13—Deadline for reply comments on FCC's proposed rule concerning broadcast announce- ments of station and network employees financial interests in advertised services and commodities. (Doc. 14119).


Oct. 15-15—New date for commencement of FCC hearing on renewal of Frontier Broacasting Co. for KFBC-TV Cheyenne, Wyo. Previous date was Sept. 15 (Doc. 18977).

Oct. 15-15—New deadline for comments on FCC's proposed rule concerning broadcast announce- ments of station and network employees' financial interests in advertised services and commodities. Previous deadline was Sept. 15 (Doc. 14119).

Oct. 15-15—New deadline for comments on FCC's proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Sept. 15 (18928).


Oct. 16-17—First national symposium on children and television, sponsored by Action for Children's Television. Keynote speaker will be Fred Rogers of Miss Roger's Neighborhood, Kennedy Memorial Hospital for children, Boston.


Oct. 20-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Leonard, "Wire Pensions," 8401 Observatory Lane, La Plata, Md.

Oct. 22-22—Annual fall convention, Ohio Association of Broadcasters. Hilton inn, Columbus.


Oct. 23-23—22d Cine-meeting of International Film, TV-Film and Documentary Market (MIFED) in Milan, Italy. Market is for trading feature, TV and documentary films in worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 15. Address for infor- mation and bookings, MIFED-Largo Mopodonesa 1-20145 Milano (Italy). Telegrams: MIFED-Milano Telex 33620 Fierami.


Oct. 28-28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local ownership of CATV systems. Concerning CATV technical standards and desirable minimum channel requirements for future CATV's. (Doc. 18891).

Oct. 28-29—Virginia CATV Association fall meet- ing. Downtowner inn, Danville.

Oct. 30-30—Mid-Amercia CATV Association fall


Oct. 19-20—Sheraton Biltmore, Atlanta.


Nov. 12-13—Monteleone, New Orleans.

Nov. 15-16—Big Apple, New York.

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

(For list of NAB's 1977 fall conference dates, see Broadcasting June 29).
meeting, Glenwood Manor motel, Overland Park, Kan.


Oct. 30—New deadline for reply comments on FCC's proposed rule to provide for licenses of telephone interview programs on radio and TV stations. Previous deadline was Oct. 1 (Doc. 18926).

Oct. 30-Nov. 1—Midwest area conference of American Women in Radio and Television, Cherry Hill Inn, Cherry Hill, N.J.

November

Nov. 2—Deadline for 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 (Doc. 18930).

Nov. 3—New York State Educational Commission Association, Grossinger's, Grossinger, N.Y.

Nov. 4—Annual Western cable television show and convention, California Community Television Association, Hotel de Coronado, Coronado, Calif.

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

Nov. 7—Eleventh annual conference of Information Film Producers of America, Newport Inn, Newport Beach, Calif.

Nov. 7-8—Annual Petry promotion seminar, conducted by Edward Petry & Co. Astroworld motel, Houston.

Nov. 7-8—Meeting of Iowa Association of Broadcasters, Ramada Inn/Memorial Union, Ames.

Nov. 7-9—Sixth Chicago International Film Festival includes U.S. TV commercials competition. Write: Michael J. Kutzke, 102 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-9—Annual convention, National Association of Educational Broadcasters, Sheraton Park and Shermahm hotels, Washington.

Nov. 9-10—Convention, Eastern chapter, National Religious Broadcasters, Yonkers, N.Y.

Nov. 9-11—Annual convention, Broadcast Promotion Association, Astroworld complex, Houston.

Nov. 10—Public hearing of the Canadian Radio-Television Commission, Winnipeg Inn, Winnipeg.


Nov. 11-12—Sigma Delta Chi convention, Palmer House, Chicago.

Nov. 12-13—Tutorial seminar on "Technologies In Motion Picture Film Laboratories", cosponsored by Society of Motion Picture & Television Engineers, Airport Marina, Los Angeles.

Nov. 13—New deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities. Previous deadline was Oct. 13 (Doc. 14119).

Nov. 13-14—Meeting of Maryland, District of Columbia and Delaware Associations of Broadcasters, Odessa Inn, Edenton, Md.


Nov. 15—Annual meeting, Television Bureau of Advertising, New York Hilton.

Nov. 20—Meeting of Kansas Association of Broadcasters, Radisson hotel, Wichita.

Nov. 20—Third annual fall management seminar, Kansas Association of Radio Broadcasters, Radisson hotel, Wichita.

Nov. 20-22—Annual Radio Program Conference sponsored and conducted by Bill Gavrin. Special presentations will relate to conference theme, which celebrates golden anniversary of broadcasting. Century Plaza Hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV operators to transmit distant signals (Doc. 18937).

December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union (Doc. 18930).

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 (Doc. 18930).

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

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FRESNO, CALIF. 93703
PHONE: (209) 251-2123

Canadian Subsidiary

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Caldwell A/V Equip., Ltd.
135 MIDWEST ROAD, SCARBOROUGH,
ONTARIO, CANADA • PHONE: (416) 751-0881

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The WJEF Countrywise buyers
...they know what they want and can afford it!

Today's WJEF Countrywise buyers are very particular families.
Typically, they're under thirty, own their own homes, have two cars
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they want. And they learn about
products from WJEF.

WJEF-ers may be bankers, busi-
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they're among the 70 thousand or
so working in the area's 880 manufac-
turing plants—part of an expanding
economy already accounting for
$902,087,000 in retail sales. Their
particular like is WJEF. If you'd like
these particular people, contact
Avery-Knodel. They'll give you some
wise advice on our Countrywise
buyers.

More on missing stamp
Editor: The following letter was sent
to: Senators Charles Percy and Ralph
Smith (both R-Ill.); Senators Harold
Hughes (D-Iowa) and Jack Miller (R-
Iowa), and Representative Thomas F.
Ralsback (R-Ill.) and Fred Schwengel
(R-Iowa):

"I am enclosing a copy of an edi-
torial from Broadcasting Magazine of
Sept. 14, 1970, which I think pretty
much speaks for itself. However,
I would like to pass on my personal
feelings that it's a sad commentary on
our times when the post office can't find its
way clear to issue a commemorative
stamp on behalf of 50 years of broad-
casting.

"This is the same broadcasting that
year after year has run millions of pub-
lic service announcements in assistance
to the post office for its early mailing
pleas and many other occasions of as-
assistance to the postal department.

"I for one would like to have an of-
official reason given to our station why
such a commemorative stamp is not
suitable. Your assistance will be greatly
appreciated."—Arthur M. Swift, execu-
tive vice president and general man-
ager, WQAD-TV Moline, Ill.

Studying TV violence
Editor: Stories on the "blackballing"
of some researchers from the surgeon
general's Scientific Advisory Com-
mittee on Television and Social Behavior (Broad-
casting, June 1 et seq.) omitted
some important facts. Unless these facts
are considered, the cause of independent
and critical evaluation of evidence relat-
ing to violence on television (the main
subject of the committee's efforts) is
hindered rather than enhanced.

The stories noted that the TV net-
works were invited to pass upon the
"scientific impartiality" of a list of can-
didates for appointment to the com-
mittee, and that—with only CBS declining
to comment on the list—the final selec-
tion included some industry employees
and ex-employees. Regrettable as that is
(and it may not be without some value
to involve the networks in the work of
the committee), it is not the whole
story. A committee is what a committee
does. The main task of this committee
is to sponsor research and to advise
the surgeon general on available scientific
findings. The committee's charge spe-
cifically excludes making policy recom-
mendations. Therefore, ultimately more
important than the committee's com-
position is the soundness and integrity of
the research funded by the committee,
As a broadcaster, you can't keep your mouth shut.

You've got to portray events. Express opinions. Air ideas.

And, no matter how careful you are, someone somewhere in your vast audience may not like the words you say, the pictures you show, the music you play. And the result can be trouble. Big, expensive trouble.

Which is why we urge you to do your talking through our hat—Broadcasters' Professional Errors and Omissions Insurance from Fireman's Fund. It's the broadest, the best protection you can buy. Here's why:

1. Unlike other carriers, Fireman's Fund protects you on a virtually all-risk basis rather than named perils.

2. You're guarded not only from traditional hazards faced by your own station, but also: a) advertising for your own station, b) news materials prepared by you for use by other stations, c) printed bulletins issued by your station during newspaper strikes.

3. You get an individual policy rating. Most insurers have a single rate structure—but Fireman's Fund tailors the rate to your own programming and past record. Plus, a special rate consideration for more than one station.

4. You're protected against multiple claims. There's one limit per claim; another, higher limit against several claimants in one incident or multiple claims in the course of the year.

5. Lower limits than any other carrier. You can insure yourself against as little as $10,000 per claim; $20,000 annual aggregate. (Why pay for more protection than you need?)

6. You don't have to take a deductible policy. If you want full protection, it's yours. Or, if you prefer, you can take your choice of deductibles: as high as $5,000 and even more.

7. You're provided with legal defense.

Your policy provides that we defend you—even if you have a deductible provision.

8. No endless waiting for final judgement to determine your liability. (With some carriers, you often wait. And wait. And wait and wait and wait.)

9. If you need more insurance, your policy provides that we be given first refusal. Which means your additional coverage will be compatible with primary coverage.

So there you have it. Nine reasons why you should start talking through our hat: the hat that represents the biggest insurer of this coverage in the country.

Call the nearby independent agent who represents us. (You'll find him listed in the 'Yellow Pages.') And tell him: "I want more facts on Fireman's Fund's Broadcasters' Professional Errors and Omission Insurance."

You'll be saying quite a mouthful.

Fireman's Fund American Insurance Companies, San Francisco
and the researchers' right to publish independently.

I personally believe that a researcher should either do his research and report freely or sit on the committee, but not both. That is why I declined to be considered for membership on the committee (after my name was mentioned in Broadcasting as among possible candidates), but agreed to carry out a project for the committee along lines of my own scientific interest . . .

Instead of undermining whatever good might come out of the work of the committee and its support of free research, critics and the public should suspend judgment until the results are in. The test will be the committee's review of the evidence it receives in light of the researchers' own independent scientific conclusions and judgments.—George Gerbner, professor of communications, Annenberg School of Communications, Philadelphia.

Hails NAB-RIAA survey

Editor: As one very concerned about programing and programing aids, I would like to compliment the National Association of Broadcasters and the Recording Industry Association of America for their concerted effort to improve the relationship between record manufacturers and distributors and the radio industry. I refer to their recently initiated campaign, in survey form, to help both the record rep and the broadcaster (Broadcasting, Sept. 14).

For too long now have radio stations, particularly in small and medium markets, had difficulty in obtaining the music service they require on a consistent basis. Similarly, many distributors have been wasting time and money by sending singles and albums to stations whose format does not permit air play of many of the records. Basically, the confusion is due to a lack of regular communication between each other as to how they can best help each other. Hopefully, the results of this survey will be useful in eliminating many of these mutual problems.—John W. Miller, program director, WCBAM (AM) West Yarmouth, Mass.

Nice to be needed

Editor: Thanks for the profile—[it was] a fine job on a rather difficult subject (Broadcasting, Sept. 21) . . . Our industry needs you and your publication in these arduous times of trial and conflict. I hope you will continue to probe, jab, needle and encourage broadcasters to get involved deeply in their communities . . . That is the only way we'll have the power to survive.—Dan McKinnon, president, KSON (AM) and KSEA (FM), both San Diego.

Look what we did to the world's finest tape cartridge system...

we made it better and named it Criterion 80!

For complete details, write Gates.
123 Hampshire Street, Quincy, Illinois 62301.

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The road to improvement in children's programing

Remember the story about the farmer who couldn't get his mule to cross the road? After repeated failures, his friend came up, hit the mule in the nose with a 2 x 4 and whispered into his ear. The mule followed him across the road and when the farmer asked how he did it, his friend said: "I just told him to follow me to some cool water." "But that's what I promised him and he didn't budge," said the farmer. "Aha," winked his friend, "first I got his attention.

Well, the purpose of this article is to try and get the children's TV mule across the road from existing programing to something with more meaningful content . . . before we all get swatted across the nose just for attention. All? I say all because children's programing changes will be made faster and more professionally when the networks, the stations, the producers and the advertisers work together toward this end, and we all (in varying degrees) are responsible for what's on the air now.

When public and governmental concern became overt, the networks responded by appointing vice presidents in charge of children's programing—all three men highly respected professionals. Very nice. Word also was passed not to expect big changes for a while because previous commitments had been made for yet-to-be-produced programs, and re-runs of existing programs had to be played. So here we are at least two years away from dramatic change in children's programing if the game continues according to existing rules, even though we have all those important new vice presidents.

Now out in the cities where there's close identification with the people (on the local level, right?), the stations have hardly stirred. The quality children's programs in a market are usually on the network affiliate's channel . . . on Saturday morning. Most of the other children's programs during the rest of the week are on independent stations and most of them consist of off-network re-runs, old syndicated series and, to be charitable, leave a lot to be desired. The local station's effort to upgrade children's TV over the years has had low priority.

If there seems a sameness to children's programing, chalk it up to the undue dominance of limited-animation cartoons. The cartoon factories (and there aren't more than a handful of good ones) have dominated the scene—and yet other children's program producers are in business. There hasn't been an abundance of creativity flowing from these sources either. They seem to specialize in specials, foreign produced series or programs with no real point of difference from what the cartoon factories spew out.

And what about the sponsors—the companies that are paying for and allowing all this to appear—the toy manufacturers, cereal companies, candy corporations, vitamin concerns, makers of shoes, purveyors of soft drinks, etc.? Isn't it about time for these sophisticated advertisers to stop looking at pure circulation figures, skip the ratings, forget the tonnage and ponder what the showcase for their commercial message is going to be? Let's be honest—if more sponsors would be willing to underwrite programs with more cultural content, better writing, new ideas and different formats, the better the chance that they would happen.

The present state of children's TV, as I have tried to point out, cannot be blamed on any single participant in the group that makes it what it is. All of us must share whatever criticism is now being leveled—on target or not. The point I'm trying to establish is that it can be better—much better. All it takes is a recognition of the fact that what is now being presented as children's programing is not acceptable and must be improved—fast.

What's basic to the improvement is a bona-fide commitment by everyone involved. The networks can manifest their commitment by publicly announcing the amount of time to be devoted to new, meaningful children's programs and the number of these programs.

Stations must clear new and improved shows. They must encourage the networks in their quest to upgrade this area of programing; they must do everything in their power to advertise, promote and publicize them; supplement network programing with quality local shows.

Since independent stations gather most of the spot money from children's advertisers, it's incumbent upon them to lead the way on a local basis. And with today's demand for better children's shows, it becomes the producer's responsibility to initiate and not respond. To advocate, not anticipate. To gamble and invest. To make public his wares.

But advertisers can do more. They can go into programing themselves. They do not need the networks to initiate projects. They do not need to wait for local stations to put their finger to the wind for local sentiment, nor wait for them to check license-renewal dates. Advertisers have an option and should not be hesitant in exercising it. Healthy, vital, meaningful commercial TV is important in a free economy. Sesame Street is not a one-shot freak phenomenon. People and children will respond to bold, new, exciting programing containing information, culture and education.

If the industry can respond to this challenge, we won't get a governmental 2 x 4 across our collective noses, but rather, we will get an appreciative pat on the back.

Jack Jones joined Mattel in 1961 and is responsible for all the company's advertising commitments, marketing, public relations and licensing activity. His concern with better quality children's shows is reflected in Mattel's advertising strategy: The firm sponsors or co-sponsors In The Know on CBS-TV, Hot Dog and Mattel/NBC Children's Theater on NBC-TV and Discovery on ABC-TV. Mr. Jones is a member of the Television Committee of the Association of National Advertisers.
60 especially selected feature films (35 in color) available for immediate telecasting

Warner Bros. Television
a KINNEY NATIONAL Company
NEW YORK - CHICAGO - DALLAS - LOS ANGELES

Starlite 3&4
Penalties toughened for deceptive ads

FTC offers Hobson's choice: quit advertising
or devote fourth of it to confession of guilt

The Federal Trade Commission last week proposed new and harshly punitive action against advertisers who violate its rules. If the commission can make its move stick, ad volume on radio, television and other media could be drastically affected.

Two consent orders proposed by the FTC last week would require the firms involved to face an unpleasant choice: If the charges were confirmed, the companies could either quit all advertising for one year or make a positive admission—in all of their advertising—of the sins attributed to them by the FTC.

The proposed orders, containing the as-yet-untested language, charged Standard Oil of California with making false antipollution advertising claims for its Chevron gasoline with F-310 and charged Coca-Cola with making false nutritional claims in its Hi-C fruit-drink advertising (see other stories).

The newly proposed requirements would fall most heavily on Standard Oil of California which would be banned from advertising Chevron or any other gasoline brand for one year unless at least 25% of the time during each radio and TV commercial and 25% of the space in each print advertisement was devoted to a disclosure of the FTC findings.

In the Hi-C case, Coca-Cola would be prohibited for one year from using any type of advertising that stated or implied a nutritive value for any of its products unless the advertising conformed to the same 25% rule.

Standard Oil of California's Chevron and other gasoline advertising would have to disclose that the commission had found the company's previous advertise-
ments for Chevron gasoline with F-310 to contain "false, misleading and deceptive statements, representations and demonstrations" and to state that Chevron products "in fact do not reduce air pollution."

The Coca-Cola advertising would have to state that the FTC "has alleged that the company's previous use of the term 'High-C' to designate high vitamin content was false and deceptive, in that the product was not in fact high in Vitamin C."

The new provisions, according to an FTC attorney, mark one of the commission's first attempts to force public disclosure of deceptive practices. Previously, the FTC has sought only to stop deceptive advertising.

Coca-Cola and Standard Oil of California have served notice that they will fight the FTC complaints.

Antipollution ads
for gas questioned

Chevron campaign rapped
by FTC; fairness filing
by California students

Chevron advertising claims came under assault on both coasts last week—in the form of a direct attack from government and an indirect attack from two colleagues who asked the FCC to order time for rebuttal.

First, in Washington, Chevron's claims that its gasoline with F-310 additive significantly reduces pollutants in auto exhaust emissions were branded as false by the Federal Trade Commission. (The FTC also said it was investigating similar claims by other brands, but would not give details).

In California, two law students from the University of California, Berkeley, filed fairness complaints with the FCC against the three networks and three San Francisco TV stations demanding free time to respond to ecological claims made in Chevron gasoline commercials.

The FTC charges, leveled at both its producer, Standard Oil of California, San Francisco, and the gasoline's advertising agency, BBDO, New York, centered particularly on TV commercials which purportedly demonstrate the nonpolluting qualities of Chevron via a "before-and-after" demonstration.

During the commercial, which features former astronaut and now aquanaut Scott Carpenter, in the "before" picture a balloon is attached to the exhaust pipe of a car using a competing gasoline and fills with dense, black smoke. The "after" sequence, taken supposedly after six tankfuls of Chevron, shows the balloon filling with what appears to be clear air.

The FTC complaint charges that the "before" dense black smoke is caused by a gasoline specifically formulated to create an atypically dirty exhaust and that the supposedly clean emission after using Chevron actually contained large amounts of pollutants—including hydrocarbons, carbon monoxide and lead particulates.

The Chevron gasoline with F-310 is advertised, the commission said, as a "major breakthrough" when actually, the additive is a common detergent used for a number of years in a number of gasoline brands. It has no significant effect on engine pollutants, the FTC added, and would therefore not reduce the air pollution caused by motor vehicles, as the advertising claims.

O. N. Miller, board chairman of Standard Oil of California, made it clear in a statement issued by his office in San Francisco that the company would contest the order.

"The commission," he said, "has issued a false and misleading complaint that blindly ignores overwhelming scientific proof developed by independent testing laboratories of the exceptional ability of F-310 additive to reduce automotive emissions.

"Standard will continue to market the product as aggressively as possible."

A spokesman for Chevron in New York said the company is planning to.
go ahead with release of commercials in the East beginning Oct. 15. The commercial had been shown since early in the year in other parts of the country.

The commission also noted that a building in the background of the TV commercial depicted as a Chevron research center is actually the Riverside County courthouse in Palm Springs, Calif.

The FTC cease-and-desist order would bar such future advertising and also require that Standard Oil of California clearly disclose in all gasoline advertising for the next year that the FTC had found previous Chevron claims to be untrue and did not reduce air pollution (see story page 19).

In a letter to FCC Chairman Dean Burch, the two California students, Alan F. Neckritz and Lawrence B. Ordower—acting for the Boalt Hall Environmental Law Society—alleged that the networks and KGO-TV, KRON-TV and KPIX-TV had failed to fulfill their "fairness-doctrine and public-service obligations" in refusing them time to reply to ecological issues raised by spots for Chevron's F-310 gasoline.

They said the licensees and the networks held that the claims made by Chevron do not constitute a controversial issue of public importance and that, in any event, they had broadcast many programs on pollution. "Several licensees relied on the commission's decision in the Friends of the Earth case," they said, but said that decision is "clearly inapplicable to the F-310 ads."

In that case, FOE—an antipollution organization—had attempted to apply the FCC's 1967 cigarette fairness-doctrine ruling to gasoline and automobile advertisements. FOE leveled a fairness charge against WNBC-TV New York, which had refused the group time to reply to commercials for the products.

The commission subsequently rejected the complaint, maintaining that the cigarette ruling—requiring broadcasters who carry cigarette commercials to devote time to antismoking messages—was a special isolated case. The FCC pointed out that the use of automobiles does not pose an inherent danger to health and commercials for them do not automatically raise controversial issues (Broadcasting, Aug. 10).

The students said Standard Oil Co. of California's Chevron ads "leave the public with the impression that by the development of F-310 it is doing everything that is possible and necessary to remedy the car exhaust pollution problem." They pointed out that the Hawaiian State Senate, Consumer Protection and the California Air Resources Board believe that the gasoline's "ecological claims are misleading if not false," and that the Federal Trade Commission is currently investigating the claims.

FTC brands ads for Hi-C 'false'

It says even the name makes deceptive claim of nutritional value

A proposed Federal Trade Commission complaint last week charged Coca-Cola with making false nutritional claims for its Hi-C fruit drinks and also cited the Marschalk Co., New York, the agency that prepared the challenged advertising.

The complaint, issued under the commission's consent order procedure, said that Hi-C TV and magazine advertising misrepresents the product to be both an economically and nutritionally sensible source of vitamin C and implies that it is a wholesome dietary practice to supplement otherwise unbalanced meals and snacks with Hi-C fruit drinks.

Also challenged were alleged Hi-C claims that the product is made of fresh fruit and that it is particularly high in vitamin C even when compared with other beverages widely known for high vitamin C content, particularly citrus fruit.

Orange juice is more practical nutritionally because it contains significantly more vitamin C than does the same quantity of Hi-C, according to the commission, which added that orange juice is also more sensible economically "because it is often less expensive as a source of vitamin C."

The proposed FTC order not only would prohibit the alleged misrepresentations but would ban use of the trade name Hi-C as misleading and would bar the company for one year from making nutritional claims for other products without clearly disclosing the FTC objections to Hi-C nutrition claims.

Under the consent order, Coca-Cola can either agree to abide by the terms of the FTC complaint without admitting any guilt or contest the charges before a commission hearing examiner whose ruling would be forwarded to the FTC commissioners.

William C. Mackey Jr., chairman of the board, Marschalk Co., New York, stated that "Marschalk considers Hi-C fruit drinks a delightful, excellent refreshment product which meets diet standards. The statement of the Coca-
Cola food division presents the facts accurately and fairly. Marschalk Co. produced the advertising for the Hi-C line in keeping with the highest professional standards and in no way regards this advertising to be in violation of the FTC."

According to the Television Bureau of Advertising, New York, Coca-Cola expenditures for the Hi-C line of products for the first six months of 1970 were $2,571,000 for network TV and $770,100 for spot TV.

**Rep sells January as top spot month**

It cites yearly paradox: month of low advertising is month of high viewing

Harrington, Righter & Parsons, television station representative, has been trying for 10 years, without overwhelming success, to sell the idea that January offers some of the best spot-TV advertising opportunities to be found anywhere.

This year it is trying again, with a colorful new presentation, and this time it is setting its sights on the agency and advertiser strategists who have an important voice in allocating budgets. Presentations are getting under way to media planners and the advertising directors and product managers of a number of top companies, including General Foods later this month.

Nub of the presentation is that every January advertising in TV as well as newspapers and magazines falls to a low ebb but TV viewing, going the other way, rises to record levels for the year, with the net result that some of the year's choicest spot availabilities can be had at the year's lowest cost-per-thousand.

Pointing up both the quantity and quality of bargains available in January, HRP counted the number of top-25 prime 30-second announcements that were available for a Jan. 1 start this year in each of seven major markets, and compared these with the number still available on Feb. 15:

WBN-TV Buffalo, N.Y., had 19 of its top-25 30-second spots available Jan. 1, but only four were left Feb. 15; WTiC-TV Hartford, Conn., had 20, which dropped to four, KHOU-TV Houston went from 17 to three, WTM3-TV Milwaukee from 13 to one, KPIX(TV) San Francisco from 10 to one, WMAL-TV Washington from 14 to one and WCKT(TV) Miami from 21 to one.

In total, 114 of the top-25 30's in these markets were available for Jan. 1, as opposed to only 15 a month and a half later.

Similarly, HRP took the top-100 evening minute positions in each station and found that, of the 700 total on the seven stations, 313 were still available for Jan. 1 but only 38 for Feb. 15.

Looking at it another way, HRP cited Broadcast Advertisers Reports (BAR) figures from a week of monitoring in 75 markets in January 1970 and a week in February 1970 to show the relatively low volume of advertising in the first month as compared with the second.

Thus the number of spots for desserts went from 378 in a week in January to 1,664 in a week in February; for coffee from 6,373 to 7,546; dog food, 2,686 to 4,342; frozen juices, 163 to 561; household products, 3,080 to 5,637; hair spray, 2,231 to 3,160; oil and shortening, 2,302 to 3,310; and aspirin, 1,104 to 4,010.

The presentation, packaged as a happy Chinese New Year greeting, starts off: "You don't have to be Chinese to make big noise in January," and concludes: "cunning Occidental doesn't need abacus to see that January TV spots are a great bargain: year's highest viewing levels, year's lowest cost-per-thousand, year's best choice availabilities."

**Digisonics violated standards, says BAR**

Possible competitor reports 'technical failure' in complaint to FCC

Phil Edwards, chairman of Broadcast Advertisers Reports, asked the FCC last week to enforce its rules on encoding of TV commercials, order "illegal commercials" off the air and notify stations that they risk FCC sanctions if they fail to observe the rules.

He said BAR had been informed "by certain of your licensees" that some commercials encoded by International Digisonics Corp. of Chicago, a new electronic monitoring firm, fail to meet the FCC's technical requirements.

BAR, which monitors commercial television in 75 top markets by audio tape-recording, is a potential competitor of Digisonics in the electronic monitoring field. It has developed a system called Videomatics.

Mr. Edwards claimed in his letter, sent to FCC Chairman Dean Burch with copies to the other commissioners and to network presidents and, among others, to Vincent T. Wasilewski, president of the National Association of Broadcasters, that commercials encoded by Digisonics had "strayed far from the technical limitations" that IDC specified in FCC proceedings on the issue.

Meanwhile, International Digisonics last week denied "emphatically" a report of a "growing number" of complaints by broadcasters against television commercials encoded by IDC on the basis that the technical standards do not always meet FCC standards ("Closed Circuit," Sept. 28). The IDC codes permit automatic commercial monitoring.

Following a meeting with CBS-TV engineering executives in New York on Wednesday, Glenn DeKraker, IDC executive vice president, stated Thursday that he had been assured that CBS has not advised any agency to refrain from submitting encoded commercials.

Mr. DeKraker indicated the concern may have arisen over certain minor incidents. He explained "there are two known complaints that involved startup problems of optical house code placement tolerances and station alignment practices. Furthermore, these minor problems are being resolved without difficulty."

The IDC official claimed "all net-
FROM: Sol Taishoff

TO: All broadcasters and those in the allied arts

SUBJECT: "Eyewitness 50th Anniversary — November 2"

What? Another 50th Anniversary special?

No. What we have planned, awaiting the right moment, is not just another souvenir, to be put away with the spoon from Atlantic City.

Our regular November 2 issue will contain the most authentic retrospective obtainable. Most of it will come from the eyewitness as-they-happened accounts in 80 bound volumes of BROADCASTING.

Here's how the assignments are being handled:

Senior Editor Morris Gelman has spent the past nine months researching the story of broadcasting. He has talked with hundreds of broadcasting's leaders, taped uncounted hours with the men who lived those exciting 50 years. He will write the over-all lead story. Spiced with anecdote and personal recollections of these statesmen, his account will cover the wingspread of today's broadcast media.

Senior Editor Emeritus Bruce Robertson is preparing a week-by-week running account of the highlights of radio and television. This chronology begins with Marconi's first wireless signals in 1895, links up with the first issue of our magazine on October 15, 1931, and carries on to publication date.

For the first three decades there was radio alone. Then came the new dimension — television. It had a difficult incubation because of World War II, and other equipment and allocation complications. The Big Freeze came in 1948 and the thaw four years later. During that span there were 108 pre-freeze VHF's on the air. Millions of Americans demanded more TV. This dramatic episode of the first 108 will occasion special treatment in "Eyewitness".

We feel this issue will have lasting value for every television or radio advertiser, every agency that handles television or radio advertising, every station representative, network, station broker, library, college or high school. Every member of Congress, the Executive Branch and relevant government agency executives will need it.

This is a once-in-a-half-century opportunity for astute entities in radio and television to get lasting exposure in every significant segment of broadcasting, private and public, industry and government.

There will be bulk copy offers and form overruns for promotion pieces at little more than cost.

It's the golden opportunity.

Closing date: October 23.

Your questions are invited at your nearest BROADCASTING office.
works and stations except one—a station in New England—are broadcasting encoded commercials currently numbering over 400, for a growing list of advertisers.” Another IDC official indicated talks “are under way with that station to work out differences.”

IDC representatives also contended there is presently no legal problem involving questions as to whether Digisons logging disagrees with the station affidavit because at this point in time the monitoring report is not a substitute for the affidavit though ultimately stations might choose to make it so. Advertisers use the reports for many other purposes than merely to corroborate whether, over a period of time and not each instance, spots are as ordered.

Example: Sponsors buying large run-of-schedule packages use the reports to learn how well their spots were placed and to measure whether their ROS buys turn out to be as efficient as planned.

In his letter to Dean Burch, Mr. Edwards also noted that Digisons had been represented in the FCC proceedings by Newton Minow, former FCC chairman, and that Lee Loewing, a former FCC commissioner, had been Mr. Minow’s Washington representative in the case.

He said that a preliminary prospectus filed by Digisons with the Securities and Exchange Commission in the latter part of 1969 showed Mr. Minow as a director of the company and also as having received, in Mr. Edwards’ words, “for services rendered, and at no cash cost, 5,000 shares of the company’s stock” at a time when others were paying 15 cents a share.

Mr. Edwards said that “because one of its directors is a former chairman of the commission with an insider’s knowledge of the commission’s vulnerabilities, International Digisons Corp. does not have the right illegally to use the broadcast spectrum for private gain.

“International Digisons Corp. has evidently maneuvered the commission and our licensees into unwittingly breaking the rules. If the commission should acquiesce in this practice, then with silent assent it will have taken a giant step toward Mr. Minow’s long-heralded ‘vast wasteland’ where pictures jigger and dance around.”

He said that to the best of his knowledge neither Digisons nor advertisers and agencies using encoded commercials have advised stations that the commercials are encoded or received license consent to transmit them, despite FCC’s requirement of consent. He enclosed a copy of a letter he said BAR sent to all stations in July asking permission to broadcast BAR-encoded commercials over their facilities. Other BAR officials said the letters brought mixed replies, some giving consent, others refusing it, with varying degrees of vehemence.

P&G dethroned in spot TV

GF’s $13.3-million spending in second quarter breaks 15-year monopoly on number-one ranking

General Foods nosed past Procter & Gamble to become spot-TV’s number-one client in this year’s second quarter, according to the Television Bureau of Advertising’s second-quarter report being issued today (Oct. 5).

The figures, compiled for TVB by Broadcast Advertisers Reports, show a GF investment in spot TV of $13.3 million, an increase of $2.6 million over the same quarter of 1969.

Procter & Gamble, allocating $13.2 million to spot TV, dropped into the number-two slot, after being first ever since TVB began issuing its spot-TV reports in the fourth quarter of 1955.

TVB reported that over-all spot-TV investments for the second quarter totalled $350.7 million, with 1,503 regional and national companies advertising 6,906 brands.

Nighttime television, usually the biggest revenue producer, again took over first place in over-all spot-TV expenditures—$109 million, representing 31% of the total—after running second to early-evening television for the last quarter of 1969 and the first quarter of 1970. Early evening garnered 28.5% of the revenues, followed by daytime with 20.4% and late night with 20.0%.

Five companies appear for the first time in the top-100 listings for the quarter. They are: American Express, ranking 44; Gulf & Western Industries, 64; Marshall Cavendish Ltd., 77; A.D.A. Oil Co., 88; and Westinghouse Electric, 98.

The 30-second commercial now accounts for 63.4% of total dollars invested in spot TV during the April-through-June period, reported TVB, followed by 60-second spots, which account for 25.9%, and 20-second, 5.2%.

The food products category again ranks number one, with investments totalling $82.3 million. Toiletries-toilet goods is a distant second at $42.2 million; soaps, cleaners, polishes, $27.2 million; confectionery-soft drinks, $25 million; household equipment and supplies, $21.4 million; and automotive, $20.6 million.

Following are the top-100 national and regional spot-TV advertisers and their estimated expenditures for the second quarter of 1970.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Parent Company Name</th>
<th>2nd Quarter 1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.</td>
<td>Loews Theatres</td>
<td>3,174,600</td>
</tr>
<tr>
<td>20.</td>
<td>C.P.C. International</td>
<td>3,125,400</td>
</tr>
<tr>
<td>21.</td>
<td>PepsiCo.</td>
<td>3,126,500</td>
</tr>
<tr>
<td>22.</td>
<td>J. R. Reynolds</td>
<td>2,998,600</td>
</tr>
<tr>
<td>23.</td>
<td>Standard Brands</td>
<td>2,866,300</td>
</tr>
<tr>
<td>24.</td>
<td>Sterling Drug</td>
<td>2,775,000</td>
</tr>
<tr>
<td>25.</td>
<td>Standard Oil Co. of Ind.</td>
<td>2,744,300</td>
</tr>
<tr>
<td>26.</td>
<td>Scott Paper</td>
<td>2,867,000</td>
</tr>
<tr>
<td>27.</td>
<td>Philip Morris</td>
<td>2,607,400</td>
</tr>
<tr>
<td>28.</td>
<td>Norton Simon</td>
<td>2,554,700</td>
</tr>
<tr>
<td>29.</td>
<td>Carnation</td>
<td>2,451,300</td>
</tr>
<tr>
<td>30.</td>
<td>Shell Oil</td>
<td>2,433,100</td>
</tr>
<tr>
<td>31.</td>
<td>Miles Laboratories</td>
<td>2,352,300</td>
</tr>
<tr>
<td>32.</td>
<td>American Can</td>
<td>2,065,800</td>
</tr>
<tr>
<td>33.</td>
<td>Carter Wallace</td>
<td>2,085,700</td>
</tr>
<tr>
<td>34.</td>
<td>Trangil Publications</td>
<td>2,075,400</td>
</tr>
<tr>
<td>35.</td>
<td>Royal Crown Cole</td>
<td>1,906,800</td>
</tr>
<tr>
<td>36.</td>
<td>Jos. Schlitz Brewing</td>
<td>1,981,800</td>
</tr>
<tr>
<td>37.</td>
<td>Deluxe Topper</td>
<td>1,950,700</td>
</tr>
<tr>
<td>38.</td>
<td>Standard Oil Co. of N.J.</td>
<td>1,938,700</td>
</tr>
<tr>
<td>39.</td>
<td>UAL, Incorporated</td>
<td>1,832,300</td>
</tr>
<tr>
<td>40.</td>
<td>British-American Tobacco Co., Ltd.</td>
<td>1,803,300</td>
</tr>
<tr>
<td>41.</td>
<td>Quaker Oats</td>
<td>1,772,900</td>
</tr>
<tr>
<td>42.</td>
<td>Ralston-Purina</td>
<td>1,750,200</td>
</tr>
<tr>
<td>43.</td>
<td>Heublein</td>
<td>1,689,100</td>
</tr>
<tr>
<td>44.</td>
<td>American Express Co.</td>
<td>1,650,900</td>
</tr>
<tr>
<td>45.</td>
<td>American Airlines Inc.</td>
<td>1,652,600</td>
</tr>
<tr>
<td>46.</td>
<td>Aheuser-Busch</td>
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</tr>
<tr>
<td>47.</td>
<td>Chesbrough Ponds</td>
<td>1,622,200</td>
</tr>
<tr>
<td>48.</td>
<td>Mobil Oil</td>
<td>1,576,400</td>
</tr>
<tr>
<td>49.</td>
<td>Atlantic-Richfield</td>
<td>1,574,300</td>
</tr>
<tr>
<td>50.</td>
<td>Crown-Up</td>
<td>1,553,700</td>
</tr>
<tr>
<td>51.</td>
<td>Union Oil of Calif.</td>
<td>1,493,100</td>
</tr>
<tr>
<td>52.</td>
<td>Greyhound Corp.</td>
<td>1,418,000</td>
</tr>
<tr>
<td>53.</td>
<td>N. C. Coors</td>
<td>1,391,600</td>
</tr>
<tr>
<td>54.</td>
<td>Volkswagenwerk A. G.</td>
<td>1,377,600</td>
</tr>
<tr>
<td>55.</td>
<td>Faistait Brewing</td>
<td>1,367,500</td>
</tr>
<tr>
<td>56.</td>
<td>Campbell Soup</td>
<td>1,351,700</td>
</tr>
<tr>
<td>57.</td>
<td>Swift &amp; Co.</td>
<td>1,350,000</td>
</tr>
<tr>
<td>58.</td>
<td>H. J. Heinz Co.</td>
<td>1,272,600</td>
</tr>
<tr>
<td>59.</td>
<td>Mars, Inc.</td>
<td>1,262,300</td>
</tr>
<tr>
<td>60.</td>
<td>Morton-Northw. Products</td>
<td>1,256,400</td>
</tr>
<tr>
<td>61.</td>
<td>Borden Co.</td>
<td>1,226,300</td>
</tr>
<tr>
<td>62.</td>
<td>National Biscuit</td>
<td>1,210,700</td>
</tr>
<tr>
<td>63.</td>
<td>Topco Motor Distributors</td>
<td>1,206,200</td>
</tr>
<tr>
<td>64.</td>
<td>Gulf &amp; Western Industries</td>
<td>1,200,600</td>
</tr>
<tr>
<td>65.</td>
<td>Eastern Air Lines</td>
<td>1,195,700</td>
</tr>
<tr>
<td>66.</td>
<td>Nissan Motor Corp.</td>
<td>1,173,000</td>
</tr>
</tbody>
</table>

BROADCASTING, Oct. 5, 1970
Interpublic trims top executives' wages

An economy ax has chopped executives' salaries of all U.S. units in the Interpublic Group of Companies.

Robert E. Healy, president and board chairman, said the reduction would be 10-20%, depending upon the compensation range. Effective last Thursday (Oct. 1) through the last quarter of 1970, the slash would be reflected first in the Oct. 15 paycheck.

In a memo dated Sept. 30, Mr. Healy stressed that Interpublic was strong and client relations never stronger. "We've gained new clients, but new business doesn't produce revenue overnight," he said. The problem, he said, stemmed from reduced ad budgets by clients.

Pointing out that there have been some staff reductions, Mr. Healy said: "We have not conducted large, massive layoffs as have some agencies."

Professionals and executives in the $20,000-$25,000 bracket are getting a 10% cut; $25,000-$40,000, 15%, and $40,000 and higher, 20%.

Describing the action as regrettable and unpleasant, Mr. Healy said: "We believe it is the best way to partially offset lost revenues from decreased budgets and increased costs, while trying to keep our operations professional and our staff intact."

McCann-Erickson, largest of the 11 companies in the corporation, is agency for Buick and General Motors trucks, both affected by the Detroit strike. Other agencies are Erwin Wasey, Jack Tinker & Partners, Marschalk Co. and Pritchard Wood Associates.

Mr. Healy concluded the notice with an appeal for ideas to reduce expenses. He asked: "Do you really have to take that trip? Is that telephone call absolutely necessary?"

These all add up, he said, adding that employees would be shocked at the amount spent on such items. "Expenses like these hurt, and hurt bad. We have yet to stop inflation and there is an unsettled strike in Detroit."

Sponsors lining up for 'Christmas Is'

Banks, utility companies, candy concerns and food chains are among local advertisers signing with TV stations in sponsorship of Lutheran Television's animated half-hour color TV special, "Christmas Is." The show is to be telecast from Dec. 15 to 25 (Broadcasting, Sept. 7).

Martin J. Neeb Jr., executive director of Lutheran TV, said in New York last week: "We have 127 clearances on stations now and 50 to 60 more pending" and that 10 cable-TV systems have committed for the program. He said most stations are scheduling the show "between 5 p.m. and 7 p.m." Stations have the right to use three open minutes in the program for commercials or public service announcements. Lutheran TV is retaining a one-minute spot within the program to offer viewers a free 16-page cartoon book version of the program.

It was speculated that Lutheran TV may seek to have "Christmas Is" shown annually. Mr. Neeb, in New York for a meeting with a "major advertising agency," said a national advertiser is interested in showing the program on a TV network—to be selected—on the day after Christmas (Dec. 26 is a Saturday). Fee paid will be used to reduce the investment made by the church in the program.

The budget was "in excess of $150,000" for production of the show. The budget was in addition to the $1 million allocated by Missouri Synod of the Lutheran Church for radio-TV programming (Lutheran Radio Hour on radio, This Is The Life on TV).

AMF will sponsor business news show

American Business Briefing, a one-hour TV special, will be sponsored by AMF Inc., New York, in prime-time presentations Nov. 15 on WNEW-TV New York, WGN-TV Chicago and KTTL(TV) Los Angeles.

"With the advent of more-than-one-TV-set homes, resulting in a swing towards programing for specific audiences, an authoritative, informative business news program has much to offer," Eldon E. Fox, AMF VP-corporate programs, said last week.

On-camera editor will be John Daly, former ABC-TV news chief and foreign correspondent. Robert Trout, CBS-TV and radio news analyst and reporter,
THE NATIVES ARE RESTLESS

... and we aired their frustrations in prime time over three successive nights. From the Little Big Horn to Alcatraz, more than five hours of compelling drama and dialogue about this nation and its tribes of disenfranchised natives.

The response was just as dramatic.

"This is the most meaningful presentation I have seen on T.V. since we bought our first set in 1950."

"It took a good deal of independent spirit."

"It is programs as "Man in Exile" that justify T.V."

"Why didn't they teach this when I was in school?"

"It hurts."

Maybe some of our citizens don't care a plug-nickel for the fate of the First Americans... but we do!

A reflection of San Francisco

KTVU Television
will be the special European correspondent and Rolf Kaltenborn, security analyst, and former professor of economics and finance, Columbia University, will be the special commentator. The last is the son of the late H. V. Kaltenborn.

The program, produced by Spectrum Associates, New York, will explore industry's role in coping with environmental problems; the competition to win the mini-car market; the stock market's trend features; personalities in the business news and late bulletins. Part of the hour will be devoted to views of 1970 and a forecast of business and economic developments as interpreted by financial analysts.

Samples, dates listed by ARB

33-market October survey, shortened to 3 weeks, begins

The American Research Bureau announced last Thursday (Oct. 1) the sample sizes and mailing dates that it must meet or not miss by much if it wants to avoid the rebates it promised earlier in its dispute with stations testing its price increases (Broadcasting, Aug. 31).

The October survey covers 33 markets and is now under way. It is due for completion on Oct. 20. The scheduled mailing dates vary by market, but range from 14 to 20 working days following the close of the survey and seven to 13 working days after the cut-off of diary acceptance.

Dr. Peter Langhoff, ARB president, also noted that, although ARB normally surveys for four weeks, the October study is being compressed into three weeks, "in response to broadcasters' wishes" and that this "increases the load of diary processing since the same number of diaries must be processed in a shorter time."

He also said changes in report format largely suggested by broadcasters have required a good deal of program rewriting, but "we are well on schedule and feel fully confident that we shall meet our delivery dates."

The sample sizes and mailing dates were announced in keeping with Dr. Langhoff's earlier promise that they would be announced Oct. 1 and ARB would pay rebates wherever it failed to come within specific limits in meeting them. Sample sizes and late delivery have frequently been singled out for criticism by stations in the past. A similar rebate policy was announced for the reports in the November sweep, mailing dates and sample sizes for which are due to be announced Nov. 1.

ARB said that if mailing of October and November reports for a market falls behind the published schedule by more than five standard working days, each subscribing station in the market will receive a 10% rebate based on the pro-rata net charge for survey report. For each additional working day of delay, 20% of the net price to the station will be added to the rebate up to a total of 20%. Beyond that, delivery protection in the station contract will govern.

If the in-tab diaries in the area of store sales fall below published quotas by more than 10%, the subscribing stations in the ADI are to get a 5% rebate based on the pro-rata net charge for survey report. An additional 1% rebate will be granted for each two percentage points reduction in the in-tab total in excess of 10%.

For the October report, the rebate offer applies to all 33 markets covered, except New York, which was omitted from the original offer because stations there "operate under special conditions."

The October schedule, by market:

<table>
<thead>
<tr>
<th>Market</th>
<th>ADI quote</th>
<th>Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>705</td>
<td>11/16</td>
</tr>
<tr>
<td>Baltimore</td>
<td>724</td>
<td>11/8</td>
</tr>
<tr>
<td>Boston</td>
<td>1108</td>
<td>11/8</td>
</tr>
<tr>
<td>Buffalo</td>
<td>753</td>
<td>11/7</td>
</tr>
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<td>Chicago</td>
<td>1371</td>
<td>11/11</td>
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<tr>
<td>Cincinnati</td>
<td>696</td>
<td>11/13</td>
</tr>
<tr>
<td>Cleveland</td>
<td>1056</td>
<td>11/10</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>580</td>
<td>11/13</td>
</tr>
<tr>
<td>Dallas-Fort Worth</td>
<td>862</td>
<td>11/14</td>
</tr>
<tr>
<td>Denver</td>
<td>625</td>
<td>11/17</td>
</tr>
<tr>
<td>Detroit</td>
<td>1090</td>
<td>11/14</td>
</tr>
<tr>
<td>Hartford-New Haven</td>
<td>694</td>
<td>11/10</td>
</tr>
<tr>
<td>Houston</td>
<td>736</td>
<td>11/13</td>
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<tr>
<td>Indianapolis</td>
<td>765</td>
<td>11/12</td>
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<td>Kansas City</td>
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<td>Memphis</td>
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<td>Miami</td>
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<td>Milwaukee</td>
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<td>Minneapolis-St. Paul</td>
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<td>Nashville</td>
<td>610</td>
<td>11/16</td>
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<tr>
<td>New Orleans</td>
<td>586</td>
<td>11/17</td>
</tr>
<tr>
<td>New York</td>
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</tr>
<tr>
<td>Philadelphia</td>
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<td>Pittsburgh</td>
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<td>11/10</td>
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<tr>
<td>Portland, Ore.</td>
<td>549</td>
<td>11/17</td>
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<tr>
<td>Providence</td>
<td>854</td>
<td>11/11</td>
</tr>
<tr>
<td>Sacramento-Stoelton, Calif.</td>
<td>859</td>
<td>11/12</td>
</tr>
<tr>
<td>St. Louis</td>
<td>851</td>
<td>11/12</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1090</td>
<td>11/13</td>
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<tr>
<td>Seattle-Tacoma</td>
<td>729</td>
<td>11/13</td>
</tr>
<tr>
<td>Tampa-St. Petersburg, Fla.</td>
<td>653</td>
<td>11/16</td>
</tr>
<tr>
<td>Washington</td>
<td>944</td>
<td>11/9</td>
</tr>
</tbody>
</table>

* The New York market is not covered by the rebate offer for late delivery or sample reduction.

Dairy group changes Chicago ad agencies

American Dairy Association, Chicago, announced last week that its $10-million national advertising account will be moved to Leo Burnett Co., Chicago, effective Jan. 1. Compton Advertising, Chicago, has handled the account since 1961.

"Compton has been an effective agency for ADA," according to M. J. Framberger, ADA general manager. "However, in view of a declining market for dairy products and the complex conditions in the industry today," he said, "Barnett was selected because of its demonstrated ability to analyze and solve difficult marketing problems."

ADA at its annual meeting earlier this year set a goal to increase the per capita consumption of milk products by 25%. Burnett was chosen especially to achieve this goal, it was explained, after a number of major agencies made presentations.
Our man in Boston billed $37,250 in June, just by staying in the background.

You can increase your billings just as profitably. By putting your own FM multi-plex band to work full-time.

All you have to do is take advantage of the pre-programmed background music service supplied by Customusic. 6

Background music is a much needed service in industry today. And Customusic is your doorway to this profitable market.

Studies show that Customusic can increase your customers’ profits. By improving productivity. By reducing errors in plants and offices. And by improving the atmosphere in retail establishments.

For specific details about our up-to-date library of over 5,000 selections, plus information on our equipment, training programs and sales aids, send the above coupon.
High hopes for lean and hungry NAB

Action due this week to get association off its Washington monument and into streets

Directors of the National Association of Broadcasters have been summoned to a special meeting this week to vote on a reorganization plan that could lead to radical changes in personnel and structure. The aim is to replace fat with muscle at a time when broadcasters are beset by attacks of unprecedented ferocity from government and private groups.

The plan was drawn by the association's special public-relations committee and approved by its executive committee at meetings in Washington last week. In outline it calls for the creation of three line divisions, government relations, public relations and station relations, with an executive vice president at the head of each. The line chiefs would report to Vincent T. Wasilewski, president.

While the Washington-based NAB is undergoing this overhaul, according to the planners, the New York-based Television Information Office will reorient itself. The autonomous TIO, which since its formation in 1959 has tried principally to reach the intellectual elite, is expected, in the words of one public-relations-committee member, to "lower its sights." The TIO will be asked to take the pro-television message to a broader audience.

The public-relations and executive committees agreed that TIO should retain its autonomy. If it were absorbed into the NAB, the reasoning went, its present underwriters would be disinclined to continue their support at present rates. TIO now takes in about $630,000 a year, $75,000 from the NAB, $75,000 each from the three television networks and the rest from stations. NAB dues paid by networks and stations are separate.

Though TIO would go on its own way, it would be expected to maintain close liaison with the NAB public-relations department, according to the plan. There has been little coordination between the two in the past.

At their meeting this week, which is scheduled to begin at 9:30 a.m. Thursday (Oct. 8) in Washington, the NAB boards will be asked to approve a budget supplement of about $100,000 for the rest of this fiscal year, which ends next March 31. Much of that will be allocated to public relations, which is now budgeted at about $150,000 a year—not counting the contribution to TIO or special appropriations for such projects as the current promotion of broadcasting's 50th year.

The total NAB budget for this year is $3.15 million.

For the fiscal year beginning next April 1 the expectation is that the total budget will need to be increased by no more than $150,000, despite the anticipated addition of high-salaried officers and expansion of operations. The theory is that some current activities may be trimmed or eliminated without harm to the over-all cause.

The 1971-72 budget will be a matter for board decision at its regularly scheduled midwinter meeting, which begins next Jan. 18 in Palm Springs, Calif.

Assuming the boards approve the reorganization this week, the implementation will be charged primarily to Mr. Wasilewski. It will be up to him to make the hard decisions on personnel.

At the meetings last week it was generally agreed that the organization would look outside for the executive vice president in charge of public relations. No names were mentioned. Roy Danish, the TIO director, will reportedly stay in that job.

Paul Comstock, now NAB's vice president in charge of government relations and general counsel, was regarded as a

NAB cable committee gears up for action

Among the committees spawned by the National Association of Broadcasters is one called the "Future of Broadcasting Committee." To those unacquainted with the broadcasting business, the name might suggest nebulous but thoroughly lofty visions of tomorrow. To those who know it, however, the committee is a precisely focused, eminently hardheaded collection of broadcasters dedicated to the prevention of unrestricted growth of cable television. With that end in mind, the committee has begun to move.

Now being established is an elaborate grass-roots infrastructure, designed to produce closer communication among individual broadcasters, local communities and Congress on the question of CATV regulation. The committee has appointed regional coordinators, who in turn pick state chairmen to work with local broadcasters. The local objective is to make civic and professional groups aware of the alleged dangers to conventional broadcasting posed by cable TV. The ultimate objective at the national level is to transfer primary oversight of the cable industry from the FCC to Congress.

The committee will meet with regional coordinators and state chairmen in Washington late this year to map strategy for the coming 92nd Congress.

Its position will be that the potential power of cable television, and the potential threat to over-the-air broadcasting, require the setting of regulatory patterns by Congress. Last week two committee members—Chairman Dale G. Moore, KGO-TV Missoula, Mont., and Jack Harris, KPRC-TV Houston—met with the NAB executive committee to discuss plans and objectives.

The committee succeeded the negotiating committee set up last year to work with the National Cable Television Association toward a compromise solution of the two industries' differences. The talks broke down, and the committee was finally disbanded this year.

The present committee is, if anything, more hard-line on cable than its predecessor. In addition to Messrs. Moore and Harris, the members are David H. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Richard D. Dudley, Forward Communications Inc., Wausau, Wis.; Terry Lee, Storer Broadcasting Co., and Fred Weber, Rust Craft Broadcasting Co. Executive committee members serve ex officio.

The regional coordinators are the six committee members themselves and four other broadcasters: Hamilton Shea, Gilmore Broadcasting Co.; Richard Chapin, Stuart Enterprises, Lincoln, Neb.; A. Louis Read, WDSU-TV New Orleans, and Carl Fisher, KUGN(AM) Eugene, Ore.

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logical choice for the executive vice presidency in charge of government relations. In the proposed structure a general counsel and a vice president in charge of government liaison would report to the executive VP.

Among some members of the public-relations committee there was talk of looking for a figure well known in Washington—"an ex-senator, for example," as one said—to head the new government-relations division. Others, however, emphasized that all talk of names was purely speculative and informal.

Also to be filled is the third executive vice presidency, in charge of station relations. Reporting to him will be a vice president in charge of television, a position now held by William Carlisle, and a vice president in charge of radio, now Charles Stone.

How the functions and personnel of such existing departments as research and engineering would be redistributed was not immediately made clear, although it was assumed that research would go into the new station-relations division.

In the expansion of the station-relations division is seen the mechanism for larger participation in NAB projects by individual members. The division would recruit and indoctrinate broadcasters in political techniques, especially in contacts with their own legislative delegations. As one PR-committee member said: "The real solutions to our problems have to come from the stations. We just have to get the stations involved."

That principle will be tested soon on a specific problem—regulation of CATV. The NAB's Future of Broadcasting Committee hopes to draft broadcasters in all states in its campaign to get Congress to pre-empt the FCC in making basic rules for cable competition with broadcasting (see story, page 28).

One of the purposes of the creation of three executive vice presidencies is to free the NAB president from administrative routine. Under the reorganization the president will be expected to be available for high-level contacts in Washington and elsewhere.

Mr. Wasilewski, the incumbent, is serving under an employment agreement that expires Dec. 31, 1971. Now 47, he has been president since January 1965. He joined the association as a junior lawyer after graduation from law school.

Last week's meeting of the public-relations committee was said to have been harmonious. Members left in high spirits. "It was a beautiful meeting," said one. All who would talk expressed optimism about the association's future. "Now we're going in a wholesome direction," one said.

Committee members expressed confidence that their plan would be accepted this week by the directors. "It's hard to see how they could turn it down," said one, "when everybody stands to gain—from the daytimer to the major-market V."

Several members of the public-relations committee are also members of the NAB boards. Also serving on the PR committee were members of the executive committee: Willard E. Walbridge, Capital Cities, chairman of the joint board and of the PR committee; Grover Cobb, Gannett stations, past chairman of the joint board; Hamilton Shea, Gilmore stations, chairman of the television board; Richard Chapin, Stuart stations, chairman of the radio board; A. Louis Read, wsoi-TV New Orleans, vice chairman, TV board; Andrew Ockershausen, Evening Star stations, vice chairman, radio board, and Mr. Wasilewski.


**'Cavalcade' traces broadcast history**

A book commemorating the 50th anniversary of broadcasting is off the presses.

"Cavalcade of Broadcasting," a project initiated by the National Association of Broadcasters and published by the Benjamin Co., New York, traces the history of broadcasting from its primitive scientific origins to the programming of today's networks, with a brief look at what the future may hold. An introduction by Bob Hope launches the book.

The 265-page book, profusely illustrated and loaded with nostalgia, is being distributed in hardcover form by Follett Co. to book stores, department stores and other retail outlets. It is also offered to broadcasters at volume discounts for use as an advertising and public-relations tool. The book heads into its second printing next week.

Among the uses NAB has suggested for "Cavalcade of Broadcasting" are: sales to viewers and listeners, presentations to new advertisers, public presentation to important local personalities, gifts to business and professional groups and to universities.

The book was written by Curtis Mitchell, whose background includes newspaper reporting, promotional work, and past books with titles such as "Billy Graham: The Making of a Crusader" and "Fitness for the Whole Family."

His text is, of course, unabashedly boosterish in tone, from its looks at past programs to its celebration of figures, such as David Sarnoff. It also reflects, in small ways, the preoccupations of NAB itself; for example, the chapters on the future contain only one passing, elliptical reference to CATV, and none at all to pay TV, while dwelling at some length on such projected developments as the picturephone.

A final chapter describes job opportunities and calls for "articulate, literate people" to enter the media.

The hardcover edition of "Cavalcade of Broadcasting" retails for $9.95. Broadcasters' discounts begin at $7.95 for 25 to 49 books and continue to $3.98 each for 5,000 or more. A softcover volume sells for $4.95 in bookstores. Broadcasters' discounts begin at $3.15 each for 30 to 99 books.

**AWRT head on speaking tour**

The national president of the American Women in Radio and Television is speaking to members across the country this month to apprise them of current industry problems. Mrs. Virginia Pate, president and general manager of wasa-am-fm -HV Harvey de Grace, Md., is covering such subjects as political broadcasting; CATV; license fees and ownership. Her first talk was delivered Oct. 3 in Omaha; others are scheduled for Oct. 17 at Lubbock, Tex.; Oct. 24 in Atlanta, and Oct. 31 at Cherry Hill, N.J.
Noncommercial TV prodded

Burch: 'Be fairer than fair'; Macy chides 'distorted view'

FCC Chairman Dean Burch told noncommercial broadcasters last week that their prospects were "bright," but warned that they must be chary of being too liberal in their orientation.

The occasion of Mr. Burch's remarks was "Report to the People," a program sponsored by the Corp. for Public Broadcasting in Washington last Tuesday (Sept. 29).

Billed as a comprehensive public report on noncommercial broadcasting's activities and prospects, the event included a reception and dinner for educational broadcasters, members of Congress and representatives of government, business, labor and the press. Also on the program were an address by CPB President John W. Macy Jr. and a video-tape preview of the fall ETV program schedule to be carried by the Public Broadcasting Service (see page 50).

Pointing to apprehensions in Congress and elsewhere that "noncommercial broadcasting, if turned loose, will go careening off in one way or another and will be a propagandist for one point of view or another," Mr. Burch said it must be "fairer than fair" and provide "a nonpartisan forum where facts can be well-presented and well-considered."

"You must be scrupulous in observing not just the letter, but the spirit of fairness," he added.

Suggesting that the conservative viewpoint was one possibly suffering from inadequate exposure on noncommercial outlets, Mr. Burch—who served as campaign manager for Senator Barry Goldwater's (R-Ariz.) unsuccessful 1964 bid for the Presidency—said he wanted to put "the lie to the theory that all creative people are liberal." With a grin, he added: "I don't believe that, but if it's so you'd better go out and hire some noncreative conservatives."

Agreeing that a permanent program of financing for educational broadcasting was a pressing need, Mr. Burch promised that the FCC will "do what it can" to promote an adequate system of funding.

CPB President John W. Macy Jr. told his audience that criticism of commercial broadcasting "has its source in unrealistic expectations."

"Given the economic facts of life in the broadcasting industry, I feel that it is unwarranted to expect the commercial networks and stations to provide on a sustained basis public-interest programs that are consistently unprofitable," Mr. Macy said. "In short, to the constant critics of television I say: Stop beating commercial broadcasting for failing to do what it often cannot do and start actively supporting public broadcasting."

Mr. Macy also expressed concern over the "distorted view of the world" he said television conveyed. "It seems to me that television frequently portrays life as consisting essentially of two parts, one of undiluted joy and the other of unmitigated gloom," he observed.

"I believe that between the unreality of the situation comedy where conflicts are resolved in a half-hour, and the conflicts seen on the news and in documentaries, . . . there is an infinity of human activity that gives realistic hope that it is possible for man to overcome his difficulties," Mr. Macy suggested.

Mrs. Leon S. Price, president of the National Congress of Parents and Teachers, was introduced by Mr. Macy as the newly appointed chairman of CPB's Advisory Committee of National Organizations. Purpose of the committee, which meets at least four times a year, is to provide CPB with counsel on programming and policies.

CPB's report was high on optimism for educational broadcasting's prospects. Among other things, it noted: a large gain in audience in 1969-70 [based on ARB reports]; the formation of the Public Broadcasting Service and National Public Radio, respectively the television and radio networking branches; the development of innovative new programming; continued advances in the area of children's programming, and increased citizen interest and involvement in noncommercial broadcasting.

Looking to the future, CPB foresees:

- The new television and radio networks providing programing reflecting the diversity and excitement of American life.
- Massive new approaches via the mass media to the solution of such problems as environmental destruction and drug abuse.
- Important breakthroughs in the use of the public media in education and training, both in the classroom and at home.
- Programming services compatible with emerging new technologies such as cable and satellite transmission and video recordings.

Call letters changed in NET-WNDT merger

New York's noncommercial television station, WNDT(TV), channel 13, formally changed its call letters last Thursday (Oct. 1) to WNET(TV). The change was part of the merger of National Educational Television and WNDT(TV) into the Educational Broadcasting Corp.

The consolidation was announced during the summer (BROADCASTING, July 6), in New York. Months of formal negotiations followed, under which NET was dissolved and its resources pooled with those of WNDT.

The new corporation will produce educational programs for both national and local programing. According to an EBC spokesman, the company hopes to build a production center in New York with Chamberlain Jr., executive vice president of EBC, said the facilities could cost more than $10 million.

James Day, former president of NET, will head EBC. The staffs of channel 13 and NET will remain intact until a reorganization plan is completed next month.

Members of the board of EBC are Norman Cousins, formerly chairman of NET; Mr. Day, William Bowen, Princeton University; John Fischer, Harper's Magazine; John Hope Franklin, University of Chicago; Burke Marshall, Yale Law School; Roger Ravelle, Harvard University; Glenn T. Seaborg, U.S. Atomic Energy Commission; William H. Schuman, composer; and Sydney Martin Jr., Institute of Educational Development.

The schedule for the station's first season will be a mixture of programs distributed by the Public Broadcasting Service and those produced by channel 13.
Lawyers told: 'Tell it like it is'

Burch says some broadcasters may be recipients of misleading analyses of FCC pronouncements

The FCC is not the soft touch for broadcasters some of its recent actions might suggest. In fact, those same actions betoken a tougher regulatory mood at the commission, not an easier one.

These thoughts were expressed not by a member of the gloom-and-doom school of FCC watchers but by FCC Chairman Dean Burch, in a speech last week to the Federal Communications Bar Association. He expressed concern that the attorneys might be sugar-coating the analyses of commission decisions.

"Tell it like it is," he said, not the way broadcasters would like to hear it.

As an example of a decision he said lawyers might have presented as one permitting broadcasters to breathe a lot more easily, he cited the 1970 statement of policy on comparative renewals. In that one, the commission held that it would favor a renewal applicant under challenge in a comparative hearing if he had "substantially" served his community.

Any lawyer who wrote his client he was now "home free," disserved his interests and the public interest," the chairman said. "For that policy statement did represent a new regulatory mood—one that you were duty-bound to convey to the industry."

He noted that it stressed that while a broadcaster who had provided "good solid service" would not be denied renewal, "the licensee did have to deliver such service in order to be secure against a challenger."

Nor should broadcasters find only solace in commission decisions denying a Democratic National Committee request for a ruling that broadcasters must sell time to any responsible entity to comment on public issues and a petition by the Friends of the Earth seeking to expand the cigarette fairness ruling to high-powered cars and leaded gasoline.

He noted that both opinions underlined the broadcaster's great responsibility—that while he was not a common carrier, obliged to make time available to anyone who sought it, "he was a public trustee called upon to present, to a significant extent, representative views on issues of importance to his community."

Furthermore, in the FOE ruling, he noted, the commission "stressed the licensee's duty to cover pollution and other issues which are of significance to his area. A failure to communicate this crucial sense of the decisions, this mood, would be a disservice to the client and to the public."

He also touched again on the subject of children's programming—a subject that provided the substance for his speech to the International Radio and Television Society in New York three weeks ago (Broadcasting, Sept. 21). He noted in that speech he had urged broadcasters to present "really worthwhile children's programming, along with the cartoons."

And in an ad-libbled addition to his prepared remarks he asserted that children's programming was one of the problems "that are in the minds of the people" and that the commission could "slough off" on the ground that remedial action would violate the First Amendment. As he did in his speech to the IRFS, he said the Supreme Court's decision in the Red Lion case, on the fairness doctrine, provides the legal basis for commission action. But he added that broadcasters' attorneys would have an opportunity to comment on whether the commission should act.

And although his IRFS speech did not represent commission policy, he said, it did seek to convey a mood. "How many of you have reported that mood or perhaps made suggestions for joint action in this area?" he asked.

The chairman pointed out other areas where communications lawyers might be helpful, to the commission as well as their clients. "You can advise your clients not to try walking so close to the edge of the cliff in complying with commission policies in areas like overcommercialization or fairness," he said.

(In that connection he gave fresh evidence of his interest in a review by the commission of its renewal procedures. He first expressed such an interest after Dr. Barry G. Cole of Indiana University's radio-television department, who had studied the commission's renewal procedures last summer, briefed the commission on his findings and recommendations [Broadcasting, Sept. 21]. "The present system," the chairman said, "is not sound.""

He also urged the communications attorneys to show leadership or serve as a clearing house for ideas in dealing with clients. "When you learn of an outstanding development by one of them—by working, for example, on their renewal applications," he said, "you can inform others and they can have the opportunity, if they wish, of adapting it to their area."

NET to FCC: No crossowner ban

National Educational Television last week told the FCC noncommercial TV stations should be exempted from the commission rule banning crossownership of CATV systems and TV stations in the same market.

NET pointed out in comments on the proposal the FCC has recognized that the ownership of CATV systems might be beneficial to an educational station, and has not stated its rationale for including them in the crossownership ban.

It said ETV stations face problems because of their present financing basis—the difficulty in presenting controversial issues in the face of offending certain interests and the "severe limitations imposed by one-channel broadcasting."

NET said ETV stations have "one headstart advantage" over other stations—they are already a product of the community, the result of multi-voiced concern and participation.

NET pointed out that it is merging with Educational Broadcasting Corp., licensee of WNDT(TV)—now WNJT(TV)—Newark, N.J. (see page 30) and that the combined operation of the two organizations "will be able to effectuate the commission's policy of CATV programming for diverse views . . . ."

Crossownership of CATV's by ETV's would insure broad public interest programming, avoid duplicating the efforts of other ETV's and implement coordination between stations and educational organizations, NET added.

CPB authorization clears Congress

Both the House and Senate last week approved the compromise Corp. for Public Broadcasting authorization for a $70 million for the next two years.

Under the legislation, CPB would receive $30 million a year for both fiscal 1971 and 1972 plus up to $5 million in additional funds each year to be matched by nonfederal sources. The terms were agreed to two weeks ago during a House-Senate conference.

The original House bill called for money for only one year and the Senate version, which quoted no exact monetary figure, covered a three-year span.

The authorization bill, which is preliminary to an actual appropriation of funds by Congress, now moves to the President for action.

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Challengers fighting time
Cleveland group hopes FCC will rescind Oct. 1 renewals until negotiations end

A citizens coalition in Cleveland is in a race with time in an effort to force an FCC delay in the renewal of licenses of a number of Cleveland stations until the coalition obtains satisfaction on a number of demands. So far the coalition is losing.

The commission staff on Thursday (Oct. 1), the day Ohio licenses expired, routinely renewed a number of the licenses that were the objects of the coalition's pleadings.

Commission officials said the coalition, in a telegram requesting an extension of time to petition to deny the licenses, had failed to allege facts that would provide any basis for deferring any of the renewals.

The telegram, which was received Wednesday, contained charges of discrimination in programming and hiring practices, similar to those contained in a resolution the coalition had served on the stations last month, in presenting a list of 11 demands (Broadcasting, Sept. 21).

The stations that were listed in the coalition's petition are wkyc-am-tv, wjw-am-tv, wews-tv, wbub-tv, lohannesburg-wgat (am) and wjw (am). wkyc-tv, wkyc-am-tv, wews-tv, were-am-fm, wkcy (am) and wgar (am) were listed last week on a commission list of Ohio stations whose licenses were being renewed.

However, the commission can within 30 days rescind a renewal in the event new evidence is presented warranting such action. And a spokesman for the Cleveland group said on Thursday that another telegram was on the way to the commission containing an "informal complaint" and asking the commission to defer the renewals until the stations have shown how they intend to serve the public interest in light of the coalition's demands.

The coalition is composed of a number of black groups, the National Association of Black Media Producers and the Catholic Center for Study and the Protestant Center for Study. The complaint was signed by Charles Cooke, regional director of the Congress of Racial Equality.

The telegram refers to a study of Cleveland area stations that was filed with the commission last week by the Cleveland Council of Churches and the Catholic Diocese. "that, as a whole, the Cleveland broadcast industry is still lacking in commitment and courage to do other than enhance corporate profits."

However, the study does not deal with the station's hiring practices or allegedly discriminatory programming — key elements in the coalition's complaint — although it does criticize the stations generally for "a lack of sensitivity" in ascertaining the community's needs and problems. It compares and ranks stations according to such criteria as news, public affairs, local programming, and public service announcements.

In addition, wjw-tv and were-am-fm, cited in the coalition's complaint, are among the stations described in the report as "notable exceptions" to the general run of outlets in Cleveland. The only other exception cited is wkbf-tv (ch. 61).

And the authors recommend that the performance of only two stations—wern-fm and wzaq-fm—be studied with particular care before their renewals are granted. The authors would support the renewals of the other stations, though with either "guarded approval" or "with reservation."

Meanwhile, in Detroit, where licenses also expired on Oct. 1, time is standing still for all of the television stations. All Detroit stations have been negotiating with local blacks since the summer on program and hiring matters, and the immediate problem stems from a complaint from a group called the Interfaith Center for Racial Justice.

It charged that the stations are discriminating in their hiring and programming practices and that some refused its representatives access to copies of the renewal applications. Commission officials said the stations have requested to respond to the charge, and that the licenses will be deferred until the matter is resolved.

In another renewal controversy, the FCC is considering a strike application against wisc-tv (ch. 3) Madison, Wis., by a group called Better Television for Madison. The application, headed by a local college professor of communications, is seeking commission denial of wisc-tv's renewal application principally because of alleged failure to program an acceptable quantity and quality of news and public-affairs programming.

The channel 3 licensee, Television Wisconsin Inc.—unaware of a challenge to its license—filed a request Sept. 1 for regular renewal Dec. 1. On Sept. 10 the licensee notified the commission that it will be filing a "comprehensive and detailed response" to the Madison citizen's group on or about Oct. 15.

See Nixon veto of TV-campaign bill

The fate of the political broadcasting measure which would limit a candidate's broadcast spending now lies in the hands of the President and rumors persist that he is preparing to veto the measure.

The answer will not be long in coming—the President must act on the measure within 10 days after it reaches the White House (not counting the day on which it arrives and Sundays), making the red letter day Monday, Oct. 12.

If the President fails to take any action during the 10-day period, it automatically becomes law. A Senate Commerce aide expressed his personal doubt, supported by a number of like opinions, that the President would let the bill pass into law without any action—since it personally affects his spending in 1972 and the spending of his Republican party.

The President, most feel, will either sign the bill or veto it but just which alternative he is planning is seemingly known only by Mr. Nixon and perhaps a few top advisers and Republican legislators. Usually knowledgeable Capitol Hill sources admit that the best they can offer is an educated guess. Many still discount the veto chances as remote—that the President would appear to be playing purely partisan politics if he rejected the measure which would clamp a ceiling on what many legislators have

Richard E. Wiley (l) took over as FCC general counsel on Tuesday, replacing Henry Geller (r). Mr. Wiley, 36, had been partner in a Chicago law firm and taught at John Marshall law school. Mr. Geller, 46, general counsel since 1964, remains with the commission as an assistant to the chairman for planning.
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branded run-away spending for broadcast time during campaigns.

One House Commerce source suggested that, if Mr. Nixon did veto it, he might claim that the bill posed an unfair hardship on broadcasters, particularly small ones, who have bitterly objected to the fact that spending limitations apply only to broadcasters and not to the print media.

Other Republicans already have voiced a similar feeling about the bill. Senator Scott, the Senate minority leader, commented in his dissent to the bill that he did not feel it adequately dealt with the problem of increasing expenses necessary to campaign effectively for public office.

To quote a WTOP-AM-TV Washington editorial entered into the Congressional Record by Senator Scott last week: "The bill cannot fulfill its promise, which is to cut down the unfair advantage of the rich candidates...the problem is not television: the problem is the lavish campaign budget. A ceiling on radio and TV spending will send the rich guy scurrying to invest heavily in other media and the unfair advantage will persist."

This is fairly representative, a Scott aide said, of broadcasters' criticisms of the bill received by the Senator's office.

The bill repeals Section 315, the

ABC gets 8 more stations
Eight stations have become affiliates of ABC Radio's four network services, bringing the total number of affiliates to 1,235. KXLE (AM) Ellensburg, Wash., and KWNT-AM-FM Davenport, Iowa, have joined the American Entertainment Network; WKOI (AM) Wellston, Ohio, and WIDE (AM) Detroit, joined the American Information Network; KREX (FM) San Jose, Calif., WGNE-FM Panama City, Fla., and KXQR (FM) Jacksonville, N.C., joined the American FM Network and KLXY (AM) Fort Wayne, Ind., joined the American Contemporary Network. The American Contemporary Network now has 277 affiliates: the American Entertainment, 307; the American Information, 445, and the American FM, 206.

equal-time provision, in its application to candidates for the Presidency and Vice Presidency, and prohibits broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period. The measure also limits candidate expenditures for broadcast time to an amount equal to the multiple of seven cents for each vote cast in the previous election for that office or $20,000, whichever is greater. Primary spending is limited to exactly half that—three and a half cents per vote or 10,000.

Republican National Chairman Rogers C. B. Morton has also made his opposition known. The bill, he said, would discriminate against candidates who do not already hold public office, since they would suffer more from the spending limits than an incumbent, who would receive some free exposure in the course of regular news coverage.

If the President does veto the measure, it would take a two-thirds vote in both Houses to override it. Although the bill did pass both Houses by more than that percentage, a veto would probably draw away some Republican support.

NBC affiliates to meet Oct. 18-20
The NBC Radio Network's affiliated stations will hold their annual convention in San Francisco Oct. 18-20, it was announced last week. More than 300 representatives are expected to attend.

NBC executives Walter D. Scott, chairman of the board; Julian Goodman, president; and Arthur A. Watson, president, radio division, will be hosts at a reception Sunday, Oct. 18.

Messrs. Goodman and Watson also will be among the main speakers at the business meetings Oct. 19 and 20. Other speakers include Nicholas Gordon, newly appointed vice president, sales, NBC Radio Network.

Indiana CATV loses challenge to license
The FCC has thwarted attempts by an Indiana CATV system challenging the license renewals of WNDU-TV and WSBT-TV both South Bend, and WJSY-TV Elkhart, all Indiana, and last week granted the stations renewal of their licenses without a hearing.

The commission, denying a petition by Mishawaka CATV Inc., Mishawaka, Ind., for denial of the license renewals, said there were no adequate reasons to justify designating the renewal applications for hearing.

The commission said Mishawaka CATV failed to prove its charges that there are "substantial and material questions" of undue concentration of control in the South Bend area. The CATV concern said the three owners of Valley Cablevision—Michiana Telecasting Corp. (WNDU-TV), South Bend Tribune (WSBT-TV) and Truth Publishing Inc. (WJSY-TV)—own the only two major newspapers...the only television stations in South Bend, two of the three South Bend AM's and two of its four FM's, as well as the only CATV
franchises in a four-county area (with the exception of Mishawaka).

Mishawaka CATV alleged that the licensees were successful in obtaining their franchises . . . by using their broadcast licenses as grounds for claims that they could offer superior CATV service as experienced broadcasters, to the detriment of Mishawaka CATV. The commission, however, ruled that the petitioner had not established that Valley Cablevision or the three licensees which own it have in any way attempted to hinder development or expansion of Mishawaka.

The matters raised, the commission said, "are a question of policy relating to the structure of the broadcast industry . . ." more appropriately resolved in rulemaking proceedings. The commission added that a renewal hearing would be impractical because under the rules, the licensees of the three TV's will be required to divest themselves of their CATV holdings located within their predicted Grade B contours by Aug. 10, 1973.

The commission said a renewal hearing would likewise not be useful because a rulemaking proceeding is in process studying the question of concentration as it concerns CATV systems—which includes matters of cross-ownership of CATV systems and radio stations or newspapers that are in the same area.

**WPIX admits ‘judgment’ errors**

But station chief, at FCC hearing, denies misrepresentation of news

Staff changes resulted from an executive investigation into WPIX's news handling. Francis M. Flynn, board chairman of the station, told the FCC hearing on the New York Daily News station's license-renewal application last week.

Testifying during the third week, Mr. Flynn, also chairman of WPIX's parent organization, The Daily News, said the inquiry revealed errors in judgment, but did not show any misrepresentations.

His comment on personnel changes referred to Ted Kamp, former editor-producer of the station's evening news show, Mr. Flynn said. (Mr. Kamp no longer is with the station.) Under questioning by Pat Valicenti, FCC Broadcast Bureau attorney, Mr. Flynn testified he neither knew nor cared whether The Daily News reporters worked for other media.

He conceded, however, it was an "error" to have shown U.S. Department of Defense films of a tank test at Fort Belvoir, Va., and identified it as having taken place in Vietnam.

Fred F. Thrower, president, WPIX, returned to the stand last Tuesday (Sept. 29), after a week's illness, to the cross-examination of Michael Finkelstein, attorney for Forum Communications Inc., challenger of WPIX's license.

Forum is headed by Lawrence K. Grossman, former NBC vice president and now head of his own advertising firm in New York.

Asked about nine allegations of unethical news practices made by Mrs. Nancy McCarthy, former WPIX newswriter, Mr. Thrower replied some were plain human errors or mistakes. The others, he said, had no basis.

Under further probing by Mr. Finkelstein, Mr. Thrower acknowledged the station intended firing Mrs. McCarthy. "Somebody took the final action, but it was pretty well understood, she had reached the point that her stay at WPIX was not rewarding. Our people weren't happy with her," he also said he had been informed she was to be fired, and that he didn't protest.

Mr. Thrower also conceded to Mr. Finkelstein that any increase in news operating costs at the station would cut his annual bonus, unless the rise was offset by larger revenues.

Walter D. Engels's shift from news manager to special assistant in the news department followed a reported misrepresentation of news film by the station. Mr. Thrower told the hearing, presided over by FCC Examiner James F. Tierney.

"I concluded I should bring in a vice president of news who would give it a new scope of supervision, particularly on the administrative side," he said. Earlier testimony revealed Mr. Engels's job change was not related to the executive investigation.

Mr. Engels himself completed his testimony before the hearing last week, and was shown memos written by Mr. Kamp to Mr. Valicenti. In one of them, Mr. Kamp complained that United Press International had delivered no usable film shot on Aug. 7, 1968.

After examining the script of that day's show, Mr. Engels refused to concede that none of the film had been shot that day. Another Kamp memo said film on Hanoi's reaction to the bombing halt was five days late.

Mr. Valicenti suggested that from the scripts it appeared that when the films finally were telecast, no indication was given that the news was old. Mr. Engels admitted it. But he refused to give ground on UPI missing the first day of the West Virginia mine disaster, and that day's film was used to illustrate additional explosions in the mines on Nov. 21, 1968.

"I would not say it was improperly identified," Mr. Engels said, adding, "there may be a little to be desired." He commented that to identify it as "today" would be improper, and the script had not done so.

**Bayh to address citizens' conference**

Senator Birch Bayh (D-Ind.) will be principal speaker at the National Citizens Committee for Broadcasting's Oct. 26 conference on citizens rights in broadcasting, Thomas P. F. Hoving, committee chairman, announced last week.

Senator Bayh is scheduled to discuss "TV and the political process"—perhaps by closed-circuit TV if Congress is still in session. Guest of honor at the luncheon in New York will be former FCC Commissioner Kenneth A. Cox.

More than 100 organizations and 400 individuals are sponsoring the all-day conference, Mr. Hoving said. Six panels will discuss the following topics: "Minority inclusion and programming diversity: serving the total public," "Children's TV: education, overcommercial-
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Faculty-industry seminar

IRTS hopes session will improve academic-broadcast communication

In a new effort to create better understanding between the academic community and the broadcasting and broadcast advertising communities, the International Radio and Television Society plans a faculty-industry seminar, early next year, and the International Radio and Television Foundation—which helps finance IRTS activities—is opening a drive this week for funds to support it.

Maurie Webster of CBS Radio, new president of the foundation, said the campaign goal is $45,000 to help support all IRTS activities in 1971, but the new faculty-industry seminar will have first call on the money.

"For too long," he said, "these important groups—academic leaders from various departments of colleges and universities and leading representatives of broadcasting and advertising—have had little opportunity to meet and discuss problems that have occasionally divided them.

"The importance of broadcasting and advertising in our country and the need for them to be both responsive to the wide range of needs in our society and free from unreasonable governmental regulations make such a national meeting most desirable. We anticipate support from broadcasters, advertisers and agencies in all parts of the U.S."

The seminar will be planned and produced by IRTS, which since 1962 has been conducting annual college conferences, for broadcasting and journalism students and faculty members, that have grown from 86 student participants to 304 students and 52 faculty members from all over the U.S. last year.

Mr. Webster said that since the foundation was formed, also in 1962, "scores of networks, station groups, individual stations, station representatives, associations and individuals have contributed. This year we expect the list to increase significantly because of the important nature of the seminar and the broad nature of our solicitation effort.”

The seminar will be held in New York at an early 1971 date to be selected.

Among other IRTS activities to which the foundation contributes are the "doorway to advertising" no-cost seminars to train minority group members for broadcasting and broadcast-advertising jobs: time-buying and selling seminars; broadcasting-and-the-law seminars; radio and TV commercial production workshops and "newsmaker luncheons" featuring key broadcasting figures as speakers, as well as the college and faculty seminars.

Mr. Webster said the IRTF fund drive will be conducted by foundation board members, assisted by leaders of the IRTS, starting today (Oct. 5) and completing its initial phase Nov. 20.

FCC memo leaks, but 'it won't happen again'

The FCC last week made one isolated exception to its established policy of keeping inter-agency memorandum confidential, but warned its decision should not be construed as indicating it would follow that course in the future.

The commission's decision resulted from an application by Ruben B. Robertson III and Ronald L. Winkler seeking review of an Aug. 3 ruling by FCC Executive Director Max D. Paglin denying Mr. Winkler's request to inspect an internal memorandum from the commission's general counsel, Henry Geller.

In that document, Mr. Geller gave his views of the impact of the Supreme Court's decision upholding the FCC's fairness decision in the Red Lion case.

He said the case—invoking a suit brought by Red Lion Broadcasting Co. and the Radio-Television News Directors Association—was a significant one because it "seemingly lays to rest a good many other questions as to the fairness doctrine and the commission's authority to consider programming generally" (Broadcasting, Sept. 15, 1969).

Mr. Winkler is a law student at Duke University who under direction of Mr. Robertson conducted research this past summer on administrative law and the practices of federal regulatory agencies. Mr. Robertson is affiliated with the Center for the Study of Responsive Law in Washington.

In their application for review, Messrs. Winkler and Robertson objected to Broadcasting's access to the document "while members of the general public are denied similar and equal opportunities."

In its decision to make copies of the memorandum available to the public, the commission noted that it was apparent the report on the document had been circulated throughout the industry and its release would not impair operations of the agency. However, it warned that in the future the "insidious practice" of news leaks would not justify the public disclosure of privileged information.
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No change in forms on minority hiring

EEOC-style categories will be used despite church groups' protests

The FCC is sticking by its decision to rely on forms patterned after those used by the Equal Employment Opportunity Commission, in gathering annual statistics on minority-group employment in broadcasting.

The Office of Communication and Board for Homeland Ministries for the United Church of Christ, the Committee for Racial Justice Now and the Board of National Missions of the United Presbyterian Church in the U.S.A. had said that the EEOC job categories are irrelevant to the categories of work performed in broadcasting. They had asked that the commission adopt categories recommended by the National Association of Educational Broadcasters (Broadcasting, May 13).

The commission, in an order released last week, said it is staying with the EEOC-type form because many stations are filing reports with the EEOC on its forms. The commission said there is "a decided advantage in simplicity" to its use of the same racial categories as those used by EEOC.

The commission in June adopted rules requiring broadcasters to file annual statistical reports on employment and to report on equal-employment opportunity programs. The rules followed by a year a commission action barring stations from discriminating in employment.

The commission's order last week also contained special instructions for networks—they are to use the same forms that stations complete in filing employment statistics. What's more, it said it would obtain the same information—on minority employment and equal-employment programs—from networks like Mutual Broadcasting System that are not also licensees.

Commissioner Robert Wells two weeks ago narrowly missed in an effort to exempt more small radio stations from the requirement to file the annual reports. He proposed that stations with fewer than 10 employees—rather than five employees, as now provided in the rules—be exempt.

He was supported by Commissioners Robert E. Lee and Robert T. Bartley, but Chairman Dean Burch and Commissioners Nicholas Johnson and H. Rex Lee voted against the proposal.

The commission, in its order denying the petitions for reconsideration, sought to reassure "relatively small stations" on the showing they are required to make. "All that is required is that where the small station is operating in an area with substantial minority," the commission said, "it take appropriate and practical steps, in view of its size, to assure that it does afford an equal opportunity to the minority groups to obtain employment and to advance."

How much reciprocity by ETV, business?

The FCC last week, undecided over rules concerning sponsorship and financial support for educational FM and TV stations, decided to hold off until Oct. 31 to put the rules into effect.

The rules would cover the amount of advertising educational broadcasters should give corporations in return for the financial help the firms contribute for program production and station operation. Adopted May 6, they were originally scheduled to go into effect June 17.

A commission official said the delays result from difficulty of some commissioners in defining how much of this reciprocal funding for promotional announcements practice should be allowed. Some commissioners, he added, feel too much of this is permitted.

The commission said a petition seeking clarification or modification of the new rules was filed June 3 by the National Association of Educational Broadcasters and that some of NAEB's suggestions require more intensive consideration. To consider the NAEB petition more closely, the commission added, it postponed the effective date until Aug. 4, and later until Sept. 30. Pressure of other matters and basic questions raised by NAEB have kept the commission from completing their consideration of the matter, the commission said.

Changing Hands

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

- WXLW(AM) Indianapolis: Sold by Robert Enoch to Fred Grewe for approximately $500,000. No exact price was given and price is only an estimate. Mr. Grewe owns WEAP(AM) Moundsville, WAPR(AM) Parkersburg, both West Virginia; W STL(AM) Eminence, Ky.; and WQTW(AM) Latrobe, Pa. WXLW operates on 950 kHz with 5 kw. Broker: R. C. Crisler.

- KSUE(AM) Susanville, Calif.: Sold by
James E. McKahan to H. Cecil Webb Jr. for $165,000. Mr. Webb is head of Discovery Audit, northern California media consulting firm. K5ED is on 1240 kzs with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

- **KYCA(AM)** Prescott, Ariz.: Sold by Combined Communications Corp. to Louis and Nancy Silverstein for $120,000. John J. Lewis Jr., and family own 80% of CCC. CCC is licensee of KSTAR-AM-FM-TV Phoenix; KBEL-AM-TV Yuma, Ariz., and KOCO-FM Oklahoma City. Other CCC properties include Eller Outdoor Advertising Companies of Michigan, Arizona and Kansas City; Eller Electric Sign Co. of Detroit, Phoenix and Kansas City and Phoenix and Arizona Wildlife Sportsman magazines. Mr. and Mrs. Silverstein were formerly general manager and program director, respectively, of KPSZ-TV Phoenix. KYCA operates on 1490 kzs with 1 kw day and 250 w night.

- **KLEI(AM)** Kailua, Hawaii: Sold by Roger Kent to Frederick B. Livingston for $100,000. Mr. Livingston has land development interests in Hawaii. KLEI operates on 1130 kzs with 10 kw. Broker: Hamilton-Landis & Associates Inc.

**Approved:**

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see “For the Record,” page 70).

- **KRRI(FM)** Houston: Sold by David Wagenvoord and others to Alexander M. Tanger for $500,000. Sellers own WWOM-AM-FM-TV New Orleans. Mr. Tanger owns WLKW-AM-FM Providence, R.I., and WQIU(FM) Philadelphia. KRRI is on 104.1 mhz with 100 kw and an antenna 285 feet above average terrain.

- **WEPN-AM-FM** Elizabethown, Pa.: Sold by East Pennsylvania Broadcasting Corp. to Charles C. and Sue Marshall Smith for $250,000. Mr. Smith formerly owned WDEC-AM-FM Americus, Ga. WEPN(AM) is a daytimer on 1600 kzs with 500 w. WEPN-FM operates on 106.7 mhz with 20 kw and an antenna 500 feet above average terrain.

- **KPAL(AM)** Palm Springs, Calif.: Sold by Leonard Maitzlish, administrator of Harry Maitzlish estate, to Mrs. Rozene R. Moore for $235,000. Mrs. Moore is housewife and widow of F. Sibley Moore, former broadcast executive for Capital Cities Broadcasting. KPAL, which is now silent, is licensed on 1450 kzs with 1 kw day and 250 w night.

**Cable television:**


**Texas study sketches the ideal announcer**

The preferred applicant for a radio announcer’s job is around 26 years old, college trained, creative, ambitious, experienced, has knowledge of current events, an ability to ad-lib, an FCC license, and no regional accent.

Those are the conclusions drawn in a study of qualities deemed desirable in announcers by personnel managers of AM stations in Texas’ 10 largest cities. The study was undertaken as a research project at Texas Christian University by C. Lewis Dickey, former announcer at KTXL(AM) Cleveland, Tex., and currently a manufacturing engineer, supervisor at General Dynamics’ Fort Worth facility.

Mr. Dickey’s conclusions were based on a questionnaire sent to 68 Texas AM’s in Amarillo, Austin, Beaumont, Corpus Christi. Dallas, El Paso, Fort Worth, Houston, Lubbock and San Antonio. The study was conducted in late 1969. Among Mr. Dickey’s findings are the following:

- The preferred applicant has one or two years of experience and a bachelor’s degree.
- He has had speech courses.
- Beards, long hair and “mod” clothing are more acceptable at stations directing their programing to audiences including teen-agers than at adult-programed stations.
- There is seemingly no direct correlation between the size of a station or its audience and the amount of experience required of announcer applicants.
- No definite correlation exists between a station’s power rating and the number of announcers it employs.
- There are no significant relationships between the size of a station and the type of announcer preferred.

**Ask minimum wage exemption**

Small broadcast stations and small newspapers should be placed on equal footing under the minimum wage provisions of the Fair Labor Standards Act, a National Association of Broadcasters executive urged last week.

Paul Comstock, NAB vice president-general counsel, in a letter to Representative John H. Dent (D-Pa.), chairman,

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**San Francisco**
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**Broadcasting. Oct. 5, 1970**

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House Subcommittee on Labor, urged that small broadcast stations be removed from such requirements if, as pending legislation provides, small newspapers are so exempted.

**Competition OK'd in microwave area**

Carriers back FCC plan favoring AT&T role; ample market seen

A number of common carriers last week endorsed an FCC staff recommendation favoring microwave-system competition with the American Telephone & Telegraph Co.

In response to a commission request for comments on procedural and rule-making proposals to implement the staff position (Broadcasting, July 20), Microwave Communications of America said there is a clear need for the services new carriers propose to provide, and competition in the field will stimulate, the best communications service "at the lowest possible cost . . ."

Most of the applications already pending for specialized systems propose data-transmission and private-line services. However, the recommendation by the Common Carrier Bureau also could apply to carriage of radio and TV signals.

In urging adoption of the proposals and immediate grants for its microwave-system applications, MCI said "every forecast of the future of the communications market—including those by Bell—confirms the commission's own conclusion" that there will be a market to support the proposed services as well as the expansion of those provided by existing carriers. It noted that special service carriers do not propose to invade the telephone and telegram markets served by existing carriers.

That was also the position of Data Transmission Co. Both MCI and Datran would carry computerized data, although MCI's proposal encompasses other types of specialized services. When it asks for comments on the proposal, the FCC said Datran will be considered separately from all other applicants because it plans an all-digital switched network to be used exclusively for data transmission.

In its comments, General Electric Co. said it also felt new applicants should be permitted to enter the field, but that "separate consideration should be given to 'long haul' and 'local loop' offerings. . . . It added that the latter hold more promise for meeting specialized needs. It noted local loop systems offer a wide variety of bandwidths for data or video transmission. However, GE said, "competition alone will not stimulate the growth of new services. The competitive spirit must be 'turned on' by more attractive rates of return than those now permitted in classic communication fields."

GE has constructed a data communications network that could serve 150 major cities in the U.S. and abroad by next year.

AT&T, which opposes the staff recommendations, told the commission it is ready to compete with specialized carriers in intercity services if such competition is authorized. However, it complained the proposal "would allow virtually unlimited competition" and public hearings should be held to determine whether the benefits of competition are great enough to offset "the possible adverse effect on users of communications services in general."

**TV lesson plans out for teachers**

"Teachers' Guide to TV" is starting its third year and is on the press with its fifth issue. The "Guides" for the fall semester contain lesson plans on programs ranging from "Hamlet" to "The Connecticut Yankee," from Beethoven to the American desert, and from the 1970 elections to the United Nations children's fund.

The fall issue, to be released this month, contains outlines for several weekend morning shows for children, including Discovery (ABC-TV), In the Know (CBS-TV), and Tomfoolery (NBC-TV), and for the following special programs: ABC's "The Tragic Odyssey of the Red Salmon," "To All the World's Children," "Discovery Visits Portugal," and "National Opinion Day"; CBS's "A Connecticut Yankee in King Arthur's Court," "Beethoven and the American Desert," NBC's "Kifar—the Black Rhinoceros," and "Hamlet."

"Teachers' Guides to TV" is an independent publication prepared with cooperation of the Television Information Office, New York.

**Midwest FM executive denies drug involvement**

Youth-oriented KDNA(FM) St. Louis in an old residence in the city's gaslight-square area was the scene of a police narcotics raid on Sept. 27 that resulted in formal charges against Jeremy T. Lansman, president-manager, Kenneth Wallace, a disk jockey, and Mary Nesbitt, a visitor.

Eight others, including some KDNA personnel who live at the house, were released. A preliminary hearing is scheduled shortly in St. Louis Circuit Court.

Mr. Lansman said the police broke into the station and found marijuana and other drugs in several public places visited frequently by the many visitors there. He denied personal possession and said KDNA has strongly opposed drug use among its audience.

The KDNA house has often been a temporary haven for visitors to the area, it was indicated. However, Mr. Lansman said, the station consistently has posted clear warnings that no drugs would be permitted on the premises and that KDNA would call police if any were discovered there.

**TV's gains in '69 cited in TVB report**

Television home viewing rose for the seventh consecutive year and reached an all-time high average of five hours and 50 minutes per day in 1969, according to TV Basics, published by the Television Bureau of Advertising.

The booklet also reports that television advertising rose 10% to $2.9 billion last year, the largest dollar and percentage increase among all major media: during 1969, 434 companies advertised 2,583 brands in network television and 1,564 advertisers promoted 6,286 brands in spot television; television investments on the local level increased 10% to $665 million in 1969, over 1968, the largest percentage rise among major media, including radio, outdoor and newspapers.

**Format change sparks dispute**

SF area blacks balk at switch to MOR; money woes blamed

What should have been a comparatively simple format change for KsOL(AM) San Francisco from black-oriented to middle-of-the-road, has instead resulted in one demonstration on the station's doorstep, a threatened advertiser boycott and letters from Bay-area blacks requesting an investigation of KsOL by the FCC.

The format change was made Sept. 21. Simultaneously KsOL released six air personalities and a newsmen, all of them black. The problem stemmed from a charge by Tom Henry, ex-program director of ksoL, that the seven were fired without reason or prior notification. John Malloy, president and owner of KsOL, said about five to six months before the format change he had spoken
Dosha Wall, Miss Country Music, U.S.A., will travel to Nashville this fall for the annual Country Music convention. Miss Wall, 22, 5 feet, 5¼ inches tall and 37-23-37, was sponsored by KJOE(AM) Shreveport, La., when she won the title last month in San Antonio, Tex. KTBX-AM-FM San Antonio conducted the contest.

to station employees advising them that KSOL was not doing well financially and might have to make some adjustments. Among the adjustments was a possible change in music policy.

"It was simply a case of losing a battle for a small portion of the total audience," Mr. Malloy said. "KSDA has a more powerful signal and was getting higher ratings than we were. As a consequence, advertisers were not buying our station."

KSOL's owner added that he had offered to send the three full-time personalities at the station to school for an FCC first-class license. Mr. Henry contends that with the workload imposed on the announcers—he was program director, music director and had a five-hour air shift—it was nearly impossible to attend the school.

Elijah Turner, co-chairman of the Oakland Black Caucus, and one of the leaders of the opposition to KSOL's change, has sent letters to many local and national advertisers using the station stating that the black community will not use their products or services if they continue to advertise on KSOL. Mr. Turner has also said that over the last three months he and a group of eight students from the Bay area have been monitoring all the stations in the area for content and service to the entire community. "KSOL is among the lowest ranking in terms of service to the black community—the community they are supposed to be playing to," Mr. Turner said. "We expect to use these findings to file a position for the denial of KSOL's license when it comes up for renewal next year."

Mr. Malloy said he would be "happy to have anybody in to look at the records or investigate us." Although he did not disclose any figures on station sales, he said earlier that advertising had increased approximately 10% over the past three years. No similar figures are available from KSOL.

Mr. Turner was to have led a second demonstration at the station last Saturday (Oct 3).

Berkeley fire forces station off the air

It turned out to be a long 10 days for California firefighters and television and radio news teams were kept busy following in their tracks to report it all. The largest fires in terms of acreage burned were in the Los Angeles and San Diego areas in Southern California.

The one broadcast casualty was in Berkeley where the smallest fire was reported. Noncommercial KPFA(FM) Berkeley, a community-supported station, had the electrical and phone lines from its transmitter burned away forcing the station off the air. The station remained down Tuesday and Wednesday (Sept. 22 and 23) before returning to the air Thursday (Sept. 24).

Two other stations, KEST(TV) and noncommercial KFNS-TV, both San Diego, turned off their transmitters Sunday (Sept. 27) when the location was threatened by fire. They returned to normal operations the next day with no report of damage.

Shaw's rallying cry to fellow broadcasters

Broadcasters must have strength, adroitness, compassion to meet the challenges facing them. William D. Shaw, president, Golden West Broadcasters, said in a speech prepared for delivery to the western region convention of the American Association of Advertising Agencies today (Oct. 5) in Colorado Springs.

"I think the most significant challenge to broadcasters, now and forever," he said, "goes like this: to stay strong and tough enough to fend off the self-serving pressure groups, to be adroit enough to adapt to the mind-shattering new forms of communication that are just around the corner, to be wise enough to make the necessary improvements in our system and to be compassionate..."
enough to realize that this enormous force which we direct to serve the most of us must also serve the least of us."

And, Mr. Shaw urged the advertisers, "keep challenging us... work with us..."

**Universal branches out**

Universal Broadcasting Corp., New York, group radio station owner, has purchased a 50% interest in Cinema Advertising, Los Angeles-based specialists in national theater advertising services, for $200,000. The California firm has been renamed Cinema Advertising Corp. Tom Ludemann, former station manager of Universal's KUXL(AM) Golden Valley, Minn., Minneapolis suburb, is president of Cinema Advertising and will maintain headquarters in Los Angeles. The company places poster advertising in hotels and at other heavy traffic points. Cinema had gross receipts last year of $500,000.

**Media notes:**

**Alaskan production** — A production crew of Bill Burrell Productions, TV filmmakers (Animal World, Challenging Sea), is currently aboard the Coast Guard icebreaker Glacier off the coast of Prudhoe Bay, Alaska, to film Coast Guard expedition to explore a potential oil-drilling site. The expedition, taking place in what experts say is one of the few areas in the world still pollution-free, is to determine the exact content of the area's environment before any drilling in the oil-rich region begins.

**New politics conference** — The journalism department of the University of Maryland will sponsor a conference on "Communications Strategies in the New Politics", Dec. 4-6, at the university's adult education center. The central theme will be "assessment of further use of the 'new politics' during the 1972 presidential election."

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**Telestatus**

### Measuring by market instead of city

**Nielsen shows how to convert rating-point goals to reflect today's changing population patterns**

The ever-increasing reach of the television station's signal and the ever-increasing number of people residing outside the central metropolitan area have prompted the TV-spot timebuyer to rummage through his desk for a slide rule.

Until recently, TV spot rating-point goals were planned on the basis of the central metropolitan city. This was a holdover from the time when the metro was the only accepted market definition. But since TV market data is becoming more available, planners have been moving to this more suitable base.

The television market as defined by Nielsen (using Designated Market Areas) and American Research Bureau (using Areas of Dominant Influence) is substantially larger than the central metropolitan area. For example, the Washington metropolitan area comprises eight counties and 808,000 TV households while the Nielsen DMA consists of 31 counties and 1,022,000 TV households.

To facilitate the transition from metro to market area spot planning, the Nielsen Station Index has prepared a set of rating-point conversion factors.

The segments of the day referred to in the following table vary on the clock, according to time zones, e.g.:

Morning is 9 a.m.-noon in all time zones.

Afternoon is noon-5 p.m. in Eastern and Pacific time zones, noon-4 p.m. in central and mountain time zones.

Early fringe is 5-7:30 p.m. in Eastern and Pacific zones, 4-6:30 p.m. in central and mountain zones.

Prime is 7:30-11 p.m. in Eastern and Pacific zones, 6:30-11 p.m. in central and mountain zones.

Late fringe is 11:30-1 a.m. in Eastern and Pacific zones, 10:30-midnight in central and mountain zones.

To convert a metro area rating goal, the timebuyer should multiply the index shown in the table. For example, 100 metro morning gross rating points in Albany, Ga., is the equivalent of 82 DMA rating points in that market.

Metro and DMA ratings vary by market and day-part. Factors having an effect are programming, coverage patterns of outside stations and the living patterns of people within the market itself.

In general, area ratings are slightly lower than their metro counterparts, which means that the cost-per-rating on an area basis will be higher.

"Telestatus" appears in Broadcasting at the beginning of each month. The November "Telestatus" will list NSI cost-per-rating-point conversion factors for spot-TV budgeting on an area basis.
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**Additional Information:***

- **Broadcasting, Oct. 5, 1970**
- **Markets Listed:** Various cities across the United States
- **Columns:** Market, Prime, Late, Morning, Afternoon, Early, Zone
- **Format:** Table
- **Usage:** Likely for broadcast or broadcast-related purposes.
Target: Network film production

Hollywood majors sue ABC, CBS for antitrust with main aim to get networks out of pictures

Seven leading motion-picture companies filed suit under the antitrust laws last week seeking to bar ABC and CBS from producing entertainment programs for themselves, for theatrical distribution, or for anyone else.

Despite its broad range, the suit seemed aimed primarily at the ABC and CBS theatrical-film production work, which has been a matter of concern among independent producers ever since it started three years ago. NBC, which does not produce theatrical films, was not named a defendant.

The companies also asked for trebled damages under the antitrust laws, but said they could not yet specify the amount.

Bringing the suit were Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, United Artists, Universal, Warner Bros. and Avco Embassy Pictures, plus subsidiaries including Paramount Television Sales, United Artists Television and Avco Embassy Productions.

The companies are all members of the Motion Picture Association of America. Two other well-known members, 20th Century-Fox and Allied Artists, did not join the action.

Nub of the 40-page complaint is that CBS and ABC through their ownership of stations, productions of films and operation of networks have restricted the independent producers' access to the TV program market and have also, among other things, driven down the prices of movies they buy and driven up production costs in those making them themselves.

Specifically, the complaint charged: "By their illegal, predatory and anticompetitive acts, contracts and agreements, defendants have foreclosed plaintiffs from an appreciable segment of the market for the independent production of television programming [and] from an appreciable segment of the market for the off-network distribution of their programming; defendants have forced their own programing upon sponsors and have thus deprived plaintiffs of an alternate source of demand for their programing.

"They have required plaintiffs to sell or license their products at a price substantially below the value it would have in a competitive market; they have required plaintiffs to relinquish distribution and other valuable property rights in their productions; they have inflated the costs of production of theatrical feature films; they have preempted access of theatrical feature films to large theatre circuits;

"They have narrowed the television market for theatrical feature films of nonnetwork producers; they have narrowed and nearly eliminated the market for television programming in which they have no valuable interest; they have forced plaintiffs into dependence upon them; and they have substantially stifled existing competition."

ABC and CBS were quick to respond to the suit, filed Monday (Sept. 28) in the U.S. Southern District Court in New York.

CBS issued a short statement "categorically" denying the charges and asserting that the plaintiff companies "now supply over 30% of the entire prime-time entertainment programing" of the CBS-TV network. "This concerted action is patently an attempt to suppress competition during a period of economic distress," the statement asserted.

ABC's statement said that before ABC got into theatrical film production, the plaintiffs and other MPAA members had been "curtailing their output of feature films," with the number declining by more than one-third between 1956 and 1966.

"The decision by these plaintiffs to cut back on their production of feature films occurred during a period when demand has been far in excess of supply, thus creating an artificial shortage enabling them to command higher prices for their production," ABC said.

"Faced with this declining production," the statement continued, "ABC entered the theatrical-film production field and has produced a number of creditable films" as a result of which "all exhibitors as well as our own theaters have had available a more adequate supply of pictures."

ABC said it consulted antitrust experts before moving into theatrical film production and was advised "that our ac-
tions were, and are, completely proper." In addition, the statement continued, "production of television programs by networks, including features made specifically for television, has of course, been customary in the industry."

ABC said it "will defend this action vigorously and will institute such counter-claims as it deems advisable."

The movie companies' suit asked the court to permanently enjoin each defendant from "producing, distributing or having any interest in" TV entertainment programs or feature films, "other than the right to exhibit such [programs and feature films] on its network and on its owned-and-operated stations."

For part of that, the plaintiffs have support on the FCC record from a high Justice Department official. Richard W. McLaren, head of the department's antitrust division, told the commission more than a year ago that he endorsed a proposal prohibiting networks from acquiring "any rights" in independently produced programs (BROADCASTING, May 5, 1969).

The complaint cited FCC records as showing that ABC and CBS produce or have important financial interests in 97.9% and 96.9%, respectively, of their 6-11 p.m. entertainment programming.

It claims that ABC has full or part ownership in 418 theaters and thus owns and operates the largest circuit of motion-picture theaters in the U.S.; has been engaged in theatrical film production since 1967 and, as of September this year, had produced or was producing 25 theatrical features through ABC Pictures or other subsidiaries and in June this year formed ABC Circle Films to produce 13 two-hour features a year for initial network showing and subsequent use in new-program development.

CBS, the complaint continued, also entered theatrical film production in 1967, through CBS Theatrical Films Inc., subsequently known as Cinema Center Films, which as of September had produced or was producing 30 theatrical films, and in 1968 formed Cinema Center 100 to produce 100-minute films for initial TV showing and later use in developing new programs.

Both ABC and CBS were also said to have arrangements with other producers, distributors and exhibitors that expand the scope of their operations, and also to be engaged in syndication of TV programs (an activity that FCC has banned for all networks, domestically).

The complaint charges that CBS and NBC have "exercised the power to compel" O & O stations and affiliates to clear time for the programs they supply, with the result that these stations are "substantially unavailable" to nonnetwork suppliers of programs.

Although NBC was not named a defendant, it was mentioned as one of only 552 O & O stations that carry ABC and CBS network programs.

The movie companies have also had trouble with ABC's long-time practice of reserving 60 minutes of network time on its stations for its own feature films. It has been a custom since 1967 and, since 1969, ABC, followed by CBS, have been the only networks offering such reserves.

CBS is also said to have used monochrome. It offered its members a list of programs to choose from and also gave them the right to request programs from a specific list of programs. The complaint charges that ABC and CBS have "exercised the power to compel" O & O stations and affiliates to clear time for the programs they supply, with the result that these stations are "substantially unavailable" to nonnetwork suppliers of programs.

Although NBC was not named a defendant, it was mentioned as one of only 552 O & O stations that carry ABC and CBS network programs.
dominate still another industry—the production of theatrical feature films; for defendants control access to the vital and necessary network outlet for such films.

"The networks other than NBC have now embarked upon a plan to exercise this power. They have begun to produce their own theatrical feature films, which will replace the films of plaintiffs and others on their television networks...." The complaint also charged that CBS and ABC in entering theatrical film production sought to force down the prices paid for TV rights to movies, and in production have bid up the price of talent, properties, producers and directors and put a financial squeeze on independent producers.

The plaintiffs claimed that not only had they been "seriously injured," but that all nonnetwork producers, distributors and exhibitors of theatrical feature films and all nonnetwork producers of TV programming are "threatened with serious harm of similar dimensions" and that "some have already been eliminated entirely from the market."

Some observers saw in the suit a reflection of issues in the so-called "Paramount case" in which, years ago, leading motion-picture producers were forced to divorce themselves from exhibition—a decision that eventually resulted in acquisition of ABC by the spun-off Paramount Theater interests.

Legal authorities not involved in the current litigation said last week, however, that the "Paramount case" barred common exhibition and production/distribution only by the companies involved in that case, because of a history of antitrust involvements, and did not extend the ban to other companies. In fact, according to those sources, the court made clear that the new ownership of the Paramount theaters could produce theatrical films.

Last week's complaint was filed by two nationally known attorneys: Louis Nizer, representing United Artists and United Artists Television, and Whitney North Seymour, representing the other plaintiffs.

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**Does ETV hold key to fairness?**

It could ease demands on commercial system by becoming political ‘platform,’ Gunn says

Hartford Gunn, president of the Public Broadcasting Service, ETV's network branch, offered the facilities of noncommercial television last week as the solution to the fairness doctrine dilemma faced by commercial broadcasters in presenting controversial political views.

Mr. Gunn disclosed that he had sent a letter Monday (Sept. 28) to all congressmen and to the chairmen of the Democratic and Republican national committees soliciting their ideas on how public television can utilize a national distribution system to present fairly all sides of political issues and other important topics of the day and to help ease the growing fairness controversy.

Suggesting that PBS is "a step toward what could become the platform for regular national debate in the United States," Mr. Gunn added: "I don't believe it is fair to expect commercial television to provide [a platform]. I believe public television is a more logical choice...."

Mr. Gunn declined to speculate on how his proposal might be implemented until he has a chance to gauge responses to his letter exhibition. He did say that because noncommercial TV is largely supported by funds raised in local communities, and receives only some 10% of its monies from federal sources, untoward political pressures should not be a problem.

At a news conference in New York Monday to introduce PBS's first season's schedule, Mr. Gunn said:

"The current series of demands for time for rebuttals and counter-rebuttals, today's complex issues with their many sides, and the broader fairness rulings could mean commercial television will be forced by pure economics—uncontrolled loss of valuable air time and large legal expenses—to stay out of controversy.

"I believe everyone involved is interested in fairness," Mr. Gunn said. "The networks attempt to present all views and no national leader would advocate airing only one side of an important question. But I also believe the recent spate of demands on air time is beginning to force commercial networks to eliminate programs by political figures from the airwaves entirely."

Nineteen regular programs and a number of specials have been scheduled for fall showing by PBS.

The programs are produced by local stations, state or regional networks, a foreign producer or one of several national production centers. PBS distributes the programs from New York using the telephone-line and microwave system formerly operated by National Educational Television (NET). PBS's

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**Randal, Clark form radio 'doctor' firm**

Ted Randal, who operates a radio consultant firm, and Dick Clark, the diversified programer whose interests include TV-radio programing packages, have joined to form a management-programing team in the radio consultancy field. Ted Randal - Dick Clark International Radio Consultants will function on an international basis as radio "doctors," as well as providing expertise in the management area.

Three major services are to be offered, according to a spokesman for the new firm: programing and personnel consultacy for top 40, MOR and country and western stations; a library service of
2000 hit recordings from 1956-70; and “Radio One,” a programing service for FM stations.

The latter service is made available in conjunction with Altafonic Inc., a supplier of automated equipment and syndicated radio programs. The new consultancy firm will headquartered in Hollywood at 1606 Argyle Ave.

Nation Wide plans more live programing

Nation Wide Cablevision, wholly owned CATV subsidiary of Kaufman and Broad, Los Angeles, plans to expand program origination for subscribers on its major systems. The firm’s tri-city system in Belmont, San Carlos and Redwood City, all California, has been programing independently for over a year. It has carried the Belmont city council meetings and a twice-weekly hour show produced by Carlmont High School students.

Expansion plans call for completion of a studio for live programs in San Carlos. The additional programing is expected to start this month and be up to five hours daily by November. Nation Wide’s system in Bellingham, Wash., has originated programs for nearly two years.

After testing programs in the tri-city area, Nation Wide expects to adapt the concept to its other large systems. They presently have franchises for more than 40 systems in Washington, Oregon and California.

Firm will service automated radio

Formation of Peters Productions Inc., San Diego, for production of formats for automated radio stations, has been announced by Edward J. Peters, president. Mr. Peters, formerly was director of radio for Midwest TV Inc., group owner.

Vice president of Peters Productions is Paul Schafer, who founded Schafer Electronics, Los Angeles automation system equipment manufacturer and marketer, which merged with Applied Magnetics. Mr. Schafer later started Schafer International, which markets automation equipment throughout the world.

Mr. Peters said the company “will be a complete creative center for automated radio,” including “completely formatted music programing, a creative promotion campaign for all media, sales plans and aids, market analysis, plus management and engineering consultation.”

Address: 1333 Camino del Rio South, San Diego 92108. Phone: (714) 291-4044.

Experts predict a billion dollar stream of programs for video playback systems in homes, schools, industry by the end of the decade.

So if your company is in entertainment/publication/broadcasting/education/advertising . . . you’d better stake your claim now. Or the competition may leave you behind.

To get the up-to-date information you need on developments in the field, you are invited to a one-day briefing by some of the pioneers in video playback programing.

Conference on Video Cassettes/Cartridges/Records

Friday, November 13, 1970 9:00 am - 7:00 pm
Hilton Inn, Tarrytown, N.Y.
(45-60 minutes from all N.Y. airports)

Some of the topics:
- How are software companies approaching the market?
- What are the problems of standardization?
- What impact will there be on formal education? On occupational training?
- How can advertisers use the new systems?
- Who will pay?

Among the speakers:
Greg Shuker (Time-Life Video); Sam Cellman (Cartridge Television Inc.); Thomas Hatcher (Equitable Life); Staf

Ford Hopwood (Videorecord Corp.); Carl Parsons (NVC Corp.); Herb Man

eloen (S.F.N. Media Buying Services); John Culkin, S. J. (Center for Understanding Media); Elliot Minsker (Knowl

edge Industry Report).

All equipment manufacturers have been invited to demonstrate their wares. Also, examples of original avant-garde programs produced especially for video cassettes will be shown.

Registration fees: include participation, luncheon, reception, portfolio of materials. Hotel accommodations: not included in the fee. For reservations, phone the Hilton Inn at (914) ME 1-5000.

To register, mail this form today. (Or call Michelle at (914) 428-5400.)

Knowledge Industry Publications, Inc.
Dept. BR, Tiffany Towers, White Plains, N.Y. 10602

Please register me for the Video Cassette/Cartridge/Record Conference to be held at the Hilton Inn, Tarrytown, N.Y. on Friday, November 13, 1970. I understand there is a $135 fee.

Name: ____________________________
Title: ____________________________
Company/School: ____________________________
Address: ____________________________
City: ____________________________ State & Zip: ____________________________

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Cancellation policy: full refund given if written notice of cancellation is received by November 2, 1970; 50% refund thereafter.
'Censorship' cry conceals real thing

Jencks says government uses smokescreen to cover its own moves toward news control

Government officials are raising the cry of "network censorship" to make it easier for government to tamper with the presentation of broadcast news, Richard W. Jencks, president of the CBS/Broadcast Group, charged last week.

He cited "network" or "corporate" censorship charges by officials of such diverse views as Vice President Agnew and FCC Commissioner Nicholas Johnson, among others. He said: "It has become perfectly clear that the reason for creating the spectre of 'network censorship' in the public mind is to make it very much easier for the public to accept active governmental interference in the way that news and information is presented."

"The American public abhors the idea of censorship by the press itself—that it is being fooled and deceived by the press, or by an important segment of it—perhaps it will conclude that government intervention is the lesser of two evils. This is sophistry, but there are doubtless some who will respond favorably to it."

Mr. Jencks, addressing the Greater Tampa (Fla.) Chamber of Commerce on Wednesday (Sept. 30), said "the government intervention which those who complain of 'network censorship' are now seeking... goes far beyond any call for enforcement of the fairness doctrine."

"One direction which such intervention might take is suggested by the draft of proposed legislation recommended by the Subcommittee on Investigations of the House Commerce Committee. It approaches the problem very simply by proposing to make it unlawful to broadcast a 'false news report'. . . ."

"The draft makes it plain that this includes a false statement, made by a person in the news interviewed by a reporter, if the reporter knew it to be false. The purpose of the proposed legislation sounds innocent enough, at any rate. Anyone who would defend the making of 'false news reports' would attack motherhood. But is it as simple as that?"

"We would do well to recall that the first act of governments which wish to control the press is to prohibit 'false news reports.' This has been true in the Iron Curtain countries, in Nazi Germany, in Spain, more recently in Greece."

Mr. Jencks said "the whole idea of freedom of the press is the freedom to make statements on the right and particularly the freedom of the government, believe to be false, or, sometimes, know to be true but wish to characterize as being false. The courts have consistently held that the First Amendment prohibits any test of truth in this country, whether administered by judges, juries or administrative officials."

He also attacked proposals "from partisans of both right and left" who would take editorial decisions out of the hands of broadcasters and give government and the courts the right to compel access to TV and radio. That, he said, would make broadcasting an "electronic soapbox" forced to "sell time to all comers. . . ."

"Viewers and listeners in that situation, he said, would be deprived of the "vital job" the journalist does for them in selecting, compressing and editing news into a manageable time frame that he can accommodate."

Beyond that, he asked, "how would fairness and balance be achieved if all comers had access to the air? In the case of a common-carrier obligation to sell time for the expression of views, how do you keep the wealthy from dominating the expression of such views?"

"In arguing against substituting government judgment for network and station judgment, Mr. Jencks was not saying that broadcast news and information are perfect. On the contrary, he said, there are grounds for complaints: Inaccuracies appear in broadcast news as in other news, just by the very nature of the way it is gathered and spread."

"And, he acknowledged, there is bias: Persons interviewed by newsmen show bias; even the reporters themselves, as humans, show bias. "The process of collecting and disseminating news will always be imperfect."

But, if a person agrees the system works as a whole, yet senses bias or a lack of balance in the news, there are some constructive steps he can take. Write, telephone or send telegrams to the stations, Mr. Jencks suggested, and, if this still doesn't work, he said, try another station. "You have a greater choice in network news services alone in almost all cities in this country than

ETV suggested as sex-education medium

The President's Commission on Obscenity and Pornography last week officially recommended a nationwide sex-education program for children and adults and suggested educational television could serve as a mass-media sex-education classroom.

"For example," the report said, "educational television could be used to reach several members of a family in a family context."

Proposing repeal of the nation's laws against pornography for "consenting adults" and retention of those laws for juveniles, the commission exempted the broadcast medium ("facilities licensed under the FCC") from its legal recommendations.

The report continued, "the broadcasting or telecasting of explicit sexual material has not constituted a serious problem in the past." The committee warned, however, that there is a potential in this area for "thrusting sexually explicit materials upon unwilling persons." The report conditionally recommended repeal of existing federal statutes imposing criminal and civil penalties upon any broadcast of obscene material "because they do not describe with sufficient specificity what material would be prohibited, or under what conditions."

The repeal of the broadcast-obscenity laws were recommended, "upon the understanding that the (FCC) either already has, or can acquire through legislation, adequate power to promulgate and enforce specific rules in this area, should the need arise."

The report took a swing at broadcasters in its discussion of the National Association of Broadcasters' codes for radio and television. Both codes, the commission found, stress that the broadcaster should develop programs which foster and promote the commonly accepted moral, social and ethical standards and ideals characteristic of American life. "Circumspection is advised in dealing with adult themes. Profanity, obscenity, sexual material and vulgarity are forbidden," the committee said.

"Both radio and television operate in a commercial system which causes them to be extremely responsive to what they interpret to be community sentiment regarding program content," the report added. "The resulting quality of many programs illustrates the weaknesses inherent in such an approach," it was concluded.
your choice of local newspapers, and in the radio news field a many-times greater choice everywhere.

Viewers are not limited to their network-produced news, either. Mr. Jencks pointed out. Over 70% of the TV news is produced locally, he said, and most Americans have the choice of three network television news services, plus many locally produced television news services and a great variety of radio news sources.

"Exercise your opportunity of choice. Competition of news and information media is your best guarantee of accurate and balanced news," he told the chamber audience.

Mr. Jencks also outlined ideas for the broadcasters: a fair and balanced presentation of controversial issues: listen to criticisms and suggestions; rigorously compete for the viewer/listeners' attention; exercise editorial judgment "to the end that our network or station maintains a character of its own: that it gives the choice as compared to competing media; that it asserts its independence of improper governmental influence, that it--within in the best sense of the word--discriminates in what to present."

If the networks do this, they will be guilty of what some call "network censorship." But this, he said, "is a kind of censorship which people in Prague, Athens or Moscow would think of only as a dream."

FCC denies fairness bid on Agnew remark

The FCC has affirmed its position that NBC and WRC-TV Washington did not violate the personal-attack rules or the fairness doctrine in a Tonight Show which included comments about Vice President Agnew. The commission action last week denied reconsideration of a June 8 decision.

Robert C. Ryan had petitioned the commission to review the earlier ruling that remarks made by Gloria Steinem on the Dec. 23, 1969, Tonight Show did not constitute a personal attack on the Vice President. The commission said no specific proof was offered for the contention that the fairness doctrine was complied with, nor was there any reason to question the station's claim that reasonable opportunity for the presentation of contrasting views was offered.

Mr. Ryan stated that on the program the Vice President was characterized as possessing a plantation mentality regarding his attitude toward Black Americans. The commission recounted that, according to NBC, Miss Steinem said "... and Agnew's turn of mind was apparently as interpreted by very mod-erate Negro leaders, ministers for the most part, as that of a plantation owner. It was a very white paternalistic attitude . . ."

The commission said the statement did not reflect upon the Vice President's honesty, character or integrity within the meaning of the personal attack rules. "To rule otherwise would mean that almost every adverse reference to a prominent political figure would be considered a personal attack," the commission said, and "would tend to inhibit the robust debate encouraged by the fairness doctrine . . ."

The commission noted that in most instances, the complaint of violation of the personal attack rule comes from an individual claiming he has been the subject of an alleged attack.

CPB giving $500,000 for antidrug attack

The Corp. for Public Broadcasting is funding a three-pronged attack on the problems of drug abuse.

CPB will provide $500,000 to finance an eight-part general-audience series to be aired nationwide over the Public Broadcasting Service next February; an in-service training series for teachers, school administrators and others to begin next spring; and an in-class series to begin in the fall of 1971.

The programming will be produced by noncommercial WQED(TV) Pittsburgh, which is pilot-testing the project.

Grants will be provided by CPB to any of the 197 other ETV stations wishing to supplement the national programming with local coverage.

The WQED general-audience programming series will include an opening special on the drug problem featuring a "name" personality to whom young people can relate; a documentary approach to preventive measures; a companion documentary on rehabilitation; a "town meeting" with youngsters and experts dealing with "hard" versus "soft" drugs; a dramatic program—"The Concept"—performed by ex-addicts; a group "encounter session" on personal aspects of the drug scene led by a prominent psychologist; ETV's Fred Rogers ( Misteroeger's Neighborhood) relating child development to drugs, and a semifictionalized "docu-drama" about a 15-year-old addict.

The in-service programing will relate aspects of the drug problem to educators and also act as a guide to actual use of the classroom series, which will consist of six 20-minute programs aimed at stimulating class discussions. WQED will also design and produce accompanying printed materials for students and teachers and will furnish promotional materials to participating stations.
FBI, other pressures hurt "Oh! Calcutta!"

Closed-circuit cities drop from 250 to 50 under heavy criticism

The closed-circuit showing of "Oh! Calcutta!" Broadway musical of sex and nudity, in the U.S. and Canada last Monday (Sept. 28) fared badly as the market dropped from a possible 200-250 cities to a booked 125 to an eventual 50.

Rodney Erickson, president, Colormedia Communications Corp., New York, distributor, said 250,000 seats, at an average price of $10 each, had been booked.

But before the tape, fed by Teletape Productions and networked by American Telephone & Telegraph Long Lines to central locations, ever hit the screen, it ran into great opposition. Federal Bureau of Investigation agents seized tapes in 10 locations, and individuals, politicians and local district attorneys pressured for cancellations, Mr. Erickson said.

In Cincinnati, Charles Keating, President Nixon's appointee to the National Obscenity Commission, tried unsuccessfully to enjoin a showing. Columbus, Ohio, not only had technical problems, but the manager of the World Theater was arrested after the first showing, forcing the second to be canceled.

The tape, however, was shown in Milwaukee, Kansas City, Mo., Detroit, Chicago, Indianapolis, New Haven, Conn., New Orleans and Richmond, Va., among others.

It was canceled in Syracuse, N.Y., after county district attorney brought legal action; in Baltimore, by inadequate technical facilities; Stouffville, Ont., by police pressure; Louisville, Ky., by pressure from FBI agents.

Had the musical reached the screen in the cities where performances were canceled, patrons would have seen Marge Sappington, of the original Broadway cast, dance a nude ballet with George Welbes, and Dan Greenburg's burlesque about a volunteer for a sexual-response experiment. The words, jokes, skits and nudity were all intact in this color-tape version.

Hillard Elkins Production International Corp. was the producer, although Mr. Erickson said his firm advanced all the money.

U.S. Department of Justice is considering whether grounds exist for prosecuting under the antibnocenity statute. Mr. Erickson said he and Elkins Production plan to bring legal action against those responsible for stopping the showings.

"The crux (of the matter)," Mr. Erickson said, "is whether it is an obscene or artistic production. We are protected under the First Amendment."

Teleprompter gets Knicks, Rangers

Teleprompter Corp. has signed a one-year contract with Madison Square Garden, New York, to carry all home games of the New York Rangers hockey and New York Knickerbockers basketball teams on Teleprompter's cable-TV system serving upper Manhattan.

Manhattan Cable Television, serving the lower portion of the borough, carried the games last year in an exclusive deal with the Garden, and is negotiating for the package again this year. Several New Jersey cable firms also are said to be meeting with Garden officials for cable rights.

The package deal involves 125 events, including 43 Knick home games, beginning Oct. 6, and 39 Rangers home games, starting Oct. 14.

A reminder of news fundamentals

Cronkite tells RTNDA: Concentrate on reporting, forget other distractions

"Let us get on with the job of reporting the news—and let the chips fall where they may."

This was the advice of Walter Cronkite, CBS News, to fellow broadcast journalists concerned with rising attacks upon the electronic media. It was the theme of his response to receiving the Paul White award Sept. 25 at the closing banquet of the Radio Television News Directors Association convention in Denver (Broadcasting, Sept. 26).

"I don't think it is any of our business what the moral, political, social or economic effect of our reporting is," Mr. Cronkite said, urging that "we concentrate on doing our jobs of telling it like it is."

Telling it like it is, Mr. Cronkite conceded, is no easy task because there are many problems about which the news director can do little. Among these he cited insufficient time in the present formats to present all the important news; limited staffs, so that there is too much reliance upon second-hand sources, and rising government restrictions.

"One cannot blame individual management, with millions of dollars at stake, for a certain timidity in the face of such threats," he observed, "but one can wish that the entire industry would fight back with more courage and, even more, would take the offensive to strike off the chains that today hobble us, tomorrow could hang us."

Mr. Cronkite did feel, however, that there are areas in which newsmen could make progress. Topping his list was accuracy.

"Of course it is better to get the story on tonight's 6 o'clock news rather than wait until 11 or tomorrow's 6 o'clock," he said, "but it isn't worth the chink in our reliability it may cost."

Mr. Cronkite also was disturbed about newsman voicing sponsor messages. "It is beyond me to understand how anyone can believe in, foster, support or force a newsman to read commercials," he said, adding: "This is blasphemy of the worst form. A newsman is nothing if he is not believable."

Mr. Cronkite asked how a newsman can be believed giving the news "if in the next breath he lends his face, his voice and his name to extolling, in words the public knows he never wrote, a product or service that the public knows he probably has never tested. When a newsman delivers a commercial

ADVERTISEMENT

As quoted in Broadcasting Magazine, August 24, 1970, Page 33

FM's at the top in two markets

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

Both WEAT-FM and WOOD-FM use the middle-of-the-road taped music service supplied by Stereo Radio Productions . . .

Both stations are independent, and automated.

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54 (Programing) Broadcasting, Oct. 5, 1970
he puts his reputation for honesty in the hands of an advertising copywriter and a client whose veracity is sorely tried by the need to make a buck."

Mr. Cronkite admitted it is difficult if not impossible for the individual newsmen who wants to feed his family to stand up to management that demands that he indulge in such a "degrading and destructive practice." However, he felt the RTNDA and similar organizations should take a stand to stop it.

Another concern voiced by the CBS News personality involved film clips, context and the speaker's original intent. He admitted "there are times when I grow edgy over our excerpting from a filmed speech or interview." The purpose, he noted, is to give viewers a first-hand impression but he wondered "if we always do him justice. Yet I know no solution within . . . that rigid box that is our time period."

As for growing demands that broadcasters air more "happy" news, Mr. Cronkite warned such trends could be dangerous and concluded that "if it happened, the people are entitled to know."

He added: "There is no condition that can be imposed on that dictum without placing between the people and the truth a barrier of censorship—at once as fable and corrupt as only self-serving men can make it." Newsmen can put up their own barriers, he continued, "if we permit our news judgment to be colored by godlike decisions as to what is good for our readers, listeners or viewers."

Friendship with news sources that slows the natural news reflex is another barrier, he said, and "if we lack courage to face the criticisms and consequences of our reporting, we build barriers." The station manager could stand more strongly against pressures of sponsors and politicians, Mr. Cronkite felt, if he would say the news judgments on his station are in the hands of the professional he hired to make them. It is the position newspaper publishers have used successfully for years, he said.

Citing the growing number of monopolistic printed-press situations across the country, Mr. Cronkite suggested the electronic media could be effective means of any news suppression from local pressures. But he also felt newsmen of all media must unite to preserve freedoms.

Dim future forecast for CATV programing

A report on local program origination by CATV systems compiled by the Rand Corp. is generally less than optimistic about its prospects.

Basic studies of origination over systems in certain Canadian cities, Dale City, Va., and Lakewood, Ohio, the report concludes that the potential audience for such programing is limited, "token conformity" with the FCC's requirement that cable systems with 3,500 or more subscribers start originating by April 1 next year is "likely to be the norm," and in the absence of a distinctive community spirit and identity "local origination may be meaningless."

The report is the third in a series dealing with the future of CATV undertaken by Rand to provide regulatory guidance to the FCC. The series is being undertaken by the Ford Foundation. Previous studies were "The Future of Cable Television: Some Problems of Federal Regulation" (BROADCASTING, Feb. 2), and "Cable Television: The Problem of Local Monopoly."

Among other findings in the report—"Cable Television: Opportunities and Problems in Local Program Origination"—are these:

- The cost of producing local live programing is only a tiny fraction of that typically associated with conventional commercial broadcasts.
- The audience appeal of community-oriented programing can at times be high.
- The number of hours per week generated by local volunteer groups is likely to be small, providing at most material to fill one full-time channel.
- To be economically viable, cable television systems must carry signals from at least local stations, and from distant stations in urban areas, since no evidence exists to show that local origination alone will attract enough subscribers to make CATV systems profitable investments.

The report does support the general conclusion that local origination serves the public interest and should be encouraged. It observes that "wide and extensive experimentation, audience monitoring, evaluation and study should precede and provide the basis for any regulatory action."

It also notes that local origination by means of canned material is a public service "only insofar as these products increase the diversity of programing available."

The study suggests that CATV systems should be encouraged to make some minimum number of channels available full-time for local origination to any broad-based civic or service organization, and adds that when such groups can provide their own equipment (including studio) and produce their own programing, such efforts should "partially satisfy" any FCC requirement for local origination by the cable operator. The report concludes, however, that few communities will be able to afford the expense of such arrangements.

CATV systems should be encouraged to operate as rental agencies, leasing equipment at reasonable rates to enable individuals and groups to produce their own programs on their own premises, the report recommends.

"Most cable operators have no experience in selling advertising and no knowledge of how to go about it," the study notes, adding: "In fact, few CATV systems even appear capable of preparing a good rate card although the selling of advertising appears to be a promising new area for CATV, it is likely to require a long and painful education for many."

Use of local origination over cable in inner-city areas over several channels is one area of great promise, the report indicates, although "the risks and problems of local origination in the ghetto are formidable," and, "while CATV can provide channels to improve intercommunication among ghetto residents, it is not likely to improve communication between the ghetto and society as a whole because this kind of programing will not be of general interest . . . local origination in the ghetto can perhaps be used to interest local residents in solving their own problems rather than being totally dependent on outside help."

But ghetto programing "is not likely to draw the attention of surrounding neighborhoods to ghetto problems," the study concludes.
Critics warm up to new season

Adaptations of two Neil Simon Broadway plays get good reviews as ABC-TV unveils five of last six hopefuls

Of the last five of the new series in the new TV season's shows that have debuted—all on ABC—two are given great chances of making it; one a good chance; and the last two outside chances.

Only one more show had yet to hit the TV screen, and that also on ABC—Most Deadly Game, starring Ralph Bellamy, due for airing Oct. 10.

With the majority of the latest shows given better than ho-hum reviews, the positive trend of critical reaction has continued. The second surge of shows was greeted positively (BROADCASTING, Sept. 28) after a less-than-enthusiastic reception for the first crop.

Two of the three shows given chances of making it in the rugged ratings war are adaptations of Neil Simon's original Broadway plays (and later films)—The Odd Couple and Barefoot in the Park—with the former given unanimous approval and the latter, mixed reception.

The critics who greeted Barefoot in the Park warmly were moved to a great extent by the novelty of the all-black cast. Since the show's debut, however, success of that cast has been placed in doubt, with the departure of one of the stars, Scoey Mitchell, in a dispute with Paramount studios. He had completed 12 episodes (BROADCASTING, Sept. 21).

The third show, and one rated a sure hit, is The Partridge Family, starring Shirley Jones.

In the "maybe" category are The Immortal, with Christopher George in the title role, and Matt Lincoln, starring Vince (Ben Casey) Edwards.

The Immortal was given a fighting chance of survival, only because of its action possibilities. As for Matt Lincoln, critics felt only the highest quality of succeeding scripts could save it—and even then there was great doubt.

Here is a sampling of the reaction:

Matt Lincoln (ABC-TV, Thursday, 7:30-8:30 p.m. EDT)

"... this show has problems ... dialogue was indecisive and rambling ..." Bernie Harrison, Washington Evening Star.

"... difference (between Lincoln and Ben Casey) is that Vince Edwards once had an active role and now he has a passive one ..." Lawrence Laurent, Washington Post.

"... if the belief that there is a strong audience for heavy drama in the early evening is correct, this new Vince Edwards series could well attract that audience ..." Cecil Smith, Los Angeles Times.

"... television's rigid face tidied up the torture of an unwed mother ... such a psychiatrist is woefully underpaid at $40 an hour ..." Jack Gould, New York Times.

"... a thoroughly conventional emotional drama ... I doubt that this serial will create the stir that Ben Casey did ..." Ben Gross, New York Daily News.

"... whether the show will go or not depends upon its scripts and guest stars. Vince (Edwards) is the same old Vince, essentially ..." Eleanor Roberts, Boston Herald Traveler.

"... generally followed conventional lines and was rather placidly presented ..." Percy Shain, Boston Globe.

"... a three-handkerchief all-in-flashback opus that, alas, contained virtually no surprises ..." Harry Harris, Philadelphia Inquirer.

"... the quality of the show guarantees a sizable audience that prefer their tears to roll from tragedy rather than comedy ..." Bill Pollock, Los Angeles Herald Examiner.

"... there were loopholes in the first script, but it was mercifully free of all the subplots that somehow complicate the network TV medical shows ..." Bob Williams, New York Post.

"... if only the script writers will forget about satisfying the public's supposed need for a happy ending every week, the series will take on a plausibility that the debut lacked ..." Clarence Peterson, Chicago Tribune.

Barefoot in the Park (ABC-TV, Thursday, 9-9:30 p.m. EDT)

"... the show was funny, young, bright ... and ... quite delicious ..." Cecil Smith, Los Angeles Times.

"... the half-hour is smart with Tracy Reed, Thelma Carpenter and Nipsey Russell contributing sharp non-white perspectives toward TV situation-comedy humor ..." Bob Williams, New York Post.

"... a cut above the average situation comedy, thanks to the novelty of the all-black casting of the leads ..." Bernie Harrison, Washington Evening Star.

"... the plot seemed pretty contrived and not above the far-fetched ..." Jack Gould, New York Times.

"... situations and lines are strictly Hollywood potboiler—and, despite a raucous laugh track, disarmingly unfunny ..." Harry Harris, Philadelphia Inquirer.

"... just one more typical situation comedy. But those expecting anything like Neil Simon's Broadway play will be disappointed ..." Ben Gross, New York Daily News.

"... though not quite true to the Neil Simon play, it is just as funny and the black cast ... is terrific ..." Clarence Peterson, Chicago Tribune.

The Odd Couple (ABC-TV, 9:30-10 p.m. EDT)

"... the dialog snaps, crackles and pops ... best new situation comedy of the year ..." Clarence Peterson, Chicago Tribune.

"... his [Neil Simon] mirthful merchandise, at first glance, suffered no damage here in the TV usurpation ..." Bob Williams, New York Post.

"... has the potential to make it big ..." Bernie Harrison, Washington Evening Star.

"... it is a very, very funny TV

". . . it was a half-hour of rollicking, hilarious, delightul comedy—one of the funniest shows in your . . ." Eleanor Roberts, Boston Herald Traveler.

". . . by far the season's funniest situation comedy . . ." Harry Harris, Philadelphia Inquirer.


" . . . this is probably the best situation comedy since the Dick Van Dyke Show . . ." Percy Shain, Boston Globe.

". . . here is a zesty bit of escapism entertainment that should please viewers . . ." Ben Gross, New York Daily News.

**The Immortal** (ABC-TV, Thursday, 10-11 p.m. EDT)

". . . another TV attempt to put a man with a physical secret on the run. Remember Run For Your Life . . .?" Bernie Harrison, Washington Evening Star.

". . . the series will hold the attention of action-thirsty viewers . . ." Barbara Zuanich, Los Angeles Herald Examiner.

". . . the ad agency graduates who tailor the network programs for prior sponsor approval gamble too recklessly on viewer credulity, or gullibility, with this sort of stuff . . ." Bob Williams, New York Post.

". . . a disappointing emphasis on mindless action . . ." Harry Harris, Philadelphia Inquirer.


". . . is good 'escape television'—and I mean 'escape.' I never saw so much burning rubber and squealing tires in my life . . ." Percy Shain, Boston Globe.

". . . fantastic bosh . . . this mixed up jamabalaya . . . was so ridiculous that one felt sorry for Christopher George . . . and the rest of the cast . . ." Ben Gross, New York Daily News.

". . . the premise is silly enough to begin with and last night's episode was one big chase . . . beautiful dolls and a series of wild rides and other nonsense . . ." Eleanor Roberts, Boston Herald Traveler.

". . . I doubt (it) will be as immortal as its title, but [Chris] George is a strong performer and those eternal chase shows seem to do very well in the ratings . . ." Cecil Smith, Los Angeles Times.

". . . Chris George . . . runs for his life like a fugitive but with mute action and less dramatic plausibility and impact . . ." Clarence Peterson, Chicago Tribune.

**The Partridge Family** (ABC-TV, Friday, 8:30-9 p.m. EDT)

". . . has just about every element that has ever been successful in television situation comedy . . ." Lawrence Laurent, Washington Post.

". . . chances are the Partridges will remain around for a spell. They will take their place dutifully along with motherhood and apple pie . . ." Rex Polier, Philadelphia Evening Bulletin.

". . . is derived from the recent history of rock. Shirley Jones portrays the mother of a brood that constitutes a traveling music group that has found the beat . . ." Jack Gould, New York Times.


". . . we wish them well even if they didn't rebut the argument that children should be seen and not heard . . ." Wade H. Mosby, Milwaukee Journal.


**Evening football: women don't kick**

Perhaps the woman is assigned to a lost battle, or believes the family that watches football games together, stays together.

Either way, a survey conducted by Foote, Cone & Belding's Chicago media department showed three-quarters of the 152 women interviewed during the New York Jets-Cleveland Browns game on Sept. 21 on ABC-TV had no objections to the game being on.

Conducted in six metropolitan areas—New York, Chicago, Atlanta, Dallas, Los Angeles and Minneapolis-St. Paul—the poll found only one-quarter of the women in an unfavorable mood. Their main objection: They don't like football.

The game was on in one-third of the homes, at the husband's request, but two liberated females overruled their husband's choice and watched something else.

TV was on in most of the homes, and although another set was usually available, in most cases, only one was on. The survey concluded that the low level of objection did not come from recourse to second sets.

One woman upset with the extra night of televised football told pollsters: "I'm going to slit my throat!" Yet several other women felt it was a good way to keep the husband home.

**CBS beats NBC in premiere week**

'Wilson' and 'Moore' are hottest new shows in the fast Nielsens

CBS-TV won the CBS/NBC premiere week in the Nielsen ratings with an average 20.1 rating and 35 share to NBC-TV's 18.3 and 32 share, according to the Nielsen fast national report for the week of Sept. 14-20, out last week.

ABC-TV, which launched its new season a week later and therefore was represented with new programming on only one night covered by the report, had an average 12.4 rating and 22 share. It managed to win two nights in the 7:30-11 p.m. averages, however—Sunday (Sept. 20), first night of its new schedule, and Tuesday (Sept. 15), despite repeat programming (BROADCASTING, Sept. 21).

CBS-TV took Monday, Wednesday, Friday and Saturday nights in the prime-time averages and NBC took Thursday.

Two new shows placed in the top 10 for the Sept. 14-20 period: NBC's Flip Wilson Show (Thursday, 7:30-8:30 EDT) was fourth and CBS's Mary Tyler Moore Show (Saturday, 9:30-10), was ninth.

Among other new programs, Nancy (NBC) was 16th, Headmaster (CBS) was 20th, Men From Shiloh (NBC) and "McCloud" in the Four-in-One series (NBC) were tied for 22nd, Red Skelton Show (NBC) was 25th and Arnie (CBS) was tied with NBC's veteran Kraft Music Hall for 26th.

NBC's new Don Knotts Show, CBS's new Interns, Storefront Lawyers and Tim Conway Show and ABC's Young Rebels, that network's only new program in the report, all finished out of the top 40.

The top 40 for the week were ranked as follows:

1. Here's Lucy (CBS); 2. Mayberry RFD (CBS); 3. Doris Day (CBS); 4. Flip Wilson (NBC); 5. Carol Burnett, [Image]
Prime-time foes gird for battle

CBS, MCA, NBC start legal wheels rolling for stay

Preliminary legal maneuvering on the part of broadcast industry elements seeking to overturn the FCC's prime-time access and related rules is underway.

CBS and MCA Inc. have filed petitions in the U.S. Court of Appeals for the Second Circuit, in New York, seeking a one-year stay of the prime-time rule's effective date, now set for Oct. 1, 1971. CBS, in addition, is asking for a stay of a collateral rule that became effective on Oct. 1; it bars networks from acquiring subsidiary rights in independently produced programs.

And NBC has entered the fight on two fronts. It joined the other networks, MCA and WJAX-TV Burlington, Vt., in seeking judicial review of the rules—it filed in the New York appeals court—and it asked the commission to stay provisions of the rules that would require the networks to divert themselves of their domestic syndication operations by Oct. 1, 1971.

In each case, the petitioners say they will be seriously damaged if the commission holds to the scheduled effective dates and that the requested stays would not adversely affect the public interest.

The rules under attack, adopted by the commission five months ago (BROADCASTING, May 11), five years after the commission instituted the rulemaking proceeding, are designed to break what the commission regards as the network's dominance over prime-time programing.

The principal rule would bar network affiliates in the top-50 markets from taking more than three hours of programing from a network between the hours of 7 and 11 p.m.

But CBS and MCA, a leading supplier of network programing, in seeking a one-year stay in advance of a decision on the appeals, argue that the present effective date imposes an impossible burden on them in view of the 18-month lead time they say is needed to provide programing.

CBS says it is in the position of having to guess whether it should plan for a 25-hour schedule—on the assumption the rule will be overturned—or a 21-hour schedule—on the assumption the rule will be upheld. If it opts for the longer schedule, and the rule is upheld, it stands to lose a substantial amount of money on program development; if it plans for the shorter season and the rule is overturned, it added, it would lack sufficient high-quality programing for the 1971 season.

MCA said the requested stay is essential since program development for the 1971 season is "now in full swing" and, by the time a court decision on the appeals is handed down, "the point of no return will almost certainly have been reached and passed."

Both petitions assert, also, that the public will be adversely affected if a stay is not granted, since there is no quality programing available that could be made independent of the networks to fill the time slots the networks would be required to vacate if the rule is upheld.

CBS, in seeking a stay, pending a decision on the appeal of the financial interest rule, said it will suffer "irreparable injury" regardless to the action it takes to comply. CBS and the other networks finance development of new network series in return for a share in non-network revenues.

But if it continues to provide risk...
Nielsen, Arbitron differ on ratings

The usual new-season up-and-down ratings pattern was evident in the New York overnight ratings last week, the second in which all three TV networks were presenting new programs.

Except for unofficial reports on national Arbitron ratings for ABC-TV's Monday-night football game (see story page 58), no national ratings for the week were available. The first fast national Nielsen report was out, however, covering the week of Sept. 14-20 when CBS and NBC were having their premieres (page 57).

Among the new shows, NBC's Red Skelton Show moved back into first place in the Monday (Sept. 28) 7:30-8 p.m. period in the Arbitrons but lagged behind CBS's long-running Gunsmoke in the Nielsens. ABC's new Young Lawyers out-pulled that segment of Gunsmoke in the Arbitrons but dropped to third in the second half-hour and was third in both half-hours in the Nielsens. Silent Force, another new ABC entry, eased past CBS's Lucy at 8:30-9 in the Arbitron reports but couldn't catch up with her in Nielsen's count. NBC's Laugh-in was number one.

NBC's new Don Knotts Show tied the first half of ABC's Mod Squad for first place in the 7:30-8 period Tuesday night (Nov. 29) by Arbitron's count but dropped to second place in the second half-hour, while Nielsen had it third all the way.

In its initial appearance, ABC's Matt Lincoln was third in both services in its 7:30-8 segment Thursday night (Sept. 24) but managed a tie with CBS's Jim Nabors Show in its second-half hour in the Arbitrons. NBC's new Flip Wilson Show continued its commanding lead in both of those half-hours.

ABC's Barefoot In The Park was tied for second or was a clear third, depending on which rating service was consulted, at 9-9:30 the same night. Odd Couple, another new ABC entry, was second in both reports on the 9:30-10 slot, with NBC's new Nancy a distant third in both services. ABC's Immortal also came in third in both services at 10-11.

On Friday (Sept. 25) CBS's Interns retained a slight lead over competition in the 7:30-8:30 hour in the Arbitrons and a close second in the Nielsen figures. ABC's new Partridge Family was close to a tie for the top in the 8:30-9 spot in the Arbitrons and did tie for first in the Nielsen's.

CBS's Arnie again made a strong showing in both services at 9-9:30 Saturday (Sept. 26), but its Mary Tyler Moore Show dropped to second in the Arbitron count while tying for first in the Nielsens. CBS's Tim Conway Show and ABC's Young Rebels again trailed the competition Sunday evening.

financing without acquiring financial interests, CBS said, it will suffer substantial financial harm since it will not be compensated with subsidiary interests. If it stops making those investments, it added, it may lose important sources of supply of high-quality, prime-time programming.

In attacking the financial-interest rule, and not the syndication rule, CBS clarified the extent of the attack it will make on the commission rules involved. 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.), there had been some question as to how broad its appeal would be.

NBC's pleading is directed at the financial-interest rule and one that would bar networks from the domestic syndication business after Oct. 1, 1971. NBC said the commission's refusal to stay the deadlines involved until one year after court decision on the appeals would "amount to divestiture prior to" judicial review.

NBC said disposition of its syndication business would have to begin immediately to be completed by Oct. 1, 1971, even though the appeal is still pending. What's more, the Oct. 1, 1970, deadline on acquiring subsidiary interests deprives it of securing programing for syndication.

"As a practical matter," NBC said, "this means that as of Oct. 1, 1970, NBC's syndication business becomes seriously impaired, and in the year that follows, NBC faces a severe erosion of its business as a going concern while it is negotiating for a sale, or for some other means of disposition."

The recent court filings reflected the general assumption that the procedural question as to which court will hear the appeals is being resolved in favor of New York.

CBS and WCAX-TV filed the first petitions for review in the second circuit court (Broadcasting, Aug. 17). However, NBC later filed in the District of Columbia circuit and MCA in the ninth, in San Francisco.

The commission subsequently asked the District of Columbia and ninth circuit courts to defer to the second circuit, and while no decision has been announced, none of the parties has opposed the commission's motions. Hearing on the requests for stay is expected to be held in the New York court on Oct. 19.

A backlash from Nixon rebroadcast

Democrats seek time; meanwhile court gets 'Loyal Opposition' case

Democratic National Committee Chairman Lawrence F. O'Brien last week demanded free time on TV stations that had sold time to four corporations to rerun President Nixon's Kansas State University address on campus violence. In a separate move, the DNC also announced that it had, along with CBS, filed petitions for review in the U.S. Court of Appeals for the District of Columbia Circuit to set aside two FCC orders requiring CBS to offer time to the Republican National Committee as a result of the DNC's Loyal Opposition program.

In the first action, the spark igniting the Democratic fuse was the purchase two weeks ago of prime time by Hawthorne Books, Pepsico Inc., Warner-Lambert Pharmaceutical Co., and Reader's Digest, all headed by friends of Mr. Nixon, for rebroadcast of the President's Sept. 16 address, which was received enthusiastically by KSU students (Broadcasting, Sept. 28).

"The President's address," Mr. O'Brien said last week, "dealt in midcampaign, with issues (campus unrest, crime and violence) that have been described by top Republicans as critical election issues in 1970. We have already protested to the Justice Department that the purchase of time for such an obviously political use of TV during a campaign violates the Corrupt Practices Act," he added.

The DNC is requesting that stations selling time for the Nixon rebroadcast grant comparable time to counter what Mr. O'Brien calls "the political impact of this telecast." The time was requested in telegrams that went out to the stations involved from Joseph A. Califano Jr., DNC general counsel.

"The speech reflected the President's views, and those of his party, on the issues," Mr. Califano's telegram said. "On behalf of the Democratic National Committee, I request that representa-
tives of the Democratic Party be given time on your station, comparable in duration and scheduling, to comment on the President's speech and the issues discussed by him."

Television stations that carried the half-hour telecast and had been asked for response time as of late last week are: WCAX-TV Burlington, Vt.; WTMJ-TV Milwaukee; KHNV-TV Las Vegas; KDFW-TV (formerly KRLD-TV) Dallas; WSFA-TV Montgomery, Ala.; WSOC-TV Charlotte, N.C.; WWL-TV New Orleans; WTIC-TV Hartford, Conn.; WSB-TV Atlanta; and KRTV-TV Los Angeles.

While the Democrats requested free time for response to the President's KSU address, they also were moving in the courts to block an FCC order granting the Republicans time to answer Mr. O'Brien's July 7 Loyal Opposition program.

The court action by both the Democrats and CBS, which aired the program and would be required to give the time, stemmed out of an FCC decision two weeks ago denying their petitions of reconsideration. The petitions asked reversal of the FCC decision last month that the fairness doctrine requires CBS to grant the GOP "some reasonable period of time" to respond to the Democrat's 25-minute July broadcast. Mr. O'Brien said following the FCC denial of the Democrat's petition that "if the Republicans are given a half hour of free time in this period so close to the November election, there is no question that the program could unfairly influence the outcome of the election."

The July Loyal Opposition program in question featured Mr. O'Brien and was billed by the Democrats as an effort to air the opposition party's views on a number of issues discussed by the President during his televised appearances.

The Republicans charged that the program was not a legitimate presentation of Democratic positions on major issues but, in fact, was what a number of Republicans called a "political hatchet job" on the president.

The FCC based its decision granting the Republicans time on the ground that, although the President's television appearances dealt almost entirely with Vietnam, Mr. O'Brien touched on that issue only lightly while making a broad attack on administration policies in general. Thus, the Republican reply time.

Mr. O'Brien and the Democrats strongly dissented to the FCC decision. The Democratic National Committee, O'Brien said, was originally given free time for the July 7 program because of the imbalance resulting from the increased use of Presidential prime-time television. The FCC ruling giving the Republican National Committee free time only aggravates this imbalance.

Mr. O'Brien also said in a statement announcing the court action that the FCC order of Republican reply time for The Loyal Opposition would inhibit CBS and other networks from future programs along the same lines.

"It is noteworthy," he said, "that CBS found it necessary to suspend The Loyal Opposition series pending the final outcome of the cases." He added that it was not possible under present FCC rulings for the opposition party to present its views to the American electorate.

The FCC has asked the court for expedited handling of the case. The Republicans have stressed that the issue will become moot if the court upholds the FCC decision but fails to decide in time for a Republican program prior to the elections.

A look at the pressures on radio-TV
Top legal minds in government and industry use D.C. conference to assess broadcasters' problems

When critics and supporters of the broadcasting system left the field at the Mayflower hotel in Washington, where the Federal Bar Association and Federal Communications Bar Associations were holding a briefing conference on "The Media and the Law," last week, lawyers in attendance might have been wondering if all of the panelists on two seminars had been talking about the same system.

At one seminar Monday morning (Sept. 28) on the subject of "private censorship and public responsibility," two representatives of the growing number of citizens groups—Albert Kramer of the Citizens Communications Center and Dr. Everett Parker of the United Church of Christ—talked of the networks 'censoring' performers, of the public being denied an asserted right of access to the media. They said that the country, as a consequence, was being left in ignorance of dangerous passions flowing just beneath the surface of society.

But in the language of communications attorneys, "censorship" became "editing" and the right of selection. And a few hours later, in a seminar on the FCC's existing and proposed multiple-ownership rules, former FCC Commissioner Lee Loevinger told his audience—in the course of a slashing attack on the commission's approach to its multiple-ownership policy—that the problem in communications facing Americans is not a paucity of informational outlets but a surfeit of them. Americans, he suggested, are threatened with being drowned in chatter.

Throughout both sessions, the panelists rested their arguments on the First Amendment, and its function in promoting free speech. To Dr. Parker and Mr. Kramer, the constitutional guarantee of free speech provides the basis for the public's claimed right of access to the media, print and broadcast. (One of the foremost exponents of that theory, Dr. Jerome A. Barron, of the George Washington University Law School, was the panel's moderator.)

"Women's lib, blacks, Chicanos—
they are all screaming for access to the press," Dr. Parker said. "It's as important as radio and television—to tell the people of the serious issues we are facing in the U.S. We need to make sure people who have no voice should have a voice, in the newspapers or on radio and television."

And Mr. Kramer took the theory a step further, suggesting a modified common-carrier status for broadcasters—who would be required to sell time to anyone who requested it so long as time was available.

It was also Mr. Kramer's view that broadcasters themselves are responsible for the pressures under which they are now laboring. "It is not possible to get the networks to face up to their ethical responsibilities in the absence of the threat of legal compulsion," he said. As examples, he pointed to the recent flurry of fairness-doctrine complaints that have been lodged with the commission and to the legislative proposal of Senator J. William Fulbright (D-Ark.) that would require broadcasters to make time available to members of the Senate and House to express the views of Congress. These matters would not have surfaced if the networks had met their ethical responsibilities, he said, "So now there is a threat of an explosion."

Roger Wollenberg, a communications attorney, took a more fundamentalist view of things. He argued that "there's a lot to be said" for leaving questions of news judgment to the networks and stations, and added that the First Amendment, as originally conceived at least, never assured the airing of all views.

Its purpose, he said, "is to impose restraints on government. I'm not sure we can expect the First Amendment to do much more than that." Indeed, he added, when government is in a position to enforce an order, "the opportunity for indirect government suppression of news that government doesn't like is heightened."

He noted that Vice President Spiro T. Agnew, following President Nixon's Nov. 3 speech on Vietnam, caused considerable concern in suggesting that broadcasters—licensed by the federal government—"were not handling his boss's comments with the proper fairness or dignity." But Mr. Kramer said he was talking about regulating procedures to make sure that "crises are brought to the attention of the public"; he was not talking about permitting government to regulate content.

Professor Louis Jaffe of the Harvard Law School opened the discussion on the commission's present and proposed efforts to promote diversity of ownership of media—its present rules barring the owner of a full-time station from acquiring another in the same city and breaking up crossownership of cable systems and television stations and its proposal to require multimedia owners to strip down in a community to an AM-FM combination, or a television station or a newspaper with five years. He posed a number of questions: "Diversity for what, and what effect and what purposes? What uses would diversity serve?"

Former FCC Commissioner Kenneth A. Cox, who before leaving the commission Sept. 1 voted for and supported all proposals and orders tightening the multiple-ownership rules, was a member of the panel. He was unable to offer any empirical evidence in support of his position, or that would provide answers for Dr. Jaffe.

But, he said, in his "14 years around broadcasting"—as a member of the FCC and as a special counsel to the Senate Commerce Committee—he has "seen things that make me feel more comfortable if we broke up multimedia ownerships in local markets. In a democracy," he added, "it is better to have the sources of news in different hands."

It was the acknowledgement of a lack of hard evidence that touched off Mr. Loevinger's attack—he ridiculed Mr. Cox's comment about being more "comfortable" with tighter rules as reminding him of the remark by Jack Valenti, then a White House aide, that he slept easier at night knowing Lyndon Johnson was President.

Mr. Loevinger, who had been Mr. Cox's colleague—and frequent antagonist—on the commission for five years until 1968, is now in private practice and is special counsel to a National Association of Broadcasters working group that is preparing the association's opposition to the divestiture rulemaking.

He said the commission had initiated its proposals without doing the necessary paperwork and that his own research, while on the commission, showed that diversity of ownership was increasing, not waning. He cited figures indicating that the number of television stations and of owners in the top-50 markets had actually increased and that populations in the areas of dominant influence surrounding several major cities he selected as examples—New York, Philadelphia, Washington, among them—were served by scores of broadcasting stations and daily and weekly newspapers. And for every newspaper that has gone out of business since 1920, he said, 10 broadcast stations have taken its place.

Warming to his subject, he noted that the commission, in its notice of rulemaking, expressed the view that 60 different licenses are better than 50 and 51 better than 50. He called this an "illusion." Diversity, he said, "doesn't serve a function if extended to infinity."

"Does anyone think that 51 newspapers are better than 50 in a community?" he asked. "This is absolute nonsense. If they're trying to bore in on us from the left and destroy the communications system, they're on the right track. . . . "

"This isn't simply an economic matter," he added. "If everyone talks, who will listen? With unlimited diversity, what becomes of political consensus? There is no evidence of lack of diversity. . . . The free operation of the economy and of technology have given us more diversity than the world has ever known."

The one broadcast-station man in the two-day program, Willard Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., urged the commission to withdraw its proposal, and let broadcasters earn the kind of financial rewards he said would promote quality service. "The frustration surrounding Section 315 and the fairness doctrine, to name only two restrictions," he said, "should illustrate the limitations of trying to draft regulations to direct and control such a complex medium."

Mr. Cox offered broadcasters some hope that the commission might do as Mr. Schroeder suggested, and withdraw the rulemaking proposal. "This is one rulemaking that will not be automatically adopted," he said. "My colleagues and I [he confessed that, although he is now senior vice president of Microwave Communications Inc. and is associated with a Washington
The following modifications in program schedules and formats were reported last week.

- **KHEN (FM)** Henryetta, Okla.—Henryetta Radio Co., effective Aug. 1, changed its format from automated middle-of-the-road to “country-western music” from 6 a.m. to noon. Station spokesmen said the “market demanded” the format switch. KHEN operates on 99.5 mhz with 57 kw and an antenna 255 feet above average terrain.
- **KTXN (FM)** Victoria, Tex.—Cosmopolitan Enterprises of Victoria, Inc., effective Sept. 10, switched from a slow tempo uninterrupted background music station featuring the big bands to an up-tempo middle-of-the-road station. The owners, in surveying the market, found they were attracting an audience principally over the age of 50 and that no MOR station was receivable in the area. KTXN is on 92.1 mhz with 3 kw and an antenna 130 feet above average terrain.
- **WWVA (AM)** Wheeling, W. Va.—Basic Communications Inc., effective Sept. 21, ceased simulcasting religious programming of WWVA(AM). WWVA is broadcasting to program country and western music from 7:15 p.m. to 12:30 a.m., Monday through Friday. FM operation will continue to duplicate AM’s country and western music at all other times. Licensee told the FCC that the programming change will provide a music format “not otherwise available during evening hours.” WWVA(AM) operates fulltime on 1170 khz with 50 kw. FM facility is on 98.7 mhz with 7.4 kw and an antenna 470 feet above average terrain.

In a panel discussion Tuesday morning (Sept. 29) on “Confidentiality of Media Information,” newsmen expressed their concern about government efforts to subpoena notes and film outtakes, and indicated a stiffening attitude by news media to resist the subpoenas.


Mr. Graham called the subpoena controversy a “sensitive friction point” that has surfaced in the past year, and noted that the Reporters Committee on Freedom of the Press has received a $27,000 grant from the Field Foundation to study the problem. He reported that “in the next several weeks” Vincent Blasi, a law professor at the University of Michigan at Ann Arbor, will establish a clearing house for information on the subject and will provide a “legal kit” for defense and prosecuting attorneys involved in such cases.

Mr. Patterson said that until recently the Post had attempted to “minimize” the issue and avoid legal difficulties, but that the FBI and other law enforcement agencies began requesting inspections of the newspaper’s library. “We found ourselves compelled to take a stronger stand,” he said. Now, he said, the Post will provide only copies of published pictures and references to specific back stories. He stressed that the rank-and-file reporters must maintain their independence to maintain the confidence of their news sources.

NBC, too, according to Mr. Frank, has become less tractable on the issue. He said there has been a “flood” of subpoenas and that NBC News’ position has “rigidified” as a reaction to it. He said NBC News now permits only the viewing of newsmfilm that has been aired, and resists attempts to obtain other information. As a practical matter, he said, everyone to his knowledge has “failed absolutely” to find evidence for a case in film outtakes. If there was such evidence, he said, it would be put on the air as a matter of news.

Mr. Rehnquist said the power to compel testimony is “the cornerstone of any workable system of resolving [legal] disputes.” The problem, he said, lies in what information is compelling and whether there is a belief that a federal crime has been committed.

He reminded the other panelists of the guidelines established early last month by Attorney General John Mitchell in an effort to ease the conflict between newsmen and law-enforcement officials. The guidelines provide that subpoenas relevant to an investigation may not be issued to newsmen unless the information cannot be obtained from nonpress sources, and that, before seeking a subpoena, government attorneys will attempt to obtain the information through negotiations with the media (Broadcasting, Aug. 17). Mr. Rehnquist said the guidelines are designed to remove the “abrasive effect” of subpoenas and to rule out the issuance of blanket subpoenas.

**Program notes:**

‘Sesame’ subsidized ■ Quaker Oats Co., Chicago, announced last week it has made a grant of $100,000 to the Corp. for Public Broadcasting to finance Saturday morning rebroadcasts of Sesame Street on educational TV outlets in Chicago, Washington and Buffalo. New series begins Nov. 14. Quaker gave $60,000 for this purpose last year.

**Wild tales for children** ■ “The Wonderful World of Jonathan Winters” will be the second program in the NBC-TV series of children’s specials, Mattel/NBC Children’s Theatre, Saturday, Oct. 31 (12:1 p.m. EST). Advertising for Mattel Inc., the sponsor, is handled by Carson and Roberts, both Los Angeles.

**New syndicators** ■ TV Syndicators Inc., Hollywood, has been formed to work in television programing, syndication, merchandising and sales promotion at all levels of distribution. Offices: 1800 North Highland Avenue, Hollywood.

**Speer interviewed** ■ Albert Speer, one of Hitler’s top men during World War II, will be interviewed by David Frost in a one-hour Westhouse Broadcasting Co. special, David Frost Presents: Albert Speer. Program will be shown on the five WBC television stations during the week of Oct. 12.

**Politihon ’70** ■ John Daly, former vice president in charge of news for ABC has accepted the post of anchorman for Politihon ’70, a special statewide telecast featuring all Florida candidates seeking statewide office this November. The four-hour color telecast will be broadcast live over a special state network of educational television and radio stations from 7 to 11 p.m. on Oct. 28 from Miami Beach Auditorium.

**Basketball series** ■ For the second consecutive year, WCBS(AM) Miami will broadcast all home and away games of the American Basketball Association’s Floridians, formerly the Miami Floridians. Play by play will be handled by Bob Martin on the Florida Broadcasting System.

**Paramount pilots daytime game** ■ A new game show has been ordered by ABC-TV from Paramount Television. The program, Perception, will be video taped in both daytime and nighttime versions. The panel show uses celebrity guests in a game dealing with palmistry, astrology and ESP. Program creator Sidney Rushakoff is the palmist and Jill Taggart is the ESP expert.

**Justice examined** ■ Westhouse Broadcasting Co. will examine the U.S. prison system in a 90-minute special, On Trial: Criminal Justice. Special, written and produced by Paul Altemeyer, will be broadcast during the week of Oct. 19 on all five WBC TV stations.
TV camera tube allows stop action

RCA Laboratories, Princeton, N.J., announced last week development of a TV camera tube to feature built-in stop-action capabilities.

"The unit is a small vidicon-type device that can take and store for later playback single electronic snapshots or still-views of continuous programming being transmitted by the tube," according to Dr. William M. Webster, staff vice president, RCA. "The tube can store and relay up to 200 different frames a minute," he said.

Expected to benefit initially from the new development are closed-circuit TV systems designed for use in data processing, business, education, defense and space, he indicated, though applications in broadcasting also may develop.

New gear for FC&B

Sarkes Tarzian Inc., Bloomington, Ind., broadcast-equipment manufacturer, announced last week it had completed installation of custom-built audio-visual facilities for the New York office of Foote, Cone & Belding's communications center. The audio-visual complex provides video-tape facilities for creative experimentation, to simplify casting and to provide screening opportunities for clients and creative department personnel, including simultaneous on-screen comparison of both black-and-white and color TV commercials via closed circuit. The FC&B audio-visual complex has a separate creative TV workshop, audio and video control rooms, a projection room, master control, three screening rooms, a film library and four conference screening rooms.

GE tube uses normal lighting

General Electric has announced development of a television camera pickup tube employing a silicon target whose sensitivity permits operation with normal room lighting. "Epicron" tube boasts long life and is not damaged by being pointed directly at bright light source (source of failure of Apollo 12 camera). Production is under way. Contact GE's Research and Development Center, P.O. Box 8, Schenectady, N.Y.

Phone: (518) 346-8771.

Film engineers give awards

The Society of Motion Picture and Television Engineers planned to present 25 fellow award certificates at its annual awards presentations in New York today (Oct. 5). Among those to be honored are Charles H. Coleman, Ampex Corp., who will receive the David Sarroff gold medal award for his work with video tape; Jamison Handy for Jam Handy Organization, the Eastman Kodak gold medal for his work with educational films; and Will G. Engel of Bell and Howell Co., the Kalmus gold medal award for work with the "Light Valve," useful in color pictures.

Ampex introduces routing switcher

A computer-matched routing switcher which its manufacturer, Ampex Corp., Redwood City, Calif., claims provides improved electrical and operating performance has been placed on the market. The switcher is designed for use in television stations, TV production studios and sophisticated closed-circuit installations.

The cylindrical design switcher is said by Ampex to have several engineering advantages over standard card-frame rack units. Included is the placing of crosspoints on printed circuit boards that are removable. The manufacturer claims a reduction in non-linear chroma distortions or color signals and minimal crosstalk.

The switcher is for use in automated commercial and educational TV stations and networks for routing audio, video and pulse sources from VTRs, cameras, sync generators and other studio equipment. Those signals can be directed to any number of destinations, according to Ampex, including microwave transmitters and telephone lines.

Bullish signs in broadcast stocks

As category they lead market in recovery; specialists see no panic in cigarette loss

Broadcast and related stocks came off the summer doldrums of the third quarter not particularly strong in the eyes of financial analysts, but they appeared to have weathered on Wall Street the worst of one blow that is yet to strike broadcasters themselves: the loss of cigarette advertising, effective Jan. 2, 1971.

Wall Street sources feel this loss has already been taken into account in stock trading and that the loss itself is not apt to have any profound further effect on broadcast issues. Even if there is some additional dislocation, they feel it will be of short duration.

They also draw some encouragement from the fact that broadcast stocks as a whole have tended to rebound faster than the market generally for several months, and they feel these issues will almost certainly do better in 1971. This assessment was compiled last week at the end of the month of September, in which the broadcasting stock index conformed a rather strong recovery from the downswing of the last six months as it gained 12.6% over August, as compared to a general market increase of 3.7%, according to Standard & Poor's industrial average.

Broadcasting issues moved ahead 11.9% and the broadcasting-with-other-major-interests category advanced over 13%. CATV stocks registered an impressive gain, 19.8%, during a month which saw the final agreements signed for the merger of the largest CATV firm in the U.S., H & B American, and the fourth largest, Teleprompter (Broadcasting, Sept. 21). The service firms went ahead 10.5% over the previous month, and the manufacturing concerns registered a relatively small, but consist-
ent 5.4% increase.

Nearly all issues monitored in the index posted gains, and among the active stocks in September were Pacific & Southern, trading at 131%, in the broadcasting category, up 58.8%; Fuqua and Chris Craft, in the with-other-major-interests column, gained 51.4% and 43.1%, respectively; Ameco, with the CATV issues, up 40.2%; MCA, with the programers, increased 51.3%; in the service category, Creative Management Associates jumped 45.8%, and among the manufacturers, Conrac gained the most, 28.3%.

Of note in the index is the deletion of Visual Electronics, suspended from trading by the American Stock Exchange July 16 (BROADCASTING, July 20), and H & B American, which merged with Teleprompter, the surviving company. A new addition to the index this month is Burnup & Sims, a Florida-based concern specializing in construction and maintenance services for the telecommunication and cable television fields. It is traded over the counter and listed with CATV issues.

The Broadcasting stock index
A weekly summary of market activity in the shares of 104 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Sept. 24</th>
<th>% Change Month of September</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

Company reports:

Columbia Pictures Industries Inc., New York, parent company of Screen Gems Inc., reported an increase in revenues and net income for the year ended June 27:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>424,051,000</td>
<td>306,244,000</td>
</tr>
<tr>
<td>1969</td>
<td>1,000,000</td>
<td>1,000,000</td>
</tr>
</tbody>
</table>

*Earnings per share figure is after adjustment for 3% stock dividend declared June 26.*

Creative Management Associates Inc., Los Angeles, reported a 38% increase.
in net income for the first half of 1970, ended June 30. The firm, which represents performers, actors, writers and others in the entertainment field, reported that client income rose from $59 million to almost $63 million.

For the six months ended June 30:

1970

1969

Earnings per share  $ 0.23 $ 0.20
Commission income  5,100,000  4,800,000
Net income  2,483,063  1,783,982
Shares outstanding  1,101,836  965,924

Republic Corp., Los Angeles, diversified company whose interests include film processing and production and distribution of instruction video-tape programs, reported a decline in income and earnings for the nine-month period ended July 31.

For the nine months ended July 31:

1970  1969

Earnings per share  $ 1.10 $ 1.29
Revenues  170,410,000  165,150,000
Net income  9,812,000  11,493,000
Shares outstanding  8,919,000  9,138,000

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported a 17.6% increase in sales and a 14.2% increase in profits for the 36 weeks ended Sept. 12.

Wometco also reported that net income in the latest 12-week or fiscal third-quarter period increased 6.6% from $1,452,429 in 1969 to $1,554,054, while sales moved up 15.7% to $23,182,074 from $20,039,719 the prior year.

For the 36 weeks ended Sept. 12:

1970  1969

Earnings per share  $ 0.762 $ 0.682
Gross income  67,470,367  57,391,199
Net income  4,456,974  3,877,776
Average shares outstanding  6,014,817  5,978,493

<table>
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<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Oct. 1</th>
<th>Closing Sept. 24</th>
<th>% Change Month of September</th>
<th>High</th>
<th>Low</th>
<th>1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tr>
<td>CPS</td>
<td>N</td>
<td>13%</td>
<td>14%</td>
<td>+4.5</td>
<td>31%</td>
<td>8%</td>
<td>5,942</td>
<td>85,159</td>
<td></td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>11%</td>
<td>17%</td>
<td>+3.4</td>
<td>15%</td>
<td>8%</td>
<td>5,942</td>
<td>72,722</td>
<td></td>
</tr>
<tr>
<td>FWY</td>
<td>A</td>
<td>9</td>
<td>9</td>
<td>+0.2</td>
<td>18%</td>
<td>5%</td>
<td>1,842</td>
<td>16,799</td>
<td></td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>23</td>
<td>23</td>
<td>+0.3</td>
<td>25%</td>
<td>11%</td>
<td>8,195</td>
<td>190,534</td>
<td></td>
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<tr>
<td>MGM</td>
<td>N</td>
<td>17%</td>
<td>17%</td>
<td>+0.1</td>
<td>25%</td>
<td>12%</td>
<td>5,883</td>
<td>105,894</td>
<td></td>
</tr>
<tr>
<td>NGC</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>-9.4</td>
<td>9%</td>
<td>2%</td>
<td>589</td>
<td>1,473</td>
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<tr>
<td>NCI</td>
<td>N</td>
<td>18%</td>
<td>17%</td>
<td>+2.1</td>
<td>20%</td>
<td>9%</td>
<td>4,910</td>
<td>84,698</td>
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<tr>
<td>WCO</td>
<td>A</td>
<td>6%</td>
<td>6%</td>
<td>+2.3</td>
<td>6%</td>
<td>10%</td>
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<th>Exchange</th>
<th>Closing Oct. 1</th>
<th>Closing Sept. 24</th>
<th>% Change Month of September</th>
<th>High</th>
<th>Low</th>
<th>1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>BJ</td>
<td>N</td>
<td>15%</td>
<td>15%</td>
<td>+1.1</td>
<td>23%</td>
<td>10%</td>
<td>2,598</td>
<td>39,620</td>
<td></td>
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<tr>
<td>CO</td>
<td>N</td>
<td>6%</td>
<td>4%</td>
<td>+14.8</td>
<td>5%</td>
<td>5%</td>
<td>5,298</td>
<td>91,760</td>
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<tr>
<td>DC</td>
<td>O</td>
<td>8%</td>
<td>8%</td>
<td>+1.8</td>
<td>12%</td>
<td>5%</td>
<td>7,175</td>
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<tr>
<td>FCN</td>
<td>O</td>
<td>9%</td>
<td>9</td>
<td>+22.1</td>
<td>13%</td>
<td>6%</td>
<td>1,207</td>
<td>10,863</td>
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<tr>
<td>MOV</td>
<td>A</td>
<td>3%</td>
<td>2%</td>
<td>-2.6</td>
<td>7%</td>
<td>2%</td>
<td>1,907</td>
<td>2,938</td>
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<tr>
<td>MPA</td>
<td>A</td>
<td>5%</td>
<td>5</td>
<td>+1.3</td>
<td>8%</td>
<td>4%</td>
<td>558</td>
<td>3,906</td>
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<td>O</td>
<td>35%</td>
<td>23%</td>
<td>-12.2</td>
<td>42%</td>
<td>6%</td>
<td>5,299</td>
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<td>OMA</td>
<td>O</td>
<td>22</td>
<td>20</td>
<td>+6.7</td>
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<td>15</td>
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<tr>
<td>PKL</td>
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<td>4</td>
<td>3%</td>
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<td>743</td>
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<tr>
<td>WRT</td>
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<td>8%</td>
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<th>Stock symbol</th>
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<th>Closing Oct. 1</th>
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<th>% Change Month of September</th>
<th>High</th>
<th>Low</th>
<th>1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tr>
<td>ADL</td>
<td>N</td>
<td>9%</td>
<td>9%</td>
<td>+14</td>
<td>14%</td>
<td>5%</td>
<td>5,158</td>
<td>47,041</td>
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<tr>
<td>APX</td>
<td>N</td>
<td>26%</td>
<td>19%</td>
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<td>46%</td>
<td>12%</td>
<td>10,874</td>
<td>209,325</td>
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<tr>
<td>CCA</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>+14.8</td>
<td>5%</td>
<td>1%</td>
<td>800</td>
<td>2,256</td>
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<tr>
<td>CRI</td>
<td>N</td>
<td>18%</td>
<td>16%</td>
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<td>37%</td>
<td>9</td>
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<td>5%</td>
<td>4%</td>
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<td>3%</td>
<td>2,406</td>
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<tr>
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<td>17</td>
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<td>5%</td>
<td>1,262</td>
<td>21,678</td>
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<td>N</td>
<td>84%</td>
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<td>50</td>
<td>51</td>
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<td>MAG</td>
<td>N</td>
<td>33%</td>
<td>32%</td>
<td>—</td>
<td>38%</td>
<td>22%</td>
<td>16,429</td>
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<td>87</td>
<td>90</td>
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<td>7%</td>
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<td>MOT</td>
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<td>46</td>
<td>48</td>
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<td>25%</td>
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<td>18%</td>
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<td>4</td>
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<td>2%</td>
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<td>8</td>
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<td>8%</td>
<td>1,080</td>
<td>8,950</td>
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<td>N</td>
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<td>53%</td>
<td>-2.2</td>
<td>69%</td>
<td>5%</td>
<td>39,803</td>
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<tr>
<td>ZEN</td>
<td>N</td>
<td>32%</td>
<td>33</td>
<td>+1.9</td>
<td>37%</td>
<td>22%</td>
<td>19,020</td>
<td>627,660</td>
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Grand total 728,171 27,738,198

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<th>Standard &amp; Poor Industrial Average</th>
<th>92.67</th>
<th>92.21</th>
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<td>A-American Stock Exchange</td>
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<td>M-Midwest Stock Exchange</td>
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<tr>
<td>N-New York Exchange</td>
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</tr>
<tr>
<td>O-Over-the-counter (bid price shown)</td>
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Shares outstanding and capitalization as of Sept. 24.
*New addition to index.
Ameco plans merger with CATV operator

The board of directors of Ameco Inc., Phoenix, cable equipment supplier, has approved in principle a plan to acquire all operating subsidiaries of American Cable Television Inc., also Phoenix.

Bruce Merrill, who owns American Cable, is also president of Ameco. American Cable, which operates systems in Arizona, Texas, Kentucky, Indiana and Tennessee, had sales of $1,404,764 for the year ended June 30, resulting in a $449,541 loss for that period.

The merger will involve a transfer of stock; final arrangements have not yet been worked out. Ameco will be the surviving corporation.

"We feel that merging these operations, adding to Ameco's potential as an equipment supplier for the CATV industry ACT's sound values as a CATV system operator, will enhance the value and stability of both operations," Mr. Merrill said.

Financial notes:

- John Blair and Co., New York, TV and radio station representative, last week declared a cash dividend of 12 cents per share on common stock, payable Nov. 13 to stockholders of record Oct. 15.
- Communications Properties Inc., Houston-based group CATV owner, reported net income of $191,810 or $0.27 per share on gross revenues of $2,938,060 for the nine months ended July 31. Third quarter revenues of $1,030,214 produced record pre-tax earnings of $141,651 for the company.
- Lee Enterprises, Inc., Davenport, Iowa-based newspaper publisher and group broadcaster, has sold its one-third interest in W. J. Young Co., Clinton, Iowa, back to that firm. W. J. Young owns the Clinton (Iowa) Herald and has majority interest in the Clinton National Bank.
- Outlet Co., Providence, R.I., group station and department store owner, has declared dividends of $1.375 per share on 5 1/2% convertible preferred stock and 16 1/4 cents per share on common stock, payable Nov. 4 to shareholders of record Oct. 16.
- San Juan Racing Association Inc., San Juan, Puerto Rico group broadcaster, has declared a 10% dividend on outstanding common stock, payable Oct. 9 to stockholders of record Sept. 14.
- Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, has announced sale of subsidiary Ward Manufacturing Co., camper trailer and coach manufacturer, to John M. Morrison and others for $6 million in cash and notes. Mr. Morrison is chairman of Franklin National Bank of Minneapolis. The new firm will be called Ward InterFinCorp.

Stock trading by insiders

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

- Adams-Russell Inc. (CATV) — G. J. Adams family bought 4,900 shares, giving them a total of 16,100. Mr. Adams personally owns 39,760 shares.
- ABC — Jack Hausman, jointly with brothers, sold 16,000 worth of 5% convertible subordinated debentures giving him a total of 9,750 of this stock. Mr. Hausman personally owns 30,000 of such stock.
- Amex Corp. — J. E. Brown bought 100 shares, giving him a total of 120 shares. Heath Waklee bought 1,000 preferred.
- Avo Corp. — O. F. Graham sold 1,378 shares, leaving him with 4,492 shares. Mr. Graham's family owns 999 common and 200 shares of preferred stock and sold 900 shares of such stock. Mr. Graham personally owns 30,000 of such stock.
- Burnup & Sims (CATV) — R. V. Sims sold 2,250 shares, leaving him with 206,812.
- Capital Cities Broadcasting Co. — D. B. Burke sold 2,000 shares, retaining 26,350 shares. K. M. Johnson bought 200 shares, giving him a total of 72,200; his children own 208 shares. T. S. Murphy bought 14,548 shares, giving him a total of 45,000. J. H. Quello sold 300 shares, retaining 300 shares.
- Columbia Cable Systems — P. A. Oberbeek, through trading account, bought 3,004 shares and sold 3,074 shares, retaining 2,943 shares.
- Columbia Pictures Industries — L. Jaffe bought 1,000 shares of common, giving him a total of 8,724. Mr. Jaffe's wife owns 2,249 shares; his daughter, 111 shares; and Jaffe and fund, 608 shares.
- Commonwealth United — Peter Gitter sold 33,450 shares, leaving him with 42,444 shares.
- Comsat Inc. — Jack W. Williams sold 357 shares, retaining 10,076 shares. Mr. Williams personally owns 8,134 shares.
- Comsat Corp. — C. A. Anderson bought 750 shares, retaining 999 preferred. Mr. Anderson sold 1,800 shares, retaining 500. G. O. Shippard sold 300 shares, retaining 2,912. H. P. Tavrow sold 200 shares, giving him a total of 600 shares.
- MGM — William Singleton bought $10,000 worth of 5% convertible subordinated debentures.
- Metromedia Inc. — D. F. Fritchen bought 100 shares.
- Movielab Inc. — F. S. Berman sold 1,000 shares, retaining 7,500. D. S. Eberlein sold 4,859 shares, leaving 600.
- Norton Simon Inc. — F. W. Weisman, through his account, sold 7,200 shares. Mr. Weisman personally owns 8,134 shares.
- Pough — B. H. Haltom bought 360 shares, retaining 1,160 preferred. Mr. Haltom sold 500 shares, leaving 292. H. S. Yenne sold 100 shares.
- Post Corp. — J. V. Lowel, through trading account bought 1,372 shares and sold 1,052, leaving 318 shares.
- Rolls Inc. — G. R. Chambers sold 2,700 shares, retaining 76,599. J. W. Rollins Sr. sold 12,500 shares, retaining 826,256. Mr. Rollins owns 7,494 shares. Mrs. Rollins owns 3,150 shares.
- Rust Craft — Louis Berkman, through his company, bought 1,400 preferred and 100 common. Mr. Berkman personally owns 70,727 shares; trust, 18,411; and in several firms, 94,570. Mrs. Berkman owns 10,938.
- Signal Companies — C. R. Gaylord sold 450 shares, retaining 1,924 shares. Mr. Gaylord owns 90 shares through trust, 7,068 through foundation and members, this firm owns 14,764 shares.
- Technicolor Inc. — P. K. Grunebaum bought 100 shares, giving him a total of 300. A. W. Livingston bought 100 shares. J. T. McGinley bought 200 shares.
- Viacom — R. T. Berkman bought 1,000 shares, giving him a total of 4,500. Mrs. Austell owns 800 shares. Mr. Austell owns 200 shares through trusts and 345 shares in several firms, 18,411.
- Walt Productions — M. L. Bagwell bought 240 shares, giving him a total of 100. R. E.Disney bought 600 shares, retaining 1,760. Mr. Disney's family owns 99,317 shares. Mr. Disney, through corporations, owns 263,909 shares.
- Western Enterprises Inc. — I. S. Bower bought 200 shares, retaining 3,917 shares. Mrs. Myers owns 2,000 shares. The Security Stock Fund sold $500,000 worth of 5% convertible subordinate debentures, leaving it with $1,192,000 worth of debentures.
Two Hamilton outlets sought by Standard

Standard Broadcasting Corp. Ltd. has entered a $3.5-million bid for purchase of CHML(AM) and CKDS(FM), both Hamilton, Ont., Canada. Standard, owner of CFRB(AM) and CKFM(FM), both Toronto, and CJAD(AM) and CJFM(FM), both Montreal, made the application at a public hearing of a committee of the Canadian Radio-Television Commission. The sale is subject to CRTC approval.

Thorton Cran, president and board chairman of Standard, told the committee that while the purchases are necessary to insure continued growth and to protect the interests of Standard shareholders, the proposed acquisitions would not alter the character of the Hamilton stations. The stations are now owned by Maple Leaf Broadcasting Ltd.

Opposing Standard's proposed Hamilton purchase was Leslie Allan, president of nearby CHIC(AM) Brampton, Ont. Mr. Allen argued that ownership of the Hamilton facilities by Standard would mean advertising would leave CHIC to go to the larger organization. He noted advertisers "stand in line to get on CFRB" and added Standard might insist that CFRB advertisers also buy time on the Hamilton facilities.

Levies on broadcasters rise in Britain, too

Independent British TV companies are facing a profit squeeze in the form of additional levies from their governing body, the Independent Television Authority, and from the government. One broadcaster—Lord Renwick, chairman of Associated Television Corp. Ltd.—calls it "the crisis."

While reporting an increase in profits for the year ended July 31, Lord Renwick decried the government's increase of the Turnover Levy imposed (before corporation taxes) on advertising revenues. The levy, imposed by the Labor government in 1965-66, according to Lord Renwick, was hiked to collect 3 million more pounds ($7.2 million) from the TV industry. He referred to the "invidiousness of a discriminatory levy imposed on a single industry" and called for its abolition.

The independent British TV companies, including ATV—considered one of the "big five" with its franchise for the Midlands of Britain—also face a 20% jump in the rental they pay the ITA for use of its transmission towers. According to the British periodical, *The Economist*, the hike would mean taking an extra 1.5 million pounds ($3.6 million) "out of their (TV companies') fast-disappearing profits," which decreased 9 million pounds ($21.6 million) from 1968-69 to 1969-70.

Canuck hockey network set

CJKN(AM) New Westminster, B.C., rights holder for the new National Hockey League Vancouver Canucks, has established the Vancouver Canucks Hockey Network. Thirteen stations have agreed to carry a Canucks game weekly, with each station broadcasting 27 games including a full period of sponsorship by Imperial Tobacco Co. of Canada Ltd., on behalf of Players Cigarettes. Remaining commercials will be sold by the stations involved on an individual spot basis.

Fates & Fortunes

Broadcast advertising

Edwin H. Holzer, senior VP and management supervisor, Grey Advertising, New York, elected executive VP of Grey. His first assignment will be at Grey-North, Chicago.

Rudolph C. Walsh, VP in charge of media, Doremus & Co., New York, joins Monsanto Co., St. Louis, diversified manufacturer, as media director. He will be in charge of analysis and purchasing of media for firm's various business groups.

George J. Simko, senior VP and director of media management, Benton & Bowles, New York, elected member of board. Irvin L. Birnbaum, manager of client accounting, Benton & Bowles, elected VP.

Walter Seidel, broadcast media director, Gaynor & Ducas, New York agency, elected VP.

William Eckert, manager, broadcast program department, Leo Burnett, Chi-
cago, named VP. Michael Miles and John Stafford, account supervisors, and Charles Wendy, creative director, also named VP's.


Jerry Schubert, manager, Chicago office of Robert E. Eastman, station rep., elected VP.

Curtis P. Crady, executive VP, Winius-Brandon, St. Louis agency, elected president and chief executive officer, succeeding late William L. Sanborn.


John Murray, associate creative director, Needham, Harper & Steers, New York division, appointed creative director there.

Garry D. Greenberg, with KVOA-TV Tucson, Ariz., appointed general sales manager.

Robert Regalbuto, local-regional sales manager, WPTV-TV Palm Beach, Fla., appointed general sales manager.

Douglas G. Clark, sales manager, Television Advertising Representatives, Chicago, appointed sales manager, KPIX-TV San Francisco.

Peter James McNee Jr., national-regional sales manager, KWXT-AM-TV Waco, Tex., joins KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, in same capacity.

James Anderson, with WTMJ-TV Milwaukee, joins WVTU-TV there as local sales manager.

Alice Stamatis, manager of Western sales service, ABC-TV, appointed manager of nighttime sales service for network, succeeding Harold Geary, who becomes director of nighttime sales service.

Ronald Ross, associate creative director, Young and Rubicam, Los Angeles, joins Carson/Roberts, agency there, as creative supervisor.

Joseph F. Isler, Southern region manager of advertising and merchandising services, Jos. Schlitz Brewing Co., Milwaukee, named manager of special assignments in marketing administration for firm. He is succeeded by James E. Olsen, district sales manager for Schlitz in Phoenix.

Jerry Zarin, VP-marketing, Responsive Data Processing Corp., Mt. Kisco, N.Y., joins Ruben Kleinman Research there, product-market testing and consumer-research firm, as executive VP.

Arthur Schiff, copy supervisor, and Richard Berg, art group head, Bo Bernstein & Co., Providence, R.I. agency, appointed associate creative directors.

Steve Rossin, with WNCR-FM Cleveland, appointed co-sales manager and account executive.

Theodore Smith, media planner, Clinton E. Frank, Chicago, appointed media group supervisor.

Barbara Parker, formerly media buyer, Doremus & Co. and McCann Erickson, New York, and Thomas W. Branden Jr., with Sudler & Hennessey, New York agency, appointed media buyers, Sudler & Hennessey.

Curt Hanson, with KFMH-AM-FM San Diego, appointed local sales manager.

Norman Schrutt, with WKBW(AM) Buffalo, N.Y., appointed local sales manager.

### Media

Bailey K. Howard, president of Field Enterprises, Chicago newspaper publisher and owner of WFLD-TV there, named chairman and chief executive officer. He will remain as president of newspaper division. James E. Fletcher, executive VP, finance, will succeed Mr. Howard as president.

Robert P. Buford, general sales manager, KLTV(TV) Tyler, Tex., appointed executive VP and general manager succeeding Marshall Pengra.

Gordon P. Copeland, sales and operations manager, WRDU-TV Durham-Raleigh, N.C., appointed station manager.

Phillip Parmalee, with KCFW-TV Kalspell, Mont., appointed station manager succeeding Lynn H. Koch, appointed general manager, KMVT(TV) Twin Falls, Idaho.

Jack Timmons, KWKH-AM-FM Shreveport, elected president, Louisiana Association of Broadcasters. George Crouchet, KPEL-AM-FM Lafayette, elected president-elect; Allan Stoll, KBL-AM-FM Shreveport, elected radio VP; Bill Patton, KATC(TV) Lafayette, elected TV VP, and John Vath, WSMB(AM) New Orleans, elected treasurer.


Walter H. R. Mohr, director of development, Wilkes College, Wilkes-Barre, Pa., joins WRIA-TV Scranton, Pa., in similar capacity.


Wallace L. Yelverton, director, Rahall Communications, St. Petersburg, Fla., and president of EBS Tax Services, subsidiary of Rahall, elected VP of parent firm.

Les Guyant, director of research, KCMO-TV and KFMY(FM) Kansas City, Mo., appointed director of research, Meredith Radio Division of Meredith Broadcasting, owner of stations.

William C. Chadwick, formerly VP and general manager, KNB(AM) Tolleson, Ariz., as general manager.

Dr. Howard J. Wetstone, trustee of Connecticut Educational Television Corp., Hartford, elected chairman of board of trustees. He succeeds Roland H. Lunge, who remains trustee.

Jim Hooker, manager, WSVP(AM) West Warwick, R.I., named VP and general manager of station.

Sheldon Peterson, on executive assignment with Time-Life Broadcasting, New York, rejoins Time-Life-owned KLZ-AM-FM Denver, as administrative assistant to president and general manager.

Chris Martin, sales manager, WHLI(FM) Albany, N.Y., appointed manager.

Michael D. Ra'son (David Michaels) with Western Washington State College, Bellingham, joins Baylor University, Waco, Tex., as instructor in radio-TV film and general manager of Baylor's noncommercial KBUR(FM).

John Oresic, formerly educational director, cable systems division, Jerrold Electronics, Philadelphia, appointed manager, CATV of Elizabeth, Elizabethtown, N.J.

### Programing

Norman Horowitz, director, international sales, CBS Enterprises, New York, joins Screen Gems International there, international production and distribution arm of Screen Gems, as VP in charge of sales.

Edward K. Cooper, formerly production consultant, CBS, New York, joins Warner Bros. Television there as director of film operations.

Tom Martin, E.U.E., Hollywood,
elected president. West Coast branch, Videotape Production Association.

Bradley Kemp, Technicolor, Hollywood, elected VP.

William Singleton, head of own law firm in Las Vegas, elected VP and assistant to president, MGM, Culver City, Calif.

Jean-Louise Landry, coordinator, public relations, WRC-TV Washington, appointed administrator, production.

Klaus J. Lehman, formerly manager of program business affairs, ABC International, joins Telcom Associates, New York, as general program executive-international division.

Michael Button, assistant manager in charge of production and music, KNBR-AM-FM San Francisco, named program manager.

Nat Nathanson, central division manager, 20th Century Fox, Los Angeles, named Eastern sales manager. Four Star-Excelsior Releasing Co., Culver City, Calif. Mr. Nathanson will headquarter in Chicago.

John Hopkins, with WLWT-TV Indianapolis, joins noncommercial WCAE-TV St. John, Ind., as production director.

Jacqueline Chaparro, with San Diego State College, named director of educational projects, Ken Snyder Enterprises, Hollywood, producer of children's series and learning segments for Sesame Street.

Skip Painton, formerly producer-director, WNBC-AM-FM New York, joins CATV of Elizabeth, Elizabeth, N.J., as program director.

Bill Minson, formerly regional coordinator of Young New Yorkers for Rockefeller, joins WMCA-AM New York as producer.

Don Antu, music director, KPLI-AM Los Angeles, named production coordinator, KNBR-AM San Francisco.

Lillian Gallo, program executive, 20th Century-Fox Television, Los Angeles, joins ABC Circle Films there as production assistant.

Ted Kavanau, executive producer, 10 O'Clock News, WNEW-TV New York, appointed VP and news director of station.

T. A. (Red) Brown, with WDEF-AM-FM-TV Chattanooga, appointed news director. He succeeds Rich Buddine, appointed to similar position at WSLS-AM-FM-TV Roanoke, Va. All are Roy Park stations.

Peter Maer, newsmen, WBAY-AM-Burlington, N.Y., appointed news director.

Jim Kennedy, formerly manager, WMIR-AM Burlington, Wis., rejoins station as news director.

Bob Moore, with Metromedia Radio, Washington, joins WBBM-AM-FM Chicago as newsmen-anchorman.

Michele Clark, in Columbia University, New York, program in broadcast and print journalism for members of minority groups, joins WBBM-TV Chicago as writer-reporter.

Alfred C. Warlick, production coordinator, WCAU-TV Philadelphia, joins WTVT-TV Charlotte, N.C., as news reporter.


Martha McClatchie, NBC News, Chicago, joins win(Am) there as news writer-producer.

Harry Homewood, syndicated commentator on Midwest noncommercial stations, joins wait(AM) Chicago as executive head of news department. He continues noncommercial activities.

Sol Bress, cameraman, ABC-TV News, New York, joins WPIX-TV there in same capacity.

Promotion

Benjamin I. French Jr., formerly manager, news and information, RCA's consumer electronics activity, appointed director, consumer relations, for RCA. He will coordinate from corporate level all consumer-relations activities throughout firm's divisions and subsidiaries.

Mike Byrne, director of promotion and merchandising, WOW-AM-FM-TV Omaha, appointed director of promotion, Meridith Radio division of Meridith Broadcasting, owner of wow stations.

Charles Jackson, retired from U.S. Air Force information services, appointed administrator, press and publicity, KNBC-TV Los Angeles.

Jon J. Hirshberg, sales manager, WXGO-AM Morgantown, W. Va., joins WEL-AM-FM Boston as manager, information services. He will be responsible for radio sales promotion and research.

Fernando Del Rio, deputy executive director, Cabinet Committee on Opportunities for Spanish speaking, Washington, D.C., joins KJZ-TV Los Angeles as director of public affairs.

Alfred J. Brassard, promotion manager, WJAR-TV Providence, R.I., also named community affairs director.

Doug Stewart, with engineering and operations departments, KCBR-TV Sacramento, Calif., named producer-writer in audience promotion.

Equipment & engineering

William E. Clancy, formerly president of First Illinois Cable TV, subsidiary of JFD Electronics, Brooklyn, N.Y. (multiple CATV owner), and VP-marketing, JFD, elected VP of sales for Laser Link, New York. He will supervise sales of aerial system equipment for CATV.

Dr. Peter C. Goldmark, CBS Laboratories, New York, awarded Progress Medal of Society of Motion Picture and Television Engineers for 1970, given annually for technical contributions to progress of engineering phases of motion picture and/or television industries.

Albert L. Nickerson, retired chairman, Mobil Oil, elected director of Raytheon, Lexington, Mass.

William E. Stone, VP and chief engineer, Unicom Inc., New York, joins AEL Communications, Lansdale, Pa., as consulting specialist. He will be involved with CATV systems design and construction.

Art Brearly, audio control engineer, and Ken Hicks, master control engineer, both with NBC-TV Burbank, Calif., retire after 30 and 40 years, respectively, with NBC.

Roy Huberty, chief engineer for WLS-AM-FM Chicago and manager of technical operations for ABC there, resigns.

Dennis Evans, formerly field engineer, Jerrold Electronics, Philadelphia, joins CATV of Elizabeth, Elizabeth, N.J., as systems engineer.

James J. Shmatis, with Vikoa, Hoboken, N.J., appointed director of corporate advertising and technical publications.

Allied fields

Robert Pitofsky, New York University Law School professor, named director of Federal Trade Commission's Bureau of Consumer Protection. Bureau was created in FTC reorganization that became effective July 1 (Broadcasting, June 15). Professor Pitofsky was counsel to American Bar Association's commission to study FTC.
Louis Hausman, one-time CBS VP, director of Television Information Office, New York, from its inception in 1959 to 1962, later NBC VP, and for past three years in governmental and foundation posts in Washington, named special consultant to American Council on Education, Washington.

Charles Jacobson, Frank McGuire, Peter Toso and James Walsh, all with Daniel Starch & Staff, New York, named VP's of firm.

Robert F. McGarvey, former manager and owner of KRUN(AM) Ballinger, Tex., joins SESAC, New York, music-licensing firm, as field representative.

James E. Sims, news director, WSOCTV Charlotte, N.C., joins North Carolina Tuberculosis and Respiratory Disease Association, Raleigh, as state public relations director.

International


D. V. Covey, executive editor, Broadcast News Ltd., Montreal, Canadian news service, appointed assistant general manager.

Deaths

Milton F. Allison, 62, director of station services, CBS Radio Spot Sales, New York, died Sept. 25 of stroke. Mr. Allison began his broadcasting career in 1934 as director of radio for Skelly Oil, Kansas City, Mo. He then moved to WPEN(AM) Philadelphia and WLT(AM) Cincinnati, holding several executive positions there. He joined CBS in 1949 serving as Eastern sales manager and general manager before taking over his most recent position in 1959. Survivors include his wife, Lucile, and two daughters.

Jesse Ball duPont, 86, third wife of late industrialist Alfred duPont, and founder of Alfred I. duPont Awards Foundation, co-sponsor of duPont-Columbia Survey and Awards for broadcast journalism, died Sept. 26 at Nemours, family estate near Wilmington, Del., of pneumonia. She is survived by daughter and three step-children.

Edward Everett Horton, movie and television actor, died Sept. 30 in Encino, Calif. He was star of series of Broadway hits, TV appearances and more than 100 movies. He last regularly appeared on television in "F Troop" and as voice-over in animated "Rocky and his Friends." He is survived by his sister and two brothers.

William J. Watts, senior VP, SSC&B, New York, died Sept. 2 at New Rochelle (N.Y.) Medical Center. He is survived by his wife, Marie, son and daughter.

Gilbert Seldes, 77, author and critic, and in 1937 CBS director of television, died of heart attack at his home in New York. He left CBS post while medium was still in experimental stages. He is survived by son and daughter.

Edwin Fletcher Jones, 30, programing coordinator, KPFF(FM) Los Angeles, died Sept. 12 in Los Angeles. He is survived by his wife, Fay, and four children.

Perc Westmore, 65, Hollywood makeup artist who beautified 2,500 women into "Queen for a Day" on original TV series of that name, died Sept. 30 of heart attack in North Hollywood, Calif. He had developed make-up techniques for movies in twenties and thirties. He is survived by his wife, Ola.

James Fisher, 58, British author and broadcast-lecturer on nature and wildlife, died Sept. 29 of injuries sustained in automobile accident. He made over 700 radio broadcasts and 200 appearances on TV.

Ray A. Furr, 66, former executive, WAPL(AM)-FM-TV Birmingham, Ala., and director of public information, Mississippi State College for Women, Columbus, died Sept. 19 following lengthy illness. He is survived by his wife and two sons.

For The Record

As compiled by BROADCASTING, Sept. 22 through Sept. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann. announced; ant.—antenna; aura.—aural; CATV—community antenna television; CH—critical hours; CP—construction permit; D.—day; DA—directional antenna; ERP—effective radiated power; kHz—kilohertz; kw—kilowatts; LS—local sunset; mhz—megahertz; mod.—modification; N.—night; PSA—presumption service authorization; SCA—subsidary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; trans.—transmitter; UHF—ultra high frequency; VHF—very high frequency; vis.—visual; w.—watts; *—educational.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New TV stations

Final action

- Leesburg, Fla.—Heard Broadcasting Inc. Broadcast Bureau granted UHF ch. 55: ERP 2214 kw vs. 565 kw max. Ant. height above average terrain 344 ft; ant. height above ground 301 ft. P.O. address: Box 799, Leesburg. First-year operating cost $200,000; revenue $340,000. Geographic coordinates 28° 49' 00" north lat.; 81° 45' 45" west long. Type trans. RCA TFU-10A. Type ant. RCA TFU-27D. Legal counsel Mr. Warfield; consulting engineer Richard R. Hogstro, both Leesburg, Fla. Requests waiver of Sec. 73.613 (b) of rules. Principals: Robert E. Warfield Jr., president; H. James Sharp, executive vice president; D. Richard Mead Jr., director, and Edwin Mead, vice president and treasurer. All principals own WLBE(AM) Leesburg, Fla. Action Sept. 22.

Actions on motions

- Chief, Broadcast Bureau, on request by Vue-Merit Inc., extended through Oct. 5, time to file comments and through Oct. 15, time to file reply comments to notice of proposed rulemaking adopted June 17 in amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Dec. 1882). Action Sept. 22.


- Hearing Examiner Lenore G. Ehrig in Greens
PROFESSIONAL CARDS

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

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6400 Galsworthy Road
Bethesda, Md. 20034
(301) 229-6600
Member AFOOE

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

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
783-0117
Washington, D. C. 20004
Member AFOOE

COMMERCIAL RADIO
Consulting Engineers
Everett L. Dillard
Edward F. Leavitt
PRUDENTIAL BLVD.
347-1319
WASHINGTON, D. C. 20005
Member AFOOE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
296-2315
WASHINGTON, D. C. 20036
Member AFOOE

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

LOHNES & CULVER
Consulting Engineers
1262 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFOOE

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

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFOOE

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

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFOOE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 642-3088
Member AFOOE

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

JULES COHEN & ASSOCIATES
Suite 716, Association Bldg.
1145 19th St., N.W.
659-3707
Washington, D. C. 20036
Member AFOOE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOOE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345, Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO 80206
Member AFOOE

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-279-6733

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

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

Associated Communications Consultants
WALTER J. STILES
Suite 1621, Tucson House
Tucson, Arizona 85705
(602) 792-2108
LUKE O. HODGES
(214) 351-3820

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

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

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

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

RALPH E. EVANS ASSOC.
Consulting Radio Engineers
AM-FM-FM/MPX
TV-CATV-MATV-AUTOMATION
3500 N. Sherman Blvd.
Milwaukee, Wls. 53216
Phone: (414) 442-4210

SERVICE DIRECTORY
Summary of broadcasting
Compiled by FCC, Sept. 1, 1970

On Air

<table>
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<tr>
<th>Licensed</th>
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<td>CP's</td>
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<td>184</td>
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<tr>
<td>51</td>
<td>123</td>
</tr>
<tr>
<td>909</td>
<td>20</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization
  + Includes 25 educational and nonreserved channels.
  + Includes two licensed UHF's that are not on the air.

Proprietary grant of application of Integrated Communication System Inc. of Massachusetts for additional time to construct WREP-TV Boston and mod. of WREP-TV CP to change transit, site, increase tower height and make other changes including placing ant. on existing tower in Needham, Mass. on which ant. of WSBK-TV and WGBK-TV, both Boston, are currently located (Docs. 18338, 18339). Ann. Sept. 23.

Rulemaking


Network affiliations

ABC

Forma: In arriving at clearance payment ABC multiples network's station rate by a compensation percentage (which varies according to time of day), then by fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2057 of station's network rate weekly to cover agreements to ASCAP and BMI and interconnection charges.


KOAT-TV Albuquerque, N.M. (KOAT-TV Inc.) Amendment dated July 19, 1970, reduces per diem rate, $4,700, compensation paid at 30% for time.


CBS

Formula: Same as ABC.


KPAX-TV Missoula, Mont. (Garryowen Butte TV Inc.) Contract dated Aug. 6, 1970; effective July 30, 1970. First call right, Programs delivered to KTVK-Phoenix, Network rate, $475; $459 effective Dec. 1, 1970; compensation paid at 33.67% prime time.

New AM stations

Actions on motions

Hearing Examiner Basil P. Cooper in Boston Branch, Mich. (Oemaow Broadcasting Co.), AM proceeding, ordered hearing held in abeyance; further hearing conference scheduled at conclusion of commission's prior inquiry, Doc. 18794 (Doc. 18835). Action Sept. 22.

Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, ordered qualified parties to have until close of business Sept. 20, to file written positions to offer for lease to amend application filed by Media Inc. on Sept. 15 (Docs. 18768-9). Action Sept. 21.

Hearing Examiner Millard F. French in Newat. Mass. (Home Service Broadcasting Corp. and Naatuck Associates Inc.) AM proceeding, granted petition by Central DuPage County Broadcasting Co. to show that Exxon brothers (Central DuPage County) are financially qualified both to effectuate instant proceeding and to purchase and operate KBMY Billings, Mont., for which assignment application was filed July 29, (Docs. 18665-6). Action Sept. 18.

Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, granted petition by Central DuPage County Broadcasting Co. to show that Exxon brothers (Central DuPage County) are financially qualified both to effectuate instant proceeding and to purchase and operate KBMY Billings, Mont., for which assignment application was filed July 29, (Docs. 18665-6). Action Sept. 18.

Designated for hearing


Flora, Ill.—FCC set for hearing mutually exclusive applications of Doyle Bay and Virginia Broadcasting Corp. for CP's for new D AM's on 1520 khz at Flora. Action Sept. 23.


Existing AM stations

Final actions

KZSU Stanford, Calif.—Broadcast Bureau permitted remote control. Action Sept. 18.


Further preheating proceeding. ordered hearing held at Jennings, Mo. Action Sept. 23.

KWJM-Cincinnati, Miss.—FCC denied waiver of commission's AM "freeze". Application by licensee, granted to change ant.-trans. and station location from Centreville to Cloister, but Miss., has been returned to original unamendable for filing (Action Sept. 23).

WZIP Cincinnati—FCC granted application by Midwest Publishing Co. to change antenna facilities and request for waiver of rules which prohibits acceptance of application which creates new competitive program. Action Sept. 17.

WHHH Warren, and WNIO Niles, both Ohio.—FCC denied request by Trumbull county, Ohio, branch of National Association for the Advancement of Colored People, asking for 36-day extension of action. SWIO, one of 31 stations ordered to file petitions to deny license renewals of WHHH and WNIO. Action Sept. 21.

WPRO Providence, R.I.—Broadcast Bureau permitted remote control. Action Sept. 25.


WVJP-Caguas, Puerto Rico—Broadcast Bureau granted CP to install new alternate main trans. Action Sept. 23.

Actions on motions

Office of Opinions and Review in Milton, Fla.—FCC review of Bureau's, renewal of license of WEYB, granted to request by applicant extended to Sept. 12, time to file responses to Bureau's action on exceptions to Sept. 10, time to file responses to Bureau's brief in support of exceptions (Doc. 17613). Action Sept. 21.

Hearing Examiner Frederick W. Dennison in Safford, Ariz. (Al G. Stanley [KATO] and Tri-County Broadcasting Co.) set procedural dates and postponed hearing to Nov. 9 (Docs. 18936-7). Action Sept. 22.

Hearing Examiner Millard F. French in Lex-
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125.60:
P.O. address: 

3

and

hearing
of
petition
Puget Sound

Broadcasting, Mt.

Pyshmore.

Fort Smith.

kw.

WFFM began operating 30 minutes prior to time specified in license. Action Sept. 25.

KJWE-FM is licensee of King Broadcasting Co., licensee of apparent liability (forfeiture of license to be broadcast without proper sponsorship identification. Action Sept. 25.

Call letter action

KJWE, Suburban Broadcasters, Burien, Wash.

-Granted KQIN.

Designated for hearing

WRFM Titusville, Fla.-FCC set for hearing application for renewal of license of WRFM, which operates from 1050 kkc, 500 W to 1075 kkc, 5 kw-N, 10 kw-D-A. License Sept. 25.

WJXO-FM is designated for FCC for hearing application of Walton Broadcasting Co., for renewal of license of WMRE. Action Sept. 23.

WJXO-AM is set for final hearing designated for hearing application of Mason County Broadcasting Co. for renewal of license of WMZJ in order and notice of apparent liability. Action Sept. 23.

New FM stations

Applications

Troy, Ala.-Troy Radio Inc. seeks 104.9 mhz, 3 kw. Ant. height above average terrain 120 ft. P.O. address: P.O. Box 310, Troy, Ala. G. Goree, president (50%).

Fort Smith, Ark.-Arkansas Medical Center seeks 96.9 mhz, 3 kw. Ant. height above average terrain 165 ft. P.O. address: P.O. Box 400, Fort Smith, Ark. G. Goree, president (50%), female owner. Mr. Baker owns engineering management firm. Mr. Barn, owner.

Macon, Ga.-FCC seeks 104.9 mhz, 3 kw. Ant. height above average terrain 120 ft. P.O. address: P.O. Box 679, Macon, Ga. G. Goree, president (50%).

West FBI, Ill.-Pyramidal Broadcasting and Television Inc. seeks 106.3 mhz, 3 kw. Ant. height above average terrain 215 ft. P.O. address: P.O. Route 37, South West FBI, Ill. 62891. Estimated construction cost $21,995; first-year operating cost $20,995; initial license fees cost $9,000; revenue $12,000. Principals: Dale H. Adkins, president.


Medford, Mass.-Tufts University seeks 91.5 mhz, 3 kw. Ant. height above average terrain 75 ft. P.O. address: c/o Tufts University, Medford 02155, Mass. Estimated construction cost $2,950; first-year operating cost $2,950; revenue none. Principals: Dr. Louis Berger, college president, et al. Action Sept. 10.

Durant, Okla.-Electronics technology department, Southeastern State College seeks 91.9 mhz, 10 kw. Ant. height above average terrain 320 ft. P.O. address: College Boulevard, Durant 74701. Estimated construction cost $1,000; first-year operating cost $500; revenue none. Principals: Leon Nibbe, university president, et al. Action July 31.

Final actions

Carmel, Calif.-Monterey Bay Area Media. Broadcast Bureau granted 101.7 mhz, 62.5 kw. Ant. height above average terrain 951 ft. P.O. address: Carmel Valley Road and Doris Avenue, Carmel, Calif. Estimated construction cost $42,750; first-year operating cost $3,750; revenue none. Principals: L. E. Johnson Jr., president (75%), female owner. WJLX-FM, vice president (15%), female owner. Action Sept. 25.

Deatur, Ill.-Millikin University. Broadcast Bureau granted 99.7 mhz, 10 kw. Ant. height above average terrain 206 ft. P.O. address: 118 West Main Street, Decatur 62522. Estimated construction cost $1,000; first-year operating cost $500; revenue none. Principals: Jack O'Reilly, co-chairman, Student Senate Radio committee. Action Aug. 15.

Marion, Ill.-3-D Communications Corp. Broadcast Bureau granted 101.7 mhz, 10 kw. Ant. height above average terrain 153 ft. P.O. address: 960 Lindsay Road, Marion 62959. Estimated construction cost $5,232.95; first-year operating cost $730; revenue $3,636. Principals: Dennis F. Doelle- tisch, president (60%); Stephen W. Schmid, vice president (25%); Floyd E. Crowder, vice president (15%). Action July 23.


Columbus, Ohio-Middle City radio stations. Broadcast Bureau granted 88.1 mhz, 10 kw. Ant. height above average terrain 235 ft. P.O. address: 605 Welch Road, Morrow 45152. Estimated construction cost $78,000; first-year operating cost $5,100; revenue none. Principals: Ada. Action Aug. 17.


San of Nebraska Inc. for New FM on 104.5 mhz in Omaha. Action Sept. 23.

KJWE-FM is set for final hearing designated for hearing application of Macon County Broadcasting Co. for renewal of license of WMZJ in order and notice of apparent liability. Action Sept. 23.

KJWE-FM is set for final hearing designated for hearing application of Macon County Broadcasting Co. for renewal of license of WMZJ in order and notice of apparent liability. Action Sept. 23.

BROADCASTING, Oct. 5, 1973

73
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Simultaneous press runs of per word=$2.00 minimum. All other classifications $3.00 per word—$4.00 minimum. All other classifications $3.00 per word—$5.00 minimum. Applications: If tapes or films are submitted, please send return tape or film. All replies must include exact ad rate and/or minimum. Deadline for copy: Must be received by Monday for publication next Monday. Please return copy by letter or wire. No telephone confirming wire or letter prior to deadline.

HELP WANTED MANAGEMENT

Call (312) 787-1267 in Chicago for a challenging sales position with broadcast service firm. 52,000,000 potential.

ANNOUNCERS


Pennsylvania fulltimer with easy listening format needs experienced announcer with first phone. Include photo & resume with reply. Box J-195, BROADCASTING.

Rock jock for Rock Mountain contemporary in beautiful mountain setting. Must be an experienced, reliable and saleable. Send resume and tape to Box J-119, BROADCASTING.

Medium market top 40 has immediate opening for experienced announcer. Top market, top dollar. Send full resume and tape with air check, production and news to Box J-246, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box K-1, BROADCASTING.


Winter in Arizona. Run a night rock show, sell afternoons. If you're outstanding—send resume, tape, and photo to Box K-13, BROADCASTING.

The tapes just keep coming in. We have heard from every recent Drake Jock and broadcast school graduate in the country. All those that have applied to this point, "Attention!" No! I need two long haired, wild, hip radio freaks that can make the night time crew. If you're good, you'll pay. Send tape and resume to: Jeff Kaye, WKBU, Buffalo, New York.

ANNOUNCERS CONTINUED

Small market radio, need 1st phone who would like to do sales and program. Preferable 30 or over. No limited age, good working conditions, beautiful location. First class license necessary. Call Dr. C. C. Smith, 389 Avenue, West Lebanon, New Hampshire. First year salary over $5,000. Good opportunity. Contact Ed Clayton, 345 South 7th, Raymondville, Texas.

Noma, Alaska, 10KW, needs three experienced announcers. Send resume and tape. Box 101, Nome.

1st phone—strong night man. Must like to work alone, will supervise stable crew. College town, good climate. Send resume and tape Ken Rogers, Box 590, Silver City, N.M.

TECHNICAL

Chief engineer for AM directional 13,000 to start. Must be thoroughly familiar with FM and AM, and a hard worker. Able to supervise good engineering staff. Send resume, tape and photos to Box J-193, BROADCASTING.

Southeast AM-FM-TV station offers above average salaries for engineers experienced in AM-FM-TV operation and maintenance. First class license necessary. First class engineer without experience will be considered. Reply must be complete with references, photograph and salary requirements. Contact Box K-15, BROADCASTING.

New owners, new station soon under construction, need engineer, announcer in the only AM station, non-dominant. Must have common knowledge of electronics and run a tight contemporary top-40 format. Contact Dan Cheyne, KTLM Radio, 12300, Tempe, Arizona 85281.

NEWS

Newsmen—join top rated news staff at midtown station. Good voice, intelligent personality. First rate facilities. Excellent fringe benefits. Local news man is out looking for a new experience. Think you've got what it takes? Send resume and tape to Roy opportunity employer. Box K-22, BROADCASTING.

Newsmen with some experience. Must be able to write and air radio news in station awarded all top outsize honors 1970. rated 21 in non-metropolitan. Send resume and tape to Gery Schmedding, KHMO, Box 711, Hannibal, Mo. 63401.

KEVN has immediate openings for morning news men, and evening D.J. Farm station going to 50,000 watts. Light contemporary music. Requires experienced men. Send complete resume and tape and salary requirements. Box 599, Lubbock, Texas 79401.

By far one of the last news operations in the midwest needs a solid number two man capable of eventually being number one man. Must be an even-tempered man. Needs duties, diplomacy, talent, voice, curiosity and ambition. $1,000 per month and 40-50 hours fast to: P. K. Pinnock, WMW, Marion, Wis. 53057.

East coast major market radio has opening for newsmen with fast paced, hard hitting, authoritative delivery. Will consider jock interested in news. Fine opportunity for growth, pro. Stable background, and excellent references required. Send tape, resume and photos to Box 589, Arlington, Va. 22216.

PRODUCING, PRODUCTION, OTHERS

21 Black station major market in the South, has an opening for a highly skilled, efficient, demanding, dedicated producer. Experience with a program director, or think you are qualified to be one, send all information, as we will verify your entire background. Send to Box K-16, BROADCASTING.

SITUATIONS WANTED

Seeking challenge, as general mgr., P.D., or any mgmt. position where I can be creative for you. Nationally respected programmer w/21 track record looking for organization ready to take the challenge. Southwest or South. All size markets considered. Box J-15, BROADCASTING.

Gene, mgmt. offers the winning combination. Hard work, dedication, experience, and honesty plus a desire to make money. 13 years experience covers all markets, all formats. Many outstanding references. Presently employed... Box J-137, BROADCASTING.

Manager—heavy sales success—program rating success—a real trouble shotter—if you have signal—I'll solve the problem. 340 number—write Box J-155, BROADCASTING.

Combination sales manager and manager. Highly successful in developing sales and staff. Consider challenger. Medium, Midwest, Southwest or South-East. Want big potential based on performance. Box J-233, BROADCASTING.

Automation specialist seeks managerial or group engineering challenge. Box J-232, BROADCASTING.

Young positive attitude pro wants small to medium market management challenge, or major market sales with advancement. Will bring complete knowledge in management, sales and programming. Billing incentives and/or stock options. Box J-233, BROADCASTING.

Give me my first opportunity into management and I will give you ten years of experience in major market personality, programing, sales, engineering, and a knowledge of radio unequalled. Box K-15, BROADCASTING.

Stan Kaplan, Jack Gate, WAYS, Charlotte; Art Wander, WAKR, Akron; Sam Holm, WOHO, Toledo; Ray Walden, WQW, Lincoln; Tom Lester’s degree complete December 1970. Seeking programmer-management position. Contact Box 216-678-6677. Write 1528 Allen, Kent, Ohio.

I'm 1966-70 years experience, sales, programing, first ticket, 36, married, Box 525, Delaware, Ohio.

Why fight it? Capable, dependable managers are hard to keep. If you want your station's market value to increase 1/2 to 3/4 within a year, contract with your guaranteed service plan. Pay us only from our results. No non-real estate. No fees. Arron Johnson Associates, 318 N. Pearl, Dallas, Texas 75201.

PRODUCING, PRODUCTION, OTHERS

8 years broadcasting exp. 5 with major agency, 3 with station—have local sales/sales mgr. position. Box J-238, BROADCASTING.

Experienced Southeast sales manager—announcer, program director—Can manage, invest. Box K-33, BROADCASTING.

3rd Ticket... 21, family, veteran, some college, broadcast出身, salesman—experienced out- side radio. Will relocate. 400-553-7647 Gary.

New sales help? See situations wanted management, Arron Johnson ad.

ANNOUNCERS

Young, S.F. pre-trained. Married, no kids. Will relocate in western U.S. Box J-200, BROADCASTING.

DJ, disc jockey, record, news, commercials. 3rd phone. Box J-229, BROADCASTING.

BROADCASTING, Oct. 5, 1970
Stable, tight board rock jock up to 3rd license, MOR. Broad experience in broadcasting. Good product, Good personality. Need professional atmosphere. Salary: up to $925.00. Contact Box K-32, BROADCASTING.

Available 98104


Available

Get a good record.

Announcers continued

 الأساسית, ניירות בדיקת אבקת מזג אוויר.

experience new studio facilities. Send resume, photo, and tape, and reply. Resume to Box J-161, BROADCASTING.

Commercial director. Will relocate. Box K-65, BROADCASTING.

Several positions in both.

Announcers

Your name will be added to our files for possible future openings.

Experience as disc jockey. New studio facilities. Good salary. Box K-55, BROADCASTING.

Programmer, Production, Others

Television Help Wanted Management

Expressly expanding broadcasting company is looking for ambitious, young men eager for management responsibility in large markets. We have an executive team that believes potential is more important than experience. All we ask is that you have sales experience in large markets or in media with enough initiative and confidence in your ability to send us a resume for consideration. Our management psychologist will help us determine your potential after extensive interviews and testing. Salary minimum $30,000.00 plus substantial bonus with your performance. Send resume to Dr. Dawson, Management Consultant, Box K-32, BROADCASTING. Completely confidential.

Experience as announcer in the top television market.

We need an experienced salesmen, possibly now in radio, who would like to live and work in beautiful Western Colorado. On air commercial work also a possibility. Send picture and resume together with salary requirements to Bill Sullivan, KREX TV, P.O. Box 789, Grand Junction, Colo. 81501.

Send resume to K-24, BROADCASTING. Confidential. Equal opportunity employer.

Sales

Chicago TV sales opening. List worth $27,000.00 last year. Send resume to K-24, BROADCASTING. We will also consider those with some television experience related to sales.

Announcers


Looking into new studio facilities. Send photo, tape, and resume. Reply to Box J-161, BROADCASTING.

Technical

First class engineer, strong on maintenance for Carnival VIP station. Ampex VTRs and complete color facility. Excellent environment, including profit-sharing. Box J-206, BROADCASTING.

We need a studio engineer for an operating and light maintenance shift in Ski Country, U.S.A. Experience with Ampex a plus. Salary plus benefits desirable. Send resume to Chief Engineer, KTVX, Box 2110, Colorado Springs, Colorado 80901.
Technical continued


Technical

Engineering manager fully experienced all phases of broadcasting. Can handle any situation. Top references. Experience. Excellent references. Box K-39, BROADCASTING.

News

Journalism graduate, B.A., seeks position with small aggressive UHF news staff. One year experience in TV, news more preferred. Excellent writer, creative. Spectacularity--documentary production. Box J-162, BROADCASTING.

Anchor man, reporter experienced professionally. Currently employed as a network reporter. Want anchor slot. Box J-183, BROADCASTING.

Decade drama, major market. Want, TV. Medium, major. Box K-22, BROADCASTING.

New number one TV news anchor in large New York state market. Experience west coast. An authentic news personality with ratings to prove it. Box K-45, BROADCASTING.

7 yr radio pro wants television, B.A., looks, voice, television training required. Northeast preferred. Box K-46, BROADCASTING.

Professional meteorologist doing TV-radio weather broadcasts seeks greater opportunity. Member of A.M.S. Box K-49, BROADCASTING.

Programing, Production, Others

Production oriented broadcasting major seeks first full-time employment in television industry. One year experience in small public television station. Draft exempt. Call 214-255-2432 or write Box K-5, BROADCASTING.

Seeking first position in news, ETV production, general assignment, cable origination (News Plus) yet, graduate study. Also write, shoot, process and edit film. Also have 2500 watts of AM/TV. NAEB location. Box K-67, BROADCASTING.

Broadcasters, cablers, production companies; am looking for career opportunity with future. Available row. TV-radio film degree and back-ground. Thomas A. Hosen, Route 4, Martin, Ten- nessee 39237. 301-587-4959.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iurbird St., Laredo, Texas 78040.

We will pay you, cash, top $5 for 45's, LP's and tapes. Call OLY-8310, M. W. Helfen, 15 N. 13, Phila- delphia Pa. 10197

FOR SALE Equipment


Turb-jet electric cars--new-and-exciting Christmas promotion! $70.50 each. For every 4 you get one free Exclusive market protection. S.O.S. 270 North West Rd., Chattanooga, Tennessee. Phone 404-864-3855.
Instructions continued

REI-FCC First Class License in (5) weeks. Approved for Veterans Training—over 75% of REI graduates receive their first Class Radio Telephone License. For instant information, call toll free, 1-800-237-2221 Florida residents call (813) 955-6972 or write the school nearest you: REI—Bogard St., Fredericksburg, Va. 22401, REI—1326 Main St., Sarasota, Fl. 33577, REI—2311 Willow Ave., Kent, Ohio 43906, REI—625 E. Colorado St., Glendale, Calif. 91205.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 21 to 31/2 weeks.

New classes start each Monday. Housing can be arranged for $15-15 per week. Total tuition $325. 2822 Old Lebanon Rd., Nashville, Tenn. 37214, 615-899-0469 or 899-2480.

FCC 1st class license in 4 weeks. IBS in Dayton, Ohio. 334-1866.

B.E.S.T. FCC license prerequisite—first class, 3 weeks, tuition $300. Excellent instruction, economical lodging, attractive guarantee. . . attend Broadcast Engineering School of Technology, 504 N. Market St., Frederick, Md. 21701. 301/662-2592. . . next classes begin Oct. 5.

See our display ad under instruction on page 79, Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90231.

Radio Help Wanted News

NEW SURPLUS CODED PLACE TO SELL

Openings for DJ’s, salesmen, engineers, newsroom and core men in all sizes markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.

New Mexico Broadcasters Association, 128 Amherst NE, Albuquerque, N. Mex. 87106

Sales

TIME BUYER

L.A. based co. needs hip, aggressive and knowledgeable person thoroughly versed in top 40 time buying. Fabulous opportunity. Salary open.

Dan Wilson, Media Consultants 725 N. Weaver Street, Dallas, 214-682-6886

TO: STATION MGRS. . .

TOP 20 MARKETS

Drugs, wars, pollution, revolution. Do something about them. . . don’t just play pretty music. Former network newsman with successful talk shows in two large markets seeks to establish talk show your station. No heavy bread required. Aircheck available.

BOX K-17, BROADCASTING

Programing, Production, Others

REI-CREATIVE SERVICES DIRECTOR

We have an immediate opening for a professional promotion/prod. man. Applicants must excel in the following:

1. Creative copy—Commercial and production

2. On and off-air contests and promotions

3. Ratings research.

4. Audio/visual and creative presentations

5. Press relations.

Send sample of work to Cliff Hunter, Program Director, WLW Radio, 160 West Sixth Street, Cincinnati, Ohio 45202.

An Equal Opportunity Employer M/F.

Situations Wanted

TO: MANAGEMENT

Attention TV-AM station owners and group managers. I’m seeking a management role. 44 years old, twenty years broadcast experience, last 8 as General Manager of TV-AM-FM station operation. Resume and photo upon request.

BOX K-17, BROADCASTING

Disposition of Material

An answer to the ad above.

Publisher: Broadcasting. 1231 Avenue of the Americas, New York, N.Y. 10020

Instructions continued

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence) while holding a radio license by attending the accredited member National Home Study Council

‘Broadcast training.

Write William W. ELKINS in Texas, 1705 West Lake Street, Chicago, Illinois 60614.


ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9235.

ELKINS in Colorado, 430 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-592-0422.

ELKINS in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

ELKINS in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60649. Phone 312-286-0210.

ELKINS in Louisiana, 533 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4247.

ELKINS in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-771-1639.

ELKINS in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

ELKINS in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8083.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-334-6559.

ELKINS in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.


ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukwe, Wisconsin 53226. Phone 414-332-9445.

Announcing Programming, production, newscasting, sporcasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers.

Only the schools offering these classes FCC Licensed Broadcasting in 18 weeks. Approved for veterans and accredited member of NASSC. Write or phone the location most convenient to you. ELKINS INSTITUTE—*ELKINS* in Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102.

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118.

ELKINS in Colorado, 430 South Broadway, Denver, Colorado 80209.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139.

ELKINS in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309.

ELKINS in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60649.

ELKINS in Louisiana, 533 St. Charles Avenue, New Orleans, Louisiana 70130.

ELKINS in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406.

ELKINS in Tennessee, 66 Monroe, Memphis, Tennessee 38103.

ELKINS in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101.

ELKINS in Texas, 3518 Travis, Houston, Texas 77002.

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204.


ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukwe, Wisconsin 53226.

Advertising Program, production, newscasting, sporcasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers.

Only the schools offering these classes FCC Licensed Broadcasting in 18 weeks. Approved for veterans and accredited member of NASSC. Write or phone the location most convenient to you. ELKINS in Dallas***—Atlanta***—Chicago***—Houston***—Memphis***—Minneapolis***—Nashville***—New Orleans***—San Francisco***

Licensed by New York State, veteran approved for FCC 1st Class license, announcer and disc jockey training, Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) 6X 9-2425.

"1970 Tests-Answers" for FCC First Class License. Plus Opinion Ability Test. $5.00. Command Productions, Box 26348-8, San Francisco 94126.

"1970 Tests-Answers" for FCC First Class License. Plus Opinion Ability Test. $5.00. Command Productions, Box 26348-8, San Francisco 94126.


Television Help Wanted

Management

**ASST. PROMOTION MANAGER**
Network owned VHF in top 16 market has immediate opening. Background in audience and sales promotion required. Excellent opportunity for advancement. Straight resume is not enough. Sell yourself with first reply to:

BOX J-219, BROADCASTING

Progrunng Production, Others

**PRODUCER-DIRECTORS ENGINEERS**
Immediate openings for producer-directors and maintenance/operators for fully professional public television operation and closed circuit system at West Virginia University. WWVU-TV full color with million-dollar equipment package. Located in scenic mountain resort area, seventy miles south of Pittsburgh, Penna. Excellent starting salaries and benefits. Apply by letter to:

Employment Manager
Office of Personnel
West Virginia University
Morgantown, W. Va. 26506
An Equal Opportunity Employer

Television Situations Wanted

Progrunng, Production, Others

**LOOKING FOR A TV PROGRAM DIRECTOR**
RKO is selling—I'm out of a job—good references—Call today—John Miller—Hartford, Conn. A/C 203-525-2611 or 547-9103

FOR SALE Equipment

**FOR SALE**
(3)—400 foot guyed towers suitable for FM or TV cable.
U. S. Towers
249 Bartow Lane
Petersburg, Virginia 23803

FOR SALE Equipment

**SAVE $10,000 MOBILE TV VAN**
More than $10,000 off original price for slightly used r/v, towable mobile van. Air-conditioned. Completely equipped. Ideal for mobile TV units or on-the-spot reporting, display van, etc.

Interior is completely finished, 4 dome lights, 12 inside lights. Spacious interior is 7 ft. high, 7 ft. wide and 24" from behind driver's seat.

Has 12,500 watt Onan power plant, separate battery, remote start, running time meter, shock-proof mountings, 2-way receptacles, 16-circuit breaker panel, 30' 4-wire cable for electrical hookup.

Easy-to-manuver van has Int'l Harvester 5-speed, 6-cylinder engine, 30-gal. fuel tank, 300/20 General (Int Cargo) tires on dual rear wheels. Retractable step. Listed gross wt. 20,000 lbs.

For complete information, write Robert O'Leary, 465 Colford Ave., West Chicago, Ill. 60185 or phone 212-231-1188.

Employment Services

**STATION MANAGERS**
Why look for personnel? Call
Radio-TV Personnel Placements
2050 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

Miscellaneous

**HRR**
National Radio Research
Specializing in custom radio surveys from $169.50
406 Poseo de Paule—Casa Grande, Arizona

BROADCASTING, Oct. 5, 1970
F.C.C. License in (5) Weeks
"Learn Electronics"

Over 97% of REI Graduates over the past 7 years, have received their First Class Radio Telephone License. Our newly revised course for the new FCC Exams includes training in Directional Antenna Systems.

We Have A School Near You . . .

809 Caroline Street, Frederickburg, Va. 22401
3123 Gillham Road, Kansas City, Mo. 64109
875 E. Colorado Street, Sylndale, Calif. 91335
1356 Main Street, Sarasota, Fla. 33577

Write the school of your choice, or call toll free: 1-800-237-2251 . . . Florida residents call: (813) 955-6922.

(Accepted for Veterans Training)

F.C.C. 1st PHONE in six weeks
- LOCATION
- COMPREHENSION
- KNOWLEDGE

Finest Instructors
- Years of practical experience

Intensive Methods
- Animated Electronic Films

Reasonable Costs
- Only one charge to completion

Selected Accommodations
- Student rates at Hollywood-Plaza Hotel

Top Results
- Our students obtain their firsts

Bank financing available for tuition and housing

LEARN
at the Nation's oldest and most respected
School of Broadcast Training
DON MONT SCHOOL OF RADIO & TV
(established 1937)

Next Accelerated Class Starts
Oct. 12, 1970

for additional information call or write
DON MONT SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
HD 2-3281

FOR SALE STATIONS

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-2430

SOUTH FLORIDA
Full time AM. Substantial gross, $170,000 down. 10-year payout. Serious financially qualified principals wishing purchase top facility booming market, write:
Box, J-218, BROADCASTING

LARSON/WALKER & COMPANY
Brokers, Consultants, Appraisers
Los Angeles, Calif. 90038
Area Code 213-464-7729

2045 Peachtree Road
Atlanta, Ga. 30309

Chapman Associates
Media Brokerage Service

BROADCASTING, Oct. 5, 1970
Tulare County between them,

**KBEY(FM)** Kansas City, Mo.—Broadcast Bureau granted

**KTVV(TV)** Trenton, N.J.—Broadcast Bureau granted
mod. of CP to change trans. and ant. Err. Sept. 22.

**WUTV(TV)** Buffalo, N.Y.—Broadcast Bureau granted
mod. of CP to change trans. and ant. Err. Sept. 22.

**KRSB(FM)** Roseburg, Ore.—Broadcast Bureau granted
mod. of CP to change trans. and ant. Err. Sept. 22.

**KVTX(TV)** Laredo, Texas—Broadcast Bureau granted
mod. of CP to change trans. and ant. Err. Sept. 22.

Other action, all stations

**FCC** authorized use of FM boosters and trans-

transmitters to comply with conditions of rules (Doc. 17159). Action Sept. 23.

**FCC** granted petition by NBC for reconsider-
action of decision by Chief Counsel of Bureau, that NBC's presentation of "Air Traffic Control System, Inc. v. FCC," 176 U.S. 32, 33 (1919) was improper and that in overruling NBC, FCC failed to present conciliating view. Action Sept. 23.

**FCC** renounced Emergency Broadcast System Foundation to Improve Television that application to amend rules to ban "national violence and horror" programs at time when children are likely to view them will be considered after office of the surgeon general has completed study of effects of violence and horror. Action Sept. 23.

**FCC** pronounced amended rules requiring specific authorization for relocating main studio of FM outside community of license. Action Sept. 23.

**Grand Mesa Television, Delta, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Delta, with commentator Colton Colby, ch. 12 by rebroadcasting KOAA-TV, Pueblo, Colo. Action Sept. 17.

**Grand Mesa Television, Paonia, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Paonia, with commentator James Miller, ch. 11 by rebroadcasting KOAA-TV, Pueblo, Colo. Action Sept. 17.

**WIFI Inc., Owensboro, Ky.—Broadcast Bureau granted CP for new UHF translator in Owensboro by rebroadcasting WFIE-TV, Evansville. Ind. Action Sept. 22.


**Brady, Rochelle and rural area, all Texas—**

**WOLE(TV) Puerto Rico—FCC renrated annica-

**CATV** Applications

**KESM-FM** El Dorado Springs, Mo.—Seeks assignments of licenses from Paul Vaughn to Daryl L. Fredine for $52,500. Seller: Paul Vaughn, route owner. Tuc- pulate county between them, California: KAIL—

80 (FOR THE RECORD)
He sells the market before the station—and it pays off

and staff. The studio-office plant has been doubled and totally renovated and improvements are still under way, the latest addition being a custom $500,000 color-mobile unit and with new transmitter and antenna still to come. Nine live color cameras head the list of more than $2 million in gear already installed.

The staff in early 1966 included 35 full-time and part-time people. Today it includes 68 full-time plus more than a dozen part-time employees. News alone accounts for a staff of 11.

When Mr. Jungers was elevated to executive vice president earlier this year, WGN(AM), Quota's World Continental president, cited the promotion as "an expression of faith and admiration for a tremendous job of vitalizing what had to be one of the sickest television properties in the country at the time it was acquired."

Mr. Jungers had been well primed for the rebuilding job at the time, though neither he nor WGN Continental knew it would take so long. In the fall of 1965 when the purchase was made subject to FCC approval, Mr. Jungers moved to Denver and set up office in a hotel to begin community surveys and related planning.

Technical and other support was being readied in Chicago for instant airlift to Denver. FCC granted the sale of KCTO(TV) the afternoon of Friday, March 4, 1966, and it was consummated that evening. The instant color airlift began and Monday morning KWGN-TV was born amid heavy local promotion.

The long haul since then has demanded performance, Mr. Jungers admits, plus the involvement of the staff in all facets of Denver life. "You have to be willing to spend money to make money," he says, "but you also have to be willing to give of yourself and your facility to every worthy activity." He and KWGN-TV have, as multiple awards attest.

This summer KWGN-TV became the first independent station in the country to win the National Press Photographers Association's "Newsfilm Station of the Year" award in its 12-year history. It was for excellence in over-all coverage, including unique news feature films often done without narration. State awards have been won this year for best promotions and local color commercials, as well as news.

Mr. Jungers this past weekend marked his 10th anniversary with the WGN Continental Group—the second time around. He earlier had been a local salesman at WGN(AM) Chicago in 1955-57 but left to spend three years in sales at WMAC(AM) Chicago and NBC Radio Spot Sales there.

His expertise in broadcast-type selling came with Chicago-area work for Sturecast Corp. of America, followed by a brief stint with Alcoa.

"But my real indoctrination came at WGN and later KWGN-TV," he recalls. "Without it," he admits, "we never could have won the West."
Balance of powers

President Nixon's new Office of Telecommunications Policy, it now turns out, has been given a function almost as big as the man in charge wants it to be. To judge by his first public discussion of the job he just assumed, the man in charge has large vision.

Dr. Clay T. Whitehead, in a news conference extensively reported in this magazine's Sept. 28 issue, outlined his concept of his new realm: OTP will be the President's adviser on telecommunications, will coordinate the government's own telecommunications activities, will allocate the government's share of the spectrum among government users, will consult with the FCC on the division of frequencies between government and nongovernment users, and will be the spokesman for the executive branch in the formulation of policy at the FCC and in Congress.

It is the last assignment that constitutes a whole new role for the executive branch and indeed for the President in the system of communications regulation.

True, the OTP has no legal authority beyond that of any other petitioner in FCC affairs, but if it operates with the weight of the President behind it, as Dr. Whitehead says it will, and if it is aggressive in its presentations, it is bound to have a practical advantage over other petitioners. Only an FCC membership of sturdy independence is apt to treat a President like anybody else.

During last Wednesday's brief hearing on the confirmation of Dr. George F. Mansur to be Dr. Whitehead's deputy, Senator John Pastore, the Communications Subcommittee chairman, made it clear he would be watching the works of OTP. Other eyes will join his in the inspection from the Hill—where the FCC has, since its origin, been considered a creature of Congress, not of the executive branch.

Empty package

With cries of triumph, as might accompany a legislative solution to poverty, crime, campus unrest and the Indochina war, all in one swoop, the Congress has passed the political-broadcasting bill. As its advocates describe it, the measure assures the ultimate democratization of the American political process.

If it is listening, the public once again is being gulled.

The bill would impose a ceiling on the amounts to be spent on radio and television advertising by any candidate for the Presidency, Vice Presidency, Senate, House, a government or lieutenant governorship. It would also require broadcasters to give candidates the lowest applicable advertising rates. Utopia! "Poor men can run for office without being swamped by rich men," exulted John Pastore (D-R.I.), the Senate's floor leader for the bill.

Senator Pastore, an experienced politician, knows better. In no way would the bill limit a candidate's nonbroadcast expenditures. In no way would it strengthen present laws, which are notoriously weak, governing campaign contributions. Legislators who voted for the bill could do so in the warm comfort of knowing they could go on spending as much money as their ingenuity and political commitments could raise on newspapers, billboards, bumper stickers, direct mail, airplanes, motorcades, campaign workers or any other service or commodity, except radio and television. And the suppliers of all of those services and commodities could go on charging whatever the traffic will bear.

As an exercise in discrimination against broadcasting, the bill takes its example from the pioneer work on cigarette advertising. It was with cries of triumph that this same Congress wiped out $240 million a year in broadcast revenue from cigarettes while avoiding the erection of any obstruction to cigarette sales. That act, trumpeted as the beginning of the end of cancer, heart disease and who knows what other scourge, was taken in the face of incontrovertible evidence that in every other country where broadcast advertising had been denied or curtailed there had been no effect on cigarette consumption.

The professed objective of the political-broadcasting bill—to impose reasonable ceilings on the costs of running for public office—is commendable, as was the professed objective of the outlawing of cigarette advertising on the air—to protect the public health. But neither objective will be attained, and those legislators who thought otherwise when they voted for the measures were either mesmerized by their colleagues' oratory or incredibly naive.

There is time for President Nixon to veto the political-broadcasting bill after his return from Europe. He should do so, and with a message strong enough to dissuade sincere members of the Congress from overriding him.

If the Congress is genuinely interested in imposing sensible limits on campaign spending, it will extend this bill to cover all purposes and all media, and it will find broadcasters on its side. That kind of bill would in fact accomplish what this one won't, and without the discriminatory effects on radio and television.

The right track

Hartford Gunn is a name that commercial broadcasters may come to revere. As the president of the newly constituted Public Broadcasting Service, Mr. Gunn last week offered his facilities as the refuge for fairness-doctrine cases.

Mr. Gunn realistically appraised the limited capacity of the commercial television system to accommodate all the demands for access that arise nowadays. He said non-commercial television was "the logical choice as the voluntary forum for extended, serious national dialogue."

This indeed is one of the main functions that the non-commercial system ought to perform. Mr. Gunn deserves all the support that commercial broadcasters can give him.
TIMES HAVE CHANGED

Today, a Dallas Cowboy is a guy who runs and kicks and tackles for 60 minutes on a Sunday afternoon in October or November.

And that's only one of the things that's different and new and exciting in the million plus Dallas-Fort Worth market of the seventies. You'll run up a big score here when your advertising talks to Dallas-Fort Worth on WBAP-TV.
The drunk driver will kill 673 of us this week. Is your number up?

Last year, 35,000 Americans were killed in crashes where drunk driving was involved. That averages out to 673 a week.

This may be your week.

Or maybe you'll be one of the two million or more slightly more fortunate people who will merely be injured in an alcohol-related crash sometime during the course of the year.

The situation is bad, and each year it gets worse. But it can be turned around if you're willing to help in a few simple ways. As a beginning, each state needs the tough, effective drunk driving laws recommended by the National Highway Safety Bureau. (24 states now have these laws.) The next step is fair, impartial enforcement of the laws.

Help stop the traffic slaughter.

For a free copy of the new booklet, "The Drunk Driver May Kill You (What You Can Do To Help Get Him Off The Road)," write to the Safety Director, Allstate Insurance Company, Northbrook, Illinois 60062.

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