Nixon vetoes ceilings on candidates' air advertising
Must antismoking spots be carried after cigarettes go?
Civil Rights Commission wants FCC to get tough
President, at radio conference, stresses private rights
Just possibly the most important
16 MINUTES
in the future of your FM station!
Solid Gold Rock & Roll is the most exciting contemporary sound ever developed for automated FM stereo stations.

What can Solid Gold Rock & Roll do for you?
- It can build a solid audience in the important 18 to 49 age group.
- It can dramatically increase your ratings — and revenues.
- It can reduce your operating costs by keeping your staff requirements to a bare minimum.

Solid Gold Rock & Roll is the latest from Drake-Chenault, who also produce the highly successful HitParade '71, The History Of Rock & Roll, and the Drake jingles.

Solid Gold is based on the tight uncluttered sound that has made WOR-FM in New York a phenomenal success.

It is the very best of rock and roll music. Not underground — but the top hits of the past decade plus current favorites. And each selection is announced by a top disc jockey.

The package includes personalized musical logos. An engineering breakthrough provides the smoothest, tightest programming possible. And the service is continuously updated.

Solid Gold Rock & Roll is available on an exclusive first come, first served basis in each market through American Independent Radio.

So act today. It could just possibly be the most important 16 minutes in the future of your FM station.
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.
Self regulation

Favorable response is building for independent Advertising Review Council proposed by Quaker Oats Co.'s Victor Elting Jr., chairman of American Advertising Federation, both he and AAF say, despite opposition by couple of major advertisers so far. Supporters include FCC Chairman Dean Burch, Senator Warren G. Magnuson (D-Wash.), among others, plus sprinkling of broadcasters. Networks are silent. Mr. Elting regrets inadvertent first-draft mention that $1.5-million assessment of TV would pay bill. His aim is that all advertising support voluntary plan. AAF has proposal on Nov. 17-18 board agenda, is pursuing concept seriously.

Shorthanded

FCC will be operating as five-man agency for several weeks beginning next Monday (Oct. 26). Robert T. Bartley, dean of commission, enters George Washington hospital for cataract surgery (one eye) and will be hospitalized for week. He won't return to office for about four weeks but will be available on call or for possible oral argument where no reading is entailed.

Second absentee is commissionership vacated by Kenneth Cox, who entered private practice last month and whose successor, Cincinnati attorney Sherman Unger, awaits confirmation by Senate. Hold had been placed on Unger nomination because of Internal Revenue review of his 1968 tax return involving what has been described as "routine check." But with Congress in recess until after Nov. 3 elections, no action is possible anyway.

Buckling down

FCC staff is moving fast in study commission ordered two weeks ago of television program service in top-50 markets (Broadcasting, Oct. 12). Staff has already collected all data on programing—news, public affairs and "other" (agricultural, instructional and religious)—and on public-service spots and commercial quantity. It has yet to dig out financial information. Next big job in study will be categorizing stations—by kind of station and market size. At present rate, chance of staff bringing in study within month set for task looks good. Study is being made in connection with planned overhaul of commission license-renewal procedures.

Meanwhile, staff has completed, and submitted to commission for possible publication, description of present renewal procedures. Purpose of publication would be to inform licensees of how their applications are handled, thereby making it easier for them to fill out applications in way that would facilitate processing.

More trade-outs

General Foods Corp., White Plains, N.Y., is understood to be involved in extensive program-for-TV advertising project in which company is offering up to 100 TV stations six one-hour musical specials, Doodletown Pipers, in return for two minutes of time on each program. General Foods tested program, keyed to holidays and seasons of year, in seven major markets this summer and decided to make it available throughout country. Program, produced by Triangle Television, is being offered to stations by General Food agencies, including Benton & Bowles, Grey Advertising, McCann-Erickson, Ogilvy & Mather, and Young & Rubicam, all New York.

Whose tab?

ABC-TV has yet to resolve question of whether it will continue to absorb its increase in AT&T rates for network interconnection after end of this year. Review of issue—which hinges in large part on extent of affiliates' clearances of ABC-TV programs—is scheduled to be made at meeting of ABC-TV affiliates board of governors, tentatively set for Nov. 18-19 in St. Croix, Virgin Islands. ABC-TV had originally elected to absorb AT&T rate hike for one year, later extended this to 15 months—till Dec. 31, 1970, at which time ABC estimates it will have absorbed $7 million in rate boost since Oct. 2, 1969 (Broadcasting, July 20).

Friend on scene

Broadcasters may credit Herb Klein, President Nixon's director of communications, for working up position papers favoring veto of political-broadcasting bill, which came last week (story, page 15). Operating at low visibility, Mr. Klein collected arguments against bill from knowledgeable legislators and broadcasters, set them out in memorandum to President.

Collectors' item

Agency slow-pay problem, especially acute for broadcasters, probably will run through first half of 1971, according to best estimates of experts meeting in Milwaukee last week at Advertising Media Credit Executives Association, old newspaper-oriented group now expanding to include radio-TV as complement to Institute of Broadcast Financial Management. Usual 30-60-day lag that has run to 90-120 days recently, and longer in some cases, is not all due to paperwork tangle and high prime rate. Agency sources also admitted to AMCEA that high turnover in clerical staff is big factor and low-pay practices require review. Tougher collection effort and curbing of media availability to chronically slow payers, meanwhile, are best answers offered by some AMCEA leaders.

Waiting game

FCC's new Broadcast Bureau chief, Francis Walsh, is having tough time lining up his number-two man by promotion from within. It's been known for weeks ("Closed Circuit," Aug. 7) that Robert J. Rawson, incumbent chief of renewal and transfer division, was his selection as deputy chief of bureau, replacing James Juntilla, controversial attorney who since has moved to Common Carrier Bureau. Mr. Rawson had been registered Democrat, but job level isn't in category that would entail patronage clearance for 35-year government career lawyer. All that's needed ordinarily is FCC vote.

Paper load

Major sticking point appears to have developed between broadcast industry representatives and FCC staff on questionnaire being formulated for use in commission's study of conglomerate ownership of broadcast properties. It involves request for copies of wide variety of correspondence, reports and minutes over past three years that relate to all manner of broadcast operations—financing, budgeting, advertising, staffing, among them. Individual members of committee that advises Office of Management and Budget in clearance of forms to broadcasters feel file search that question would require would impose undue burden on licensees. Staff has sharpened question to make it more specific, but says it knows no way to simplify task further.

Matter may be resolved Wednesday, when full advisory committee and commission staffers meet with OMB officials on questionnaire. Beyond major sticking point, most issues appear to have been resolved.
“YOUTH QUESTIONS”

AMERICAN LEGION AUXILIARY
1970 GOLDEN MIKE
AWARD
PRESENTED TO
wmaz-tv

In a world filled with reports of juvenile delinquency, WMAZ-TV pointed to the encouraging side of today’s youth with their program, “Youth Questions”. It emphasized juvenile decency and the strong moral convictions of today’s younger generation. The American Legion Auxiliary gave it a Golden Mike Award for America’s best local television program in the interest of youth. Another example of the caliber of public interest programs presented to WMAZ-TV viewers.

CHANNEL 13 MACON, GEORGIA

MULTIMEDIA
A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WFBC-TV, Greenville, S. C.
Democrats and dissenting Republicans term President Nixon’s veto of political-broadcasting bill political outrage. As Congress recesses, question is how long after Congress returns will bill stay dead. See...

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What is broadcaster’s responsibility on smoking-and-health issue? This is question FCC is asking in request for comments on possible fairness-doctrine, public-interest obligations after cigarette ads are banned. See...

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Civil Rights Commission urges FCC to take active role in programing and tougher license-renewal stand as one solution to racism and civil rights problems; wants easier entrance for minorities into broadcasting. See...

**Can the FCC engineer racial justice?**  ...24

Taft Broadcasting Co. and WKBN Broadcasting Corp. vigorously oppose petitions by local black groups to deny license renewals of their stations in Columbus and Youngstown, Ohio. See...

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More advocates for local regulation and technical standards crop up in second group of comments on number of aspects of FCC’s package of proposed rules for cable television. See...

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FCC bends ear to pleas by ABC and NBC and extends 'until further order' Oct. 1, 1971, effective date of ruling requiring networks to divest themselves of domestic program syndication operations. See...

**More time for syndication cut-off**  ...38

Midwest Video Corp. seeks court reversal of FCC orders requiring CATV systems with over 3,500 subscribers to originate programing and limiting kinds of programs CATV’s may transmit. See...

**Can FCC force CATV programing?**  ...40

FCC Commissioner Nicholas Johnson angrily accuses NBC-owned WRC-TV Washington of 'censorship' after station deletes from program statement he made referring to sexual implications of hair-spray commercials. See...

**Whose taste is to be trusted?**  ...45

American Telephone & Telegraph and Communications Satellite Corp. are expected to file with FCC for approval of joint operation of satellite system. Comsat would provide two satellites; AT&T, earth stations. See...

**Two giants team up for space race**  ...49

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In 1870, the American Correctional Association proposed the first prison reforms in the United States.

One hundred years later, hardly any of their resolutions have seen the light of day. If anything, prison conditions are now more deplorable than ever.

Because of this, Group W's Urban America Unit prepared the 90 minute documentary, "On Trial: Criminal Justice." In it you hear about the horrors of prison life from the experts, Prisoners.

One man, in a psychodrama of his life, re-enacts the hideous events that culminated in murder.

Another prisoner tells what he had to endure in order to receive prescribed medicine for his infected foot.

"On Trial: Criminal Justice," was filmed at the 1970 Maryland Workshop on Crime and Correction. It's a confrontation between prisoners, guards and judges. And another one of the 52 prime-time specials Group W is presenting on its five television stations this year.

This time we bring you a special on the problems of criminal justice. Because maybe the real crime is not knowing about them.
Times-Life station deal being negotiated

Prospective buyer is Combined Communications

Time Inc. may have found buyer for its string of domestic broadcast properties that have been on block for some time. It is negotiating for sale to Combined Communications Corp., Phoenix-based owner of smaller station groups and other media. Price is said to be higher than $71 million discussed earlier with McGraw-Hill in deal that never jelled.

In joint announcement, Time and Combined Communications confirmed negotiations, but said little else. On good authority it was learned that details of financing remained to be settled. Combined Communications must also arrange for disposal of two of seven VHF television stations included in total present holdings of buyer and seller. Anyhow conceived, transfer of other properties would be submitted for FCC approval on promise that Combined Communications would divest itself of radio stations, within reasonable time, to comply with one-to-customer rule.

One of the CCC's present stations that will reportedly be spun out of deal is KBLU-TV Yuma, Ariz. (ch. 13, CBS-TV affiliate), which, according to some reports, may be turned over to educational use. CCC's other TV properties are KTAR-TV Phoenix (ch. 12, NBC-TV affiliate) and KCOO-TV Oklahoma City (ch. 5, ABC-TV), which company acquired for $6.5 million only last July.

Time-Life Broadcast TV stations are WPBM-TV Indianapolis (ch. 6, NBC-TV); KLZ-TV Denver (ch. 7, CBS-TV); WOOD-TV Grand Rapids, Mich. (ch. 8, NBC-TV); KGOO-TV San Diego (ch. 10, NBC-TV), and KERO-TV Bakersfield, Calif. (ch. 23, NBC-TV).

CCC also owns KTAR-AM-FM Phoenix, KBLU(AM) Yuma and KYC(AM) Prescott, Ariz. Its nonbroadcast holdings include Eller Electric Sign Co. of Detroit, Phoenix and Kansas City, Mo.; Eller Outdoor Advertising in Michigan, Arizona and Kansas City; Phoenix magazine; Arizona Wildlife Sportsman and Sports News Weekly.


Time is widely held public company.

CCC is publicly traded, but chief stockholders are John J. Louis Jr., chairman (17.8%), and Karl Eller, president (14.3%).

First word that Time-Life Broadcast stations were for sale appeared early last month ("Closed Circuit," Sept. 7). At that time Barry Zorthian, T-L president, admitted offers were being received and entertained.

FCC honor defended

FCC Chairman Dean Burch used unusually strong language in rebuking Phil Edwards, chairman of Broadcast Advertisers Reports, for letter to commission that chairman said was "offensive." Chairman, in Oct. 9 letter that came to light Friday (Oct. 16), was responding to Mr. Edwards complaint, filed Oct. 1, concerning International Digi- sonics Corp. and its counsel and director, former FCC Chairman Newton N. Minow.

Mr. Edwards, whose firm is potential competitor of IDC in business of electronic monitoring of television commercials, had said that commercials encoded by IDC were not complying with commission rules. But what appeared to irk chairman was Mr. Edwards' suggestion that, because he is former FCC chairman, Mr. Minow "has insider's knowledge of the commission's vulnerabilities" (BROADCASTING, Oct. 5).

Chairman Burch said if matter were left to him, he would disregard BAR letter on ground it is "scandalous" and in such "poor taste as to preclude" its consideration as official pleading.

"Whenever you suggest that former FCC commissioners have "insider's knowledge of the commission,"" chairman added, "You are impugning the integrity of each present commissioner and each member of the [commission] staff."

Stand fast: Goodman

NBC President Julian Goodman urged broadcast journalists to resist pressures "official and unofficial"—and noted "it should be apparent that the push [against radio-TV journalism] will very quickly become a shove if we show signs of knuckling under."

Mr. Goodman's remarks are contained in speech for delivery in San Francisco today (Oct. 19), at NBC Radio Network Affiliates convention. Mr. Goodman said electronic jour-

nalists must stand by their "professional commitment to resist pressure and criticism—no matter what disguise they wear." He said there is "no question that the news media—especially radio and television—are under pressures, official and unofficial, that are perhaps greater than at any other time in our history."

He said he is concerned over "a growing obsession among broadcasters with what can best be called 'keeping out of trouble in Washington.'" Mr. Goodman said: "Of course we have to keep out of any trouble that threatens our ability to do our jobs and to stay in business. But we will keep out of trouble in Washington the same way we keep out of trouble anywhere else: by going about our work carefully and responsibly."

In Goodman cited editorial in Oct. 12 BROADCASTING and commented: "What we intend to do is to go about our job as we have before, as professional journalists, and not to be influenced by the outside pressures which are—as the editorial in BROADCASTING goes on to point out—always a part of a journalist's job."

Mr. Goodman's example from NBC's recent experience was its appeal to FCC on "private pilots" fairness problem that it won; commission holding that NBC did not violate fairness doctrine in Huntley-Brinkley newscast segment that private pilots said reflected adversely on them (BROADCASTING, Sept. 28).

Campbell renews 'Lassie'

Wrather Corp. and Campbell Soup Co. have reached three-year agreement on Campbell sponsorship of 150 Lassie half-hour TV programs on network TV between September 1971 and September 1974. Cost will range from $5 million up to $7.25 million, depending on number of new episodes, according to Wrather.

Campbell has been sponsoring Wrather-produced Lassie for past 16 years on CBS-TV (Sun. 7-7:30 p.m.) and present contract expires in September 1971.

FBI help is sought

Delegation of broadcasters late Friday (Oct. 16) extracted promise from Anthony Ferris, U.S. attorney in Houston, to request federal intervention in investigation of bombing of Pacifica Foundation-owned KPFT(FM) Houston on Oct.
6. Bombing was second at noncommercial station in five months (Broadcasting, Oct. 12). No arrests have been made in either bombing.

Meeting with Mr. Ferris were: Rudy Hurwich, Pacifica president; Willard E. Walbridge, board chairman, National Association of Broadcasters and executive vice president, Capital Cities Broadcasting Co., Houston; William Kling, assistant director for radio projects, Corp. for Public Broadcasting; Dan Neal, president of local governing board of KPFT, and Larry Lee, KPFT station manager. Cited were precedents for federal intervention and protection against bombings. Mr. Hurwich also claimed KPFT's First Amendment rights were breached by station being forced off air as result of $35,000 bombing damage.

Mr. Walbridge noted that NAB had "interceded with attorney general of the United States" on June 9 after first KPFT bombing. He recalled that no action was forthcoming, but urged that FBI now assert its jurisdiction. He cited crime bill signed by President Nixon last week to "underpin" his position.

Mr. Walbridge noted: "I believe that any radio or TV station in the nation is entitled to federal protection because it is federally licensed."

Workshop is postponed
Radio commercials workshop, scheduled to be held in New York tomorrow (Oct. 20), has been postponed till early in 1971. Announcement Friday (Oct. 16) by Stephen B. Labunski, WMCA (AM) New York, chairman of International Radio and Television Society-sponsored event, said postponement was deemed advisable because mixup in mailing of promotional material had left advertising agencies with too little time to plan for attendance by their creative people.

Johnson phrase hit
Senator Marlow W. Cook (R-Ky.) Friday (Oct. 16) strongly criticized street phrase made on wrc-tv Washington by FCC Commissioner Nicholas Johnson, but later deleted before airing.

Senator said in letter to FCC Chairman Dean Burch, that similar conduct in future could result in demand for Johnson's resignation.

Deleted comments, critical of oversexuality in hairspray commercials, were made on station's Georgetown University Forum (see page 64).

Mr. Johnson, in response to censoring of two sentences, characterized action as "the height of arrogant irony."

Senator Cook defended deletions and classified Mr. Johnson's response as "arrogant."

Oppose pluga rule
Three networks and National Association of Broadcasters have registered opposition to FCC's proposed anti-plugava rule, which would require licensees and their employees to disclose financial interests in services and commodities receiving on-air promotion.

In unusual comment, ABC, CBS, NBC and NAB advised FCC to continue applying approach of Section 317, which limits disclosure requirements to instances where presentation of product or service is beyond that reasonably related to program content. They said proposed rules would be difficult to interpret and add clutter to broadcasts.

Endorses ACT petition
Joan Ganz Cooney, creator of ETV's much-honored Sesame Street and president of Children's Television Workshop, Friday (Oct. 16) called for end to commercials on children's programs and urged that quality of programming be upgraded.

Occasion of remarks was First National Symposium on Children and Television, held last Friday and Saturday in Boston.

Symposium was co-sponsored by Kennedy Memorial Hospital for Children, Boston University School of Public Communication and Action for Children's Television. ACT had asked FCC to ban commercial sponsorship of children's programing and require broadcasters to devote 14 weekly hours weekly to such programing during specified time periods (Broadcasting, April 6). Request has been accepted by FCC as petition for rulemaking.

In endorsing ACT's petition, Mrs. Cooney said: "Children ... between those who view children's television as means of selling products and those who view it as means of enriching and educating young."

NAB asks short warning
National Association of Broadcasters has urged Federal Trade Commission to simplify proposed warning to accompany advertising of insecticides, weed killers and other pest control products. FTC had proposed that such advertising carry phrase: "Warning: This product can be injurious to health; read the entire label carefully and use only as directed."

NAB chief counsel John S. Summers suggested alternate statement that product "should be used only as directed."

He said longer and more cumbersome message proposed by FTC would "all but preclude" five or 10 second spots on radio because advertisers could not run both advertising messages and full warning in that brief period.

Tenth of point counts
Networks were in virtual three-way tie, with ABC-TV fraction of point ahead, for week ended Oct. 11 in Nielsen 70-market multinet area (MNA) average ratings 7:30-11 p.m., out Friday (Oct. 16). ABC had 18.3 and CBS and NBC were tied at 18.2.

Nights of week won by networks also were nearly divided. CBS won Wednesday, Friday and Saturday; ABC Tuesday and Sunday; NBC Monday and Thursday. ABC and NBC had four shows each in top 10. CBS had two.

NBC's new Flip Wilson continued in top 10 (eighth place). Seven other new shows made top-40 list in MNA's; CBS's Mary Tyler Moore was 13th; CBS's Arnie was in bottom 20 as were ABC's Make Room for Grandaddy, and Partridge Family, and NBC's Nancy and Red Skelton.

Top 10 in MNA's: (1) Marcus Welby (ABC); (2) Movie of the Week (ABC); (3) Bob Hope Special (NBC); (4) Medical Center (CBS); (5) FBI (ABC); (6) Ironside (NBC); (7) Here's Lucy (CBS); (8) Flip Wilson (NBC); (9) Bold Ones (NBC) and Mod Squad (ABC).
October

Oct. 18-20—NBC Radio Network affiliated stations annual convention, Julians Goodman, president; Sterling A. Watson, president, NBC Radio division, are among speakers. Mark Hopkins Hotel, San Francisco.

Oct. 18-20—North Central CATV Association fall conference, Northstar Inn, Minneapolis.


Oct. 21-23—Missouri Broadcasters Association fall meeting, Plaza Inn, Kansas City.

Oct. 22—New deadline for comments on FCC's proposed rules permitting CATV systems to import distant signals subject to a specified payment for public service. Previous deadline was Oct. 1 (Doc. 18997-A). Nov. 23 reply date is not being extended. FCC said staff is to brief commission Dec. 7 on comments then on file and subsequently it will conduct hearing on CATV policy.

Oct. 22—New deadline for comments on FCC's proposals concerning technical standards for CATV systems. Previous deadline was Oct. 7 (Doc. 18994).

Oct. 22—New deadline for filing comments on FCC's proposed rules concerning diversification of ownership and CATV stations and inquiry into formulation of regulatory policy (Doc. 18991).

Oct. 22-23—Annual fall convention, Ohio Association Broadcasters, Regency Hotel Columbus.


Oct. 23-31—22d Cine-meeting of International Film, TV Film and Documentary Market (MIFED) in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or telex to their address for information and bookings: MIFED-Large Domodossola 1-10145 Milano (Italy). Telecom: MIFED-Milan 218666, Penticam.


Oct. 27—Meeting of Connecticut Association of Broadcasters, Park Plaza, New Haven.

Oct. 28—Deadline for reply comments on FCC's 1979 National Association of Broadcasters conference schedule.

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmier House, Chicago.


Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 26-27—Ramada Inn, San Francisco. (For list of NAB's 1971 fall conference dates, see Broadcasting June 29).

* Indicates first or revised listing.
FIRST IN THE NATION

WFAA-TV's AWARD-Winning NEWS TEAMS ARE FIRST TO ORIGINATE FOUR HOURS OF NEWS-FORMAT PROGRAMMING PER DAY*

"NEWS 8 ETC..." 7-8:30 AM
Morning news with interviews delving into local reaction to today's top stories.

"NEWS 8 AT NOON" 12-12:30 PM
Noon news and weather plus film reports and first-hand information from reporters returning from morning assignments, includes live interviews with news-maker guests.

"CHANNEL 8 NEWS" 5:30-6:30 PM
Following ABC's Frank Reynolds, an hour of local and national news, sports and weather, filmed, compiled and edited by a crew of 52 dedicated professionals, plus Chet Huntley commentary.

"CHANNEL 8 NEWS" 10-11:00 PM
A complete award-winning report of today's top news, sports, and weather, including Paul Harvey commentary. Within the past year, WFAA-TV's news teams have shot, processed and edited more than one million feet of color film.

*Survey of Top 30 Markets originating news Monday through Friday. (If you know of any station that produces as much or more news, we'd like to hear from you)

WFAA-TV DALLAS-FORT WORTH

Warwick & Legler’s toughest client—Warwick & Legler

It’s a funny thing about advertising agencies. We earn our keep making ads, but we hardly ever run ads for ourselves. In fact, Leo Burnett, Young & Rubicam and Cunningham & Walsh are just about the only major agencies I can think of that ever ran their own regular campaigns. Isn’t it strange that more of us don’t practice what we preach?

Well, a few months ago Warwick & Legler decided the time had come for a house campaign. First of all, we felt there were a lot of people out there who didn’t know too much about us.

Second, the people who did know about us tended to think of us as a somewhat conservative agency. Sound as hell, but not the kind to set the world on fire.

And third, we felt we had a great story to tell. We had quietly been turning out some of the best advertising in the business, and this was reflected in a 20% growth for us in the last six months. So even though our prime prospects didn’t think of us as the type to set the world on fire, the truth of the matter was we were starting a blaze. And we wanted everybody to know.

So our objectives were clear. And we were also clear about what our theme should be: Warwick & Legler, the quiet hot shop. Ad Daily had coined the nickname in an article about us, and we thought it fit.

It was just about this time in the project that the media director suggested radio. Some of us, including me, thought he was crazy. But the more we thought about it, the more the idea took hold.

First of all, the demographics were impressive. The early-morning news programs had large audiences of exactly the people we wanted to reach. And it was hard to resist the fact that no major agency had ever done a radio campaign. We’re always telling our clients about the importance of a creative media buy. So, we decided to give radio a try.

Once we actually sat down to write the campaign, I must admit we all became slightly self-conscious. We were demanding, overly critical; almost impossible to please. (I guess an agency makes the world’s worst client, just like a doctor makes the world’s worst patient. Maybe because we both know too much.) We tried and rejected just about every kind of execution you can think of. We tried a jingle. We tried testimonials. We tried using samples of radio and TV commercials we had done for our clients. We even tried straight, stand-up jobs.

And finally we tried, and settled on, humorous vignettes that told about our growth in a provocative, friendly, off-beat sort of way. We wrote 14 commercials before we finally settled on two. (Humor is the trickiest thing in the world to do right. I mean, what makes people laugh is the world’s most elusive thing.)

The two commercials we ended up with were zany, irreverent, informative and to us, very funny. We knew people would either love ‘em, or hate ‘em—but we were sure nobody would ignore them.

In fact, I’d like to reprint one of them for you right now.

(Sounds of a cocktail party)
Woman: What did you say you do again?
John Warwick: I’m the president of Warwick & Legler advertising, the quiet hot shop.
Woman: Oh, the Hot Shoppes! I’ve stopped at your restaurants many times, just off the turnpike.

JW: No, we’re on Park Avenue...
Woman: Oh, how convenient! And colorful. I just love your darling orange roofs!
JW: That’s Howard Johnson’s.
Woman: Yes. And what sort of food do you have at your Park Avenue place, Howard?
JW: We don’t have food, we’re an ad agency. And anyway, my name is John.
Woman: Oh, John Johnson! How alliterative. Then dear Howard must be your father.

JW: No, no, you’ve got me confused with a restaurant chain.
Woman: Well, you did say something about a hot shop.
JW: Because Ad Daily calls our agency the quiet hot shop.
Woman: Then you deliver. What’s the specialité de la maison?
JW: We don’t have a specialty. We’re diversified. Watches, whiskey, airlines, cosmetics—you name it, we’ve got it. Or we’re getting it.
Woman: Ohhh! And to think it all started with an ice cream cone!

Voice-over: Recently, Ad Daily, the advertising trade paper, called Warwick & Legler the quiet hot shop. Quiet, because we haven’t made a lot of noise about the work we do. Hot, because in the last few months our billings have increased over 20%.

Woman: How could I have made such a stupid mistake? But tell me, Mr. Howard, are you open for luncheon on Saturdays?
The commercials ran for four weeks, and the letters came in droves.
The letters ran about 6-to-1 in our favor, and although the negative ones made us wince a little, we figured our batting average was pretty good.

No, we haven’t picked up any new piece of business yet as a result of the campaign. That wasn’t our immediate objective (although we must admit it would have been a nice little bonus.) What we did succeed in doing was to get people thinking and talking about Warwick & Legler again. And the radio campaign is just the beginning.

Robert D. Miller in April 1969 left BBDO where he was vice president and associate creative director to join Warwick & Legler as a senior vice president and creative director. Mr. Miller is also a member of the agency’s management committee, and is the co-author of a musical comedy, “O Say Can You See!,” which ran off-Broadway in 1963. In this article, Mr. Miller writes of Warwick & Legler’s radio campaign promoting itself as the “quiet hot shop” that ran in New York last summer.
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Will veto stand on cutrate政治s?

President's strong message draws Democratic attacks; action to override could hinge on next month's elections

To cries of political outrage from Democrats and some dissenting Republicans, President Nixon vetoed the political-broadcasting bill last week. As the Congress went into recess for the closing weeks of this year's campaigns, the question was whether the bill would stay dead after the recess is over.

The bill would have put ceilings on the money candidates could spend on broadcast advertising, would have required broadcasters to give candidates minimum rates and, in an attempt to free time for leading contenders, would have repealed the application of the equal-time law to candidates for the Presidency and Vice Presidency.

The President called it "a good aim, gone amiss." In a carefully reasoned message, he said the bill would not achieve its supporters' stated aims. With broadcast curtailed, money would only be diverted, the President argued.

"The problem with campaign spending is not radio and television; the problem is spending," the President said. "This bill plugs only one hole in a sieve" (see full text, page 16).

The President, who had 10 days to consider his action on the bill, announced the veto on Oct. 12—the last day. Democrats and other supporters of the bill immediately charged that the presidential rejection was based on partisan politics and that Nixon vetoed the bill because the better heeled Republicans would be more restricted by a ceiling on broadcast spending than their less monied Democratic opponents.

A Nixon aide told reporters assembled at the White House that "if the merits of the veto are understood, there shouldn't be a campaign issued raised." Despite this contention, Democrats were deeply incensed and left no doubt that a strong effort would be made to override the veto soon after Congress returns following the November elections.

The President's main objections are:
- The bill would limit only radio and TV spending, resulting in a shift of the same money to other sources such as newspapers, billboards and direct mail.
- By limiting TV and radio appearances, it would "severely limit the ability of many candidates to get their message to the greatest number of electorate."
- By requiring broadcasters to charge a set rate for selling of time to candidates, Congress would be engaging in rate setting for private industry, which he termed "a radical departure."
- It would raise the possibility of chaos might result in campaigns where violations of the provisions are unresolved on the day the winning candidate is to take office.
- It would not affect the incumbent's advantage of getting free media coverage but would place a less well-known challenger at a disadvantage by limiting his purchases of time.

In his veto message, the President was quiet on the bill's provision which would have repealed the equal-time provision of Section 315 as it relates to the President and Vice President. This would have allowed broadcasters to present major candidates for the President without granting equal time to all other aspirants from minor parties. Supporters of the bill say that, although the President did not make his feelings known publicly, he opposed the repeal because he felt that it would make it more difficult to avoid debates in 1972.

The President's veto message, which contained his objections to the bill, was returned to the Senate last week but senators had no opportunity to vote on the veto prior to adjourning on Wednesday. Although the measure was almost totally the work of the House, the bill itself originated in the Senate, which must consider the veto first. The Democratic attempt to override the veto will probably occur soon after that body returns in November.

In the Senate, leaders of neither party would predict victory in the upcoming veto vote. Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, predicted a "very, very close" outcome in the effort to produce the vote needed to overcome the presidential veto (two-thirds of the members voting). More than the necessary two-thirds voted for the bill, 60 to 19, when it passed the Senate in final form. Of the 60 favoring it, 44 were Democrats and 16 Republicans.

Republican Minority Leader Hugh Scott (R-Pa.) predicted soon after the veto announcement last week that there was "about an even chance" that the Senate would sustain the veto. Reportedly, Senator Scott is banking heavily that the prestige and power of the President will swing Senate Republicans...
who originally supported the measure.

The voting numbers give, however, has its inherent pitfalls and, even though more than two-thirds of the Senate members present voted for the bill, this does not take into account how the remaining 21 who were not present might vote nor can one predict the number of Senators who will actually be present at the time of the veto vote. With absentee votes, and vote changes, Senator Scott indicated that he is "optimistic" that the veto can be sustained.

It was Senator Scott who first formally raised the possibility of a presidential veto during debate in September. He told fellow senators at that time that the measure was "loosely drawn and inequitable" and said that if the bill were vetoed, he would support the veto. He later added that he felt the bill to be discriminatory against the broadcast media and that he would order a head count to see if there were enough votes to sustain a presidential veto.

The veto, according to Senator Edward Kennedy (D-Mass.), assistant Democratic leader, "was based on the most crass consideration of partisan political advantage." Senator Kennedy urged that, if the veto is sustained, the political-broadcasting bill should be attached as a rider to "the first appropriate piece of legislation" that comes before the Senate during the post-election session. He added that the ceiling on political broadcast spending "is too important a reform to be so flagrantly denied in an eleventh-hour veto."

Senator John O. Pastore (D-R.I.), chief sponsor of the broadcasting bill in the Senate, said in a statement that he would try to muster support to force the bill into law. "The American people will be the losers unless Congress overrides the veto," he said, adding that he would "continue to press for the legislation in this Congress and continue to battle for it in the next Congress."

A House Commerce Committee staff member pointed out that the November election results could have a bearing on whether Congress sustains or overrules the presidential veto upon returning for the post-election session. He reasoned that a veto override would be more likely if the Republicans fail to make hoped-for congressional gains. This factor, he said, coupled with any widely publicized examples of massive TV spending by candidates during the remaining campaign weeks (the so-called TV blitz) might amplifying Congressional demands for a ceiling on broadcast expenditures and lead to an overthrow of the presidential veto.

A White House spokesman said that there was a "reasonable expectation" that the veto would be sustained but acknowledged strong Democratic support of the bill. According to another Nixon aide, the White House received no communications from candidates urging or opposing the veto. But, he said, the President did discuss the issue with Representative Rogers Morton, (R-Md.), who is chairman of the Republican National Committee, and Senator John Tower (R-Tex.), among others. Both urged a veto, he added.

If the veto is sustained in the Senate, the Democratic attempt to override ends. An override requires a two-thirds vote of both the Senate and the House.

Assuming that the Senate does vote to override the veto and it goes to the House, assessments of its fate there are mixed and conflicting.

Senator Scott said that if the Senate overrode the veto, the House would probably follow suit. "The House members are more directly affected by the bill, or they think they are," he said.

House members do not agree among themselves. Representative Harley Staggers, (D-W.Va.), chairman of the House Commerce Committee, which has jurisdiction over broadcast affairs, said Congress will have "to start again next year" on a new measure—thus virtually predicting that an override was not likely. There are 243 Democrats and 187 Republicans in the House with five vacant seats.

The political-broadcasting bill passed the House in its final form 247 to 112 following a partisan disagreement over the effective date of the bill. Democrats made a strong effort to apply the spending limitations to the upcoming November elections, a move the Republicans opposed (BROADCASTING, Sept. 28). As it turned out, action on the bill was delayed until its effect on this campaign would have been negligible if approved by the President.

In a news conference following the veto last week, Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, which molded the political-broadcasting bill into its final form, did not share Representative Staggers's pessimistic outlook. He told reporters that there was a good chance that Congress would override the veto after the November elections. He pointed out that the bill had received broad-based bipartisan support. Republican House leaders including Representative Gerald Ford (R-Mich.), House minority leader, and Representative Leslie Arends (R-Ill.), Republican whip, supported the measure.

Mr. Macdonald added that all Republicans on his Communications Subcommittee had co-sponsored the bill and that Representative William Springer (R-Ill.) ranking minority member of the House Commerce Committee, had spoken out strongly in favor of the bill during debate.

The veto, Representative Macdonald said, "seem to be a repudiation by the President of the leadership of his own party in the House."

A House Commerce Committee staff member said that there are strong indications that the President did make an informal poll of Republican House leadership opinions on a veto and that replies had been mixed.

Last week's veto sparked immediate and scathing criticism from Democrats and other supporters of the bill and raised the likelihood that the veto—which they sharply condemned as motivated by political considerations—would become an issue in the closing weeks of the political campaigns.

Democratic National Chairman Lawrence O'Brien led off the barrage: "Mr.

Why Nixon vetoed political-time bill

Following is the complete text of President Nixon's message to the Senate, explaining his veto of S. 3637, the political-broadcasting bill.

I return herewith, without my approval, S. 3637, a bill to revise the provisions of the Communications Act which relate to political broadcasting.

This legislation is aimed at the highly laudable and widely supported goals of controlling political campaign expenditures and preventing one candidate from having an unfair advantage over another. Its fatal deficiency is that it not only falls far short of achieving these goals but also threatens to make matters worse.

S. 3637 does not limit the over-all cost of campaigning. It merely limits the amount that candidates can spend on radio and television. In doing so, it unfairly endangers freedom of discussion, discriminates against the broadcast media, favors the incumbent officeholder over the office-seeker and gives an unfair advantage to the famous. It raises the prospect of more—rather than less—campaign spending. It would be difficult, in many instances impossible, to enforce and would tend to penalize most those who conscientiously attempt to abide by the law.

The problem with campaign spending is not radio and television; the problem is spending. This bill plugs only one hole in a sieve.

Candidates who had and wanted to spend large sums of money, could and would simply shift their advertising out of radio and television into other media—magazines, newspapers, billboards, pamphlets, and direct mail. There would be no restriction on the amount they
could spend in these media.

Hence, nothing in this bill would mean less campaign spending.

In fact, the bill might tend to increase rather than decrease the total amount that candidates spend in their campaigns. It is a fact of political life that in many congressional districts and states a candidate can reach more voters per dollar through radio and TV than any other means of communication. Severely limiting the use of TV and radio in these areas would only force the candidate to spend more by requiring him to use more expensive techniques.

By restricting the amount of time a candidate can obtain on television and radio, this legislation would severely limit the ability of many candidates to get their message to the greatest number of the electorate. The people deserve to know more, not less, about the candidates and where they stand.

There are other discriminatory features in this legislation. It limits the amount of money candidates for a major elective office may spend for broadcasting in general elections to seven cents per vote cast for the office in question in the last election or $20,000, whichever is greater. This formula was arrived at through legislative compromise and is not based on any scientific analysis of broadcast markets. It fails to take into account the differing campaign expenditure requirements of candidates in various broadcast areas. In many urban centers, the $20,000 limitation would permit a congressional candidate to purchase only a few minutes of broadcast time, thus precluding the use of radio or television as an effective instrument of communication. On the other hand, $20,000 spent on television broadcasting in another district would enable a candidate to virtually blanket a large area with campaign advertising spots. For example, 30 seconds of prime television time in New York City costs $3,500; in the Wichita-Hutchinson, Kansas area, it costs $145.

S. 3637 raises a host of other questions of both principle and practice. It would require that broadcasters charge candidates no more than the lowest unit charge of the station for comparable time. This is tantamount to rate-setting by statute and represents a radical departure for the Congress which has traditionally abhorred any attempt to establish rates by legislation.

Among the other questions raised and left unanswered are these: How would expenditures of various individuals and organizations not directly connected with the candidate be charged? Would they be considered part of a candidate's allowed total expenditure, even if they were beyond the candidate's control? And how would money spent by a committee opposing a candidate be accounted? Would it be included in the total for that candidate's opponent, even though spent without his consent or control? This bill does not effectively limit the purchase of television time to oppose a candidate.

In the end, enforcement of the expenditure limitation would in most cases occur after the election. This raises the possibility of confusion and chaos as elections come to be challenged for violation of S. 3637 and the cases are still unresolved when the day arrives on which the winner should take office.

There is another issue here which is perhaps the most important of all. An honored part of the American political tradition is that any little-known but highly qualified citizen has the opportunity to seek and ultimately win elective office. This bill would strike a serious blow at that tradition. The incumbent—because he has a natural avenue of public attention through the news media in the conduct of his office—would have an immeasurable advantage over the "out" who was trying to get in. The only others who would share part of this advantage would be those whose names were well-known for some other reason.

What we have in S. 3637 is a good aim, gone amiss. Nearly everyone who is active or interested in the political process wants to find some way to limit the crushing and growing cost of political campaigning. But this legislation is worse than no answer to the problem—it is a wrong answer.

I urge that the Congress continue to analyze and consider ways to reach this goal through legislation which will not restrict freedom of discussion, will not discriminate against any communications medium, will not tend to freeze incumbents in office, will not favor the famed over the worthy but little-known, will not risk confusion and chaos in our election process and will not promote more rather than less campaign spending. Such legislation will have to be far better than S. 3637.

I am as opposed to big spending in campaigns as I am to big spending in government. But before we tamper with something as fundamental as the electoral process, we must be certain that we will never give a candidate an advantage over an unknown, or the officeholder an extra advantage over the challenger.

Nixon and his political advisers turned thumbs down for only one reason: This law would have stopped the Republican party's campaign to saturate the public airwaves with spot commercials.

This charge was widely echoed by other supporters of the bill who said that the President vetoed the measure to protect the Republicans' financial advantage over Democrats who are hampered by money shortages.

Another Democratic spokesman, Joseph Califano, general counsel of the national committee, branded the veto as "the most cynical act by a President since Warren Harding ignored and then personally participated in the financial corruption of the federal government from 1921 to 1923." He said that the President was telling the Congress and the American people that he would preserve the ability of the big corporations, the big banks and the big money in our country to buy the Presidency for another four years in 1972."

Mr. Califano added that, by estimates made within the Democratic National Committee, the Republicans would have "some $50 million" to spend on TV in the 1972 campaign while Democrats would have only $5 million. "With the financial dice so lopsidedly loaded," he said, "it would be difficult to beat Snoppy if he were on the Republican side.

Representative Carl Albert (D-Okla.) observed that "the presidential veto can only be considered an admission by the White House that the Republican party remains the party of the rich and the vested interest." Representative John E. Moss (D-Calif.) member of the House Commerce Committee, said the veto insured candidates with the most money would still be able "to buy the office."

One of the President's principal objections to the bill—that by leaving non-broadcast campaigning untouched it provided no guarantee of diminished political spending—drew support from prominent Republicans. Senator Howard Baker (R-Tenn.) said that candidates who were forced to cut back their broadcast advertising "would simply increase their use of other advertising media." Thus the bill would fail in its supposed aim of equalizing races between rich and poor, he said.

Senator Robert Dole (R-Kan.) applauded the veto. He called the bill "discriminatory, unrealistic and would not have meant less spending."

In contrast, the other senator from

BROADCASTING, Oct. 19, 1970
Kansas, James B. Pearson, also a Republican, opposed the veto. “To delay until the perfect and all-encompassing instrument of reform is devised is, in my judgment, to delay forever,” said Senator Pearson. “And the longer we delay the more unreasonnable will become the distortions in our election process.”

Broadcasters had vainly fought the bill in both the Senate and the House. All argued that it was discriminatory. Radio broadcasters felt doubly abused. They were included in the ceilings on broadcast spending and rates although television was the real target of the attack on spending.

After the bill passed both houses and hit the President’s desk, a call to more than 100 broadcasters went out from the Washington headquarters of the National Association of Broadcasters, asking them to urge the President to veto the bill. Telegrams were sent to all board members, the presidents of all state associations and to other influential broadcasters.

Just what response resulted from this campaign is uncertain. NAB officials did not ask that they be informed of action. In one instance, however, the boards of four state associations adopted a resolution urging President Nixon to veto the bill. The four: Florida, Georgia, North Carolina, and South Carolina. The action was taken at a joint board meeting in Florida Sept. 25-27.

In a carefully worded statement praising the President for his veto, NAB President Vincent T. Wasilewski concluded: “We urge the Congress to sustain this veto and to enact an effective corrupt-practices act which would limit campaign expenditures for all media and for all purposes.”

What became of the broadcasting lobby?

Broyhill says it’s now ‘the most ineffective’; Georgians seek a remedy

Representative James T. Broyhill (R-N.C.), a four-term congressmen who is a member of the House Commerce Committee and its Communications Subcommittee, jolted North Carolina broadcasters last week.

Obviously stung by criticism of his favorable vote last month on the political-broadcasting bill (S. 3637), the 43-year-old former furniture manufacturer told an audience of North Carolina broadcasters in Fayetteville, N.C., that the outcome of the vote in Congress was their fault.

“You’ve sat on your hands for years,” he said. And, he added: “Broadcasting

is the most ineffective lobby in Washington.” He charged also that he had not seen a representative of the National Association of Broadcasters in his office for the last year.

NAB executives, aghast at the charge, disagreed vehemently. Not only had the congressmen been visited by government-relations staffers during the political-broadcasting bill’s journey through the House, they said, but he had also been seen by broadcasters.

The North Carolina delegation in Congress split evenly on the vote last month on the final conference report. Five representatives (including Mr. Broyhill) and one senator voted for the bill while the same number voted against the report.

This lack of success with their congressional representatives is not limited to the North Carolina association. Out of the entire Georgia congressional delegation of 10 representatives and two senators, for example, only one, Rep. Representative Benjamin B. Blackburn of the eastern Atlanta suburbs, voted against the bill last month.

This lack of support has so shaken the Georgia Association of Broadcasters that it is planning, beginning this spring, to hold regular, annual meetings with its delegation in Washington, complete with agenda, presentations and broadcasters ready and able to answer questions.

Heretofore, like many other state broadcast groups, the Georgians met once a year with their congressmen and senators in Washington over cocktails ready to answer questions.

The new Georgia approach was heralded last week by Don Elliott Heald, WSB-TV Atlanta, president of the association. In a letter to members, Mr. Heald also noted that Georgia broadcasters last year met with their local congressmen in home districts only twice—in Griffin with Representative Jack Flynt, and in Gainesville with Representative Phil Landrum, both Democrats. There must be more such meetings, Mr. Heald admonished, and he asked broadcasters to volunteer “to chairman and pull together such an event.”

The next congressional legislation affecting broadcasters, he said, could be “on rate setting, one-to-a-customer, program control, license period or repeal of Section 315.”

ABC’s Reynolds would kill all politicals

In a commentary that ran 180-degrees counter to the prevailing broadcaster view, Frank Reynolds, ABC newsman, criticized the President’s veto of the political-broadcasting bill. Mr. Reynolds even suggested that political commercials be banned entirely.

“The 10-second or 60-second commercial is made to order for trickery, innuendo, implications of treason, smear or irrelevance,” said Mr. Smith on the Oct. 13 ABC Evening News with Frank Reynolds and Howard K. Smith.

“Let the candidates appear on news programs or debates,” said Mr. Reynolds, “but deny them the right to buy time on the people’s airwaves in order to let their image makers mislead the people or trick them, or overwhelm them.”

Mr. Reynolds said there was a precedent for such strong action. “Cigarette commercials will be banned from the air after the first of the year,” he said, “for the very good reason that cigarette smoking is injurious to public health. The slick political commercials now polluting the air are no less injurious.”

Stans to business: inform the buyer

Warrants of government role if industry, consumer can’t resolve problems

U.S. Secretary of Commerce Maurice H. Stans urged business last week to adopt industry-wide codes of ethical conduct in advertising, selling, servicing and promotion.

He said it no longer was a case of let the buyer beware, but rather a rule of let the buyer be informed.

Commenting that there was a growing discord in the marketplace, he called for a restoration of harmony.

"Wherever business is wrong," he told a marketing conference of the National Industrial Conference Board in New York, "corrections are due. Wherever it fails to observe fair dealing, it must improve. More and more, government would be called on to draw lines in the bitter struggle. It would be called on to set standards for all products. It would

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be called on to regulate all advertising and set the terms for all credit."

Mr. Stans also said the government would become the center for all complaints, unless industry and the consumer ironed out their problems.

"In sum, it would be called on to substitute the deadening judgment of the bureaucracy for the decision-making power of millions of individuals and the American competitive free-enterprise system-and all the benefits it provides-would come to an end." Edward L. Bond Jr., chairman, Young & Rubicam, classified business as "today's whipping boy. And because advertising is the part of business that has the greatest visibility, we have become a prime target of these attacks."

He said business and advertising were being blamed for the air people breathe, the water they drink, the superabundance of choice in the marketplace, ghetto conditions, and the gold outflow.

The relationship between business and the consumer has changed subtly, and because of this, Mr. Bond said, "there must be a reappraisal of what business now stands for in the community."

"Whatever we do in re-defining and re-confiming our policies, we must attempt to strike a balance between those who worship the status quo and those critics who would have us flush our system of free enterprise down the drain."

He outlined five guidelines for setting advertising policy: search out what may be wrong in advertising in the light of the new buyer-seller relationship; ascertain and present the truth, "but in the presentation of this truth, we must exercise all the imagery, imagination, and artistry at our command."

The third guideline was that agencies and advertisers provide information the consumer truly needs to compare products. In his fourth guideline, Mr. Bond said: "Promotion and informational executions, be they copy on packages, warranty cards, point-of-sale material, and special-purchase inducement offers, should be reviewed by the same level of management that reviewed the public-relations and media advertising."

And last, he called for business to re-examine and redefine its own corporate responsibility policy, "then reaffirm this policy in no uncertain terms at every level."

Robert S. Market, president, McCann-Erickson Inc., outlined six easy ways advertising can get sloppy, deceptive and introspective: stick to old consumer appeals in a new consumer world; keep the advertising agency at arm's length as unthinking, do-as-you're-told robots; throw the responsibility for quieting consumer militancy on the legal department; commitment vast investments in purely statistical research and avoid a constant person-to-person dialogue between creative people and consumers: stay away from negatives; and last, turn everything over to the retail sales level.

Federal Trade Commissioner Mary Gardiner Jones discussed the "Consumer Revolution." Advertising and promotional programs no longer can be regarded as a contest between the supplier and customer, she said. The supplier no longer can go as far as the law allows. "Consumers do not know legal implications of the marketplace transaction to which they are a party," Commissioner Jones added. She said the consumer doesn't wish to be treated as a child, but to be taken seriously, and wants to know the facts of what he or she is buying, through honest advertising and marketing practices.

Smoking issue opened for comment

FCC solicits advice on how to handle problem after cigarette commercials go off the air

The FCC, facing internal debate over the issue and pressed from the outside by those seeking to participate in the decision, has gone to the public for advice on the question of the broadcaster's responsibility on the smoking-and-health issue in the absence of cigarette commercials.

The commission last week asked for comments by Oct. 30 on two questions:

- The possible fairness-doctrine obligations on the part of broadcasters who do not carry cigarette commercials but do air the anticigarette spots broadcasters have been using to balance commercials.

- The public-interest obligations broadcasters will face after Jan. 1, when the statutory ban on cigarette commercials, adopted by Congress in March, becomes effective.

The commission began focusing on those questions as a result of a complaint from a Falls Church, Va., man, Michael E. Handley, who with several friends has been attempting to force a commission ruling that stations carrying the anticigarette spots in the absence of commercials are obligated under the fairness doctrine to air pro-cigarette material (Broadcasting, July 20).

Mr. Handley, staff announcer for WQMR(AM) Silver Spring, Md. and WQAY(FM) Washington, complained to the commission that WTOP(AM) and noncommercial WETA-TV, both Washington, which were carrying the anticigarette spots but not the commercials, dropped the spots after he contacted them with a request for time to present the contrary view. He said the commission was being unfair in not making sure that broadcasters "present neither or both viewpoints on this issue which the commission has held to be controversial" ("Closed Circuit," Sept. 7).

The commission, reportedly, was close to adoption of a response that, contrary to Mr. Handley's view, would have held that the health hazard involved in cigarette smoking is no longer a controversial issue-or at least will cease being one on Jan. 1. Thus, both sides of the issue would no longer have to be carried.

A draft of a letter being prepared for Mr. Handley also reportedly indicated that, while broadcasters would not be required to carry anticigarette spots after Jan. 1, they would be expected to continue informing the public of the health hazard involved in cigarette smoking.

However, there was said to be some disagreement within the commission on whether it should declare the health-hazard issue no longer a controversial one of public importance. And there was some dispute as to the stress that the commission should put on broadcasters' "responsibility" to continue to inform the public on the health-hazard issue.

The commission decided to issue a notice of inquiry on "appropriate further regulatory policies concerning cigarette advertising and antismoking presentations" after hearing from two conflicting sides in the issue—the Tobacco Institute and John F. Banzhaf III and the antismoking organization he heads, Action on Smoking and Health.

Each asked for an opportunity to comment on the questions involved.

Mr. Banzhaf, whose complaint led to the original commission ruling in 1967 applying the fairness doctrine to cigarette advertising, and ASH made their request in a petition for rulemaking. They proposed a rule that would re-
quire broadcasters "to devote a significant amount of time to the presentation of views and information on the health hazards of cigarette smoking" even though they had stopped airing cigarette commercials.

The ASH-Banzhaf petition, more than simply requesting an opportunity to comment, suggested that any commission decision reached without advice from interested parties might be vulnerable to a court challenge. It said the commission lacked a record on which to rule that the hazard of cigarette smoking is no longer a controversial issue of public importance. It also noted that the original cigarette ruling was challenged by a number of parties on the ground that it was issued without giving them a chance to participate. And it recalled that the appeals court, while upholding the commission's decision, said that, as a general rule, more careful procedures were required.

The ASH-Banzhaf petition also contained a charge that cigarette companies were planning "hidden commercials" that would be broadcast even after Jan. 1. It referred to performers smoking in television programs and to "financial inducements" being offered to make sure that smoking and/or cigarette advertisements appear in films which will eventually be shown on television. The petition also said inducements are being offered to assure the presentation of cigarette advertisements in "certain sports programs."

The charge was made in support of one of three reasons the proposed rule should be adopted. The others were that the number of health-hazard messages presented over the last three years cannot begin to counterbalance the cumulative effect of decades of cigarette commercials; and that the commission itself, in an order affirming its cigarette-commercial ruling, held that, irrespective of the fairness doctrine, the public interest requires the airing of health-warning messages.

Retailers must be sold by radio-TV, expert says

Television is an effective advertising vehicle for retailers, regardless of what long-term TV-user Julius Garfinckel & Co. of Washington may say in excusing its virtual withdrawal from the medium, Hiram Strong, a national retail advertising consultant said in Chicago last week.

Garfinckel's admittedly used TV purely for the purpose of image and that is what the prestige department store got for its money, Mr. Strong told the Illinois Broadcasters Association (also see story, page 28). If Garfinckel's had used TV with straight selling spots the way it uses radio successfully, Mr. Strong said, the store would have found TV a strong selling tool as well.

Mr. Strong suggested retailers too often get into the electronic media simply because they are disenchanted with newspapers, not because they know anything about radio-TV or have been properly sold on the air media. He said TV may be misleading retailers by over-emphasizing "customer awareness" or image goals, instead of the basic need to move merchandise.

Robert J. Coen, vice president and director of media research, McCann-Erickson, New York, predicted that by 1975 advertisers and their agencies will be able to use their computers to tell profit potential in mixed-media advertising campaigns down to individual zip codes, as a result of the growing backlogs of demographic and industrial data now being fed into these systems.

He noted sponsors no longer are so much interested in station markets as they are in their own product markets. He said the computer now enables the agency to examine wide ranges of media combinations daily to guide buying. As many as 20 different media models, each with 12 demographic variables, can be worked out on a computer in a single working day today, he said. Among measured media, however, he felt radio data is weakest but did not see how stations could economically provide it in the depth desired.

Coded spots raise more issues at FCC

Ruling is sought on who must inform and get okay from the TV's involved

International Digiconics Corp.'s pioneering effort in the field of electronic monitoring of television commercials is continuing to generate questions for the FCC.

Now pending before the commission is a request from a communications attorney for a ruling as to who is responsible for informing licensees that they are carrying encoded commercials and obtaining consent for their transmissions. The commission, in adopting rules permitting electronic monitoring, said such advance notice and consent would be required.

The request was made by Erwin G. Krasnow on behalf of "one of our television station clients who objects in principle to carrying any encoded signals designed to monitor station performance."

Mr. Krasnow said he had been informed by IDC's counsel that IDC had neither given stations continuing advance notice as to which commercials contained coded signals nor attempted to obtain written consent.

Mr. Krasnow also said he was concerned in his role as counsel for a potential competitor of IDC's, Audicom Corp., which is in the process of testing a submerged signalling device. Clarification of the type of advance notice required, Mr. Krasnow said, would be helpful to International Digiconics, television stations, advertisers and potential competitors.

The commission previously heard from another potential competitor in the electronic monitoring business, Broadcast Advertisers Reports. It said that some commercials encoded by IDC did not meet the technical standards the commission prescribed in its rules.

Mr. Krasnow also touched on this point, saying that some stations are concerned that the telecast of some encoded commercials would violate the technical rules. One of his firm's clients, WTIC-TV Hartford, Conn., has asked for a waiver of the rule until it receives film containing coded patterns that comply with the rules.

IDC officials have maintained the technical problem is relatively minor and that all networks and stations except one, presumably WTIC-TV, "are broadcasting encoded commercials currently numbering over 400, for a growing list of advertisers" (Broadcasting, Oct. 5).
### How TV-network billings stand in BAR's ranking

**Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Sept. 27, 1970**

(Net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended Sept. 27</th>
<th>Cume Jan. 1 - Sept. 27</th>
<th>ABC Week ended Sept. 27</th>
<th>Cume Jan. 1 - Sept. 27</th>
<th>NBC Week ended Sept. 27</th>
<th>Cume Jan. 1 - Sept. 27</th>
<th>Total minutes week ended Sept. 27</th>
<th>Total dollars week ended Sept. 27</th>
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<td>Monday-Friday</td>
<td>$ 11,397.2</td>
<td>$ 221,937.0</td>
<td>$ 13,301.5</td>
<td>$ 469,555.6</td>
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### Business briefly:


- **Eastman Kodak Co.**, Rochester, N.Y., through J. Walter Thompson Co., New York, and **Derby Foods Inc.**, Chicago, through McCann-Erickson Inc., New York, will sponsor an encore broadcast of Dr. Seuss' *How The Grinch Stole Christmas*. Animated musical special, originally broadcast Dec. 18, 1966, will air on CBS-TV Wednesday, Dec. 2, 7:30-8 p.m. EST.

- **Field Enterprises Inc.**, through Needham, Harper & Steers Inc., both Chicago, will advertise its *World Book Encyclopedia* on ABC Radio's Contemporary Network news broadcasts from Oct. 26 through Nov. 28.

- **Burlington Industries Inc.**, through Don Greene Associates, both New York, will advertise its ballet hosiery on ABC Radio's American Contemporary Network. Campaign will run from November through December on news broadcasts.

- **Pillsbury Co.**, Minneapolis, through BBDO, New York, will sponsor rebroadcast of the animated special, *Frosty The Snowman*, Saturday, Dec. 5 (8-8:30 p.m. EST). Program, with comedian Jimmy Durante as narrator, was originally broadcast Dec. 7, 1969.

- **Chenagro Corp.**, Kansas City, Mo., through Rockwell, Quinn & Wall Inc., New York, and the International House of Pancakes, North Hollywood, Calif., through U.S. Media. New York, have purchased sponsorship for the first time in network daytime television. Chenagro campaigns are set to run on NBC-TV in the fourth quarter of this year and International House's first quarter of next year.

- **Canada Dry Corp.**, through Grey Advertising, both New York, will sponsor an ABC-TV special, *The Clowns, a Ringling Bros., Barnum & Bailey Presentation*, Sunday, Nov. 15 (8-9 p.m., EST).

### Rep appointments:

- **KPLM-TV** Palm Springs, Calif.; **WJANTV** Canton, Ohio and **WRMN(AM)** Elgin, Ill.: The Devney Organization Inc., New York.


### Agency appointments:

- **Pale Corp.**, Providence, R.I., newly formed watchband and jewelry manufacturer, has chosen Doyle Dane Bernbach, New York, as its first advertising agency. Ad plans for company's first campaign next spring are still indefinite, according to DDB.

- **Good Humor Corp.**, ice cream division of Thomas J. Lipton Inc., both Englewood Cliffs, N.J., has named Vit Media International Inc., New York, to handle its media buying.

- **Irish International Airlines** has chosen Rumrill-Hoyt Inc., New York, to handle its $1.5-million account. Irish International has not used television but is a heavy spot-radio advertiser.
What ever happened to Monsignor Bukowski?

As part of TIME, INC., the world's largest news gathering organization, WOOD-TV covers all the news, of course.

But, like the other TIME-LIFE stations, WOOD-TV, Grand Rapids, Michigan, covers the human side of the community. The part that has nothing to do with international crises and plane hijackings.

"Another World" was one of those stories. It was about a Monsignor Arthur Bukowski and his work among the poor of Appalachia.

Monsignor Bukowski had for years been president of the St. Thomas Aquinas College in Grand Rapids. And telling the story of poverty through the eyes of a man that all Grand Rapids had known for a quarter of a century gave it an enormous impact.

"Another World" won the Gabriel Award, but more important, the people of Grand Rapids understood that other world a little better.

And understanding other worlds is the whole idea behind the TIME-LIFE stations.
Can the FCC engineer racial justice?

Civil Rights Commission report says agency could play 'key role' if it stiffens controls

Of all the federal agencies regulating American industry, the FCC has "the greatest potential for playing a key role in promoting the cause of civil rights and resolving problems of racial unrest." But if it is to achieve that potential, it must take a more active role in broadcast programming than it now plays and a tougher one in license-renewal consideration.

This appears to be the judgment of the U.S. Commission on Civil Rights in a massive report, released last week, on the government's attempts to enforce civil rights.

The report notes with approval the FCC action two years ago in adopting a policy prohibiting broadcasters from discriminating in employment—and thereby becoming the first regulatory agency to speak out on that subject.

But it urges the FCC to become more involved in station programming—at least to the extent of encouraging broadcasters to use their facilities as "powerful instruments for salutary social change."

And it is critical of the FCC, as well as the Interstate Commerce Commission, for "cumbersome procedures" for issuing licenses which, the report says, "tend to protect the economic interests of existing licensees." The report says the procedures should be amended "to facilitate" entrance by minority-group members into the broadcasting and transportation industries and to permit them "to compete for licenses on an equal basis with existing licensees."

In addition, the report recommends that the FCC and other federal agencies that regulate industry "should provide free legal service" to those who wish to challenge agency actions concerning license renewals but cannot afford to hire their own counsel.

The report is certain to be cited by the increasing number of citizens groups that are filing protests against broadcast stations at renewal time, usually on grounds that the stations are allegedly discriminating against blacks and other minority groups in hiring and program policies.

But it was unclear last week how much of an impact the report would have on FCC policies—beyond giving impetus to trends already under way.

The FCC seems unlikely to reverse its policy on comparative hearings involving renewal applicants, which was specifically criticized in the report as an impediment to minority-group entry into broadcast ownership.

The commission is showing increasing sensitivity to citizens' complaints about stations, however. And the FCC staff is considering, as part of a possible reorganization of commission procedures, a proposal for an "office of public counsel" that would aid members of the public in dealing with the commission (BROADCASTING, May 11). Conceivably, too, the report could influence commission thinking in connection with the over haul of the renewal processes now under way (BROADCASTING, Oct. 12.)

The Civil Rights Commission makes a number of recommendations for FCC action in the programing areas, including one that the agency "examine the impact of programing on the aspirations and self-image of minority-group members, so as to be in a position to recommend changes for improvement."

In addition, the FCC could encourage broadcasters "to serve more of a community-education function than they currently do," the commission says. The report cited the possibility of stations keeping the public informed on such matters as job-training programs, while also developing consumer-education programs aimed at making more sophisticated buyers out of listeners and viewers.

"Above all," the commission says, "radio and television stations could be encouraged to develop programing to attract and appeal to all segments of the community. To an important extent, the broadcasting media help define the individual citizen's sense of belonging to the community, and the programing they offer bears on his feeling of participation in community affairs."

Indeed, the commission notes that stations violate the law if they fail to serve the "substantial section of the community" that comprises the "disadvantaged and minority-group families."

And beyond that consideration, it adds, stations would be "exacerbating" problems stemming from a lack of communication among community groups and "intensifying the sense of alienation from mainstream America that racial and ethnic minorities already feel."

The commission acknowledges that the FCC has deferred action on renewing licenses after receiving complaints from blacks concerned, among other things, about what they considered the lack of programing addressed to them. The commission suggests that the FCC continue to take such action—and "not only on the basis of complaints, but on its own initiative."

The commission also feels that the FCC could help contribute to the white majority's "greater understanding and sensitivity...to the social and economic injustices" underlying the unrest of minority groups by using its licensing power "to promote minority business ownership."

But instead, the commission says, the FCC is making it more difficult for minority groups to enter broadcasting as licensees. The commission referred to the Jan. 15 policy statement in which the FCC held that in comparative hearings involving a renewal applicant, it would favor the incumbent if he could demonstrate he had "substantially" served his community.

"Although the full significance of the agency's policy statement cannot yet be determined," the commission says, "it
appears that it necessarily will discourage license competition and tend to exclude minority participation in the ownership of broadcasting stations." And this comes at a time, the commission notes, when minority-group members (in each case Negroes) own only 10 of the nation's 7,500 radio stations and none of the 1,000 television stations.

The FCC does stand out in the report as a trailblazer in efforts to ban discrimination in employment in regulated industries. But even here the Civil Rights Commission is not entirely pleased with the agency's performance. It notes that the FCC acts only on the basis of complaints about alleged discrimination, and does not take initiative or establish formal coordination with other concerned agencies. It also points out that in the FCC's only discrimination case to date—a case involving Bob Jones University's WMMU (AM) Greenville, S.C.—the agency acted only after being prodded by the Civil Rights Commission itself. The FCC has asked the station to submit a specific plan for complying with the equal-opportunity rules (Broadcasting, Sept. 14).

Because it was the first regulatory agency to adopt antidiscrimination rules, the FCC occupies a unique role, in the commission's view. "It is important," the report says, "that the FCC's performance ... be a model" for the federal agencies that have not yet sought to ban discrimination in the industries they regulate.

The Civil Rights Commission, created in 1957 as a "temporary," independent agency, to serve as a watchdog of enforcement of civil-rights laws, is headed by the Rev. Theodore M. Hesburgh, C.S.C., president of Notre Dame University.

Other members are Stephen Horn, vice chairman, president of California State College, Long Beach, Calif.; Mrs. Frankie M. Freeman, a St. Louis attorney; Maurice B. Mitchell, chancellor of the University of Denver (and a former broadcaster variously associated with WTOP (AM) Washington, Radio Advertising Bureau and NBC and later a top officer of Encyclopaedia Britannica); Robert S. Rankin, professor emeritus of political science at Duke University, and Manuel Ruiz, a Los Angeles attorney.

Salazar slaying case closed
Los Angeles District Attorney Evelle J. Younger, after reviewing testimony of a coroner's inquest, last Thursday (Oct. 15) decided not to press charges against the deputy sheriff who killed Ruben Salazar on Aug. 29. Mr. Salazar was killed by a tear gas projectile after a Mexican-American demonstration (Broadcasting, Sept. 7).

Ohio Stations defend policies
Taft, WKBN reply to black challengers in Youngstown, Columbus

Two licensees last week vigorously opposed petitions by local black groups to deny the license renewals of their stations in Youngstown and Columbus, Ohio.

The petitions were filed by Taft Broadcasting Co., licensee of WTVN-AM-TV and WBUK-FM Columbus, and WKBN-Broadcasting Corp., licensee of WKRN-AM-FM-TV Youngstown. Both documents were supported by a multitude of exhibits.

The Columbus Broadcasting Coalition and seven other groups had filed petitions to deny the renewals of the Taft stations—along with those of Columbus stations WCVN-AM-FM-TV and WCOL-AM-FM—charging the stations with failing to adequately ascertain the needs of blacks in the community, failing to provide enough black programming and discriminating against blacks in employment (Broadcasting, Sept. 7, et seq.).

The same charges were leveled against the WKBN stations (and also against WFMJ-AM-TV and WBRW-AM-FM Youngstown) by the Black Broadcasting Coalition, In its opposition petition, Taft said it believed that, in the area of service to blacks in Columbus, its record is "exceptionally and unusually worthy."

"All of the contentions made in the petition to deny against Taft are wrong, unsupported, reflect ignorance of what the stations have actually done and complete lack of interest in the steady and growing efforts by the stations to serve the black community effectively," the licensee said.

Specifically, Taft said 20% of the persons interviewed in Taft's renewal ascertainment were black, not 6% as the coalition contends. It also pointed out that 17 out of 134 (13%) of its station employees are black, not eight out of 142 (6%) as the coalition maintains.

In addition, Taft stated that its programming with black needs and problems has been extensive and has included many programs, editorials, news reports and public service announcements dealing with employment. It also noted that the music on WTVN (AM) and WBUK-FM appeals "to a wide spectrum of Columbus listening tastes."

And, Taft said, contrary to the petition's claim, it has "sought in every possible way to promote the expression of divergent viewpoints." This policy is reflected in its regular presentations of opposing editorial points of view and in its presentation of spokesman for divergent viewpoints on many programs and news reports dealing with black problems, Taft said.

In addition to the Columbus Broadcasting Coalition, the local groups opposing the Taft renewals are the Columbus Civil Rights Council, the local branch of the National Association for the Advancement of Colored People, Afro Set. The Committee, Afro-Am, the Black Forum and Black Efforts for Soul in Television.

In its opposition to petitions to deny the renewals of its stations, WKBN Broadcasting Corp. said that "the Black Broadcasting Coalition has failed in all respects to establish any facts" to support the allegations in their petitions to deny.

WKBN Broadcasting said that, contrary to the thrust of allegations made by the coalition, it "has negotiated in absolute good faith with representatives of the BBC" and in fact the negotiations led to WKBN instituting certain programs and policies designed to meet needs and problems of local minority groups.

WKBN Broadcasting also pointed out that it referred to reliable data in determining the composition of the area served by its stations and consulted with 103 community leaders and 121 members of the general public in ascertaining the needs, interests and problems of its service area.

The licensee said its radio stations provide a "meaningful program service to the black community" and that WKBN-TV programming has been "extremely responsive" to minority groups and "fully intends to continue the programs which have provided the vehicles for this exceptional service."

The Committee, Afro-Am, noted, WKBN news presentations are often used to focus upon issues and problems of concern to minorities as well as providing in-depth coverage to all groups that are involved with the minority community.

The coalition's allegations of discrimination in employment are "without a scintilla of support" and "wholly without foundation in fact," WKBN Broadcasting said.

It said it (the WKBN stations) have "consistently maintained a policy of equal opportunity in employment and will continue to hire and promote on the sole basis of ability and performance." The licensee noted it has instituted an on-the-job training program that includes black employees in the areas of news, news-film and office-clerical work.

The Black Broadcasting Coalition comprises individuals and organiza-

IRS reviews exempt status of law firms

New ruling could involve groups protesting licenses and anti-cigarette forces

The Internal Revenue Service is considering a ruling that could adversely affect the efforts of citizens groups to protest broadcast-license renewals and to participate generally in FCC proceedings.

The ruling, expected early in November, will involve the standards to be employed in determining whether so-called public interest law firms and similar organizations that litigate in support of what they consider the public good should be allowed tax-exempt status.

IRS has announced it is suspending the issuance of rulings on claims for tax-exempt status by such organizations pending the completion of the study.

The action, which appears to jeopardize the support of those organizations, has drawn an angry reaction from the Senate Employment, Manpower and Poverty Subcommittee. It plans to question IRS Commissioner Randolph Thrower on the matter next month.

Public-interest law firms, which have been proliferating in recent years, are usually staffed with law students and young lawyers who are using existing laws to oppose companies they feel are guilty of polluting the environment or defrauding consumers or otherwise acting contrary to the public interest.

Some of the public-interest firms have appeared in cases before the FCC. The principal one is the Citizens Communications Center. But an adverse ruling would probably also affect Action on Smoking and Health, the antitobacco organization.

The year-old center, whose director is Albert Kramer, has represented many of the citizens groups that have protested license renewals or filed fairness-doctrine complaints with the FCC. It is also serving as counsel in a number of court appeals aimed at overturning commission actions, including the Jan. 15 policy statement on comparative hearings and renewal applicants.

ASH, which is headed by antismoking crusader John F. Banzhaf III, has participated in a number of matters before the FCC, pleading the antismoking case. At one time, it was filing numerous complaints against stations which it felt were not carry enough antismoking spots.

CCC does not have tax-exempt status and was in the process of preparing an application for it when IRS announced the temporary ban on such rulings. However, the center is funded through the Robert F. Kennedy Memorial, which does have a tax-exempt status and for which it serves as a legal arm in matters affecting broadcasting. Most of the center’s financial support is provided by Gordon Sherman, president of Midas International (Broadcasting, Oct. 13, 1969).

ASH, which bills itself as “the legal action arm of the antismoking community,” does have a tax-exempt status. ASH is a “charitable organization” and its letterhead states that contributions are tax deductible.

IRS, in announcing the study, made it clear it was concerned about public-interest law firms that are “organized to stimulate, initiate and handle litigation broadly in the public interest.” It was not concerned about “the familiar legal aid group which provides representation for specifically identified persons or groups, such as poor and underprivileged people that are traditionally recognized as objects of charity.”

It also said it was concerned “about the lack of standards or controls” if tax-exempt status were given to every group interested in litigating in behalf of the public interest. “Not infrequently,” IRS added, “opposing sides in a law suit involving substantial private interests claim that they are acting in the public interest.”

It takes a small fee to get these ‘stations’

The citizens of Waycross, Ga. (pop. 23,500), found themselves with a new FM “station” recently and with a new TV “station” promised soon. But there’s a catch: both are adjuncts of the local CATV system, Waycross Cable Co., and the TV and FM programming can only be received by subscribers to the cable system.

The FM station, under the “call letters” WCT-FM, began 24-hour-a-day service two weeks ago today. Its classical and contemporary-music format is available to subscribers on TV channel 9, and in stereo on regular FM sets hooked to the cable system. The 850-square foot, full-color TV station, to be called WCT-TV, will produce eight hours of programming a day, with emphasis on news and community affairs. It is being constructed on a site adjacent to the CATV system and is due to be finished the middle of next month.

Waycross Cable began operating in 1964. It provides eight TV stations to its 5,500 subscribers.

Al Morris, former general and commercial manager of WAXX (AM) Waycross, will serve as commercial manager in charge of advertising for WCT-TV.

Both the television station and WCT-FM are accepting local ads and eventually hope to garner national spots.

KTYM opposed in renewal fight

FCC’s Broadcast Bureau advocates denial in two-year-old case

The FCC’s Broadcast Bureau last week recommended against grant of the renewal applications of KTYM-AM-FM Inglewood, Calif., citing the stations’ rule violations and their “deceptive” dealings with the commission.

In its statement of proposed findings, the bureau said the program logs submitted by Trans America as part of its renewal application were incorrect transcriptions of tape-recorded logs made to appear as if they were maintained in the course of normal operations. It noted there were discrepancies between the written logs and material actually broadcast.

The stations also were cited for selling station time to individuals for resale to others without filing time-brokerage contracts. The stations tried to persuade them that they were dealing with advertising agencies, the bureau said.

The Broadcast Bureau also found that the stations were discriminatory in rates for political advertising, because in 1968 “the balance of payments favored the Citizens for Humphrey-Muskie Committee.” It noted that some political spots were sold on time-brokered programs and there was no record of the amounts received.

The stations’ renewal applications were designated for hearing last year (Broadcasting, Aug. 4, 1969) after an investigation that began in December 1968.

In 1967 the renewals of the stations were challenged by the Anti-Defamation League of B’nai B’rith for allegedly broadcasting anti-Semitic programs. The commission renewed the licenses, ruling KTYM had offered ADL time to air its spots. ADL appealed the order. However, a federal appeals court upheld the commission’s decision.

Trans America is owned by Albert John Williams and Jack M. Reeder, who through a subsidiary, Tel-America, also own KAIL-TV Fresno, Calif.
Hyde warns of FCC encroachment
Decrees forays into programming; CATV menace exaggerated, Illinois panel told

The growing issues involving cable television and program restrictions held much of the attention of the Illinois Broadcasters Association in Chicago last week.

The IBA members Thursday (Oct. 15) adopted a resolution supporting the National Association of Broadcasters in its approach to CATV. IBA also commended state senators, congressmen and other officials for their role leading to the presidential veto of the political broadcast expenditures bill (see page 15).

Howard H. Frederick, WIRL-TV Peoria, Ill., was elected IBA president, succeeding James G. Hanlon, WGN-AM-TV Chicago.

Concern over the FCC's continuing forays into program regulation and surveillance contrary to the spirit of the Communications Act was voiced before the IBA by retired FCC Chairman Rosel-H. Hyde. Recalling the commission's long history of effort since the 1945 blue book to substitute its own bureaucratic judgment for that of the public in programming, Mr. Hyde warned that "procedures can have disturbing consequences and may determine policy."

Mr. Hyde pointed to the new license-renewal procedure study as but another example of this dangerous practice (BROADCASTING, Oct. 12), and said any effort to determine so-called program balance and specific categories is simply an attempt to establish "official" program standards despite the law. He said the only effective regulation is that brought about by free public choice in the marketplace, otherwise known as the democratic process.

The evolution of electronic journalism to its present achievement came about entirely as a result of broadcasting's response to public desire, Mr. Hyde said. He noted no directive of the FCC brought this achievement about and it was accomplished in spite of restrictions.

The FCC trend toward increased regulation of programming in the cable television field was noted during a CATV panel session by Grover Cooper, Washington broadcast attorney. But John Gwin, vice chairman of the National Cable Television Association, was more concerned about serious consequences that may flow from broadcaster opposition to CATV.

Mr. Gwin felt certain "self-serving" and "radical" elements in the NAB and other industry groups such as the Association of Maximum Service Tele-

Mr. Hyde

casters have misled broadcasters into believing cable will destroy broadcasting. He charged no one has yet proved economic injury and claimed that the broadcaster's cry of protest in Congress and before the FCC has become so extreme it is being tuned out, perhaps even having the opposite effect of helping CATV's cause.

Richard Dudley, president, Forward Communications Group, and member of the NAB's new Future of Broadcasting Committee, wondered why cable representatives walked out of the last meeting with NAB representatives, if they endorsed Mr. Gwin's philosophy that cable TV and stations can grow together without hurting the present broadcasting system. Mr. Dudley was worried especially about the rural areas, where cable TV has never said it would serve, and the smaller markets, where CATV audience fragmentation could hurt local stations.

Frank McGarr, first assistant attorney general of Illinois who becomes a U.S. district court judge on Oct. 27, told the IBA pollution could never have become a national issue without the news media. He said broadcasters particularly can help bring progress in solving the pollution problem because their journalistic role is so dominant.

William C. O'Donnell, vice president of CBS Radio and general manager of WBBM(AM) Chicago, called upon all broadcasters to mount a 52-week-a-year anti-drug campaign. He deplored the glorification of the drug culture by some air personalities.

"The radio disc jockey who condones the use of drugs, or refuses to speak out on the subject because of the fear of alienating listeners, is no better than the drug pusher," Mr. O'Donnell told the Chicago meeting.

No court appeals left on automatic-stay rule
The FCC rule that permits television stations to delay the start of CATV service by filing objections to it has withstood an appeal to the U.S. Supreme Court.

The high court last week declined to accept for review, and thus left standing, a lower court ruling upholding the automatic-stay provision in a case brought by Bucks County (Pennsylvania) Cable TV Inc.

The automatic-stay provision, designed to protect local television stations, bars CATV systems from providing service to which local stations object until the commission has considered the matter and resolves the case in favor of the systems.

Two Philadelphia UHF's, WIBF-TV and WPHL-TV, invoked the rule after Bucks County in May 1968 disclosed the plans of its system in Falls township, a suburb of Philadelphia, to import the signals of four New York stations as well as to carry the signals of Philadelphia's seven stations.

Bucks County went to court to challenge the constitutionality of the rule—and won the first round, in federal district court in Philadelphia. However, the commission appealed that decision, and won a unanimous verdict from the Circuit Court of Appeals for the Third Circuit, which held that the automatic stay is "a vital part of the FCC's total regulatory concept." (BROADCASTING, June 15.)

Media notes:
ABC's new radio affiliates • Four new stations have become affiliated with ABC Radio. Joining the network's American Entertainment service is KRPV(AM) Ferriday, La.; American Information, WRAR-AM-FM Tappahannock, Va.; and WPXY(AM) Greeneville, N.C.; and American FM, WXQR(FM) Jackson- sonville, N.C.

DJ placement service • Jim Powell, news and promotion director for WENO-(AM) Madison, Tenn., has formed Nashville-based Disc-Jockey Placement Service Inc. Address: Box 1023, Nashville 37202; phone (615) 895-5240.
Hawaii’s dominant station. Number 1 for all the islands... the CBS eye on the beguiling state of Hawaii. As expected, there’s money to be made in this market... Honolulu is the fifth richest city in the U.S. in income per household. Indeed, average spendable income is an extremely affluent $13,253 and growing daily.***

As of right now, KGMB TV is being proudly sold by RTVR. We believe we have quite a story to tell. We look forward to the opportunity of telling it to you.

As of Oct. 1, 1970
KGMB/TV, Honolulu*... sold nationally by

RKO TELEVISION REPRESENTATIVES INC.

SPOT TELEVISION’S MOST DYNAMIC SELLING FORCE
New York, Chicago, San Francisco, Los Angeles, Atlanta, Dallas

*CBS for Hawaii

**source: Nielsen, Feb./March 1970
***source: Sales Management Survey of Buying Power, June ’70
FCC refuses to defer its hearing into WPIX challenger's financial resources

A bid by Forum Communications Inc., challenger for the license of WPIX-TV New York, for extra time before the license-renewal hearing checks into Forum's ability to raise the initial $1 million to take over the station, was denied last week by FCC Examiner James F. Tierney. At the same time, WPIX lost in its bid to have the hearing probe even deeper into Forum's financial situation.

Forum, which seeks control of the New York Daily News station, asked for the delay after the death on Oct. 10 of Dr. Lawrence Eldridge. Dr. Eldridge, a psychologist who, with his wife, a special assistant to New York Mayor John V. Lindsay, had pledged to buy 5,000 shares or 10% of the $1 million capital budget, Forum plans to raise if it gets the license, was scheduled to be a Forum witness. In denying the request, Mr. Tierney said that, if it appeared that Forum could not proceed, the entire hearing might have to be postponed.

The hearing now is limited to the ability of Lawrence K. Grossman, Mrs. Eldridge and Irwin (Sonny) Fox, three Forum principals, to make good on minor parts of their pledges of capital in the event Forum wins the license.

The first phase of the hearing, which has occupied five weeks, is the alleged misrepresentation of news broadcasts by WPIX. More is expected on this subject this week.

In other developments, lawyers in the hearing agreed Thursday (Oct. 15) to a telephone conference with Merwin K. Sigale, a Miami-based freelance news correspondent, to determine whether he telephoned a report to WPIX on the 1968 Venezuelan presidential election from Miami or Caracas.

FCC Broadcast Bureau attorney Pat Valicenti demanded that WPIX show Mr. Tierney a memo about a telephone conversation between Mr. Sigale and a WPIX attorney. John Schoemer Jr., WPIX attorney, objected on grounds it was privileged, but offered to produce Mr. Sigale as a witness. He said the memo was harmless, but on principle thought it privileged.

It had been implied earlier in the hearing that the telephone call on the elections could have come from Miami. Mr. Valicenti had asked Walter D. Engels, former WPIX news manager, whether a voice report of the 1968 Venezuela elections, said to have come from Caracas from Mr. Sigale, was not in fact made from Florida. Mr. Engels, now a special assistant in the station's news department, had replied it was technically possible but that in fact it had not.

Mr. Sigale wrote to FCC Chairman Dean Burch Tuesday (Oct. 13) stating he had telephoned from Caracas. In his letter, according to a copy made available last week, Mr. Sigale wrote: "The suggestion, or charge, was made, according to the press report, that a voice report from me which WPIX broadcast on Nov. 29, 1968, might not have been made from Caracas on the date mentioned but rather from Miami a week earlier.

"The line of questioning appeared to imply collusion on my part in the falsification of a news report. Since the commission seems to have made no effort to obtain the facts from me, I want to advise you for the record that any such allegation is wholly false.

"My call to WPIX from Miami a week before the broadcast dealt only with plans for coverage during my South American trip. Once in Caracas, I supervised the filming of the election story on Nov. 27, 1968. The film was shipped to New York for processing on Nov. 28. I telephoned the voice report, for use with the film, on Nov. 29, a few hours before it was actually broadcast. My sign-off—Merwin Sigale, channel 11 news, Caracas—was unquestionably accurate."

Mr. Sigale said he could furnish a copy of the broadcast script.

Mr. Schoemer told the hearing he had telephoned Mr. Sigale and had asked if he made the Caracas call. "For the price of a long-distance telephone call, Mr. Valicenti can do the same thing," he said.

Mr. Valicenti, however, replied that as a lawyer he could not testify as to what Mr. Sigale might tell him. Mr. Tierney then suggested the conference call, to include Forum's attorneys.

High court won't hear RKO-Frontier case

RKO General Inc. has lost in an effort to secure a Supreme Court reversal of a lower court order requiring the company to pay some $8 million to a subsidiary, Frontier Airlines.

The high court last week refused to review an appeals court decision that RKO General had violated a law barring "insiders" from profiting from corporate information not available to the general public.

In the case, which did not involve any of RKO General's broadcast holdings, the company had acquired for $7.5 million a controlling block of Central Airlines Inc. stock in connection with the merger of that airline company into Frontier, RKO, which owned 56% of Frontier before the merger, was able to maintain that percentage with the block of Central stock.

Following the merger, a Frontier stockholder sued RKO General under a provision of the Securities and Exchange Act providing for payment to a company of profits realized by an insider who buys and sells the company's securities within a six-month period.

A federal district court held that RKO was liable under the provision. It

Bus-crash interview leads to court case

Henry Narrow, WKAP (AM) Allentown, Pa., newsmen, is awaiting action by the Lehigh county grand jury on charges that he illegally "interrupted" conversations with a bus driver involved in the July 15 crash in which seven children were killed at New Smithville, Pa. Fifty-two other passengers were injured in the accident.

Mr. Narrow, 22, is charged specifically with violation of a 1957 Pennsylvania law which, in effect, prohibits tape-recording of conversations over telephone or telegraph without, among other things, permission of all parties involved. The charge was brought by David Valente, agent for the insurance company which has coverage on the bus firm involved.

Mr. Narrow and WKAP claim that the bus driver, Hubert Daye, knew he was being recorded for broadcast when he was called on Aug. 10 at a Newark, N.J., hospital after the accident. Ogden R. Davies, WKAP general manager, said last week Mr. Daye had been asked for permission and granted it.

According to Al Raber, WKAP operations manager, Mr. Daye later denied giving such permission, also claiming he didn't know to whom he was talking on the phone and that there was no beep on the line, as required by law. Station officials said all requirements were met.
City of the great salt lake... trade and cultural center for the vast and growing intermountain area. And not only big but also young. More than one-third of all household heads are under 35** and they spend.

If you sell the young adult market. If you sell automobiles, if you sell beer, if you sell instant coffee... the products of young people on the go, KUTV is your best buy. We can prove it... we welcome the opportunity.

As of Oct. 1, 1970
KUTV, Salt Lake City... sold nationally by

RKO TELEVISION REPRESENTATIVES INC.

SPOT TELEVISION'S MOST DYNAMIC SELLING FORCE
New York, Chicago, San Francisco, Los Angeles, Atlanta, Dallas

**NBC for Utah

**source: Sales Management Survey of Buying Power, June '70

Carmel, Ill., a member of the radio board and also a member of the regular
also decided that, based on Frontier’s market price, on Sept. 18, 1967, when the merger was completed, RKO had realized a profit of almost $8 million in terms of the Frontier stock it received for its block of Central shares. The decision was affirmed by an appeals court.

Embattled Reeves sells WUSN-TV

ments broader than those necessary to eliminate interference, and that the FCC hold public meetings on conflicting microwave applications.

Prompt implementation of the Common Carrier Bureau’s proposals “will not only greatly aid in the rapid development of a flexible, multifaceted . . . system . . .” but will also be a major step in achieving “the maximum amount of useful competition with the minimum degree of governmental control necessary to regulate the natural monopoly aspect of the communications industry,” Justice concluded.

Dann to networks: Innovate or perish

Former CBS-TV executive sees economic stagnation unless programs improve

The television networks’ economic outlook for 1971 “is so serious that I believe there is no chance the network structure as we now know it can or will survive.”

That grim forecast was delivered last week by Michael H. Dann, vice president of the Children’s Television Workshop and a former CBS-TV vice president, in a speech to the Hollywood Radio and Television Society. Mr. Dann said that any decided upturn in the economy will not return the networks to the profit levels they enjoyed in recent years.

Mr. Dann provided an explicit prescription for improvement: innovative programming. “Unless the industry’s leaders introduce other values than profits into their operating formulas they may—and undoubtedly will—end up with long-term leases on a network of coaxial cables that are of little or no use to anyone,” he said. Television networks must “do what their predecessors did in the early fifties,” Mr. Dann said, “experiment, gamble and most of all not play it safe to insure some sort of short-term profits.”

He charged that commercial television is derivative rather than distinctive, and the result is “by and large bland where it should be bold; poor where it should have power.” (Mr. Dann speaks from experience. He was in charge of CBS-TV programming for years until resigning a few months ago.)

Mr. Dann, whose prime responsibility with CTW is the international marketing of CTW’s Sesame Street, reported that the workshop also was experimenting with new program forms that will “flower as well as Sesame Street.”

As for CATV, Mr. Dann noted that “a number of interesting things could arise from this area . . . including the eventual creation of a children’s network via cable TV.” He added that CTW is exploring the feasibility of launching a series aimed at 7-to-10-year-olds with histories of reading failures. He said that the program could begin next September. Mr. Dann also confirmed that CTW is exploring acquisition of a cable television franchise in Washington, D.C. (“Closed Circuit,” Aug. 24) and, later, in other areas.

Mr. Dann called himself the “happiest man in television,” conceding, however, that he sometimes misses the “exciting moments of commercial television.”

Mr. Dann was nearly upstaged by a leaky roof at the Beverly Wilshire Hotel during Tuesday’s luncheon. Occupants of the dais, plus two tables of broadcasting executives, were forced to scatter.

“There are only four people who could have caused this,” observed Mr. Dann. “One is God and the other three are the chairmen of the boards I’ve worked for.”

FocusOnFinance

CBS gross holds but profits slip

Soft broadcast business is blamed for decline in third-quarter figures

CBS Inc. reported last week a slight decline in estimated net income for both the third quarter and the first nine months of 1970.

William S. Paley, chairman, and Frank Stanton, president, attributed the drop in earnings for the quarter to a disappointing performance of the network’s television production division and the NBC network.

CBS’s decline in earnings for the first nine months of the year came despite a comfortable climb in net sales to more than $930 million from slightly more than $816 million in the same period of 1969. In the third quarter of 1970 (13 weeks) net sales fell slightly to $296.6 million from $296.8 million in the corresponding quarter last year (14 weeks).

During the first half of 1970, CBS kept pace with 1969 in earnings performance. In the first quarter, net profits were up one cent per share (49 cents to 50 cents) over last year and for the first six months, income per share was up $1.50 from 1969.

Strike blamed for RCA losses

Sales, earnings down from 1969; advertiser cutbacks hurting NBC

RCA sales and earnings in both the third quarter and the first nine months of 1970 declined from 1969 levels, it was announced last week by Robert W. Sarnoff, chairman and president of the RCA Corp.

Mr. Sarnoff said sales and earnings were hurt by a continuing cutback in advertising expenditures by both CBS and NBC, the network's chief customers.
The girl who has it all!

She lives in the Wheeling-Steubenville area and she knows what she wants! And she gets it ALL on WSTV/TV's TOTAL NEWS, 6:00 p.m. Monday through Saturday. Along with thousands of other women, she has learned to depend on WSTV/TV for ALL the news, ALL the time! That's why more women, from 18 to 49 (30% more in the ADI and 25% more in the TSA, ARB, May '70, compared to March '70) are watching TOTAL NEWS than any other newscast in the market. Also, WSTV/TV's 11:00 p.m. NEWS is watched by this group of women more than any other area late newscast! Could it be the same reason that WSTV/TV delivers 110,000 more homes [net weekly circulation] than its nearest competitor? It's the station that has it all ... WSTV/TV, another Rust Craft Broadcasting Station that gives its viewers what they want!

May '70 ARB Audience Survey subject to limitations.
adversely affected by the reluctance of many businesses to undertake extended major advertising commitments in view of the uncertain profit outlook."

Total RCA sales in the third quarter fell to $805 million from $846 million in the 1969 quarter, while earnings skidded to $12.1 million, equal to 16 cents a share, from $40.8 million, equal to 59 cents a share in the 1969 quarter, he said.

Net profit for the first nine months of this year declined to $54.4 million, equal to 75 cents a share, from the record $110.6 million, equal to $1.59 a share, in the corresponding period last year.

In addition to labor troubles, Mr. Sarnoff said, the third quarter of 1970 was characterized by decreases in sales and profits in RCA's consumer electronics operation. He pointed out that "domestic industry sales of the bell-wether product—color TV sets—were down 21% during the first nine months from the same period of 1969." But, despite the depressed market, Mr. Sarnoff said, RCA managed to improve its share of color TV, radio and phonograph sales.

For the first nine months, ended Sept. 30:

Income per share $0.75 $1.59
Sales 2,380,000,000 2,470,000,000
Net profit 54,400,000 110,600,000

RCA plans to purchase home furnishings firm

RCA Corp. has agreed in principle to buy Coronet Industries, Dalton, Ga.,...
manufacturers of carpets, furniture, and fabrics.

Robert W. Sarnoff, board chairman and president, RCA, said the proposed sale would mark RCA's entry into the home-furnishings business and add to its diversification program in an important consumer-growth area.

Both Mr. Sarnoff and Martin B. Seretean, chairman and president of Coronet, said the agreement is subject to approval of shareholders and boards of directors.

The transaction would involve a share-for-share exchange of Coronet and RCA stock. Coronet has 5.8 million shares outstanding. The deal represents about $150 million in RCA stock.

A spokesman for RCA said Coronet possibly would be operated as a wholly owned subsidiary. Coronet, he said, with sales of nearly $106 million in 1969, is a growing firm.

Last year, RCA earned $151.3 million. Several months ago, it announced plans to acquire Cushman & Wakefield Inc., New York, which manages and leases office buildings, and late last week said acquisition had been completed.

Cushman now is a wholly owned subsidiary.

RCA, parent of NBC and manufacturer of television sets, radios, computers and electronic equipment, also owns Random House, a publishing concern; Hertz Corp., automobile rental firm; and Banquet Foods, frozen food manufacturer.

Financial notes:
Thomson Newspapers Inc., Des Plaines.

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<td>Motorola</td>
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<td>45%</td>
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<td>26%</td>
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<td>RSC</td>
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<td>Teleprompter</td>
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<td>13%</td>
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<td>24%</td>
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<td>Westinghouse</td>
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<td>31%</td>
<td>32%</td>
<td>32%</td>
<td>37%</td>
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Total 336,818 19,290,186

Grand total 728,171 27,736,196

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<thead>
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<th>Standard &amp; Poor Industrial Average</th>
<th>93.18</th>
<th>94.65</th>
<th>92.87</th>
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</table>

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Sept. 26.

New addition to index.

BROADCASTING, Oct. 19, 1970 37
Ill., has bought the Zanesville, Ohio, Time-Recorder and the Coshocton, Ohio, Tribune. Price was not disclosed. The Ohio dailies, headed by Clay Little, own W27P-AM-FM Cincinnati, WOMP-AM-FM Bellaire, WXNT-AM-FM Portsmouth and WHZ-AM-FM-TV Zanesville, all Ohio. The stations are not being sold. Thomson Newspapers publishes over 50 newspapers in the U.S. and Canada and an additional 12 U.S. dailies in cooperation with Thomson-Brush-Moore Newspapers, Canton, Ohio.

Texas Ohio CATV merger wins stockholder OK’s

Communications Properties Inc. and Tower Communications shareholders last week approved merger of the two group CATV operators. CPI said it becomes "the nation’s 14th largest CATV system" when the merger is effective on Oct. 29.

Final agreements were signed last June (Broadcasting, June 15) merging the firms into CPI to serve 43 CATV systems with more than 60,000 subscribers in six states, as well as private microwave systems.

Terms of the agreement remain unchanged since its announcement last May. Tower Communications, now owned by Citizens Financial Corp. of Cleveland, will be transferred to CPI in exchange for one million shares of CPI common stock and 100,000 shares of $2 cumulative, convertible preferred CPI stock, making Citizens Financial a 65% owner of CPI (Broadcasting, May 18).

The merged company will have combined sales of approximately $6.5 million, and after-tax profit of $640,000, CPI said last week. Both CPI and Citizens Financial are public companies.

CPI has headquarters in Austin, Tex., and is in a joint venture to build a CATV system in Mexico City with Mexican principals. It also has filed for FCC permission to build a 1,000-mile microwave system for Data Communications in Texas.

Tower Communications, Coshocton, Ohio, owns 23 CATV systems, as well as microwave systems in Ohio, Pennsylvania, West Virginia and Kentucky.

CPI owns 13 cable systems in Texas and seven in New Jersey. The Tower Communications properties will operate as the eastern division of CPI. Citizens Financial bought the Tower Communications group in 1969 in an exchange of stock valued at over $10 million.

Time net income up

Time Inc., New York-based publisher and station group owner, reported increased revenues and net income for the nine months ended Sept. 30. Its consolidated revenues rose almost $20 million in the period and net income was up $2 million representing a 0.28 boost in per share earnings. Time said, however, that during the period, magazine and broadcast advertising revenues were off 8% and 6% respectively.

In the third quarter, Time reported it had record revenues of $146,470,000 representing a 1% gain over a comparable period the year before and net income of $220,000 or three cents per share compared with a net loss of $689,000 before extraordinary items in its 1969 third quarter. Both magazine and broadcast advertising revenues were off also in that quarter—by 11% and 6% respectively. Revenue increase in the third quarter resulted primarily from sales of books and records, of marketing data, book clubs, sculpture replicas, newspapers and films.

Time also reported its advertising revenues were affected in September because of deferment of introduction dates for some new auto models in anticipation of a strike but that the impact of the General Motors strike on fourth-quarter revenues will be even greater.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net income</th>
<th>Shares outstanding</th>
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<tr>
<td>1970</td>
<td>$1.59</td>
<td>$437,232,000</td>
<td>$11,506,000</td>
<td>7,282,000</td>
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<tr>
<td>1969</td>
<td>$1.31</td>
<td>$437,282,000</td>
<td>$9,460,000</td>
<td>7,239,000</td>
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Programing

More time for syndication cut-off

FCC puts off prohibition against networks acquiring program rights for station sale

The FCC has stayed "until further order" the effectiveness of its new rules that would have removed the networks from the domestic program-syndication business by Oct. 1, 1971. The commission acted on petitions of NBC and ABC, which had argued that their syndication operations faced liquidation even before the merits of their court appeals, now pending, could be decided.

The rule barring network-program syndication was one of those the commission adopted May 4 in an effort to break what it considers the networks' domination of prime-time programming. The key rule adopted will, beginning Oct. 1, 1971, bar affiliates in the top-50 markets from taking more than three hours of network programming between 7 and 11 p.m.

The commission last week said any delay in implementing the prime-time access rule would have an immediate and drastic effect on the public interest. It added that, although it regards resolution of the network syndication question as important to the public interest, the immediate implementation of this phase of the rules is not as crucial.

Besides the domestic-syndication rule itself, the commission stay affects a provision that was to become effective last Oct. 1, barring networks from acquiring subsidiary interests in independently produced programs. The action stays the rule "as it applies to domestic syndication and foreign distribution rights and interests in programs" not intended for the schedule of the network acquiring the rights or interests.

The prime-time access and related rules have been appealed by the three networks, MCA Inc., NBC Television Affiliates, and several stations. NBC, in asking for the syndication rule stay, said that the networks faced "divestiture" prior to judicial review of the appeals unless the stay were granted (Broadcasting, Oct. 5).

It argued that, as a "practical matter," the networks' syndication business would begin to erode after Oct. 1, when the networks would be prohibited from acquiring product, and would be seriously weakened in the year that followed as they sought buyers for their syndication operations.

CBS, which has announced plans to spin off its network syndication business to a company owned by CBS stockholders, has not requested a stay of the syndication rule. However, along with MCA Inc., WCAX-TV Burlington, Vt., and NBC, it is seeking a one-year stay of the prime-time rule.

However, ABC last week was sharp-
In Washington, D.C.
The Gospel Truth is that
WUST IS NOW FIRST*

IN AFTERNOON AUDIENCE OF ALL RADIO STATIONS BROADCASTING IN WASHINGTON, D.C.*

WUST’S ALL GOSPEL PROGRAMMING DELIVERS THE LARGEST QUARTER-HOUR AUDIENCE

MONDAY THRU FRIDAY 10 AM TO 3 PM
MORE TOTAL ADULTS
MORE TOTAL WOMEN*

*ARB Audience Estimates
July/August 1970

Only recently, WUST announced a dramatic change in programming — ALL GOSPEL MUSIC FROM SIGN ON TO SIGN OFF. WUST made the change after extensive research into the needs of the community because we believed it would attract maximum leadership.

Is Gospel the key to Washington audience? People know it. Now the numbers show it.

WUST’s afternoon audience share is now FIRST. In the afternoon, WUST is FIRST among all ethnic stations, FIRST among all stations broadcasting in Washington, D.C.

We believe we’re coming on strong. Because there’s power in the happy sound of gospel. And that’s the Gospel Truth!

WUST THE POWER OF ALL-GOSPEL RADIO IN WASHINGTON, D.C. / 1120 ON THE DIAL

ATLANTIC BROADCASTING COMPANY 815 V Street, N.W., Washington, D.C. 20001 Phone (202) 462-0011
Represented nationally by Greener, Hiken & Sears
"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.

Can FCC force CATV programing?

Court asked to reverse agency's order compelling the origination of shows

The FCC has no authority to force a CATV system into the origination of programing as the price for staying in the CATV business. That would be like a government order requiring General Motors to manufacture helicopters as a condition for continuing the business of producing cars and trucks.

Midwest Video Corp. made that argument last week in a brief filed with the U.S. Circuit Court of Appeals in St. Louis, seeking reversal of the commission order requiring CATV systems serving more than 3,500 subscribers to operate "to a significant extent as a local outlet by cablecasting."

Midwest, which does not oppose voluntary program origination by CATV systems, is also seeking reversal of collateral rules limiting the kinds of programs CATV systems may transmit on a pay-TV as well as a non-pay-TV basis. It says the rules are defective on procedural as well as substantive grounds.

The program-origination rules, adopted on Oct. 27, 1969, are to become effective on April 1, 1971. In adopting them, the commission said CATV program origination "would best exploit cable-channel capacity" and would provide the public with greater diversity of communications media (Broadcasting, Oct. 27, 1969).

But Midwest argues that the commission's authority over CATV has been held by the courts to extend only to those operations that are "ancillary to the effective regulation of television broadcasting." And the requirement that CATV systems originate their own programing, it adds, "has no possible relationship, ancillary or otherwise, to regulation of radio broadcasting."

But even if the commission can con-
tutional discrimination against CATV systems cablecasting pictures.

It also says the commission has illegally discriminated against CATV systems in restricting the manner in which they may carry advertising—it may be carried only at the beginning and end of each program and at natural breaks. No such limitation, Midwest notes, is placed on broadcast stations.

National Film Board is available on EVR

Motorola Inc., Chicago, disclosed last Thursday (Oct. 15) that it will become active in the "software" portion of cartridge television as well as the "hardware" and has signed an agreement with the National Film Board of Canada to convert and distribute their films in the U.S. in the electronic-video-recording (EVR) format.

Motorola, which has a license from CBS to manufacture and market the EVR teleplayer units in the U.S. and Canada, announced at a news conference in New York that it has formed the Motorola Teleprogram Center ("Closed Circuit," Oct. 12). The organization acquires program material for conversion to EVR and distribution to the home market and other outlets, such as education, business and industry, and cable television.

WABC-TV exonerated in fairness case

An FCC official last week advised the Socialist Workers 1970 New York State Campaign Committee that WABC-TV New York did not violate the equal-time provisions of Section 315 or the fairness doctrine in its handling of broadcast time for candidates for the U.S. Senate from New York.

The campaign committee alleged that WABC-TV had planned to broadcast a one-hour debate at 2 p.m. on Oct. 11 involving three New York candidates for the Senate, but refused to allow its party's candidate, Miss Kipp Dawson, to participate in the debate because of the public interest "in seeing a debate between the 'major-party' candidates," and for no other reason.

WABC-TV offered the commission said, Miss Dawson and three other candidates each a separate half-hour of free time between 3 and 5 p.m. on the afternoon of the debate. The campaign committee alleged that this would discriminate against candidates of minor parties.

William Ray, chief, complaints and compliance division of the FCC Broadcast Bureau, told the campaign committee that FCC rules do not require a sta-

Video-tape maker opens office

Mobile Color Inc., Austin, Tex., videotape production company, has opened new offices at 4809 Westpark, Houston, with studio and remote video-tape production facilities available. Mobile Color also operates remote and studio production centers in Phoenix and San Juan, Puerto Rico. It has general offices in Austin, Tex.
A broadcasting ‘bill of rights’?

That may be ultimate need, says Salant but now is time for courageous journalists

CBS News President Richard S. Salant called last week for development of a broadcasting “bill of rights” which would determine—if not limit—government’s role in electronic journalism.

In a speech prepared for delivery to the Tennessee Association of Broadcasters Friday (Oct. 16) in Gatlinburg, Tenn., Mr. Salant said he already sees the first signs of threats to broadcast journalism, and outlined suggestions to combat them.

He pointed out that Vice President Agnew’s attack was not the first slap at the journalism media. “The fact is that the relationship between the government and the press has always been tense and uneasy. Over the years, the press has had some very harsh things to say about presidents of the United States—and vice versa.”

But the major difference between printed news and broadcast news, he said, was: “broadcast journalism is a part of a business which is pervasively regulated and, above all, licensed—licensed by appointees of the very government which so often is in an adversary relationship with us. And as far as the First Amendment is concerned, this brutal fact has made us at best second-class citizens among American journalists.”

Broadcast journalism must bear the albatross of its built-in inequality, Mr. Salant said. “In what had been a battle between equals, a war of words, in respect of the new form of journalism—broadcast journalism—one side, the government, had a new weapon—nothing less than the power of capital punishment over its adversary.”

Federal officials’ conduct, he said, has compounded, even exploited the vulnerability of broadcast journalism rising out of licensing and regulation.

“New bills are introduced in the Congress to regulate broadcast news—most recently by the Investigations Subcom- mittee of the House Commerce Committee, which would make it a crime to broadcast ‘false’ news,” he said. When a legislator is displeased by a news broadcast, Mr. Salant said, he demands FCC action, condemns the agency if it doesn’t act, and then threatens legislation to bring broadcasters to heel.

“Big Brother watches us—with counter spy devices,” he told association members. “All of which may or may not be properly proper—but all, we’d hate it if they didn’t watch us; but the trouble is that Big Brother has that critical licensing power in its arsenal.”

In defending freedom of the press as guaranteed under the First Amendment, Mr. Salant said the industry must first recognize there are dangers. “And that this excruciating dilemma presented by the traditions of a free press, on the one hand, and the antithetical phenomenon of licensing on the other hand, must be faced and must be resolved.”

It will be a long, hard road, he warned. “There is no panacea, no magic solution to solve all our problems, no easy answers—it is hardly practical to expect stations suddenly to be granted licenses in perpetuity.”

But he suggested three steps to obtain an equality: “All of us in broadcast journalism must do our level best to follow Elmer Davis’s profoundly simple and profoundly difficult injunction, ‘Don’t let them scare you.’ We in journalism must try to make news judgments in the most independent and honest way of which we are humanly capable, and you in management must insist that news judgment be so based.

“We must try to achieve the extraordinary mental feat of putting out of our minds the presence of that sword of Damocles called licensing, which hangs over all our heads. If newsmen do not tell the truth as they see it because it might make waves, or if their bosses decide something should or should not be broadcast because of Washington or Main Street consequences, we have dishonored ourselves and we have lost the First Amendment by default.”

Secondly, he said, the industry must speak out when it sees a threatened erosion of the rights of any part of the press and any part of broadcasting. “It (First Amendment) was not designed to prevent the press from saying things with which we, or the majority of the people, agree. It was designed to prevent government intrusion against outrageous and disagreeable statements with which we totally disagree.”

And, thirdly, “we must face up once and for all to this problem of freedom of electronic journalism which is part of a business subject to pervasive regulation and licensing, and then we must seek, imaginatively, creatively, systematically, to find the way to reconcile to the maximum extent possible the irreconcilables of freedom and licensing.”

He called upon the best minds in and out of the industry “to begin the development of a new bill of rights for broadcasting which would say once and for all, and without having to depend on the particular administration or on the moods of the particular people who are appointed to the FCC, that the government can go so far and no farther—that the First Amendment means something to this most important part of the press. ‘They must examine, once and for all, the realities of the factors on which government intrusion seems to rest—the ‘scarcity’ of spectrum space, and the use of the public airwaves.”

NBC-TV moves up in Fast Nielsens

CBS-TV, ABC-TV slip; Flip Wilson gains, only new show in top 20

CBS-TV’s lead in the Fast Nielsens was narrowed to a one-half point over NBC-TV in the ratings averages for the week ended Oct. 4. CBS had 18.8, NBC 18.3 and ABC-TV had 16.2.

While NBC’s performance improved ABC’s slide in comparison with the prior Fast Nielsen report for the week ended Sept. 27 when CBS had 20.0 in the averages, NBC 17.3 and ABC 17.1 (BROADCASTING, Oct. 12). The Oct. 4 fast report covered the second full week in the new television season in which all three networks showed new programs.

The staying power of NBC’s new Flip Wilson Show was noted in the Nielsen rankings for the week ended Oct. 4
Use your imagination.

There's a time and a place for animated film commercials. The time is now. The place is your agency. Sure, animation isn't right for everything, but when it is...WOW!

Maybe you thought animation was expensive. Well, did you know that new animation techniques and equipment refinements have actually cut the cost of an animated film commercial to below an average live-actor spot? And no residuals either.

And money saving is only part of the story. Animated film gives you a limitless commercial medium. It expands your creative horizon and your market. Film is the best way to animate your imagination. Just imagine what you could do in your next commercial. And do it!

EASTMAN KODAK COMPANY
How to carve a profitable future from an ancient past.

Right now Alaska is enjoying an industrial boom that should help her economy for years to come.

But many of Alaska’s citizens fear that her cultural and artistic heritage may get lost in the shuffle. Humble is one of those citizens.

That’s why we’re sending three art professors from the University of Alaska on a special mission to many of the villages throughout the state.

They don’t plan to teach art. Or to interfere with the excellent quality of the art that thousands of years has already created. They simply want to help preserve it.

The professors will demonstrate modern techniques in ivory, driftwood, whalebone and soapstone carving. And show villagers how to speed up production.

It is their hope—and Humble’s—that many young Alaskans will recognize what this traditional art can mean aesthetically and commercially to their own futures.

Humble is glad to sponsor this project. Because we’ve learned, as we go about our business of making good products and a fair profit, that there’s added satisfaction in doing something extra to help other people do the same thing.

Humble is doing something extra.

HUMBLE Oil & Refining Company
Where you get all the extras.
when the program placed fourth, up one ranking from the previous report. It is the only new program to make the top 20. In the week, CBS won Monday, Wednesday, Thursday and Friday in the prime-time averages; ABC took Tuesday and Sunday and NBC had Saturday. CBS had nine of the top-20 and 18 of the top-40 shows, NBC had six and 13 respectively and ABC five and nine.

Four new shows were in the second 20: CBS's Mary Tyler Moore was 24th; NBC's Men From Shiloh was tied for 25th with CBS's Mission Impossible, ABC's Make Room for Granddaddy was tied with CBS's Green Acres at 30th; NBC's Red Skelton Show was tied with NBC's Kraft Music Hall at 39th. CBS's new shows, Arnie and Headmaster, which had appeared in the top-40 list in previous Fast Nielsen reports, failed to make it in the newest.

The top 40 for the week:
1. Gunsmoke (CBS); 2. Mayberry R.F.D. (CBS); 3. Medical Center (CBS); 4. Flip Wilson (NBC); 5. Doris Day (CBS) and Thursday Movie (CBS); 7. Lucy Show (CBS); 8. Sunday Movie (ABC); 9. Marcus Welby (ABC); 10. Laugh-In (NBC) and Ironside (NBC).
12. FBI (ABC); 13. Bonanza (NBC); 14. Carol Burnett (CBS) and Tuesday Movie (NBC); 16. Hawaii Five-O (CBS) and Hee-Haw (CBS); 18. Movie of the Week (ABC); (19) Adam-12 (NBC); (20) Mod Squad (ABC).

(21) Jim Nabors (CBS) and Saturday Movie (NBC); (23) Walt Disney (NBC); (24) Mary Tyler Moore (CBS); (25) Men from Shiloh (NBC) and Mission Impossible (CBS); (27) My Three Sons (CBS); (28) Friday Movie (CBS); (29) Ed Sullivan (CBS); (30) Make Room for Granddaddy (ABC) and Green Acres (CBS).

(32) Bill Cosby (NBC); (33) Room 222 (ABC) and Eddie's Father (ABC); (35) Name of the Game (NBC) and A Family Affair (CBS); (37) Johnny Cash (ABC) and Glen Campbell (CBS); (39) Kraft Music Hall (NBC) and Red Skelton (CBS).

Whose taste is to be trusted?

Station deletes it when Nicholas Johnson, in interview, speaks of woman getting 'laid'

NBC-TV's Washington outlet, WRC-TV, faced with the choice of deleting from a television tape a remark of FCC Commissioner Nicholas Johnson or allowing language not ordinarily heard on the air, opted for the scissors.

The commissioner angrily accused the station of "censorship" and said it was "inconceivable" that the decision to eliminate the remark was based on the language he had used. NBC officials said the thrust of the commissioner's remarks was not affected by the deletion.

The flap involved his appearance on the Georgetown University Forum, a discussion program that was taped on Oct. 6 and carried by WRC-TV four days later. The commissioner, in a passage in which he was denouncing what he considers the overt sexuality of hair-spray commercials, said they tell a woman that if she "looks sexy" as a result of using the product "she's gonna get laid."

WRC-TV excised that sentence and the one following.

Commissioner Johnson defended his use of the term as "an essential part of a deadly serious discussion" and said it was "much less offensive than the kind of remarks and scenes one can often see on NBC's Johnny Carson show—or any one of the hundreds of sex-theme commercials that TV pumps out unceasingly . . . ."

Then, going on the attack, he said, "It is commercial television that has rendered obscene one of the most beautiful aspects of a meaningful relationship between a man and a woman. For commercial television to tell me that I can't talk about what they have done because my discussion offends their taste is the height of arrogant irony."

Burton Bridgens, public-affairs director of WRC-TV, said the deletion was made "in compliance with normal NBC policy on use of language on the air. I felt it should come out. If anyone else had said it and we took it out," he added, "nobody would have said anything about it."

Mr. Bridgens also said the same cut was made in a tape of the program WRC-TV makes available to Georgetown University for distribution to several stations around the country. "It carries the WRC-TV tag, so it should follow our standards," he said.

The controversial passage occurred near the end of the taping of the show, "Take a hair spray commercial," the commissioner said. "What does it say . . . Wow, what a composite of lies. I mean it starts off by saying that one hair spray is better than the other which it demonstrably isn't—probably. It then says that that hair spray is sort of good for your hair, which it demonstrably isn't; it then says if you wear it your hair will contribute to you looking sexy which, you know, raises a whole other phony sense of values. It then tells a woman if she looks sexy as a result of wearing the hair spray that she's gonna get laid. And it then says that if that happens to her, that's gonna be the salvation to all her search for a meaningful relationship of love with a man."

"And that is all premised on a really phony foundation about the role of women in our society, which treats them essentially as working housewives and sex objects to be manipulated rather than as whole persons. And then we wonder why we have some problems in our society when this stuff is being preached hour after hour. Well, that's the problem and that's the moral responsibility and that's what 'How to Talk Back to Your Television Set' [which he wrote] is designed to help people with."

Commissioner Johnson, in the statement which he prepared in response to inquiries about the incident, charged that NBC had "officially embargoed the tape" of the program and that he had to rely on a transcript provided by "someone who happened to watch the show and tape it." He also said the network would not provide him with a copy of "the censored portion."

NBC officials denied the charge. They said a member of the commissioner's staff had telephoned WRC-TV at 2:30 p.m. last Thursday (Oct. 15) with a request for an audio tape and that he was told an unedited tape and a transcript of the controversial passage would be delivered promptly. They said the material was "hand-delivered" later that afternoon to Commissioner Johnson's office, just as promised.

BBC dramas on American radio

BBC World Theatre, which has been described by British critics as the best radio drama series produced in the English-speaking world, will be presented this fall by the National Educational Radio Network, programing arm of the National Association of Educational Broadcasters.

Also to be carried over 203 NERN-affiliated stations is Hemingway, a two-hour examination of Ernest Hemingway which will include commentaries by persons close to the writer and a recording of Hemingway reading fragments from his newly-published novel Islands in the Stream.

BROADCASTING, Oct. 19, 1970 (PROGRAMING) 45
President stresses broadcaster rights

In briefing radiomen he draws sharp limits on government influence

President Nixon and the FCC are at odds over philosophies of broadcast-program regulation, to judge by remarks the President made last week at a briefing for broadcasters.

Mr. Nixon informally addressed some 70 radio executives who had been called to the White House for a day-long conference on the campaign to curb drug abuse. He said he hoped radio, which he noted commands a huge audience among the young, would take an energetic and imaginative role in solving the drug problem.

But he went out of his way to emphasize his conviction that the "independence" of broadcasting and "the right to criticize and the right to program" were inviolate. "I do not think it is proper for government to come to people in the private sector and say, 'You must do this or that for the public good,'" the President told the broadcasters.

Some of those attending the meeting noted a distinction between the approach of the President and that of Dean Burch, FCC chairman, who also appeared at the conference. Mr. Burch started out by telling the broadcasters he did not intend to "throw Red Lion in your faces." His mere reference to the Supreme Court's decision in that case, affirming the FCC's power over programming, was regarded as a conflict with his professed intention.

Mr. Burch exhorted broadcasters to assume leadership in persuading the young to avoid drugs. He said they might some day have to answer the question: "Daddy, what did you do in the war against drug abuse?"

The President was lower keyed. "If you think the problem is one that deserves attention," said Mr. Nixon, "then make a decision as to whether or not you can help on the problem. If you do reach that conclusion, I can only assure you that I think the nation will owe a very great debt of gratitude to you."

He said he thought the broadcasters would agree that it's proper for leaders of government to "present" national issues when they arise. At such times, he said to the broadcasters, if "in your judgment and in your newsrooms and in your programming you feel that you could cooperate in your interest and in the national interest, we ask you to do so."

He said it was in a "personal way that I am making this presentation to..."
you." He said it was "not to put you
on the spot but to ask for your coop-
eration, if the facts, after you have
heard them all, lead to the conclusion
that that cooperation will be justified."

Herbert G. Klein, director of com-
munications for the Nixon administra-
tion, opened the broadcasters' confer-
ence with an explanation that it was a
sequel to one held for television pro-
gramers last April (BROADCASTING, April
13). The format of last week's was an
updated version of last April's which
the President, in his remarks, said had
resulted in some 20 television programs
in the current season taking up the anti-
drug theme. The President said the
theme was handled "not as a straight-
out sermon" but in that subtle, far
more effective method of approach—
telling a story that interests the audience
and incidentally conveys a message.

With the aid of sound tracks and
visual displays, the broadcasters last
week were shown what the government
is trying to do in interdicting importa-
tion of drugs of all kinds, methods used
in rehabilitation and means of keeping
media informed on developments,
largely through the National Institute
of Mental Health.

Addressing the conference were John
Finlator, deputy director, Bureau of
Narcotics and Dangerous Drugs on
sources of supply; John C. Broyer, di-
rector, Office of Information for the
Armed Forces, on the mass media and
the drug gospel including loss of life
among troops after use of drugs; Myles
J. Ambrose, commissioner, Bureau of
Customs and Smuggling; Lester Cohen,
senior vice president, Compton Adver-
tising, voluntary agency for The Adver-
tising Council's campaign against drug
abuse; John Ehrlichman, assistant to
the President for domestic affairs, under
whose aegis the drug campaign falls;
Elliott L. Richardson, secretary of
health, education and welfare, on the
HEW programs in the over-all crisis
area; Dr. Bertram S. Brown, director,
National Institute of Mental Health, on
medical aspects of drug abuse, and
Gerald N. Kurtz, director of Office of
Communications, NIMH, who outlined
a program on what radio can do. John
Mitchell, general, butted up the
session with a status report on legal
and policing aspects. Sitting in during
the day's session was Richard Moore,
former West Coast broadcaster, now
serving as executive assistant to the
attorney general.

Arrangements for the conference,
under Mr. Klein's policy direction, were
made by his deputy director, Jef Ma-
gruder; Jeffrey E. Donfeld, executive
assistant to Mr. Ehrlichman and White
House liaison in drug control, and Al
Snyder, TV-radio deputy to Mr. Klein.

Those attending the conference in-
cluded Walter Schwartz, ABC Radio;
John T. Murphy, Avco Broadcasting;
Thomas S. Murphy, Capital Cities
Broadcasting; Sam Cook Diggins; CBS
Radio; C. Wrede Petersmeyer, Corin-
thian Broadcasting; Gardner Cowles,
Cowles Communications; Reid L. Shaw,
General Electric stations.

Also Gene Autry, Golden West
Broadcasters; William Shaw, Golden
West Broadcasters; Franklin C. Snyder,
Heard stations; Gordon B. McLendon,
McLendon stations; James E. Conley,
Meredith Broadcasting; John W. Kluge,
Metromedia; John P. Fraim, MBS; Ar-
thor A. Watson, NBC Radio.

Also Peter Storer, Storer Broadcast-
ing; Harold Green, wmaL(AM) Wash-
ington; Egmont Sondringer, Sondringer
stations; Lawrence Rogers II, Taft
Broadcasting; Barry Zorthian, Time-Life
Broadcasting; George A. Koehler, Triangle
stations; Larry H. Israel, Post-News-
week Stations; J. Robert Cole, CBS-
owned FM stations; Donald H. McGan-
non, Westinghouse Broadcasting.

Also Charles E. Gates, wol(AM) Chi-
cago; Mal Johnson, Cox Broadcasting;
Ross Taber, RKO-General; Frederick
Allen, National Association of FM
Broadcasters; Jay Levy, Black Audio
Network; Bill Harley, National Asso-
ciation of Educational Broadcasters;
Vincent T. Wasilewski, National Asso-
ciation of Broadcasters.

Also Gordon Manning, CBS News;
Russell Tornabene, NBC News; Elmer
Lower, ABC News; Pierre Eaton, wbnx-
(AM) New York; Jamie Jarrin, kwkw-
(AM) Los Angeles; Lucky Cordell,
wvon(AM) Chicago; Bernie R. McCain,
wurl(AM) Woodside, N.Y.; George
Williams, wabc(AM) New York; Ste-
phen B. Labunski, wtmca(AM) New
York; Ron Ruth, wor-FM New York;
Richard N. Hughes, wpix(FM) New
York.

Also Perry S. Ury, wkrk(AM) Bos-
ton; Harry H. Avrilll, weam(AM) Ar-
lington, Va.: John D. Gibbs, kwv(AM)
Pittsburgh; Thomas Skinner, noncom-
mercial wxdr(FM) Pittsburgh; Gene
taylor, wls(AM) Chicago; Hugh S.
Wallace, wjli(AM) Los Angeles; Law-
rence Webb, wklr(AM) Pasadena, Calif.;
George Maif, knx(AM) Los Angeles.

Also Peter C. Newhouser, kwbw(AM)
Buffalo, N.Y.; Arnold C. Kaufman,
wpun(AM) Miami; Phillip W. Tram-
mel, wqam(AM) Miami; Fred Berthel-
on, wtix(AM) New Orleans; Mark
Hurd, kfc(AM) San Francisco; How-
ward S. Kester, kya(AM) San Francisco;
Dan McKinnon, kson(AM) San Diego;
Richard D. Buckley, Buckley Broad-
casting; Craig Bowers, wls-FM Chicago.

Also LeBaron Taylor, wdas(AM)
Philadelphia; Alfred C. Grosby, wakr-
(AM) Akron, Ohio; Robert Rogers,
wamv(AM) Wayneboro, Va.; John F.
Ball, J. Walter Thompson; Richard Cox,
Doyle, Dane, Bernbach; Lester Cohen,
Compton Advertising; Geraldine Molter,
The Advertising Council, and Alan Liv-
ingston, Mediarts Inc.

Changing Formats

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

\[ \text{worf}(AM) \] Orlando, Fla.—Osceola
Operating Corp., effective Oct. 12,
switched from middle-of-the-road to
"soft-rock" music. On Sept. 3, \[ \text{worj}(FM) \]
Mount Dora, Fla., ceased duplica-
tion of the AM's program to provide
"progressive free-form" stereo music,
Tom Doyle, general manager, said.

Previously, the FM facility duplicated
programming from 6 a.m. to 6 p.m. from
Monday through Friday. \[ \text{worj}(AM) \]
is a daytimer on 1270 kHz with 5 kw.
\[ \text{worj}(FM) \] operates on 107.7 mhz
with 100 kw and an antenna 230 feet
above average terrain.

\[ \text{klq}(AM) \] Portland, Ore.—Cascade
Broadcasting Co., effective Oct. 1,
changed its format from country-and-
western music to "public affairs, instruc-
tional and other talk-type programming."
\[ \text{klq}(FM) \] Portland, previously dupli-
cating country-and-western music, on
Oct. 1, began unduplicated C & W
music and expanded the format from
18 hours to 24 hours per day. Cascade
told the FCC: \[ \text{klq}(FM) \] will be the
only country-and-western music FM
station in the Portland market, and
\[ \text{klq}(AM) \] will be the only AM in
the market which employs a talk-and-inter-
view format during daytime hours.

\[ \text{klq}(AM) \] is a daytimer on 1290 kHz
with 5 kw. \[ \text{klq}(FM) \] operates on 92.3
khz with 59 kW and an antenna 930
feet above average terrain.

Cassettes could supply
programming for CATV's

The possibility of 10 or more CATV
channels being programmed automat-
ically by country-and-western equipmen
was suggested in Los Angeles last week
by Frederick W. Ford, former FCC chair-
man and onetime head of the National
Cable Television Association. Paul
Klein, president, Computer Television
Inc., seconded Mr. Ford's notion, duri-
ning the first international symposium
on TV cassettes.

Mr. Klein predicted a future combina-
tion of free, commercial and rental TV
using cassette programming. Mr. Ford
said the early pattern of radio would
be repeated in cassettes, with some
prerecorded programs containing spon-
sor messages playing an important role,
not only in promoting the cassettes, but in gaining acceptance for particular equipment. "I am sure that marching hand-in-hand with cable television, the TV cassette industry will become one of the huge industries of this country," added Mr. Ford.

All panel sessions at last week's symposium were held behind closed doors, with such subjects as standardization and compatibility among cassette systems being discussed.

The only cassette system displayed last week was the Sony video-tape system. Avco, Philips and Motorola-EVR did not show their hardware, as previously scheduled. Reasons given varied from claims of previous commitments for the equipment to a dispute between Al Priss, executive director of the symposium, and the Television Academy over who would be first with such a symposium. The Hollywood chapter of the National Academy of Television Arts and Sciences has scheduled a cassette symposium for Nov. 14.

Heart group cites TV stations, newsman

A radio reporter and two television programs will be honored with a 1970 Howard W. Blakeslee Award of the American Heart Association for outstanding reporting in the cardiovascular field. Two newspaper reporters also will receive the award in Atlantic City on Nov. 16. The awards, each consisting of a $500 honorarium and a citation, are for the contest year ended Feb. 28.

The recipients were: Lou Adler for his coverage of new developments in the cardiovascular field which were included in the Report on Medicine series which he wrote, produced and broadcast from March 1969 through January 1970 on WCBS(AM) New York, and the TV shows, "The Heartmakers," a one-hour program on the controversy surrounding the first artificial heart implantation in a human being, National Educational Television-produced and broadcast on Nov. 5, 1969, and "The Pros and Cons of Exercise," half-hour documentary on the value of exercise, broadcast by WAGA-TV Atlanta on Feb. 6 and 7, 1970.

Newsmen winners were Bill Sidlinger, for his three-part series of articles in the Hutchinson (Kan.) News, in February 1970, and Patrick Young, Greenbelt, Md., for his article in the weekly National Observer, Dec. 29, 1969, "New Technique Holds Out Hope to Heart Patients."

Program notes:

Sid Caesar syndicated • More than 600 comedy sketches varying from 10 to 20 minutes in length, have been put together for a half-hour series, The Sid Caesar Comedy Library. Comedy routines date as far back as 1949. The series is being offered for syndication and CATV programming by Sid Caesar Productions, Hollywood.

North to Alaska • Former broadcast newsmen Ivan Scott, now with the Washington-based American Petroleum Institute, has returned from Alaska where he made a series of five broadcasts (average length five minutes) dealing with a proposed giant pipeline which would carry oil south from the state's North Slope. The pipeline's construction has been blocked by a court injunction secured by conservationists who contend it would mar wilderness areas. API hopes to place the programs in each of the top-100 markets.

Alcindor plays the role • Lou Alcindor, star center of the Milwaukee Bucks of the National Basketball Association, will portray a collegiate basketball star in an upcoming episode of Mannix on CBS-TV. Also in the segment is the seven-footer's former teammate at UCLA, Gail Goodrich, now with the Los Angeles Lakers. Mannix star Mike Connors played basketball at the school before turning to acting. 'Ivan' set for winter • Group W Films.

'Smith Family' finds a home

ABC-TV said last week that it would insert in the nighttime schedule next January a new comedy-drama series, The Smith Family, starring Henry Fonda in the role of a detective sergeant with the Los Angeles police. The network did not say what show it would replace nor the time period the half-hour series would occupy. Production started last week in Hollywood. ABC first announced the show, which involves itself with the generation gap and problems of youth, several months ago.

Heart group cites TV stations, newsman
Talking to the animals - The Night The Animals Talked, half hour animated Christmas musical special, will be seen on ABC-TV Wednesday, Dec. 9, 7:30 to 8 p.m. EST. The story concerns a group of barnyard animals in Bethlehem who suddenly discover they can talk. Special is being produced by Zavala/Riss Productions and David Gerber Productions with music and lyrics by Jule Styne and Sammy Cahn.

Gina plays the game - Gina Lollobrigida will make her first American television appearance in a dramatic role on The Name of the Game. In the NBC-TV program, Miss Lollobrigida plays a nun who comes to California after the death of her sister. The episode is scheduled for the 1970-71 season.

New Technicolor studio opens - A new studio designed especially for production of commercials and small-cast television programs has been opened in Technicolor's Vidtronics division headquarters, Hollywood. The 4,000-square-foot rental studio is in the same building as Vidtronic's video-tape production facilities and, according to Technicolor, enables both production and post production to be conducted under one roof. Caravan Productions Inc., producers of Clarence, The Keystone Kop, a live-action show, is the first company to use the facility.

He knows all about schedules, baggage, ticketing, tariffs, tours. And he's one of the most likeable know-it-alls you'll ever meet. Bob Standard, ticket agent. Another Delta Air Lines professional.

Delta is ready when you are.

Equipment & Engineering

Two giants team up for space race

Comsat, AT&T want authority to run joint domestic-satellite operation

The Communications Satellite Corp. and American Telephone and Telegraph Co. are expected to file applications today (Oct. 19) with the FCC seeking approval of a jointly operated domestic satellite system consisting of two Comsat-owned-and-operated satellites and a number of earth stations to be built and operated by AT&T.

Under the agreement, which as of last Thursday (Oct. 15) had not yet been signed, Comsat would lease the two satellites to AT&T for approximately $200 million over seven years.

AT&T was originally expected to file its own application for an entire system; however, the agreement reached with Comsat was not completely unanticipated. There was speculation as early as last July that when Comsat filed for a system, AT&T would file also as its first customer (Broadcasting, July 20). The decision to set up a joint apparatus reportedly came after six months of negotiations.

Comsat, which owns the U.S. portion of the Intelsat system, let it be known last week that it plans to file further applications with the FCC for a second system of satellites and ground facilities for other users—possibly including the television networks as well as other news media, CATV operators and data transmitters.

The satellites to be launched by Comsat boast new technological developments permitting a doubling of channels from the present capacity of 1,200 voice channels to 2,400, increasing TV capacity from four to eight. This is ac-
complied through the use of dual antennas radiating in opposite directions on the same frequency.

Details of the Comsat-AT&T agreement were not disclosed last week. What information was obtainable surfaced after AT&T started issuing invitations for a news conference on its proposals. The conference was set for today in Washington.

Western Union filed the first proposal for a satellite network last August, asking the FCC to sanction a system involving three satellites, six earth stations and 31 terrestrial microwave relay stations. WU said it would charge a flat fee of $105,000 per video channel per month to relay television programs, and estimated that the proposed system would require a capital outlay of about $95 million (Broadcasting, Aug. 3).

In comments submitted last August on the FCC's rulemaking proceeding on domestic-satellite systems, WU told the commission that permitting AT&T to enter the domestic-satellite field would undermine the ability of other groups to compete successfully for business. WU championed a single, high-capacity, multi-purpose system to be equally shared among all users, and suggested that AT&T's participation, initially at least, be limited to leasing channels for its common-carrier services (Broadcasting, Aug. 17).

AT&T's decision to lease Comsat satellites was apparently prompted by anticipated difficulty in securing FCC approval for a complete system because of anticompetitive considerations.

Other groups expected to file for satellite systems include Hughes Aircraft Co. and Teleprompter Corp.; RCA Global Communications Inc.; Data Transmission Co.; General Telephone & Electronics Corp.; Microwave Communications Inc., and TRW Systems Group of TRW Inc.

ABC, CBS and NBC told the FCC last month that they wouldn't know until some time in December whether or not they would file applications.

The networks contracted for a feasibility study by Page Communications Engineers, a Washington consulting firm. Page found that either a satellite system or a terrestrial microwave system could be built and operated for between $15 million to $30 million annually less than the $70 million a year the networks presently remit to AT&T for interconnection service (Broadcasting, Aug. 10).

The deadline for submitting satellite applications was extended last month by the FCC to Dec. 1. Comments on satellite policy questions are due on or before Jan. 15, 1971, and reply comments are due on Feb. 3.

Richard E. Wiley, the FCC's new general counsel, is reportedly devoting much of his time to the commission's domestic-satellite proceeding.

AT&T is the single largest stockholder in Comsat; it holds 2.9 million shares which it purchased for $58 million in 1963. It also holds three of the four Comsat board seats assigned to the communications industry under the Communications Satellite Act of 1962.

Senator Mike Gravel (D-Alaska) has proposed legislation that would curtail or eliminate AT&T's interest in Comsat; he contends the company's influence poses a threat to free competition in the satellite communications field (Broadcasting, Sept. 14).

Last January the Nixon administration recommended that the FCC establish a wide-open interim policy on satellite systems allowing virtually any group with the required technical and financial qualifications to own and operate its own system. The FCC, however, reserved for itself several options, including the authorization of specialized versus earth stations and other basic policy considerations.

AMST seeks end to FM-TV interference

Problem on channels 6-13 brings call for FCC to set up special committee

The Association of Maximum Service Telecasters has urged the FCC to establish an industry advisory committee to aid in eliminating a problem that has long plagued television broadcasters, not to mention television viewers—FM radio interference to television reception on channels 6 and 13.

The problem, which is expected to get worse with the growing saturation of the FM band, particularly as a result of government-stimulated development of educational radio, was the subject of a meeting at the FCC last month of industry representatives and commission lawyers and engineers.

The meeting failed to produce a solution, other than to lead AMST representatives to suggest formation of an advisory committee to help in finding the technical and regulatory approaches to a solution. Participating with AMST in the meeting were representatives of the National Association of Educational Broadcasters, the Electronic Industries Association, the Corp. for Public Broadcasting, and the Oak Manufacturing Co.

AMST last week, in proposing the creation of an FM-TV Interference Advisory Committee, noted that the problem is generally found in two forms. One involves interference to television channel 6 from FM stations in the lower portion of the FM band, primarily that part occupied by noncommercial educational stations. The other form involves interference to TV channels 7 through 13 from commercial and educational FM stations.

AMST made it clear it felt the principal problem was the inability of present-day television receivers to block out the interference, and it expressed the view that the commission presently has the authority to require "correction of receiver design problems."

However, it said it was proposing the creation of an advisory committee "for the purpose of seeking a prompt solution through immediate cooperative efforts with and among the receiver manufacturers." AMST saw the committee helping the commission encourage manufacturers to "design 'state of the art' receivers incorporating suitable FM filters or traps."

Furthermore, AMST said, not all problems involved are attributable to receiver design. The committee, therefore, would explore other approaches to FM interference, the association said, such as FM allocation and assignment standards and various transmitter "siting" approaches.

AMST suggested that the committee be composed of representatives of various FCC bureaus affected by the problem, manufacturers of television sets and set components, and commercial and educational FM and television broadcasters.

Antenna marker width upped 40 feet by FCC

The FCC has adopted new tower rules which increase from 40 feet to 80 feet the maximum width of the bands to be painted on antenna structures to make them more visible to aircraft.

The commission's action last week requires that existing antenna structures be painted throughout their height with alternate bands of aviation surface orange and white paint at the time they next require painting, or not later than Nov. 1, 1977. New or changed antenna structures must comply with the new rules by Nov. 1, 1970. The rules further require there be no less than seven bands of equal width, with each band not less than 1½ feet, nor more than 100 feet.

The seven-year period allows for compliance with the changed rules, the commission said, but added that it is working with the Federal Aviation Administration to formulate specific guidelines for determining when repainting is needed. "It may be found that a different time frame is justified," the commission said.

Commenting on the rules when they were proposed last June, the National
Association of Broadcasters and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repaint (Broadcasting, Aug. 24). Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be “unreasonable and discriminatory” to impose a dead-
line applying only to commission licensees, Rust concluded.

Concord offers new video recorders
A new line of half-inch reel-to-reel videotape recorders designed for institutional or CATV use has been announced by Concord Electronics Corp., Los Angeles. The four-unit product line is said to be compatible with video tapes now used on Sony and Panasonic recorders. In addition, the unit will also accept video tapes meeting the standards of the Electronic Industries Association of Japan. Included in the EIAJ format is the American standard of 525 lines for video recordings.
The basic model is VTR-800, a black and white record-playback unit weighing less than 33 pounds, according to the manufacturer. It has standard UHF connectors for video input and output as well as eight-pin audio-video connector for a monitor receiver. Price of the 800 is $695.
The VTR-820 is identical to the 800 except for the addition of electronic editing and controllable slow motion. Cost is $950. A third model, VTR-450T, is battery-operated and consists of camera with built-in viewfinder and portable recorder with rechargeable batteries. User price is $1,150.
The fourth model, VTR-1000, is a color recorder and is priced at $1,250.

AMST fears effect of call boxes on ch 4, 5
The Association of Maximum Service Telecasters last week warned the FCC that the use of radio call boxes in the 72-76 mhz band for highway emergency radio systems will produce “repeated, severe and extensive interference” to television channels 4 and 5. The commission authorized their use in its report and order adopted last month.
AMST said the commission concedes that there would be “minimal” interference, described as not being “more disruptive than that caused by passing airplanes, ignition noise. . . .” AMST noted that the cumulative effect of these various interference sources would amount to a large degree of harmful interference. AMST concluded the commission “is content to create a cycle in which the presence of existing sources of interference justifies the authorization of a new source of interference.”
AMST petitioned the commission to reconsider and stay its order in light of the commission’s proposed rules concerning a similar highway public safety and emergency plan using the 450 mhz band in Connecticut, Massachusetts and Rhode Island. AMST noted that the commission recognized the merit of the joint proposal of the three states as the basis for a more complex highway communication system to be developed in the future into a two-way voice communication emergency system.
AMST noted that use of the 72-76 mhz band would be restricted to one-way, tone-only operation, limited to one watt of power at 20 feet of antenna height. “It does not require a great deal of foresight,” AMST said, “to see that frequencies in the 450 mhz band will become the initial ‘home’ of an over-all highway safety communications system. AMST concluded that call boxes operating in the 72-76 mhz band would be incompatible with such a future system.”

Technical topics:

New unit - Systems Resources Corp., Plainview, N.Y., has formed a division, Chiron Telesystems, to manufacture and market digital video communications systems for television broadcast, industrial and educational uses. Typical applications are said to include TV titling for broadcast and uses in production control information, airline display and management information systems.

Tall Tennessee tower - WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va., now boasts the highest tower in Tennessee, Kentucky and Virginia (4,398 feet above sea level). The new transmitter and tower installation atop Holston Mountain will cost about $500,000 on completion. Licensee Roy H. Park Broadcasting of the Tri-Cities Inc. reports the antenna and transmitter will reach over 500,000 new viewers.
20th Fund delivers 2d satellite report

Task force sees ITU as coordinator of a world communications system

A report on the “Future of Satellite Communications” issued last week by the Twentieth Century Fund—a New York-based research foundation—concludes that an abundance of satellite frequencies and orbital positions is available in the foreseeable future; that fears of propaganda and “cultural imperialism” surrounding the prospect of direct satellite-to-home broadcasting are much exaggerated, and that the International Telecommunication Union requires simplification and centralization if it is to effectively oversee satellite policy.

The report is the second and final study produced by the fund’s Task Force on International Satellite Communications. The first report, issued last year, had as its major recommendation an integrated and comprehensive international communications satellite system under the aegis of Intelsat.

However, as subsequent events have indicated that satellite communications is apparently developing “as a set of operating systems more diffuse and decentralized than what the first task force report favored,” the second study looks to the International Telecommunication Union—a world agency related to the United Nations—for international coordination of satellite communications, and concerns itself with issues to be confronted at the ITU-sponsored World Administrative Radio Conference, scheduled for June 1971.

The conference will consider the adequacy of satellite-frequency allocations as well as other technical problems.

The task force’s report recommends that the satellite radio-frequency spectrum and the satellite orbital arc be considered as international resources and that their use be subject to “advance planning and coordination at the international level.”

The report also recommends that the WARC renew the frequency allocations now shared by satellite and terrestrial systems, since “the practice of frequency sharing is a more efficient use of the frequency spectrum.” However, the report also suggests that some higher frequencies be allocated for satellite broadcasting on both an experimental and operational basis since these frequencies have “particular advantages for some satellite services” and can be reserved exclusively for satellite use.

Likening Intelsat to a “global common carrier,” the task force suggests that newly developing regional systems be used to “skim off essential” satellite traffic, such as that across the Atlantic and Pacific oceans, and that the Intelsat network be maintained for the benefit of all countries, “particularly the developing nations with poor communications systems, which are increasingly dependent on worldwide communications links.”

Noting a growing “international consensus in opposition to detailed and onerous restrictions” on direct satellite-to-home programming content, the task force “commends and encourages this recognition that the fear of propaganda and other offensive programs has been much exaggerated.”

To strengthen the ITU, the report recommends a rationalized and simplified basic structure; an expanded, strengthened and unified technical staff, and new organs: a planning group charged with developing a plan for spectrum and orbital use by global, regional and national satellite communications systems, and a mediation panel to adjust conflicts that may arise among users.

Austrian colorcasting to get boost from RCA

RCA last week announced a $6.1-million contract to supply a complete color-television studio system for Oesterreichischer Rundfunk GmbH (ORF), the Austrian broadcasting agency.

The contract is one of the largest awarded for broadcast equipment.

RCA will build and supply color-TV cameras, video-tape recorders, TV film systems and other gear for installation in a large TV production complex in Vienna, where ORF is consolidating its operations. An RCA spokesman said the complex, with nearly 900,000 square feet of total space, will rival in size and technical capability the central program studio of any television network.

The contract follows an ORF decision to adopt U.S. techniques for color-TV production in Austria. The technical system will be built at RCA’s Camden, N.J., plant and will operate predominantly on the PAL (Phase Alternation by Time) standard used in Austrian colorcasts.

The complex—named Vienna Central—will have a 9,700-square-foot theater studio with several TV production studios and control rooms and will include a restaurant, a bank and other support facilities, representing an investment of some $47 million.

Loan repayments bothering CBC

Broadcasting system, seeking capital grants, says debts sap operations

The Canadian Broadcasting Corp. warned last week that the present system of repayment of parliamentary loans “will have an increasingly serious impact on CBC operations in the future.” In its annual report, the CBC suggested that a system of capital grants should replace the present practice of loans for capital requirements.

The report notes that with one possible exception the CBC is the only public body relying principally on parliamentary appropriations for its operating requirements which is required to repay capital loans from the government out of operating funds. For 1969-70, the built-in cost of repaying principal and interest of capital loans amounted to over $11 million. For 1970-71 it will rise to almost $15 million, and if the present system continues to 1974-75, $26,200,000 will have to be withheld from the operating loan and returned to the government.

Total operating expense for the year was $208,033,000 for an increase of $11.5 million or 5.9% over last year, and included $10,182,000 for depreciation and amortization not recoverable from the parliamentary payment. Revenues from advertising, interest on investments and miscellaneous earnings were $48,908,830, a significant increase from $41,535,822 in 1969.

The balance of $148,942,000 was provided by Parliament, representing a 3.2% increase over net expenses of the previous year.

The total parliamentary payment of $166 million was composed of the net expenditure of $148,942,000, payment of capital loans totalling $5,065,000 and operating funds not spent amounting to $11,993,000 retained to meet future operating expenditures.

The gross advertising revenues of $47,033,000 showed an increase of
Television revenue was $44,881,000; radio, $2,152,000. The cost of radio programs, distribution and transmission was $33,778,000, a 6% increase over $31,854,000 last year. The cost of programs, distribution and transmission of television service amounted to $120,815,000, an increase of 4% over last year's cost of $116,222,000.

Payments to private stations and commissions to agencies and networks totaled $11,108,000, which was an increase of 9.8% last year, and represent 23.6% of gross advertising revenue.

$20-million CBC complex
The Canadian Broadcasting Corp. is planning to construct a $20-million radio-television broadcast complex at Vancouver, B.C. George F. Davidson, president of CBC, said the planned facility will include English and French radio and TV studios. Construction is to start by December 1971 and the complex is to be completed by mid-1974.

Abroad in brief:
Far East Rep = Schnur Appel Television International Inc., New York, has named Creative Marketing Ltd., Bangkok, as its official representative for the sale of S-A syndicated TV programs in Thailand.

Mexican arrangement = Ogilvy and Mather International, New York, has acquired the Hertz, New York, account in Mexico. Panamericana De Publicidad S.A., Mexico City, member agency in the Ogilvy International family will handle the advertising. Fourth quarter advertising plans include newspapers and TV. Previous agency was Noble and Asociados, Mexico City.

Hot off the line in Chile = General Telephone and Electronics International Inc., New York, has signed a licensing agreement with Industrias Electronics Sudamericanas, Santiago, Chile, for the assembly of Sylvania 19-inch and 23-inch black-and-white TV sets in Chile. Both companies are subsidiaries of GT&E Corp.

New company is set up to rep CTV in New York
Intercontinental Communications Inc., New York, has been formed to serve as an international broadcast organization in network and station representation and program distribution throughout the world. It was announced last week.

The new organization is headed by Donald W. Coyle, formerly president of ABC International Inc., who will be president. It was organized with the financial participation of CTV, Canada's largest independent TV network, and other Canadian investors. Among its activities, Intercontinental Communications Inc. will serve as CTV's time sales representative in New York and will be engaged in U.S. program distribution and sales for CTV.

International Communications Inc. has established headquarters at 230 Park Avenue, New York 10017. Telephone: (212) 683-3741.

Fates & Fortunes

Broadcast advertising
Diran R. Demirjian, manager, local sales, WKYC-TV Cleveland, joins WRC-TV Washington as general sales manager. He succeeds Raymond J. Timothy who moves to WKYC-TV as manager (see "Media"). He is succeeded at WKYC-TV by Richard Robertson, with NBC Spot Sales, San Francisco. WRC-TV and WKYC-TV are NBC-owned stations.


Richard W. Cooper, senior VP, Sykes Advertising, Pittsburgh, elected president. He succeeds J. Milnor Roberts, elected chairman.

Allen Hundley, director of sales for the Southwest headquarters of Radio Advertising Bureau, Dallas, appointed director of RAB's Detroit sales office, replacing Edward L. Hearn, who becomes VP and general manager of KIXI-AM-FM Seattle (Broadcasting, Oct. 12).


William Conklin, VP-creative director, BBDO San Francisco, moves to Boston office in same capacity.

James K. Francis, with Chicago office of Edward Petry, appointed television

A little less character for a lot less money

TeleMation has a new titling generator that will produce one or two lines of 25 characters.

Sure that's less than the full page character generators but then it's less than half the cost and really handles all of your news flash and titling needs.

Find out more.
Talk to TeleMation.
Joseph Kennedy, sales manager of Petry's St. Louis office.

Walter J. Konjolka, formerly general sales manager, WHTN-TV Huntington, W. Va., joins Television Advertising Representatives, Chicago, as sales manager.

Joel M. Thrope, formerly executive VP, LIN Broadcasting, Nashville, joins KCMO(AM)-KFMU(FM) Kansas City, Mo., as general sales manager.

Harry E. Wholley, VP and director of advertising-promotion, Chase Manhattan Bank, New York, joins Media Corp. of America there as managing director of firm's marketing consultant division.

Jim Lowe, with WOR-FM Norfolk, Va., appointed sales manager.

Richard E. Yancey, local sales manager, WBAM(AM) Indianapolis, named VP and general sales manager.

Gerald Hennebeul, sales development manager, Broadcast Market Report division of Dow-Jones, New York, joins KMEG-TV Sioux City, Iowa, as sales manager.


K. Layton Miller, formerly with Katz Radio, Houston, joins WLCY(AM) St. Petersburg, Fla., as sales manager.

Henry A. Tronco, with WDRV(FM) Philadelphia, joins WJMD(FM) Bethesda, Md., as sales manager.

Douglas T. Spellman, formerly with Ogilvy & Mather, New York, joins Warren, Muller, Dolobowsky, New York, as media supervisor.

Kenneth Angel and Steven G. Dapper, assistant planners; and John Adams, planner, Dancer-Fitzgerald-Sample, New York, appointed media supervisors.

Henry T. Hede, VP, network sales administration, ABC, New York, retires after 28 years with network. He began career with NBC in 1927; was elected VP of ABC in 1959.

Raymond J. Timothy, sales manager, WRC-TV Washington, joins WKY-TV Cleveland as manager. Both are NBC-owned stations. He succeeds Eugene Bohi, named station manager, WAST-TV Albany, N.Y.

Lawrence J. Pollock, station manager, WKBW-TV Buffalo, N.Y., and VP of licensee, Capital Cities Broadcasting, named general manager of WKBW-TV succeeding Bob King, senior VP-television for Capital Cities, who will remain at station.

Mark Goodson, chairman, Goodson-Todman Cablevision, New York, multiple-CATV owner, also named president of firm.

Bazil O'Hagan, VP of TV, radio and CATV operations, WNDU-TV South Bend, Ind., named president-elect of Indiana Broadcasters Association.

Colla A. Hanna, with CBS Radio Spot Sales, New York, appointed director, corporate relations, Viacom International, New York, firm into which CBS is spinning off CATV interests and television syndication operations.

Mae Sunada, operations manager, KNEW-TV San Francisco, joins WTTG-TV Washington in same capacity. Both are Metromedia stations.

Sherwin B. Greene, formerly executive director of sales, WLS-FM Chicago, joins WWER(AM) there as general manager.

Lyn Higbee, program director, KCMO-(AM)-KFMU(FM) Kansas City, Mo., appointed operations director.


Dave Taylor, executive VP and general manager, KPRO(AM) Riverside, Calif., resigns effective Nov. 15.

Robert J. Naples, director of financial planning, control and investment analysis, CBS Television Services Division, New York, appointed controller of division.

J. Everett Kochheiser, general manager, Bakersfield (Calif.) Cable TV, joins Kern Cable there in similar position.

Michael Filerman, director of daytime programs, New York, CBS-TV, appointed director of daytime programs for CBS-TV. Barbara Schultz, executive producer of CBS Playhouse, named director of program development, CBS-TV, New York.

Jack Parris, formerly district manager, Mobil Color, Omaha, joins KMEG-TV Sioux City, Iowa, as program manager.

Harry Sosnik, VP, Ambrood Music Services, New York, subsidiary of ABC Inc., named VP in charge of music at ABC.

Nina Ronnow, administrative VP for Bill Burd Productions, Los Angeles, retires after 17 years with firm.

Phil Gardner, promotion manager, WNOV-AM-FM York, Pa., appointed program director.

John J. O'Leary, with Eastern Video Productions, New York, named VP and director of sales.

W. E. (Dick) Risenhoover Jr., formerly news director, KGNC-TV Amarillo, Tex., joins KDFW-TV Dallas as sports director.


Walter Hawver, manager of news operations, WEN(TV) Albany, N.Y., joins KTRK-TV Houston as managing director of news. Both stations are owned by...
Capital Cities Broadcasting.

Richard Florea, with WKJG-AM-FM-TV Fort Wayne, Ind., appointed news director.

Jon Poston, city editor, KETV-TV Omaha, joins KMEG-TV Sioux City, Iowa, as news director.

Leo Adde, news director, WTOP-TV Washington, appointed editor of Washington bureau of Los Angeles Times.

Donald C. Harbour, newscaster, KBAX-AM-FM Dallas, joins WWIN(AM) Louisville, Ky., as news director.

J. P. Stadius, with WBBM-TV Chicago, appointed news producer.

Bob Harris, with CBS Radio, New York, joins WOR-AM-FM New York as meteorologist and science editor.

David Horowitz, reporter with KNBC-TV Los Angeles, appointed to newly created position of education editor.

Scott Osborne, with WCBS-TV New York, joins ABC News there as New York correspondent.

Charles J. Bierbauer, Central European correspondent, Westinghouse Broadcasting, with headquarters in Vienna, assumes additional responsibilities as Bonn bureau chief.

Phil Thomas, formerly news editor, KXIO-AM-FM Des Moines, Iowa, joins WHO-AM-FM there as reporter-newscaster.

Thomas James Brown, formerly with ABC, New York, joins WKRC-TV Cincinnati as reporter-announcer.

Joseph Durso Jr., previously science writer for NASA's Goddard Space Flight Center, Greenbelt, Md., joins noncommercial WETA-TV Washington as reporter.

Equipment & engineering

Kenneth K. Kaylor, Western regional sales manager, Audio-Video Systems Division (Norelco), Philips Broadcast Equipment Corp., North Hollywood, Calif., appointed director of sales for division. He will be responsible for sales and service operations in Philips offices in Montvale, N.J.; Atlanta; Houston; Skokie, Ill., and Hollywood.

Robert C. McKenzie, with Bell & Howell Magnetic Tape, Irvine, Calif., named general sales manager. He will be responsible for sales in audio, instrumentation and video-tape.

William P. Brandt, with Altec Lansing, Anaheim, Calif., appointed product manager of audio-controls division of Altec Lansing. He will coordinate sales efforts of all Altec regional sales managers in U.S. regarding audio controls.

G. L. (Pete) Bidwell, formerly with Singer/GPL, Little Falls, N.J., joins Plessey Electronics, Garrard division, Farmingdale, N.Y., as sales manager.

Promotion

R. Kevin Buchta, with KCMO(AM) KFMU(FM) Kansas City, Mo., appointed promotion director.

Richard A. Cerri, sales manager, WJMD(FM) Bethesda, Md., appointed director of advertising and promotion for group-owner SIR Communications, licensee of WJMD.

Anthony Altieri, with Porterhouse and Associates, Los Angeles PR firm, joins KF(AM) Los Angeles as director of merchandising and sales promotion. Carolyn James, public affairs director, KFI, appointed director of advertising and public relations. Diana Wyngarden, with KFI, appointed director of public service.

Jeff Morris, with Folger coffee division of Procter & Gamble, Phoenix, joins KTAR-TV there as merchandising manager.

Lou Zaccheo, assistant advertising and sales promotion manager, WYKL-TV Cleveland, joins WBZ-TV Boston as audience promotion manager in creative services department.

Allied fields

Thomas C. Hansen, director of public relations, National Collegiate Athletic Association, Kansas City, Mo., named assistant executive director. He will continue his public-relations duties and will become assistant program director of NCAA football TV broadcasts on Jan. 1, 1971.


International

Robert C. Short, former president of Edwards of Canada, Montreal subsidiary of Edwards Co., New York electrical manufacturing firm, named first full-time president of Canadian Cable Television Association. He will establish offices in Ottawa. Previously, CCTA has been run by elected board and chairman.

Deaths

Paul R. Schreier, 34, director of program administration, ABC-TV, New York, died Oct. 9 in automobile accident in Greenfield, Mass. He is survived by his wife, Frances.

Jack Snyder, 67, retired manager of WBBG-AM-FM Altoona, Pa., died Oct. 4 in Altoona. Survivors include son, Donald, program manager, WNBG-TV Binghamton, N.Y.

Edward J. Rosenwald, 68, VP, Daniel & Charles, New York agency, died Oct. 9 at his home in New York. He is survived by his wife, Katherine, and three sons.

Milton H. Budd, 57, radio and television personality, WMBD-AM-FM-TV Peoria, Ill., died Oct. 1 at Proctor hospital, Peoria, after long illness. He is survived by his wife, Jean, and two daughters.

Please send

SUBSCRIBER SERVICE
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- 2 years $27
- 3 years $35
- Canadian Add $4 Per Year
- Foreign Add $6 Per Year
- 1971 Yearbook $13.50
- 1971 CATV Sourcebook $8.50
- Off press fall 1970
- Payment enclosed
- Bill me

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

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.
As compiled by Broadcasting, Oct. 6 through Oct. 13 and on filings, authorizations and other FCC actions.

**Abbreviations:** Alt.—alternate; ann.—announced; ant.—antenna; aux.—auxiliary; CATV—community antenna television; CH—critical hours; CP—construction permit; D-day—day; DA—directive area; ERP—effective radiated power; kHz—kilohertz; kw—kilowatts; LAS—local sunset; mhz—megahertz; mod.—modification; N.—night; PSA—preservice service authority; SC-SCA—secondary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; trans.—transmitter; UHF—ultra high frequency; VHF—very high frequency; vis.—visible; watts—watts; yrs.—years.

**New TV stations**

**Applications**

- Orlando, Fla.—Sun World Broadcasters Inc. seeks UHF ch. 35 (796-802 mhz): ERP 335 kw vis.; 66.9 kw aur. Ant. height above average terrain 1,066 ft.; ant. height above ground 1,066 ft. P.O. address: 501 East Church Street, Orlando 32801. Estimated construction cost $774,000; first-year operating cost $253,000; revenue $220,000. Geographic coordinates: 28° 35' 09" west long.; 81° 05' 13" west long.; Type trans. RCA TTT-304. Type ant. RCA TTT-451. Legal counsel: Winder, Morgan, Watson: consulting engineer Raymond E. Rohr & Associates, Silver Spring, Md. Principals: Wayne F. Boyles (20,772), Paul H. Moser (10,368), etc. Dr. Boyles owns medical clinic and has interest in leasing firm; Mr. Moser is retired. Ann. Aug. 4.

- Ashland, Ky.—Trico Inc. seeks UHF ch. 61 (752-758 mhz): ERP 1,775 kw vis.; 207 kw aur. Ant. height above average terrain 1,100 ft.; ant. height above ground 1,089 ft. P.O. address: c/o Diedrich, Hermansdorfer & Wilson, Ashland 41101. Estimated construction cost $837,947; first-year operating cost $300,000; revenue $250,000. Geographic coordinates: 38° 29' 24" north lat.; 82° 42' 00" west long.; Type trans. RCA TUT-40A. Type ant. RCA TFF-46K. Legal counsel: Fitcher, Heald, Rowell, Kenen & Hidrington, Washington; consulting engineer: H. Harold Munn Jr., Principals: H. David Hermansdorfer, president; Donald H. Putnam Jr., secretary-treasurer; Herbert Gilmen, Cecil M. Hinton, and Samuel Mabosch (each 17,676). Mr. Hermansdorfer is partner in law firm, owns horse breeding concerns and has interest in real estate subdivision; Mr. Murry is vice president and sales manager of WORAM (AM) Iroiron, Ky.; Mr. Putnam has interest in insurance, real estate concern, and has oil and steel interests; Mr. Gilmen owns real estate firm and has interest in real estate subdivision with Mr. Hermansdorfer; Mr. Hinton owns poultry, feed mill, meat packing and egg business and is director of bank in Ashland; Mr. Mabosch is president of paper manufacturing firm; vice president of steel manufacturing concern and has interest in real estate business. Ann. July 17.

**Starts authorized**

- KBMA-TV Kansas City, Mo.—Authorized program operation ch. 61. ERP 1,000 kw vis. 100 kw aur. Ant. height above average terrain 2,049 ft. Action Sept. 18.

**Final actions**

- Kenosha, Wis.—Wisconsin Television Corp. FCC granted UHF ch. 55; ERP 239 kw vis. 47.8 kw aur. Ant. height above average terrain 363 ft.; ant. height above ground 391 ft. P.O. address: 505 Kenosha National Bank Bldg., 625 57th Street, Kenosha 53140. Estimated construction cost $88,000; first-year operating cost $60,000; revenue $80,000. Geographic coordinates: 82° 35' 00" north lat.; 87° 56' 11" west long.; Type trans. RCA TTT-12A. Type ant. RCA TTT-301. Legal counsel none indicated, consulting engineer E. Harold Munz Jr., Coldwater, Mich. Principals: Donald L. Patrick, president (52%), James L. Kastelle, vice president (38%), John B. Bolte, secretary, Larry Krueger, treasurer (each 4%). Mr. Muns and others are in real estate business. Ann. Aug. 24.

**Actions on motions**

- Hearing Examiner Lenore G. Ebyag in Jackson, Miss., TV proceedings, granted motion by Civic Communications Corp. to extend procedural dates; continued hearing for CP for new construction application for new station on Jackson from Nov. 6 to Jan. 26, 1971 (Docs. 18845-491). Action Oct. 7.

- Hearing Examiner Charles J. Frederick in Glen- denv. Mont. (Meyer Broadcasting Co. and Harri- scope Broadcasting Corp.) TV proceedings, granted request by Harriscope Broadcasting Corp. to extend 60 days for granting license to Fort Lauderdale, Fla. station to receive CP at Nov. 17 (Docs. 18737-8). Action Oct. 6.

**Other action**

- Review board in Boston, TV proceedings, post- poned until further notice date for filing extensions to initial decision (Docs. 18338-39). Action Oct. 7.

**Rulemaking petitions**


**Rulemaking action**

- Marion, Ind. and Oxnard, Calif.—FCC assigned UHF ch. 23 from Muncie to Marion, both Indiana (Doc. 18472) and UHF ch. 63 to Oxnard (Doc. 18644). Actions Oct. 7.

**Existing TV stations**

**Final actions**


- KCA-TV Washington—Broadcast Bureau granted CP to change ERP to vis. 300 kw; change type trans. and type ant.; conditions. Action Oct. 7.


- WPX(TV) New York—FCC denied application by WPX Inc. for review of board of governors' order on station KTWW on May 5, which denied WPX petition to enlarge issues in New York City ch. 11, comparative hearing (Docs. 18711, 18712). Action Oct. 7.

- WCHS-TV Charleston, W.Va.—FCC determined that WCHS-TV did not violate fairness doctrine or personal attack rules in remarks, made to West Virginia Congressman John M. Slack on July 7 public affairs broadcast. Action Oct. 7.

**Actions on motions**

- KHFI-TV Austin, Tex.—Chief, broadcast Bureau granted request of Southwest Republic Corp. license, and extended through Oct. 23, time to file comments and to Nov. 3 time to file reply comments in matter of amendment of TV table of assignments (Kerrville-Fredericksburg, Tex.) (Doc. 18979). Action Oct. 8.


- Chief Hearing Examiner Arthor A. Gladstone in Chey- enne, Wyo. (Frontier Broadcasting Co. [KFBC- TV(TV)]), TV proceedings, postponed indefinitely application of Frontier Broadcasting Co. for renewal of license of KFBC-TV (Doc. 18797). Action Oct. 7.

**Rulemaking petition**

- *KQED(TV) and *KQEC(TV), both San Fran- cicso—Request rulemaking to shift UHF noncom- mercial ch. reservation in San Francisco from presently assigned ch. 60 to presently assigned ch. 32. Ann. Oct. 9.

**Network affiliations**

- ABC

- Formula: In arriving at clearance payments ABC multiplies net worth of station by a compensation percentage (which varies according to status of day), and then operation on UHF ch. 15 of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercials during program occupied by network commercials. ABC deducts 20% of station network rate weekly to cover expenses, including payments to ASCAP and BMI and inter carriers.


- KCRG-TV Cedar Rapids, Iowa (Cedar Rapids
## Summary of broadcasting

Complied by FCC, Oct. 1, 1970

### Licensed Stations

<table>
<thead>
<tr>
<th>Licensed</th>
<th>STA</th>
<th>CP's</th>
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<td>Commercial AM</td>
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<tr>
<td>Total educational TV</td>
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<td>0</td>
</tr>
</tbody>
</table>

*Special Temporary Authorization.

1 Includes 25 educational AMs on nonreserved channels.

2 Includes two licensed UHF's that are not on the air.

### Television Co.

- Amendment dated June 1, 1970, reduced network rate to 577 effective Jan. 1, 1971.

### CBS

- Formula: Same as ABC.

### New AM stations

- Start authorized

### Final action

- Montecillo and Wabash, both Indiana—FCC granted joint application by Iroquois Country Broadcasting Co. and Monticillo, and Wabash Valley Radio Inc. Wabash, for approval of agreement for development of Iroquois Country for new AM at Monticillo in return for reimbursement by Wabash Radio Co. for expenses incurred in proceeding; application disposed of, Iroquois application, and granted Wabash application for new AM on 600 kHz, 1 kw D. P.O. address: Box 3, Grashen, Ind. Estimated construction cost $68,600, first year salaries and expenses $12,000, effective Jan. 1, 1971. First call right. Programs delivered to station. Network rate $500, compensation paid at 30% rate.
- Hearing Examiner Fredrick W. Denison in

### Actions on motions

- Hearing Examiner Leonard G. Ehrlich in

### Other action

- WSTC-AM-FM Stamford, Conn.—FCC directed Western Connecticut Broadcasting Co., licensee, to show cause at hearing on why station should not be revoked for alleged censorship of paid political broadcasts by candidates for public office, and for other rule violations. Action Oct. 7.

### Actions on motions

- Chief Office of Opinion and Review in Milwaukee, Fla.—Wolfron Broadcast Co. granted license covering use of former main trans. as aux. trans. Action Oct. 5.

### Existing AM stations

- KYKE Tucson, Ariz.—Broadcast Bureau granted CP to change from DA to non-DA and increase ant. system; conditions. Action Oct. 6.
- WAWA AM Anchor, Mich.—Broadcast Bureau granted CP to change from DA to non-DA and increase ant. system; conditions. Action Oct. 6.

### Fine

- WMAA Winston-Salem, N.C.—FCC notified Larry Associates Inc., licensee, that it has incurred forfeiture liability of $2,000 for violation of Title 18, United States Code, Section 1302(b), which prohibits offering of, or information concerning, "any lottery, gift or other thing of value," offering prizes de- pendent in whole or in part upon any broadcast or transmission by or with the consent of the licensor, and for willful or repeated failure to identify...
New FM stations

Applications

**West Haven, Conn.—New Haven College Inc.** Seeks 88.7 mhz, 3 kw, Ant. height above average terrain 151 ft., P.O. address 300 Orange Ave. West Haven 06516. Estimated construction cost $30,000; first-year operating expense $4,000. Antenna system: William A. R. Venable, both Iowa, KMNS(AM), secretary-treasurer.

**Jupiter, Fla.—Lighthouse Broadcasting Inc.** Seeks 92.1 mhz, 3 kw, Ant. height above average terrain 215 ft., P.O. address Box 1246, Jupiter 33458. Estimated construction cost $25,000; first-year operating cost $75,000; revenue $24,000. Principals: T. A. Tallapoula, et al. Aug. 5.

**Murphysboro, Ill.—Sunshine Broadcasting Corp.** Seeks 91.1 mhz, 1 kw, Ant. height above average terrain 198.3 ft., P.O. address RFD #2, Murphysboro 62966. Estimated construction cost $19,175; first-year operating cost $50,000; revenue $36,910. Principals: William R. Varecha, president (5180). William Varecha is manager of KYSM-AM Santa Ana, Calif.; President of KSDA (FM) and WQLR(FM), N. C.-Winston-Salem, both North Carolina.

**Oelwein, Iowa—Hawk-eye Broadcasting Inc.** Seeks 95.3 mhz, 3 kw, Ant. height above average terrain 233 ft., P.O. address Box 278, Oelwein 50664. Estimated construction cost $18,145; first-year operating cost $50,000; revenue $40,000. Principals: Roger Moyer, sole owner. Mr. Moyer owns KNAM(FM) Marysville. Aug. 24.

**Elkhorn, Neb.—Clark Broadcasting Co.** Seeks 94.3 mhz, 3 kw, Ant. height above average terrain 205 ft., P.O. address Box 462, Elkhorn 68022. Estimated construction cost $18,488; first-year operating cost $50,000; revenue $40,000. Principals: James Stuart, chairman of board, and Helen C. Stuart, secretary-treasurer (100%). Mr. Stuart owns WTFN(FM), P.O. address Box 462, Nebraska City, both Nebraska; KGSL(AM) Salina, Kan.; KUSC(FM) Santa Barbara, Calif., and WMYA(FM) Springfield, Ill., both Iowa, and WLLH(FM) San Antonio, Texas.

**Marysville, Mo.—Clark Broadcasting Co.** Seeks 95.3 mhz, 3 kw, Ant. height above average terrain 233 ft., P.O. address Box 278, Marysville 64648. Estimated construction cost $18,145; first-year operating cost $50,000; revenue $40,000. Principals: Roger Moyer, sole owner. Mr. Moyer owns KNAM(FM) Marysville. Aug. 24.

**Wahoo, Neb.—World Broadcasting Co.** Seeks 94.3 mhz, 3 kw, Ant. height above average terrain 205 ft., P.O. address Box 552, Wahoo 68066. Estimated construction cost $18,488; first-year operating cost $50,000; revenue $40,000. Principals: Donald F. Carpenter, trustee, et al. Aug. 24.


**Shelby, La.—Wiley Barthel.** Seeks 95.3 mhz, 3 kw, Ant. height above average terrain 150 ft., P.O. address 6th Avenue, Shelby Lake 64871. Estimated construction cost $12,012; first-year operating cost $6,961; revenue $6,961. Principals: Charles R. Lutz, sole owner. Mr. Lutz owns WCVB(AM) Des Moines, both Iowa. Antenna system: Charles R. Lutz, sole owner. Mr. Lutz owns WCVB(AM) Des Moines, both Iowa. Antenna system: William A. R. Venable, both Iowa, KMNS(AM), secretary-treasurer.

**BROCKSTAFF, Oct. 19, 1970**
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations WANTED 25¢ per word—$2.00 minimum. Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittances separately to box, etc., addressed to box numbers sent at owner's risk. BROADCASTING reserves the right to embargo or publish any advertisement for their convenience. Deadline for copy: Must be received by Monday for publication next Monday. Please sign by letter or wire. No telephone calls accepted without continuing wire or letter prior to deadline.

HELP WANTED

RADIO

We are seeking a manager for an excellent small market radio station. A once in a lifetime opportunity for a good man to take charge. Station is proving a good market East Coast in the New England area. Send complete details and picture to Box K-133, BROADCASTING.

Florida large market needs aggressive, creative, local sales manager. Excellent opportunity for sales man who can lead staff to new highs and bring in billing himself. Quality station, good production, big company, superlative fringe benefits. If you can increase local sales dramatically, write ASAT, Box K-137, BROADCASTING.

Major market station management opportunity... goes own partnership needs a licensed sales oriented manager for top market 50. Rare chance to join a growing group with strong and very experienced executive capacity. The man we are looking for may or may not be in sales or station management now but must have the very best in sales, production and leadership for men who seeks additional responsibility, income and opportunity for a top salary. Reply as soon as possible. Machine destroyed. Send resume to K-200, BROADCASTING.

Immediately opening for young aggressive salesman who wants to manage a station in the Rocky Mountain area. Should have extremely good track record in sales... good voice... good appearance... desire to work for a quality station to help manage a landmark franchise. We are looking for a dynamic, mature, dependable man. Please send resume to Box K-200, BROADCASTING.

Immediate opening for young aggressive salesman who wants to manage a station in the Rocky Mountain area. Should have extremely good track record in sales... good voice... good appearance... desire to work for a quality station to help manage a landmark franchise. We are looking for a dynamic, mature, dependable man. Please send resume to Box K-200, BROADCASTING.

HELP WANTED

Major southeastern city AM programming and inspirational music station, needs a sales manager. Permanent opportunity, major midwest market. Successful experience in local direct sales and sales supervision required. Salary plus incentive. All details first letter. Reply Box K-219, BROADCASTING.

Join aggressive sales staff at WNAX 5 state radio. One man only capable of selling $40 minimum selling with farm radio interest need apply. Guarantee plus expenses call Roger Turner, Gen. Mgr. 605-685-7442 Yakimo, S. Dak.

San Jose FM, Sales manager, salesman. Excellent salary, commission. New contemporary stereo FM starting soon. Ron Cutler, 1725 Los Gatos-Almaden Road, San Jose, Calif. 95124.

ANNOUNCERS

Pennsylvania fulltimer with easy listening format needs experienced announcer with first class, fast pace, include tape & resume with reply. Box J-195, BROADCASTING.

New Hampshire daytimer ... announcer to read news, do production, five days, weekdays off. Give complete details and salary requirements. Box J-242, BROADCASTING.

Midwest contemporary MOR, first voice personality needed immediately. Station rated 21. Salary open. Send resume, photo with salary requirements. Box K-110, BROADCASTING.

Eastern regional AM TV wants versatile, experienced announcer for bright format AM-FM and daily TV program. Excellent opportunity. Good salary. Please send complete salary requirements to Box K-126, BROADCASTING.

Position open for announcer production combination. Ideal climate, good working conditions, nice community. Send tape, resume and letter to Box K-145, BROADCASTING.

First phone—morning man for top rated northeastern MOR. Good starting salary. Experience must. Send tape, resume and letter to Box K-196, BROADCASTING.

ANNOUNCERS

Deep south small market AM-FM with variety format needs aggressive, creative, young man. Third phone, Commission paid on account servicing sales. KVCL, Winnfield, La. 618-626-5822.

Top 40, pre rush, resume, photo, tape (prod-news-air) to Rich Dav, WDAX, Box 5058, Daytona Beach, Florida 32020.

NE New York top rated 5KW fulltime modern MOR AM-FM has immediate opening for fully qualified announcer. Experience smooth, young on-air sound and polished production required, send resume, photo, tape and complete details WFWA, Fredericksburg, Va. Equal opportunity employer.

1st phone announcer—possibility of advancement to operations manager. Station operates 7 days. Station offers stability and good company benefits, excellent opportunity. Send resume, photo or send tape, resume to station WGEE, Indianapolis, Indiana 46203.

Immediate opening three experienced CW and MOR announcers. Call Nathan Frank, WHNC, N.C. Phone 919-438-7136. No collect calls please.

Personality plus contemp/MOR—immediate opening for properly manned, progressive area. Will consider limited experience if promising. Rush tape, resume, photo and salary requirements to: Barry St. John, WVA, Box 228, Lynchburg, Va. 24505.

Regional midwest station in need of announcer with first class and with some news experience. If you are a young man with these qualifications and ready to work for a professional operation with a professional management team. Contact WRR, Fort Wayne, Indiana—219-893-4460.

Attention Mrs. Mancini ... Would you like a good job? We need a top forty. Immediate opening seven PM to midnight. You must be presently employed. We are an equal opportunity employer. We must have a man who has to move to Buffalo, bigger but not better. No tapes returned, no collect calls. Contact General Manager, Newman, WNNY, Troy, N.Y. AC 818-274:1100 nine AM to five PM EDT.

Immediate opening for experienced announcer in Carthel, Texas. Salary open. Phone or write, S. Lubin, WYOS, Liberty, Texas.

Wanted: Experienced announcer to work an exciting new operation in southeast Louisiana. Write Radio Washington, Box 759, New Orleans, La. 70115.

Opportunity for announcer with 1st to move to P.O. For information call 314-586-8577.

TECHNICAL

Southeastern 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 postmarked with references, photograph and salary requirements. Reply Box J-196, BROADCASTING.

Experienced engineer for good sound AM-FM operation in small South Carolina market. No drifters or bad habits. We will fit in with a good family station, prefer engineer-announcer, but not necessary. Box K-117, BROADCASTING.

Chief engineer—low pressure job in automated FM station. Best suited to older man who wants to work in the Las Vegas area. Box K-135, BROADCASTING.

Chief engineer—to technically maintain small market AM-FM. Pleasant community in Ohio. No paying customers, no advertising. Send all details to Box K-141, BROADCASTING.

New owners, new plant soon under construction, need engineering personnel in the only AM station in non-directional, in Temple, Texas. Must have common knowledge of electronics and run a tight control over technical and original programming. KTEM Radio, Box 1200, Temple, Texas 76501.

HELP WANTED

Wanted 30¢ per word—$2.00 minimum. All other classifications 35¢ per word—$4.00 minimum. Display ads. Situations WANTED. Personal ads—$2.50 per inch. All others—$4.00 per inch. Send wants to Box 677, BROADCASTING. All replies c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

WANTED

Have opening for news and/or sports director college position. GLS, Midwest city community. Please send full info in first letter. Box K-144, BROADCASTING.

Fast paced, authoritative newswoman sought by major TV station in California. Must be able and able to offer excellent references. DJ's interested in news will be considered. Must have complete resume, photo, tape, and resume to Box K-135, BROADCASTING.

Newsmen wanted for immediate opening at leading midwest contemporary station. Send tape, resume, picture, to News Director, WLTV Radio, 925 Anthony Wayne Bank Building, Fort Wayne, Indiana.

SITUATIONS WANTED

Programmer, Production, Others

Copywriter. Experienced. Send full details and references. N.E. Pennsylvania Station, Good opportunity. Good living. Box K-188, BROADCASTING.

Modern country music director & announcer wanted immediately. Good personality & thorough knowledge of COUNTRY music. Box K-148, BROADCASTING. All replies confidential—send resume and tape to radio station WBNP, P.O. Box 547, Huntsville, Alabama.

MANAGEMENT

Automation specialist seeks managerial or group engineering challenge. Box J-232, BROADCASTING.

Radio and/or TV manager heavy background all stations in local and southeastern area. Prefer Florida east coast. Box K-111, BROADCASTING.

Assistant general manager in medium market ready to move up. Experience in all aspects with knowledge. Good selling, management ability. Box K-161, BROADCASTING.

30 year old, desires management position, 10 years experience, all phases, married, excellent track record, first class, currently studio manager. Box K-161, BROADCASTING.

Seeking manager/sales manager position with aggressive, progressive, ⟨rest⟩, background. Box K-178, BROADCASTING.

I care. Thoroughly experienced. No man seeks small medium market, mgr. challenge. Hard-working, pro with administrative ability, program-sales know- how. Family man, 33, master's degree. Total dedication is my thing. Box K-195, BROADCASTING.

Major market saleswoman with network experience seeks manager's position anywhere in the country. Married. Box K-197, BROADCASTING.

Aggressive married radio saleswoman seeks manager position in Florida. Formerly station relations ad- minister at major network and salesman for major Miami station. Box K-198, BROADCASTING.

20 years experience radio-TV, all phases, including 9 manager's, M.A. speech plus college teaching. Interested teaching or radio management, college-owned company. Box K-199, Fannin, Amarillo, Texas 79102, 806-374-4813.

Radio manager-sales available 30 days small-medium size market—good track record. Salary commission $17,000 minimum, call 610-773-5764. Fred R. Wire, Louisville, Mississippi.

ANNOUNCERS

DJ, light board, good news, commercials, 3rd phone. Box J-229, BROADCASTING.

Feet (Jock or P.D.) draft exempt. College, 7 years experience. 3rd phone. Available any time. Box K-35, BROADCASTING.

BROADCASTING, Oct. 19, 1970
Announcers continued


Trained beginner wants break into small station market, 3rd endorsed. Dependable. Box K-81, BROADCASTING.

Black female, 25 years old. Available now! Box K-82, BROADCASTING.

First phone combo at L.A. FM/AM seeks change. PD and light maintenance experience. Box K-103, BROADCASTING.

Top 10 market . . . top 40 personality . . . looking. 7 yrs. experience, Superior Ratings. Can't come in here. Now seeking afternoon or early evening air slot. Help. Prefer to be PD, but will consider any slot; must commit. Love to do the morning show. Let's do the same. Box K-122, BROADCASTING.


Soul air personality-p.d. & music. 1st phone, tight board, top news, heavy production, tight music list, night club entertainer, and I'll put you over the black. I'm number one here! Box K-150, BROADCASTING.

Black female dj single, 4 yrs experience AM & FM radio in news, jazz, soul, easy listening tight board. Thinking of two radio schools. Box K-162, BROADCASTING.

Experienced first phone announcer available 413-739-2121 6-8 PM. Box K-166, BROADCASTING.

Talk . . . young, mature announcer wants talk show. Major market news, talk experience. Masters, best references, married. Box K-171, BROADCASTING.

Announcer--newspaper salesman-salesman-deejay. Experience--excellent, tight board--3rd endorsed. Box K-186, BROADCASTING.

Hugely personality dj. Top. 25 years news radio. Tape tells why. College graduate 15 yrs experience. Married. Excellent references. Larger markets only. Box K-173, BROADCASTING.


Confirmed: first phone. Over two years experience. Box K-188, BROADCASTING.

First phone, experienced, high ratings, 27, presently employed, will consider television, prefer Florida, will relocate. Box K-192, BROADCASTING.

Can a versatile jock with a voice. 9 yrs exp. 1st phone find success and happiness in northwest? Write Box K-199, BROADCASTING.

Number 1 rated MOR afternoon drive. Top 20 market. 3rd endorsement. Box K-148, 9-5472.


Attention Michigan stations radio or television. DJ/Announcer seek opportunity to bring fresh news rotation to area. I want work now. Call for personal interview and audition at station. Television experience. 57, married, Tom Stephens, 313-363-7019 by noon and 5 PM.

Experienced--versatile . . . talk show . . . play-by-play . . . sales . . . TV . . . Voice-over. Call or phone as above . . . 34 . . presently employed . . . 717-645-2964 . . will relocate . . . $125.

Joe and dave twelve thirty twelve closest? Trying to decode your ringer on this one! Major market. Call or phone.The answer: 305-999-2451.

First phone, good voice, experience, 23, draft exempt, David Waldman, 2637 12th Ave., S., Mpls., Minn. 55407.

Wanted in Delaware Valley: Position by young experienced afternoon-disc-jockey with third endorsed . . . 609-783-5771.

Announcers continued

A west coast rock-lock, capable of putting personality into your time and tempo format, is looking. Professional with experience in production and broadcast. Medium and major markets only. 714-668-1570 between 2-6 P.M. F.S.T.

Inventive progressive rock DJ-college degree, third, Gorgany, 577 Mayfair Drive South, Brooklyn 11234.

Attention medium markets: 2 years/combined experience as dj and director of a local news operation. Want to return to mid western area. Good deejay talent. Experience covers all voice, Good demeanor. Sense of humor. Entertaining and informative. 100, 772-5800, Sounds 1, New York, N.Y. 11780. 9-856-3968, weekdays, 1-3 P.M.


Midwestern Broadcasting School grad, 3rd endorsed, stable young family man, tight board, top news, copywriter. Seeks 1st big opportunity, phone preferred but will consider all opportunities, phone numbers: 714-806-1401, 3rd endorsement, "I'll do my best!" Talk to want? Call collect 615-385-0765 or write Mr. 1-800 Inverness Ave. B-9, Nashville, Tenn. Pictures, tapes on request.

Television Help Wanted

Management

Rapidly 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 previous experience. All we ask is that you have sales experience in medium or large markets with enough initiative and confidence in your ability to send a resume for consideration. Our management psychologists will help us determine your potential after intensive interviews and testing. Salary minimum $30,000.00 plus substantial incentive. Send resume to TV Help Wanted, Management Department, Box K-52, BROADCASTING. Completely confidential.

Sales

We are a sales oriented independent In the top 10 markets. We are looking for a young professional with at least three years television experience in a major market. (Preferably independent.) This agency list generates $22,000.00 in income during the last 12 months and has an immediate potential of $35,000. Box K-124, BROADCASTING.

Announcers

TV booth announcer with on camera experience In staff weather and/or sportscasting. Send tape. Box K-165, BROADCASTING.

Technical

Director of engineering. Must be experienced in engineering and be a good administrator, capable of supervising up to 20 employees. Stock plan available. Biggest need is for a competent administrator who is production oriented. Box K-194, BROADCASTING.


Chief engineer to install and maintain religious station WURD-TV Indianapolis, Ind. New TVU 30 for 927,000. Dr. Wendall Hansen, Rts. 4, Noblesville, Ind. 46060, 317-773-0030.

News

Announcers

Television station needs experienced consumer reporter who can relate marketing trends to the public in a language that speaks the American middle class. Apply. Send detailed resume and salary requirements in care of Station. Sale opportunity employer. Box H-380, BROADCASTING.

Major market east coast, In top 20 area's leading news operation needs feminine reporter, a girl-on-the-scene who knows a story when she sees it and what to do with it. News experience a must. Broadcast experience preferred. Send picture and history to Box K-163, BROADCASTING.

Immediate opening for experienced newswoman for Stockton staff of KOVR-TV Stockton-Sacramento. Job involves both on the air and field work. Send resume/film/VTR to Personnel Dept. McClatchy Broadcasting 21 & Q, Sacramento, Calif.

Programing, Production, Others

TV pro. Multi-system, CATV company is serious about its programing and needs a programing director. Plenty of responsibility, freedom, and money. Write: Box K-85, BROADCASTING.

Continuity director wanted for medium market, Midwest. Strong on creative copy with supervisory ability. Send resume and salary requirements. Box K-189, BROADCASTING.
Television

Situations Wanted Management

Manager/Station Manager: Outstanding background large and small markets in group, net and independent station operation. Top in efficiency-effectiveness. Box K-99, BROADCASTING.

Program Director—Program manager, in the midwest. Presently employed at G.S.M. at #1 in top ten. Geography very important, this may be #1 position in market available by return mail. Box K-123, BROADCASTING.

Sales management. Twelve years experience, major and medium markets, Present employer will verify ability and qualifications. Box K-134, BROADCASTING.

Technical

Engineering manager fully experienced all phases of broadcasting. AISA to handle any situation. Top references, 21 years solid background looking for permanent in right situation. Box K-26, BROADCASTING.

Director of engineering, experienced all phases broadcasting, looking for right position. Box K-167, BROADCASTING.

Are you in need of a real chief engineer and/or operations manager? Well versed broadcaster seeks new challenge. Box 90022, Atlanta, Georgia 30344.

News

News or sports—College grad., varsity athlete), 25, single, draft deferred. Combined commercial newspaper, radio and sports experience, full or part time, since 1965 (top 100 market properties). Northern Midwest, Midwest or East. Available now. Box J-207, BROADCASTING.

Professional meteorologist doing TV-radio weather broadcasts seeks greater opportunity. Member of A.A.M.S., Box K-49, BROADCASTING.

Television Help Wanted

Others continued

Color video man, thoroughly experienced Norelco end/or Macroni needed by top-flight production facility. Must be willing to travel. This company does a lot of remotes. Box K-193, BROADCASTING.

Television

Situations Wanted Management

Manager/Station Manager: Outstanding background large and small markets in group, net and independent station operation. Top in efficiency-effectiveness. Box K-99, BROADCASTING.

Program Director—Program manager, in the midwest. Presently employed as G.S.M. at #1 in top ten. Geography very important, this may be #1 position in market available by return mail. Box K-123, BROADCASTING.

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Radio Help Wanted Sales

SALES REPS
Sparta/Est. now forming and needs top AM/FM equipment sales reps working east of the Mississippi. Lucrative Sparta line of audio equipment including Sparta-Mation plus Bauer AM/FM transmitters. Please send details about your firm and sales record.

Jack J. Lawson
General Sales Manager
Sparta Electronic Corporation
5851 Florin-Perkins Road
Sacramento, Calif. 95828

Technical

SOUTH FLORIDA CHIEF ENGINEER
For 50,000 watt contemporary music radio station. Must think young, dig great sound and thoroughly understand the audio end of the business. Send complete resume and references to BOX K-169, BROADCASTING

Network Station in Southeast has openings for NEWS DIRECTOR and SPORTS DIRECTOR.

Salary commensurate with ability and experience.
Submit resumes, tapes and full-length photos with applications.

Box K-136, BROADCASTING

Situations Wanted Annunciators

TO: STATION MGRS. . . . TOP 20 MARKETS
Drugs, wars, pollution, revolution. Do not attack them... don't just play pretty music. Former network newsman with successful talk show in two large markets seeks to establish talk show your station. No heavy bread required. Aircheck available.

BOX K-23, BROADCASTING

Management

Major Market Sportscaster
With emphasis on play-by-play wishes to re-locate. (My decision) 14 years experience. Currently play-by-play man for NFL and major college football teams. Desire similar position with sports minded radio/TV operation. Please contact Bob Starr: 917-446-3321.

TELEPHONE TALK HOST
21 adult (afternoon drive) WTOP. Wash. D.C. Talk host—P.D.—G.M. WAYE. Balt. more. Recently WBZ. Boston. Also talk KLAC. L.A.
Allan Prell (301) 356-4445
LSF Old Coach Line.
Owings Mills, Md. 21117

News

WASHINGTON NEWS BUREAU
Bright young newswoman will operate Washington bureau for station group. Major market, group, Washington experience. Male, married, or reserve. Best references. Think about it.

BOX K-170, BROADCASTING

Television Help Wanted

Management

CABLE TV OPPORTUNITY
MSD is seeking young, aggressive manager for CATV system in the Northeast. The man we are seeking must possess experience in production and direction of local TV programming. Must be able to sell advertising locally. Technical knowledge of cable TV not a prime requirement. If you would like to be a part of the exciting future of Cable TV and local origination, tell us about yourself including a complete resume. Write BOX K-153, BROADCASTING

An Equal Opportunity Employer
Television
Help Wanted News

TELEVISION NEWSMAN
Central Pennsylvania. Must gather, write, edit and authoritatively deliver the news. Experienced radio newswoman who is ready to TV considered. Send resume with references and recent VTR or audio tape with photo.
BOX K-99, BROADCASTING
An Equal Opportunity Employer

Television
Situations Wanted
Management

Available soon: Veteran broadcaster, background television, radio and cable (with equally talented wife), seeks management challenge east of Pittsburgh, north of Atlanta. Prime requirement is attractive retirement area; salary relatively unimportant. If you want the best for your small market television, radio, ad agency or cable planning local origination, let's talk a deal for a minimum of five years.
BOX K-185, BROADCASTING

News

EXPERIENCED TELEVISION MAN
Six years in the ranks, three in jr. level management. Award winning newsmen and qualified producer-director with all associated skills. Full resume and pictures on your request. Interviews arranged in person.
BOX K-154, BROADCASTING

Programing, Production, Others

Cum Laude U.S.C. graduate, telecommunications background, with years training experience at Western TV station sees position in programing-production. References furnished. Future and opportunity more important than initial salary. Write:
Box K-130, BROADCASTING

For Sale Stations

N.H. small AM & FM 275M 29% Tenn. small daytime 75M 29%
Mich. small fulltime 250M 29% Ind. small daytime 73M Terms
MW med. AM & FM 325M Cash SW med. FM 55M Cash
West metro daytime 200M 29% East metro daytime 285M 29%
South major daytime 210M 75M East metro fulltime 300M 100M

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
1801 Ave. of the Stars
Century City, Suite 301
213/277-1587

FOR SALE

STATIONS FOR SALE
1. CATV. We can offer a number of systems. Please let us know your requirements.
2. CALIFORNIA. Regional fulltimer serving multi-million market. Price $550,000. 25% down.
3. PACIFIC NORTHWEST. $1,000,000 down.
4. MIDWEST. $15,000 down.
5. TEXAS. Exclusive. $20,000 down.

FOR SALE OR MERGER

Major Market fulltime 20,000 watt AM radio station
Top 15 Central area $2,000,000 category
Qualified principals only
BOX K-201, BROADCASTING

FOR SALE

UHF TRANSMITTER/ ANTENNA PACKAGE
GE TT-24A 12.5 KW CH56 Transmitter
RCA TPU-30J CH56 Pylon Antenna
RCA 6% Universal Line, 400 feet
Equipment surplus to our needs
Call E. H. Herlihy
WKRG-TV CH56
517/288-3200

Wanted to Buy—Stations

Qualified buyer seeks broadcast opportunity in GREATER-MIDWEST

(1) FM (CLASS B or C) in market of 750,000 or more.
(2) AM or AM-FM COMBO in market of 200,000 or more (with present cash flow, before provision for income taxes, to roughly approximate payout, after down payment of up to $150,000).

Present management can be retained on good salary plus participation arrangement (retention of minority stock interest or percentage of operating profits).

Desire to deal DIRECTLY with interested owners. Replies will be handled on strictly CONFIDENTIAL basis.

Contact: Harold M. Nudelman, Attorney for Purchaser
111 W. Washington St.
Chicago, Ill. 60602
612/330-0000

For Sale Equipment

FOR SALE

Employment Services

STATION MANAGERS
Why look for personnel? Call
Radio-Television Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

BROADCASTING, Oct. 19, 1970
Toledo, all Ohio; WDMJ (AM) Detroit; WJAS (AM) Reading, PA; WIBC (AM) Indianapolis, IN; WRIP (AM) Orangeburg, SC; WOFI (FM) Moulton, AL; WQKX (FM) Blackton, TX; WRCN (FM) Westville, NJ; WRDR (FM) Grafton, WV; KHAN (AM) Abilene, TX; WJNO (AM) San Antonio, TX; WLOK (AM) Muskogee, OK; WYTM (AM) Newbury, OH; WOLN (AM) Houlton, ME; WPLF (AM) Greensboro, NC; WUMU (FM) and WZMK (FM), both both Detroit; WRCF (AM) Cleveland; WBOA (AM) Westfield, IN; WQDC (FM) and WSNJ (FM), both both Detroit; WQWP (FM) Bellefonte, OH; WBCB (AM) Detroit; WYMA (FM) Lapeer, Mich.; WTOP (FM) Canton, Ohio; WGVF (FM) Mt. Vernon, OH; WTVT (FM) Cadillac, Mich.; WAKR (AM) and WHIZ (AM), both both Akron, OH; WIMA (FM) Lima, Ohio; WLOS (FM) Roanoke, VA; WCRF (FM) Columbus; and WAFI (AM) Moon Township, PA.

And: WDMJ (AM) Dayton; WJAS (AM) Reading, PA; WIBC (AM) Indianapolis, IN; WRIP (AM) Orangeburg, SC; WOFI (FM) Moulton, AL; WQKX (FM) Blackton, TX; WRCN (FM) Westville, NJ; WRDR (FM) Grafton, WV; KHAN (AM) Abilene, TX; WJNO (AM) San Antonio, TX; WLOK (AM) Muskogee, OK; WYTM (AM) Newbury, OH; WOLN (AM) Houlton, ME; WPLF (AM) Greensboro, NC; WUMU (FM) and WZMK (FM), both both Detroit; WRCF (AM) Cleveland; WBOA (AM) Westfield, IN; WQDC (FM) and WSNJ (FM), both both Detroit; WQWP (FM) Bellefonte, OH; WBCB (AM) Detroit; WYMA (FM) Lapeer, Mich.; WTOP (FM) Canton, Ohio; WGVF (FM) Mt. Vernon, OH; WTVT (FM) Cadillac, Mich.; WAKR (AM) and WHIZ (AM), both both Akron, OH; WIMA (FM) Lima, Ohio; WLOS (FM) Roanoke, VA; WCRF (FM) Columbus; and WAFI (AM) Moon Township, PA.

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Action Oct. 6.

- WDKX-TV, Pontiac, Mich.—Broadcast Bureau granted CP for rebroadcasting WATE-TV, Knoxville, Tenn., action Oct. 5.

- South Central Broadcasting Corp., Galtinburg, Tenn.—Broadcast Bureau granted CP for new VHF translator station to be located in Galtinburg, Tenn., action Oct. 5.

- Big Spring, Tex.—Broadcast Bureau granted CP for new VHF translator station to be located in Big Spring, Tex., action Oct. 5.


Ownership changes

- KSKU(FM) Hutchinson, Kan.—Seeks transfer of control of Sound Sales Inc. from Dr. W. Wright (subsequently to Margaret Sours (none before, 52.2% after). Consideration $13,000. Mrs. Sours is professional artist, composer and muralist, Ann. Oct. 5.

- WARD-TV Johnstown, Pa.—Seeks voluntary acquisition of CP from Rivoli Realty Co., to file Ben Weik, group of Canonsburg, Pa., for $275,000. Nearsellers: Mrs. George D. Garlant and Walter M. Thomas (jointly 53%) et al. Mrs. Garlant and Mr. Thomas are retirees. Buyers: Benjamin C. Weik, Norman C. Weik, and Matthew L. Weik and Dustin C. Lewis (each 25%). Mr. Weik is national manager of H & H Paper Co., Canonsburg, Pa., and owns livestock feed additive distribution firm; Mr. Weik and Messrs. Weik and Lewis are in construction business; Mr. Estep owns sporting goods shop and motor home firm; Mr. Lewis has interest in building supply firm. Ann. Oct. 5.

- KLYX(FM) Clear Lake City, Tex.—Seeks assignment of construction permit to Intermedia Co., Inc., for $100,000. Sellers: Dawson Communications (100%) and KJQIB-FM, Seattle, Wash. (10%). Principals of Intermedia Inc. are seeking to acquire KQTV(FM) and KBZM(AM) Mission, Kan., and KBXE(AM) Kansas City, Mo., Ann. Oct. 5.

Actions

- WGGG-AM-FM Brunswick, Ga.— FCC granted transfer of control of Golden Isles Broadcasting Corp. from C. J. Thorndyke, John Shafir, J. H. Reeder, and Herman J. Reeder, for $25,000. Adjustments of VOKL-TV, Calvary, Calif., and is in construction; Mr. Hughes Jr. is station manager of KOKL-TV. October Action.

- KSNF(AM) Seattle—Broadcast Bureau granted assignment of license from Am-Com Inc. to Big Country Communications Inc., for $208,000. Buyers: Bill and Betty West, Gibson, president, et al. Mr. Gibson owns 56.7% of Big Country Communications Inc., and Davis Broadcasting Co. (80%), with Martin C. Davis, president (13.3%). Ms. Lindsey is in construction of KWIW-AM Santa Ana, Calif. Davis Broadcasting is owned by W. Thomas Davis and Philip C. and Carolyn Lyle Davis jointly (42.5%), et al. Buyers own KLOK(AM) San Jose, Calif. Mr. Davis has interest in 12 CATV systems. Action Sept. 29.

CATV

- Kansas City, Kan.—Midway Cable TV seeks dictants of WGNV-TV and WFLD-TV, both Chicago, as group owner, for $500,000. City (Kansas City, Mo., ARB 23). Ann. Oct. 9.

Final actions

- WDT-41 Chula Vista, Calif.—Cable Television Bureau granted CP for new community antenna relay station to be located in Chula Vista, action Oct. 5.


- WDT-38 Mt. Vernon, John Day and Canyon City, Ore.—Cable Television Bureau granted CP for new community antenna relay station to bring signals KATVU(TV), KGW-TV and KOIN- TV, Portland, Ore., action Oct. 2.

- Humboldt, Pa.—FCC denied request by Humboldt Communications Co. for renewal of CP to carry supervisory and program exclusivity requirements of rules. Action Oct. 7.

Other action

- New York—FCC prohibited Teleprompter Network from operating CATV systems, but did not forbid its ownership of CATV systems, action Oct. 5.


Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 13. Reports include applications for permission to install and operate CATV's, applications for fee schedules and grants of CATV franchises.

Franchise grants are shown in italicics.

- Napa, Calif.—Napa Valley Cablevision Inc., an affiliate of Associated Inc., Oct. 11, to Phoenix, has been granted a 20-year franchise.

- Riverside, Calif.—Franchise has been awarded to California Association of Telecommunications Inc. of Colorado.

- Longmont, Colo.—Franchise has been granted to Longmont Cablevision to serve a 124-home system. Installation is $9,95 for the first set and $1.50 each additional set, and $1.57 for the first set and $1.25 for each additional set.

- New Port Richey, Fla.—TM Communications has been granted a non-exclusive franchise.

- Muncie, Ind.—Three firms have applied for franchises: H & B American Co., of Los Angeles, Calif.; Cablevision Co. (group owner) and Muncie Cablevision of Indianapolis.

- Southeast Park borough, N.J.—Crosswicks Industries Inc. has applied for a franchise. The borough would receive 5% of the gross income from all sources except installation fees. Installation would be $10 for the first connection and $5 for each additional set, and 5% for the first set and $1.25 for each additional set.

- White Plains, N.Y.—Four firms have applied for franchises: Mid-Hudson Television Co., Fishburn Communications of Bronxville, Goodson-Communications Inc. (group owner) and Teleprompter Corp. of New York, (group owner). Mid-Hudson would pay the city 5% of the gross income, 5% of the gross for the first set, and Fishburn would pay the city 2% of the gross; Goodson would give the city 5% of the gross for franchise with future payments up to 20 years, 5% of the gross for the first set, and 5% for each additional set; Teleprompter offers the city $25,000 on grant and 5% of the gross with a minimum of $10,000 on the gross income.

- Columbus, Ohio—Coalition Communications Inc. (multiple-CATV owner) has applied for a franchise. The city would receive 4% of the gross income.

- Hamilton, Ohio—Three firms have applied for franchises: Neptune Broadcasting, and Steubenville, Ohio (group owner), Echo Cable Corp. and Coales Communications Inc.
A quiet young man with power and the will to use it

Army lieutenant at the Edgewood, Md., arsenal, working on defenses against chemical and biological warfare—skydiving. He made 20 or 25 jumps, and found the experience extraordinary. ("It's very peaceful, incredibly quiet.")

And for a man who, although young and tall (about 6 feet), is soft-cheeked and sufficiently concerned about his waistline to skip all lunches except those forced on him in the line of duty, his idea of getting away from it all comes as something of a jolt. Following his Senate confirmation hearing in July, he spent five days canoeing and camping in the wilderness of northern Minnesota and southern Canada.

Dr. Whitehead’s background is similarly filled with incongruities. He began life in Neodesha, Kan. (population 3,500), and graduated from Cherokee County Community High School in Columbus, Kan., but then went on to prestigious Massachusetts Institute of Technology. There he not only earned B.S. and M.S. degrees in electrical engineering and a Ph.D. in management, but he found time to teach courses in electronics and political science.

Dr. Whitehead first made contact with the Nixon forces in the summer of 1968 in Washington, when a mutual friend introduced him to Robert Ellsworth, who had been Richard Nixon's preconvention campaign manager and who was to become top White House staff man before being appointed to his present post of ambassador to the North Atlantic Treaty Organization. At the time, Dr. Whitehead was associated with the Rand Corp., in Santa Monica, Calif., planning and organizing a policy research program on health services and other domestic-policy areas.

Following the election, Dr. Whitehead accepted an invitation to serve on the President-elect's task force on budget policies and to aid in transition matters. And in January 1969, he joined the White House staff as an aide to Mr. Ellsworth (later to Peter Flanigan, who succeeded Mr. Ellsworth when he took the NATO post), attending to a wide variety of responsibilities.

In the briefing he gave reporters, he was surprised them with the candor with which he discussed the broad powers that are vested in OTP as the President's arm in telecommunications matters—powers that he intended to use. There was no tone of aggressiveness in his recital; rather one of considerable self-confidence.

This kind of confidence was evident, also, in a private interview in which he discussed not so much the nuts-and-bolts aspect as what might be called a cosmic view of OTP. "Our primary contribution will be in laying out the interconnection between the broader objectives of society and communications," he said. "We need more attention, more systematic thinking through the whole range of problems to make sure communications policy makes sense in terms of the bigger picture."

He also feels there is another role OTP can perform for, as well as in, government. Governmental policy statements that are not related to a central theme are "meaningless," he said. "If you have decisions that are related, you have policy, and a policy process that makes sense. Developing policy and a policy process in the telecommunications area," he added, with a slight, self-deprecating smile, "can be a model for broader policy-making processes in government."

Dr. Whitehead's vision of his job, it is clear, is not limited.

Week's Profile

Dr. Clay Thomas Whitehead—director, Office of Telecommunications Policy; b. Nov. 13, 1938, Neodesha, Kan.; B.S. (1960), M.S. (1961) and Ph.D. (1967), Massachusetts Institute of Technology; taught courses in electronics and political science while graduate student; consultant at Rand Corp., Santa Monica, Calif., over 18-month period between 1961 and 1963, and member of Rand staff, 1967-68; U.S. Army, 1964-65; consultant to Bureau of Budget, 1965; member of President-elect Nixon's task force on budget policies and aid in transition, 1968; White House staff, 1969-1970; member Tau Beta Pi, Sigma Xi, and Eta Kappa Nu, engineering and science honorary societies; hobby—camping.
Editorials

Chance for real reform
Some very shoddy political oratory and equally shoddy journalism emerged last week in response to President Nixon's veto of the political-broadcasting bill. To listen to the Democratic legislators and read the editorials and columns in such papers as the New York Times and Washington Post was to be told that the President had rejected a document that ranked with Magna Carta and had done so to protect the Republicans' financial advantage over Democrats in the present campaigns.

The present campaigns could not, of course, have been affected at all if the President had signed the bill. Built into the legislation was a 30-day delay in effective date. As for party financing two years from now, that could be changed radically by the outcome of this year's elections and the choice and prospects of candidates in 1972.

The President was restrained enough to avoid saying so, but it must surely have been apparent to him that this bill was an effort to create an illusion of political reform without significantly altering political practices. It would indeed have imposed ceilings on the broadcast advertising that candidates could use and it would indeed have required broadcasters to offer maximum discounts to candidates, but it would have done nothing at all to limit spending or rates for other media and services. As Mr. Nixon said, the practical effect could be to enlarge political expenditures in non-broadcast campaigning.

When a New York Times or Washington Post deprecates political spending on radio and television, its cries would be more persuasive if accompanied by announcements of ceilings or discounts on political advertising in the press. In the same vein, the editorial reputation of the print media would be in better repair if more of the organs that so vociferously clamored for a ban they finally got on the broadcast advertising of cigarettes were now rejecting cigarette business. It did not escape notice last week that the Washington Post which was running cartoons and editorials protesting political broadcasting was also carrying advertising for 'Lucky Strikes.' A year ago the same paper was incessantly maligning broadcasters for accepting cigarette business.

It will be not only in their own but also in the public's interest if broadcasters can persuade their congressmen to let the presidential veto stand. The persuasion should be accompanied by a tangible offer of support for a truly effective bill to limit political spending. If broadcasters will take the lead in drafting legislation and campaigning for public endorsement, they will be practicing governmental and public relations with a creative touch.

Starting point
Broadcasters worried about their fate in this 50th anniversary year of their business have little reason to breathe easy because the National Association of Broadcasters is going to be reorganized. Even after the action is taken the job will only have begun.

By authorizing appointment of three executive vice presidents and thereby freeing President Vincent Wasilewski for highest level activity, the board took a needed first step. But the over-all task is enormous. Essentially, the assignment is to transform the broadcast media from a punching bag to the formidable, vibrant force they are in the eyes of perhaps 99% of the American electorate.

Broadcasters, by failing to learn the axiom known to every little leaguer that a good offense is the best defense, have lost their leadership momentum at the federal level. They knuckled under to government by giving just a little here and just a little there.

There isn't a seasoned practical member of Congress who would not support his constituent broadcasters in any reasonable approach to any legislation. The anticigarette sell-out would never have been applied to radio if radio broadcasters—all, 6,000 of them—had used persuasion with their elected congressmen. Logic was with them because the attack was against TV advertising—not radio. And even the TV ban, on grounds of discrimination alone, might have been licked.

An NAB staffed by geniuses can't bring justice and equity to broadcasters without the help of a solid majority of all broadcasters interested in the next generation as well as increased profits. Times have changed. Many broadcasters need to alter their views and their goals.

As the trade association charged with over-all responsibility, the NAB must implement and articulate the new mandate now. There's no time for procrastination.

Easy mark
Once again broadcasting has been picked as the principal point of pressure in another reform proposal that purports to cure larger matters. This time the picking comes in the report of the President's Commission on Civil Rights, described in detail elsewhere in this issue.

To oversimplify, the report says the FCC, among all governmental agencies, has the most power to effect progress for minorities. Why? Because it can regulate the programming and ownership of broadcasting.

It goes without saying that broadcasting is essentially white owned and white oriented and has only recently taken much interest in the minorities who now struggle for status. But the same can be said for every other large enterprise in the country, regulated by the government or not. To ask broadcasters to carry the main burden of eliminating oppression and equalizing opportunities is to ask more than they can give by themselves.
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