

November 2, 1970: Our 40th Year: \$2.00



*Brien*

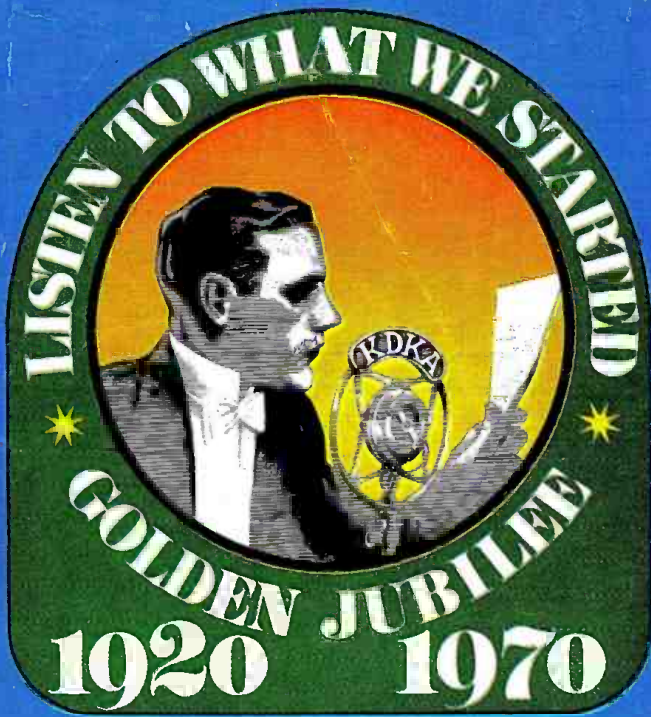
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

®

Broadcasting at 50: Can it adapt? Special report  
In sight: first major study of TV commercials  
Refuting critics, TV widens lead as news medium  
How spreading protest movement has stalled renewals

432100BRIETB6069CSA<JAN/71  
T R OBR IEN  
PHIO STATE U  
PO BOX 3097  
COLUMBUS  
OHIO 43210



WESTINGHOUSE BROADCASTING COMPANY

**In the past  
50 years,  
broadcasting  
has helped make  
the world  
a smaller place.**

**Now comes  
the hard part.**

On November 2, 1920 in a makeshift shack in East Pittsburgh, six men sat up all night reporting the Presidential election returns on KDKA, the first licensed broadcasting station in America.

And broadcasting was born.

Since then it's grown at an astonishing rate.

And, at an equally astonishing rate, the world has shrunk.

Countries halfway around the globe are now no farther away than your nearest radio or TV set. You've had ringside seats at Olympic games, inaugurations and coronations. You've even been to the moon.

But broadcasting brings you more than athletes and astronauts. We bring you war and poverty, rats and junkies.

We show you how it feels to be old and alone. Or how it feels to be a kid sharing your bed with four other kids.

We show you all this because we believe it is broadcasting's responsibility to make people care; for only when they care do they act.

Fifty years ago on KDKA, broadcasting started making the world a smaller place. But as broadcasters, we now face a much harder job: helping it become a better place.

**GROUP**



WESTINGHOUSE BROADCASTING COMPANY

**Broadcasting's 50th anniversary.**

## a CHRONICLE of community SERVICE...



hey who "see visions and dream dreams" oftentimes build a reality much greater than envisioned. Channel 4 is such a reality! Channel 4 was begun with a creative desire to inspire the community which it was given to serve. Through the years, foresighted and enthusiastic leadership has fashioned a flagship in the Southwest that is recognized far and wide as a leader. Channel 4, characterized by its vitality as a community servant, has devoted countless hours of air time to the civic projects and objectives of the Dallas-Fort Worth area. Awards and honors — including the coveted Freedom's Foundation George Washington medal offer vivid testimony to the ideal of community service. Today, Channel 4 "sees visions" of a community which will double in size during the next decade and recognizes the problems and pressures that will certainly beset such dynamic growth. However, KDFW-TV, Channel 4, is eagerly involved with the Dallas-Fort Worth communities in the **Search for Solutions** of the seventies.

Join with KDFW-TV as we reach for new heights of responsible broadcasting to the Southwest's largest television audience.

**KDFW-TV**



DALLAS-FORT WORTH

**The Dallas  
Times Herald Station**

*CLYDE W. REMBERT, President*

represented nationally by



## No kidding

Petition of Action for Children's Television to strip all commercials from children's television programming, which once drew snickers from broadcasters and their attorneys, may become deadly serious business. If nose count attributed to Chairman Dean Burch is to be believed, there are three votes among present six commissioners for ACT's proposal, not counting chairman's; he is said to be still undecided. It's assumed that, if report is accurate, votes are those of Commissioners Nicholas Johnson, Robert T. Bartley and H. Rex Lee.

Commissioners will have opportunity to discuss matter within next two weeks. Staff is preparing draft of general inquiry on ACT's proposals—to require broadcasters to devote 14 hours weekly to children's programming as well as to ban commercials—as means of obtaining industry comment.

## Slow turnover

Whatever outcome of tomorrow's elections, White House patronage dispensers are intensifying efforts to get at "super-grade" holdover Democrats in government, particularly at administrative agencies, including, if not particularly, FCC. Quiet inquiries were being made last week about half-dozen positions—specifically department heads and deputies in grades 16 and above, which pay between \$25,000 and \$35,000 at FCC.

Only two top-level posts at FCC—chief of Broadcast Bureau (where Republican replaced Republican) and general counselship, where Democrat was replaced by Republican (but with Democrat moving into chairman's domain as planning aide)—have changed hands since Presidency shifted to Republicans nearly two years ago. It's no secret that inquiries have been made by GOP congressional leadership in behalf of constituents seeking FCC posts, some of whom have complained about being rebuffed. White House inquiries have related to incumbent heads and subchiefs in such posts as executive director, Common Carrier, CATV Bureau and chairman's office itself.

## 10-foot pole

Call by General Foods and Ogilvy & Mather for broad-based support for research on so-called clutter in TV (see page 29) apparently did not start out exactly that way. At one point, sponsors reportedly sought to involve Television

Bureau of Advertising in clutter research. But TVB counterproposed study of relative effectiveness of high-rated and low-rated commercials. If such study established that, for example, 10 commercials with 2 ratings were as good as or better than two 10-rated spots—both combinations representing 20 gross rating points—TVB felt pressure on high-rated spots would be eased and better market for lower-rated availabilities would be created. But GF and O&M said no to that.

TVB is currently moving into research on still another subject: sponsorship of public-service messages "on behalf of society" (drug-abuse, ecology, etc.). Bureau officials have long held that "sponsorship makes it better," both for advertiser and in terms of public acceptance of message. Exploratory research now getting under way is slated to test this theory and also examine relative effectiveness of such messages when presented in name of advertiser, of station, of public-service organization or, in some cases, with no tag at all. Officials would like to expand this project and perhaps also explore results of such campaigns in practical terms where official data, such as crime rates, make measurement possible.

## Which Lee?

Until last week semiofficial word was that H. Rex Lee, Idaho agricultural economist and FCC's junior Democratic commissioner, would head U.S. delegation to World Radio Conference in Geneva next June. Now it's official that it was all mistake—that Robert E. Lee, FCC's senior Republican member and alternate space commissioner, will head delegation to extraordinary conference which will decide allocations for space-satellite frequencies, develop international rules on their use. FCC's space commissioner is Chairman Dean Burch, whose commitments preclude his absence from Washington for month to six weeks Geneva conference will go on.

## Undermeasured blacks?

Plans of Black Efforts for Soul in Television to go after rating services in effort to obtain what it considers more meaningful programs for blacks (BROADCASTING, Oct. 26) involve possible Senate investigation and complaints to FCC, to Federal Trade Commission, or

to both. All of those routes are under consideration, and although BEST has no commitment yet for Senate inquiry into rating services, its officials feel confident hearing could be obtained.

BEST is nearing end of investigation of accuracy of Nielsen and American Research Bureau local-market studies as they apply to blacks, and it was that investigation that BEST coordinator, William Wright, had in mind, on WTTG-TV Washington program two weeks ago, when he called ratings "bunch of garbage." BEST feels blacks' viewing habits are not being accurately reflected in ratings. Gilbert Mendelson, director of BEST's study, will meet within two weeks with researchers for ARB and Nielsen, but only to check on methodology.

## Doubts on data

Serious questions will be raised next week about usefulness and validity of all those product-usage figures turning up these days in local-market TV-audience reports. John A. Dimling, VP, research, National Association of Broadcasters, is readying report for delivery Nov. 9 to Advertising Research Foundation conference in New York.

Mr. Dimling's report will be based on \$40,000 study conducted by independent firm and funded by NAB, networks, some station groups and others. Study is said to find that there's not much use made of such data as how many cups of instant coffee audience to certain station in certain time period presumably drinks, and that there's some doubt about validity of such data based on samples in present measurements. Both American Research Bureau and A. C. Nielsen Co. have included such information in station measurements in recent years.

## Job hunters

Applications for three executive vice presidencies to be created at National Association of Broadcasters are piling up on President Vincent T. Wasilewski's desk. Several are from candidates now on NAB staff. Whether internal promotions to EVP's of public relations and station relations would satisfy association's policy heads is problematical, though government-relations EVP is seen as set for Paul Comstock, now chief counsel and VP of government relations.

**BEFORE MAKING YOUR NEXT TV BUY, REMEMBER:**

**Metropolitan  
Washington, D.C.  
is Now the Nation's  
7th Largest Market**

*According to the 1970 Census*

**WTTG-TV**  
Channel 5

**WMAL-TV**  
Channel 7

**WTOP-TV**  
Channel 9

**WFAN-TV**  
Channel 14

**WDCA-TV**  
Channel 20

Television's second biggest spender, General Foods Corp., to spend \$600,000 to find most effective combinations of commercial lengths and program interruptions; solicits help from broadcasters, agencies, advertisers. See . . .

## What TV combination pays off best? . . . 29

Court overturns FCC order which renewed Ohio AM and denied fairness complaint by employe union that station refused to air strike messages. Implications for labor-management only the beginning. See . . .

## How 'fairness' can be perilous . . . 36

U.S. district court in New York orders CBS-TV to pay Broadcast Music Inc. \$1.6 million in annual music-license fees until tangled litigation between them is settled. Interim rate is retroactive to Jan. 1. See . . .

## Court calls the tune for CBS-BMI . . . 45

November marks 50th birthday of broadcasting, and after months of research and penetrating interviews with industry pioneers, here's broad overview of first half century. See . . .

## Broadcasting at 50: Can it adapt? . . . 65

Comprehensive chronological listing traces significant events in development of radio and television, as reported week by week in BROADCASTING since its first issue Oct. 15, 1931. See . . .

## A play-by-play retrospective . . . 74

'New York Times' and Cowles Communications wrap up package in which 'Times' would acquire Cowles-owned WREC-TV Memphis (subject to FCC approval) and four publications for stock valued over \$50 million. See . . .

## 'New York Times' buys first TV . . . 161

At conference sponsored by Thomas P. F. Hoving's National Citizens Committee for Broadcasting, television is subject of wide-ranging criticism, but committee itself is rapped for talking instead of acting. See . . .

## Seldom was heard an encouraging word . . . 162

Black Efforts for Soul in Television demands more minority hiring in broadcasting as device for representing needs and interests of communities, and promises more license renewal challenges to reach that goal. See . . .

## Stiffer demands on black employment . . . 166

FCC hard pressed to 'cope' with flood of deferred radio-TV renewals. Spawned by citizen-group complaints and denial petitions, renewal contests hold back 60 applications; number could swell to 100. See . . .

## Renewal protests swamp the FCC . . . 168

Only clear signals coming in from comments on FCC proposals for CATV regulation are diversity of views on majority of proposals but general disagreement with so-called 'Public Dividend' plan. See . . .

## FCC's cable plan gets its lumps . . . 170

### Departments

AT DEADLINE . . . . .	9	PROGRAMING . . . . .	45
BROADCAST ADVERTISING . . .	29	PROMOTION . . . . .	60
CHANGING FORMATS . . . . .	52	SPECIAL REPORT . . . . .	65
CHANGING HANDS . . . . .	164	WEEK'S HEADLINERS . . . . .	10
CLOSED CIRCUIT . . . . .	5	WEEK'S PROFILE . . . . .	187
DATEBOOK . . . . .	21		
EDITORIALS . . . . .	188		
EQUIPMENT & ENGINEERING . .	174		
FATES & FORTUNES . . . . .	175		
FOCUS ON FINANCE . . . . .	52		
FOR THE RECORD . . . . .	177		
INTERNATIONAL . . . . .	61		
LEAD STORY . . . . .	29		
THE MEDIA . . . . .	161		
MONDAY MEMO . . . . .	27		
OPEN MIKE . . . . .	12		

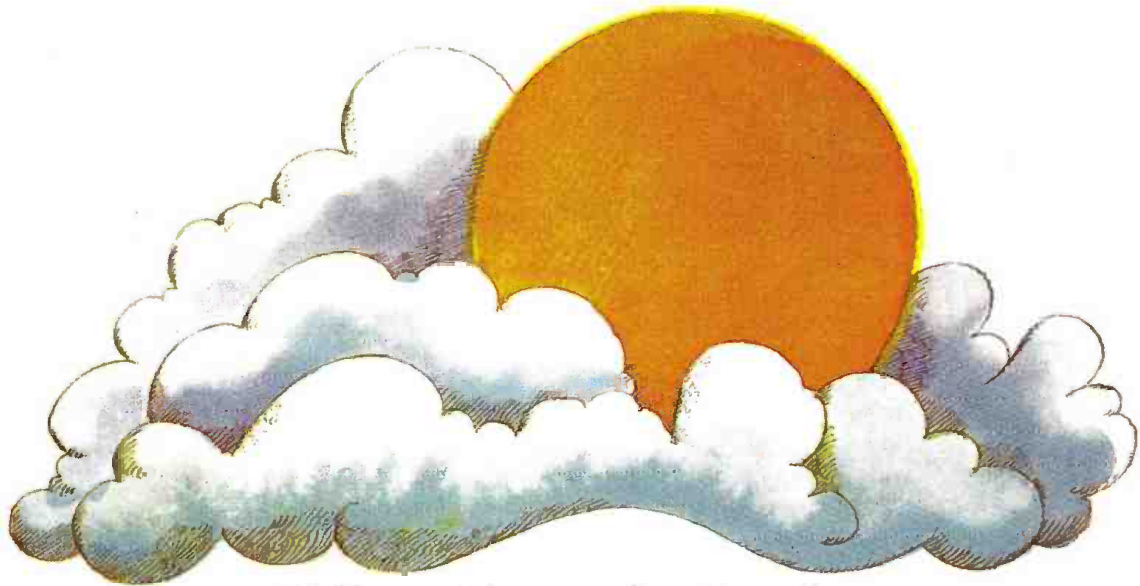


### Broadcasting

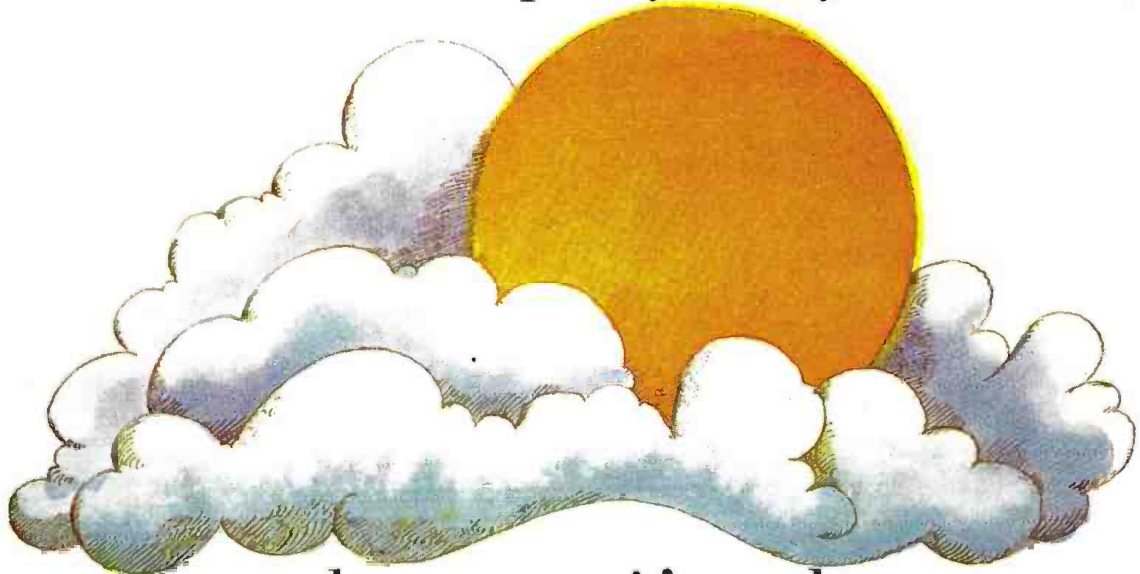
Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

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

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



When it's partly cloudy,



our weathermen say it's partly sunny.

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

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

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

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

Whether we're giving you tomorrow's weather or today's news.

This doesn't mean we're Pollyannas. We give you the news, and that means all the news. Straight. No

holds barred. No punches held.

That's our commitment as professional newsmen.

But we also feel we have another commitment. A commitment to the people who have to listen to today's news.

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

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

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

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

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

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



We let the sun shine in.

ABC Owned Television Stations.



## McGraw-Hill buys into TV in big way

It picks up Time-Life group; will spin-off radio

Agreement in principal for sale of all Time-Life Broadcast's U.S. TV and radio stations to McGraw-Hill for \$80.1 million was announced Friday (Oct. 30) by two companies.

McGraw-Hill plans to spin-off all radio properties to comply with FCC's one-to-a-customer rule. Unofficial estimates of their combined market value have ranged from \$8 million to \$12 million. Whether radio spin-offs will occur before transaction is submitted to FCC for approval, or whether whole package will be submitted with assurances that radio stations will be spun off within reasonable time, apparently has not been decided.

Announcement said sales price is \$80.1 million, to be paid in cash and notes, and includes assumption of certain liabilities. Both sides emphasized that deal is dependent on preparation of definitive agreement, approval by their two boards of directors and approval by FCC.

Deal with McGraw-Hill, major publishing organization, was negotiated after talks with Combined Communications Corp. of Phoenix, at price unofficially said to be in "mid to upper seventies" (millions), failed to reach agreement. CCC financing reportedly did not work out. Howard Stark was broker representing McGraw-Hill in negotiations.

McGraw-Hill's only current broadcast interest is about 3% of common stock of Taft Broadcasting. McGraw-Hill said it would dispose of this interest after FCC approval of Time-Life agreement and before taking control of Time-Life stations.

Time-Life Broadcast TV stations are: WFBM-TV Indianapolis, KLZ-TV Denver, WOOD-TV Grand Rapids, Mich., KOGO-TV San Diego and KERO-TV Bakersfield, Calif. All are V's except KERO-TV. Radio stations are WFBM-AM-FM Indianapolis, KLZ-AM-FM Denver, WOOD-AM-FM Grand Rapids and KOGO-AM-FM San Diego.

None of Time-Life's extensive cable-TV franchises and systems or its minority holdings in foreign broadcasting properties are involved in McGraw-Hill agreement. Officials said Time-Life Broadcast would continue as entity of Time Inc. "for the foreseeable future" after consummation of proposed sale, concentrating on cable and foreign activities and seeking new interests.

Andrew Heiskell, board chairman of

Time Inc., said: "We have had a warm relationship with the talented people who manage and run these stations. They have served us well for the past 16 years, but we feel that the time is right for us to undertake a reallocation of our resources."

Shelton Fisher, president of McGraw-Hill, said his company "has been interested in the broadcast media for many years." As result of its experience as minority shareholder in Taft since 1961 and representation on Taft board since 1965, plus other studies, McGraw-Hill "concluded some time ago" that it should expand into broadcasting, Mr. Fisher said.

## Reeves's CATV's go to TPT

Teleprompter Corp., New York, announced plans Friday (Oct. 30) to buy seven cable systems from Reeves Telecom Corp., New York, for \$17 million.

Transaction price includes \$4.5 million in cash; \$10.8 million in 12-year notes, plus assumption of \$1.7 million of Reeves indebtedness.

Teleprompter also has agreed to buy 4,500-subscriber cable-TV system in Lakeland, Fla., from Media General Inc., for \$1 million in cash, assumption of about \$900,000 of debt and issuance of 5,000 shares of Teleprompter common stock.

At same time, Irving B. Kahn, chairman and president, Teleprompter, said his firm would issue initially 250,000 shares of common stock under agreement terms to acquire Muzak Inc. stock from Wrather Corp., Beverly Hills, Calif. (BROADCASTING, Oct. 26).

Muzak agreement also calls for contingent issuance of up to 150,000 additional shares, depending on selling price of Teleprompter shares at end of three-year period. Sale is subject to approval of Teleprompter's board and shareholders; board will meet Nov. 11; special shareholder meeting is scheduled for early 1971.

Nation's largest CATV system operator, Teleprompter currently serves about 440,000 subscribers in 29 states.

## Objectors get more time

Three citizens groups in Chicago have additional two weeks in which to petition to deny licenses of Chicago radio and television stations. FCC on Friday

(Oct. 30) voted to extend deadline from Nov. 2 until Nov. 16.

Commission acted 5 to 0 in petitions of Task Force for Community Broadcasting, Illinois Citizens Committee for Broadcasting, and Better Broadcasting Council, which had asked for deadline extension to Nov. 30 (BROADCASTING, Oct. 26). Groups said they needed additional time to complete discussions with stations concerning "improved service to the minority and minority communities."

Deadline extension affects licenses of 42 stations and brings to more than 100 number of stations whose renewal applications are on deferred list as result of complaints and other actions by citizens groups (see page 168).

## ARB plans peace meeting

Plans for joint meeting with representatives of managements of TV stations and advertising agencies have been announced by American Research Bureau in hope of resolving differences that have led about one-third of ARB's TV-station clients to withhold signatures from 1970-71 contracts for ARB local-market TV reports (BROADCASTING, Aug. 3, et seq.).

Dr. Peter Langhoff, ARB president, said meeting would be held mid-November in New York. He said ARB expects that "plans can be laid for the progressive development of a better understanding and a system which will be responsive to the needs of both the buyer and the seller of TV advertising opportunities."

Some ARB critics said they hoped but were not overly optimistic that meeting would lead to satisfactory settlement of differences. They also were critical of letter they said had come from "a major agency" saying in effect that salesmen for stations not subscri-

## Program pay is ad time

Kellogg Co., Battle Creek, Mich., through its advertising agency, Leo Burnett Co., Chicago, has purchased television rights to half-hour film series, *Untamed World*, from Metromedia Producers Corp., New York. Series, totaling 52 episodes, will be offered to stations by Burnett on basis of advertising announcements for Kellogg in return for program at no cost to outlets. Burnett will place programs nationally, with specific number of markets not announced.

More "At Deadline" on page 10

ing to ARB would find it difficult to "service our agency." ARB spokesman denied reports ARB had asked agencies to send out such letters.

ARB meanwhile has told holdout stations that if they sign by Nov. 5—just before first ARB reports for October are due out—they will be assured of no more than 7.5% rate increase year from now. After Nov. 5, they will lose that rate protection. (Those who signed before original Sept. 1 deadline were offered two-year contracts with no price increase in second year.)

### Atlanta classicists rule

Atlanta citizens committee opposing sale of WKGA-AM-FM there because of new owner's proposal to abandon stations' classical-music format won victory in U.S. Court of Appeals in Washington Friday (Oct. 30).

Court overturned commission order in 1968 approving Glenkaren Associates Inc.'s sale of stations to Strauss Broadcasting Co. of Atlanta, and remanded case for evidentiary hearing.

Court, in unanimous decision, held that "commission's judgmental function [in deciding whether to approve station transfers] does not end simply upon a showing that a numerical majority [of audience] prefer the Beatles to Beethoven, impressive as that fact may be in the eyes of the advertisers." Buyer had shown that 73% of those polled preferred proposed format: only 16% continuation of classics format.

Court decision is climax to battle of Citizens Committee to preserve programming of only classical music station in Atlanta. Notification of transfer of stations to Strauss produced outcry in Atlanta and flood of 2,000 letters and petitions to FCC—in part at least stimulated by stories in local press.

Commission, in denying petition of reconsideration held that choice of programming is matter of licensee judgment.

### Conflict on smoking rule

Broadcasters lined up against anti-smoking interests in comments filed at deadline Friday (Oct. 30) on FCC's inquiry on responsibilities of licensees on smoking-and-health issue after cigarette commercials are banned from air after Jan. 1, 1971.

Specifically, commission asked for comments on two questions—possible fairness-doctrine obligations of broadcasters who do not carry cigarette commercials but do air antismoking spots, and public-interest obligations broadcasters will face after cigarette commercials are banned.

Action on Smoking and Health, anti-cigarette organization headed by John F. Banzhaf III, urged commission to adopt rule requiring broadcasters to

## Week's Headliners



Mr. Fuchs

George H. Fuchs, formerly executive VP in charge of personnel, planning and research, NBC, New York, named executive VP, industrial relations, for RCA, New York. He succeeds Edward M. Tufts, executive VP, personnel, who retires on Feb. 1, 1971. Until then Mr. Tufts will serve as executive VP on staff of Robert Sarnoff, chairman and president. Mr. Fuchs will be responsible for RCA policies and programs in labor relations, organization development, employment and other personnel areas.

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

continue to devote "significant amount of time" to antismoking spots "at least for the foreseeable future." ASH further said that FCC can hold that broadcasters are not obligated to make free time available for pro-tobacco interests—but only because tobacco viewpoint has been presented extensively on air over past 30 years.

Tobacco Institute maintained that if licensees are required to carry antismoking spots after Jan. 1 or decide to carry them, they would be under fairness-doctrine obligation to present other side of issue.

Among other comments:

CBS told commission that mandatory requirements in area would be "inappropriate" and that after cigarette advertising is banned broadcasters should be permitted to exercise discretion.

NBC held that issue of cigarette smoking and health cannot be regarded as controversial or under fairness doctrine after Jan. 1.

Westinghouse Broadcasting Co. said it will continue to carry antismoking spots as public service material, contending cigarette ad ban should not affect policies on public service announcements generally or announcements relating to public health specifically.

### Conflict issue raised

Claim that International Digisonics Corp. received support for electronic

monitoring in papers filed with FCC by IDC stockholders who did not identify themselves as stockholders is made in new letter by Phil Edwards, chairman of Broadcast Advertisers Reports, to FCC Chairman Dean Burch.

Letter, dated last Thursday (Oct. 29), was reply to one from Chairman Burch characterizing earlier protest of Mr. Edwards against IDC and its counsel, former FCC Chairman Newton Minow, as "scandalous" and "offensive" (BROADCASTING, Oct. 5, 19). Mr. Edwards's firm is potential competitor of IDC, currently only company actively monitoring TV commercials electronically.

Mr. Edwards said when IDC case was pending, papers supporting electronic monitoring were filed with FCC by officials of three advertising agencies and by committee of American Association of Advertising Agencies.

"It is our judgment and your word," Mr. Edwards wrote to Mr. Burch, "quite 'scandalous' and in extremely 'poor taste' that three of the four documents bear the signatures of IDC stockholders, neither of whom is so identified." He identified them as David W. Dole of Leo Burnett Co. and Harold J. Saz, who filed both as vice president of Ted Bates & Co. and as chairman of AAAA Broadcast Administration Committee.

Mr. Dole told BROADCASTING Friday (Oct. 30) that he was not IDC stockholder when he filed with FCC and that his views would not have been affected if he had been. He said he has since acquired small interest in company and that his agency was aware of that acquisition. Mr. Saz could not be reached for comment.

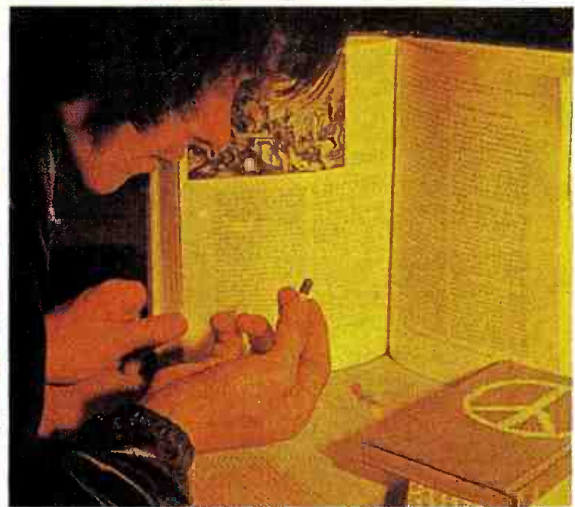
Mr. Edwards also said that BAR had received letter from Sanford I. Wolff, national executive secretary of American Federation of Television and Radio Artists, strongly supporting electronic monitoring. Mr. Edwards said this would seem to be "reasonable union position until one learns that Mr. Wolff personally is a substantial stockholder" in IDC.

### Network takes Agnew poll

Nationwide telephone poll, conducted by CBS News Oct. 25-27, showed that 37% of persons asked thought Vice President Spiro T. Agnew would make poor or very poor President, while another 26% thought he would be good or excellent.

Results were broadcast Friday (Oct. 30) on CBS-TV's *Morning News with John Hart*.

Vice President Agnew, in his speeches, speaks for himself in the opinion of 51%; for President Nixon, 23% and for both, 14%.



## “As the twig is bent...”

As recent events have established the alarming spread of narcotics into junior-high and even grade-school age groups, Storer stations have stepped up their efforts to alert both children and parents to the tragic end results of drug addiction. WJBK-TV, using a new “cumulative impact” approach, produced an intensive week-long series, in three news-broadcast periods daily, covering every phase of Detroit’s drug problem—its scope, effects, economic and social aspects, cures, educational programs for chil-

dren, recognition signs for parents and the role of police and courts. Atlanta’s WAGA-TV interviewed nearly a thousand students, regularly reported their attitudes, usage and knowledge of usage by others to spur official recognition of the city’s growing drug problem. In New York, WHN explored with legislative representatives the possibilities of a presidential commission on marijuana. WITI-TV, Milwaukee, aired a three-day series on addiction featuring specialists of San Francisco’s Haight-Ashbury Cli-

nic. WJW and WJW-TV, Cleveland; WGBS, Miami and Toledo’s WSPD are also placing major emphasis on the drug problem under guidelines laid down for all Storer stations. This Storer concept of good citizenship takes a lot of doing, but the rewards are great—in the often expressed appreciation of community leaders and concerned citizens wherever “Storer Serves.”

CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV
CLEVELAND WJW	DETROIT WDEB	TOLEDO WSPD	MIAMI WGBS	NEW YORK WHN	LOS ANGELES KGBS



# do it.

## WTTW Videotape-to-film transfers color or black & white

We believe in making them fast, better, reasonable. If you need one or want more information, call Miss Toni Roth at (312) 583-5000 or complete and mail coupon.

We don't play games at WTTW.  
We don't have any "reel" time to.

### I did it.

- We're already your customer. Hello anyway.
- I'm interested. Send more information.
- Contact us fast. We have a job ready to go.
- We're using someone else but we'll give you a chance.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

## WTTW RECORDING SERVICES

5400 North St. Louis Avenue • Chicago, Illinois 60625

SEE US AT THE NAEB CONVENTION

**OpenMike**®

### More on Nixon veto

EDITOR: The thoughtful comments contained in President Nixon's very reasonable veto of the campaign-spending bill show that he is sensitive to recent attempts to tamper with free and independent broadcasting in our country. I can't resist the observation that President Nixon came up with better and more significant reasons why this was a bad bill than our own industry whose initial reaction was defensive, rather narrow and somewhat parochial.—*William F. O'Shaughnessy, president, WVOX-AM-FM New Rochelle, N.Y.*

EDITOR: I have written President Nixon the following pertaining to his veto of the political-broadcasting bill: "Often those of us in the broadcasting business are too busy crying and complaining of government regulation to say 'thank you' when something good comes to us from Washington. Allow us at KNCY to thank you for your recent veto of S. 3637 . . . your help and understanding in this matter is appreciated by all of us."—*Sincerely, Robert A. Clark, vice president-general manager, KNCY-AM) Nebraska City, Neb.*

### Plight of the beginner

EDITOR: This observation is in response to letters by Elliot Kohen (BROADCASTING, Sept. 7) and Jim Chirimbolo (BROADCASTING, Sept. 21). It has been four months now since I was graduated with honors from our state university. I have a background in all facets of television studio production, along with two years' working experience at the university's TV station. And yet in four months' time, I have been turned down by a total of 16 stations in my state for jobs in production, for such reasons as "no jobs available," "no experience," "no budget," "minority-group preference regardless of qualifications," etc. The most souring turn-away I received was from a production manager at a small independent in Miami who, after losing almost half his production staff to a competing station, told me he was "sticking to internal promotions."

Digest this, if you will. Out of a total of approximately 50 broadcasting graduates in my class, only three or four had tentative commitments for employment upon graduation. Not one had a concrete position awaiting him, after graduation.

I am sure I speak for the majority of the thousands of bright, energetic hope-



**Caring about others  
is a natural part  
of growing up**

**-even for a grown-up  
steel company**

Martha Clark is a housewife. With a husband and four kids, she's too busy to help other people's kids. But somehow she finds time.

Mrs. Clark is Den Mother to a bunch of disadvantaged boys. Because she cares. She tries to teach them to care, for others. She knows that the day a boy helps somebody who needs it is the day he will start to grow—inside.

We at Republic have many opportunities to help others. In developing superior new steels and steel products, we continually upgrade old jobs and create new ones. The economic impact created by these jobs spreads across a broad area of modern living. Republic trains the disadvantaged for jobs, too, and helps educate the deserving. Together with our employees, we contribute millions of dollars each year to help those in need of help.

In this our 40th year of business, programs for hiring, training, and helping the disadvantaged are an integral part of Republic Steel. It's one way we demonstrate our conviction that a good corporate citizen cares about the problems of its many neighbors and communities. And does something about them. Republic Steel Corporation, Cleveland, Ohio 44101.



**Republicsteel**

# FOR SALE:

## IDEAL SPOT IN WESTERN MICHIGAN SURROUNDED BY THESE NEW PERSON- ABLE NEIGHBORS — Johnny Cash, Roger

Miller, Tammy Wynette, Glen Campbell,  
Eddie Arnold, June Carter, Roy Clark, Lo-  
retta Lynn, Jean Taylor, Bobby Gentry,  
Marty Robbins, Porter Waggoner, Hank  
Snow, Roy Acuff, David Houston

and more.

Top Nashville deejay Ralph Emery on  
hand with four hours daily of top contem-  
porary country music in stereo.

Half a million watts, the most powerful commercial stereo station in  
the US.

Michigan's biggest outside-Detroit market 25,000 sq. mile coverage  
City-grade signals in Muskegon, Kalamazoo, Grand Rapids, Battle  
Creek.

See your Avery-Knodel man for details.



*The Felger Stations*  
WJFM  
Kalamazoo Battle Creek  
Muskegon  
Grand Rapids  
www.wjfm.com  
TEL: 616-781-1111  
WJFM-TV GRAND RAPIDS Kalamazoo  
WJFM-TV Kalamazoo Battle Creek  
WJFM-TV Muskegon Grand Rapids  
WJFM-TV Battle Creek  
WJFM-TV Grand Rapids  
WJFM-TV Battle Creek

# WJFM

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY  
Avery-Knodel, Inc., Exclusive National Representatives

fuls leaving college to find their first jobs  
in the broadcasting industry. Don't dis-  
illusion us. Give us a chance to show  
you what we're worth. All we want is  
the opportunity to begin our careers and  
our lives. Don't make our frustrations  
your loss!—*Laurence A. Lancit, Miami.*

**EDITOR:** Perhaps one of the most under-  
rated sources of new talent for our in-  
dustry is the college and university  
radio-TV department. In many cases,  
the future broadcaster is given an excel-  
lent background in the history and,  
more important, the daily workings of  
the industry. Yet many graduates of  
these schools are laughed off for their  
lack of "commercial" experience.

It might be wise for small and me-  
dium-market stations to look to schools  
with broadcasting departments for new  
personnel when needed. In fact, broad-  
casters would be wise to check into the  
courses offered in these schools. They  
would be doing themselves a two-fold  
service. They would find a source of  
personnel interested and willing to learn  
about the industry, and perhaps they  
could contribute to the development of  
a curriculum that fits the needs these  
young people will face upon gradu-  
ation.—*Mitch Davis, WVIP(AM) Mount  
Kisco, N.Y.*

### TV isn't a stepchild

**EDITOR:** Happy to see your item on  
Montgomery-Ward's new radio manual  
("Closed Circuit," Oct. 5). I want to  
add two further points:

1. Montgomery-Ward as part of its  
mailing to store managers also has in-  
cluded a 50-page lead-off section on  
television in addition to the 27-page  
section on radio.

2. Montgomery-Ward's billings in  
television have recently shown sharp  
increases. The first quarter of 1970 bill-  
ings totaled \$800,000, a 147% increase  
over the same quarter last year.—*Paul  
Benson, vice president, local sales, Tele-  
vision Bureau of Advertising, New York.*

Please send

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name  Position

Company

Business Address  
 Home Address

City  State  Zip

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

### SUBSCRIBER SERVICE

1 year \$14

2 years \$27

3 years \$35

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

1971 Yearbook \$13.50  
January Publication

1971 CATV Sourcebook  
\$8.50

Off press fall 1970

Payment enclosed

Bill me

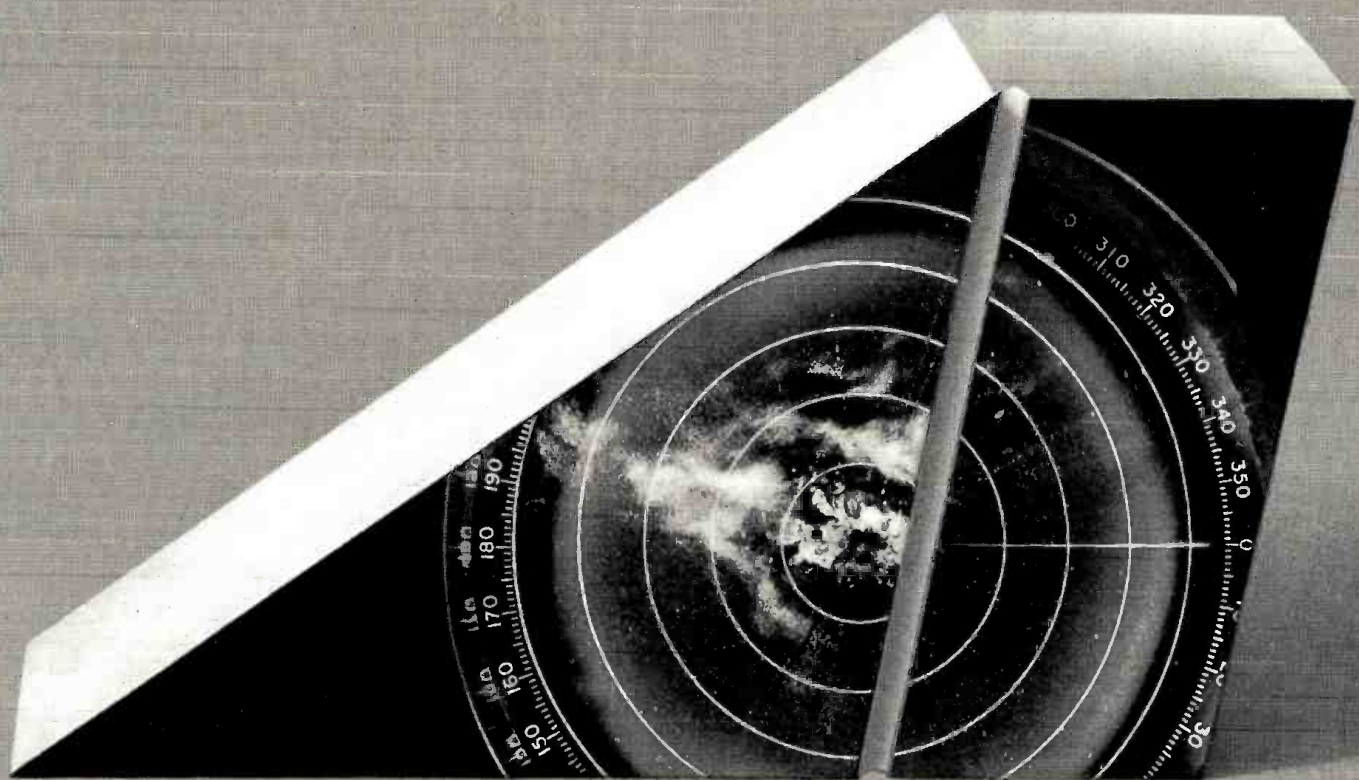
### Johnson's youngest critic?

**EDITOR:** I was amazed to read that FCC  
Commissioner Nicholas Johnson accused  
WRC-TV Washington of censorship be-  
cause the station deleted language he  
used during his appearance on *George-  
town University Forum* (BROADCASTING,  
Oct. 19, 26).

Commissioner Johnson seems to be  
questioning the validity of [the FCC  
rule] which, in summary, states that if  
an operator hears profanity being used  
on his station, he should take steps to  
conclude the transmission, enter the de-  
tails in the station log, and report the  
incident to the FCC. Fortunately, WRC-

(Continued on page 19)

## WHAT IS AVCO BROADCASTING?



**Avco Broadcasting is tomorrow's rain, sunshine, cloudy skies, sleet or snow.**

Avco Broadcasting's unique Weather Service does much more than just report today's weather. There are special weather summaries for farmers. Forecasts are related to upcoming sports events. Weather information becomes an integral part of helicopter highway reports.

Veteran meteorologists, Tony Sands and Frank Pierce compute their own forecasts utilizing Avco Broadcasting radar installations, satellite receivers and special data circuits. The exclusive weather information is then transmitted to Avco Broadcasting's midwestern stations for their use.

This combination of men and machines has proven so successful and accurate that many companies buy private weather information service provided by Avco Broadcasting's Meteorologists.

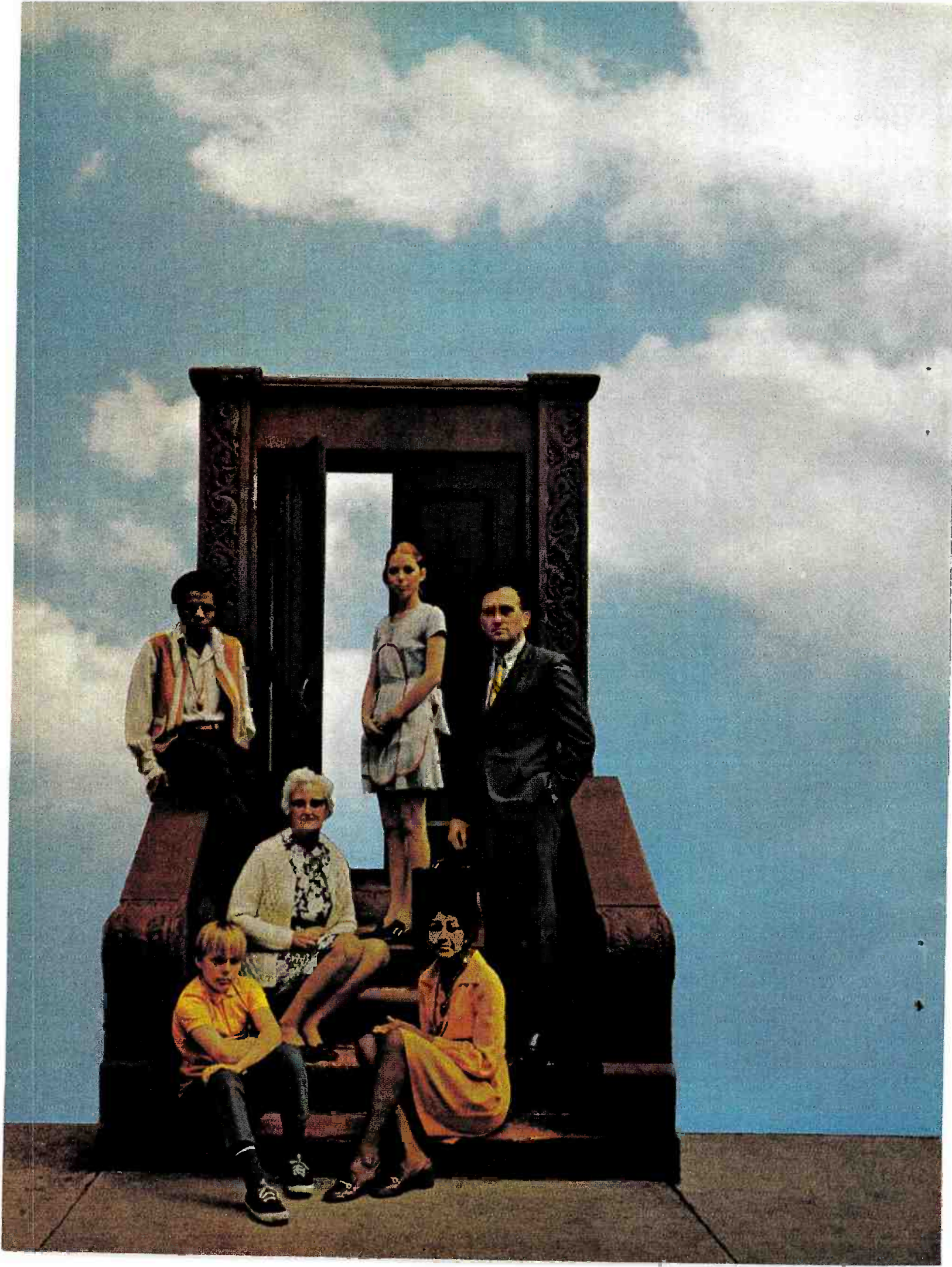
It may seem like a lot of extra effort. It is. But our viewers and listeners benefit from this timely, comprehensive weather coverage. We have a reputation, in sales and service, for making the extra effort. We think that's what it's all about.

Avco Broadcasting . . . a progressive, involved group of twelve stations serving eight cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.



**BROADCASTING CORPORATION**

" . . . shaping the 70's through communication."





# We always reach out to the people we reach.

At the ABC Owned Radio Stations, it's our responsibility not only to entertain the communities we serve, but to inform and educate as well.

That's why all our stations engage in an active campaign of documentaries and editorials on the public behalf. True they may not always move mountains, or mesh with majority opinion, but they make the community aware of its obligations. And a lot of good comes from the concern we help create.

Two of our stations came out strongly against air pollution. As a result, their communities applied pressure to local government and industry to institute new programs of rigid control.

Another station organizes a talent hunt each year. To give underprivileged kids a chance to show that they have more talent for doing right than wrong.

One station cancelled its regular programming for five hours so young people could listen to a documentary on drug addiction and call in to air their opinions. So many called in that the show ran two hours longer than scheduled.

On that same subject, another

station is cooperating with the White House in developing a new public awareness campaign.

And we were one of the first broadcasters to devote twenty-four hours to in-depth probing of an important community issue: like school bussing, abortion, and the generation gap.

Yet we're not white knights tilting at any windmill that comes along. Our involvement is backed by long hours of research into community affairs and problems. And longer hours into offering constructive solutions to those problems.

The ABC Owned Radio Stations,  
WABC WABC FM/New York  
KQV KQV FM/Pittsburgh  
WXYZ WXYZ FM/Detroit  
KXYZ KXYZ FM/Houston  
WLS WLS FM/Chicago  
KGO KGO FM/San Francisco  
KABC KABC FM/Los Angeles

have deep commitments to the communities they serve. And all our stations are run by executives who live in those communities. So they get personally involved.

Because once you reach out, you can reach anyone.

**ABC OWNED RADIO STATIONS** 

We've made a sound business out of sound.

**Families who can view  
PGW represented  
TV stations  
will spend \$2,700,000  
on cake mix  
this month.**

**Do you sell cake mix?**

**You can sell more  
with spot TV**

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

**PETERS GRIFFIN WOODWARD INC.**

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

(Continued from page 14)

TV was able to delete this portion of the tape before it was aired.

The key word in this rule, as far as Commissioner Johnson's charges are concerned, is "profanity." "Webster's New Collegiate Dictionary" defines profane in the verb transitive form: "to violate or treat with irreverence, obloquy or contempt [something regarded as sacred]; to desecrate." Commissioner Johnson, by use of such language, devalued the meaningful relationship of woman's love with a man. In so doing, he . . . set a very bad example by using profanity and then accusing the television station of censorship. I would like to see anyone else try to pull a stunt like that.

As I am 19 years old and have only recently acquired a managerial position, I am trying to follow the example of older members of the broadcasting field. With examples such as that of Commissioner Johnson, I am going to have to learn my own way, through trial and error.—*Debra A. Spotts, station manager, WLEM(AM) Emporium, Pa.*

### Telethon brings flood relief

EDITOR: Telethons are a dime a dozen, but the one WAPA-TV just did for the flood relief in Puerto Rico was one of the most outstanding in which I've participated. We made up our minds on a Wednesday to do it, promoted it on the air, put it on the following Saturday night for approximately 10 hours, and raised better than \$300,000 in actual cash, which we turned over to the government of Puerto Rico. Surprisingly, the bulk of the money came in after the telethon in the form of checks and cash . . . I've never seen a community react to an emergency the way the Puerto Ricans came forward for this one.—*Norman Louvau, president, WAPA-TV Broadcasting Corp., San Juan.*



*Honorable Luis A. Ferre (l), governor of Puerto Rico; Norman Louvau, president, WAPA-TV Broadcasting Corp., San Juan; and Hector L. Modestti, vice president, WAPA-TV, count flood relief donations.*

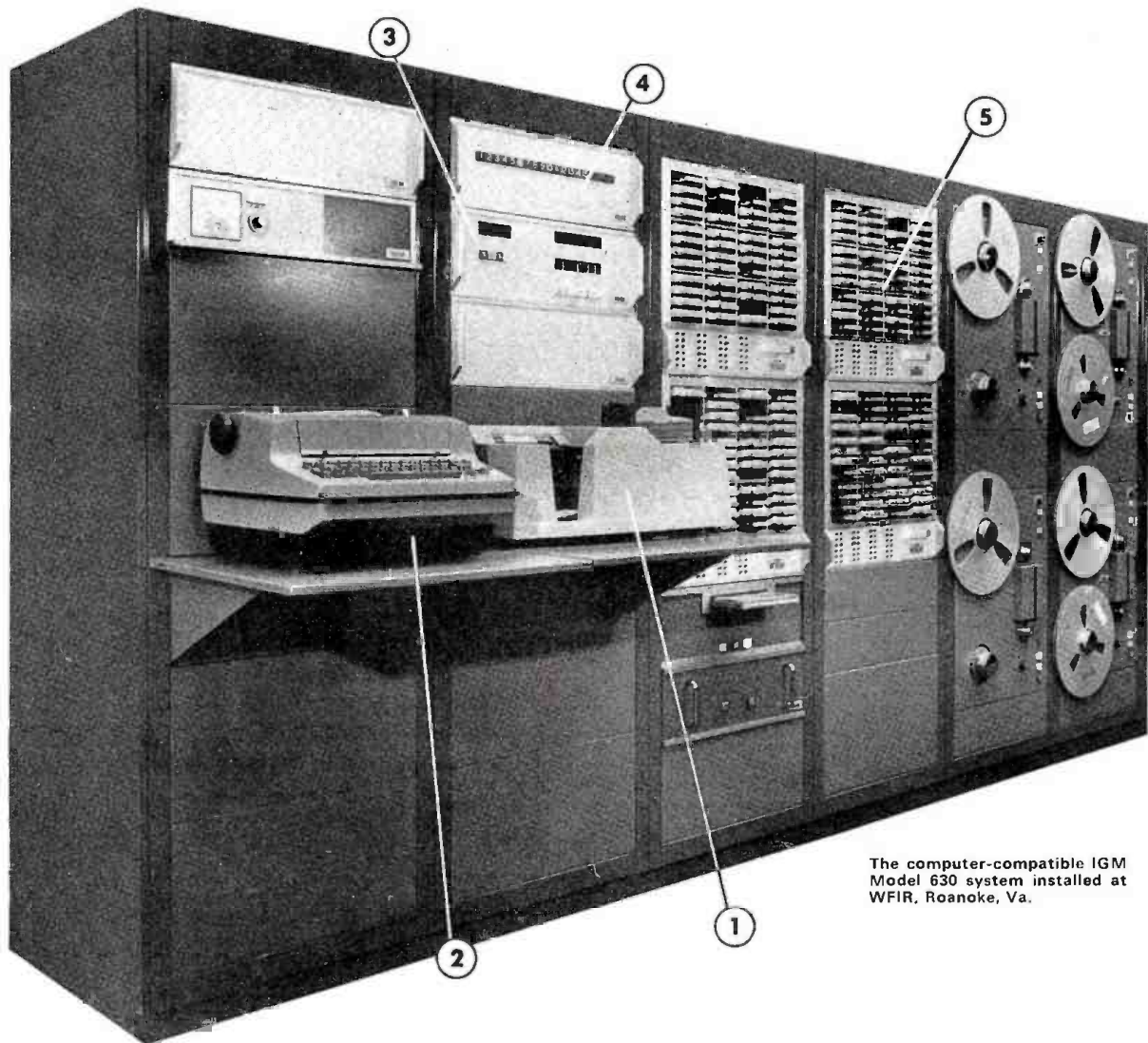
# Exactly what you want from Visual's custom series 24-10 vertical interval switching systems.



for further information write:

**VISUAL ELECTRONICS CORPORATION**  
356 West 40th St., New York, N.Y. 10018





The computer-compatible IGM Model 630 system installed at WFIR, Roanoke, Va.

## Six features that put IGM Series 600 automation systems out in front:

1. Control by punched cards, for unequaled simplicity and reliability.

2. Automatic production of a *complete* FCC log, including a verification code from the source itself as it is switched on the air.

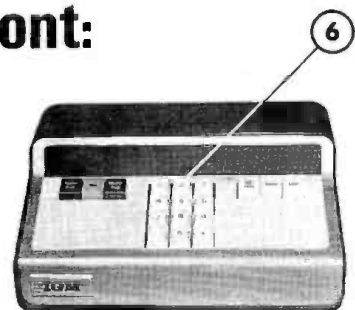
3. Real time capability to smoothly join net, to fade, switch and mix audio, and to actuate transmitters or other equipment.

4. Control of up to 960 inputs. If needed or desired, the system has the capacity to schedule a virtually

unlimited variety and number of program events, without repetition.

5. Use with IGM Instacarts, as shown, provides *instant* random access to each of the 48 cartridges in each Instacart. No waiting for the system to cue up the right spot or feature.

6. Manual addressing from a 10-key keyboard for last-minute changes. Full remote control allows live participation to any degree desired.



In short, IGM Series 600 systems are special purpose computers designed expressly for radio, and fully compatible with computerized accounting and billing.

For "tomorrow's engineering today" in automation equipment, write or call International Good Music, P. O. Box 943, Bellingham, Wa. Tel. (206) 733-4567.



■ Indicates first or revised listing.

## November

Nov. 2—Deadline for reply comments on policies and procedures concerning FCC's proposal to permit specialized common carriers to provide point-to-point microwave radio service (Doc. 18920).

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 18930).

Nov. 2-4—Program origination seminar sponsored by *National Cable Television Association*. Atlanta American hotel, Atlanta.

Nov. 3—Willard Walbridge, chairman, National Association of Broadcasting, speaks, and Roger W. Clipp, president, Broadcast Management, and co-chairman, Broadcast Pioneers Educational Fund, is honored, at joint luncheon of *Delaware Valley chapter of Broadcast Pioneers and Poor Richard Club*. Poor Richard Club, Philadelphia.

Nov. 3-6—*New York State Educational Communication Association* convocation. Grossinger's, Grossinger, N.Y.

■ Nov. 4—Chicago chapter, National Academy of Television Arts and Sciences, luncheon to honor Hallmark Cards Inc. and Foote, Cone & Belding for 20 years of TV series Hallmark Hall of Fame. Continental Plaza Hotel.

Nov. 4-7—Annual Western cable television show and convention, *California Community Television Association*. Hotel de Coronado, Coronado, Calif.

Nov. 5-6—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada inn, Portland, Ore.

Nov. 5-7—Eleventh annual conference of *Information Film Producers of America*. Newporter inn, Newport Beach, Calif.

Nov. 7—15th annual Petry promotion seminar. Conducted by *Edward Petry & Co.* Astroworld motel, Houston.

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

Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-11—Annual convention, *National Association of Educational Broadcasters*. Sheraton Park and Shoreham hotels, Washington.

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

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

Nov. 10—*University of Southern California Journalism Alumni Association* awards. Winners include Joseph Alsop and John Chancellor. Beverly Hilton hotel, Los Angeles.

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

■ Nov. 10-11—First annual conference of *National Industrial Television Association*, in conjunction with NABE convention. Sheraton Park hotel, Washington.

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

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

Nov. 13—Annual FM Day, *Georgia Association of Broadcasters*. Featured speaker will be FCC Commissioner Robert E. Lee. Marriott Motor hotel, Atlanta.

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

**Balance of 1970 National Association of Broadcasters conference schedule:**

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

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

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

Nov. 13-14—Meeting of *Maryland-District of Columbia-Delaware Association of Broadcasters*. Tidewater inn, Easton, Md.

Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.

■ Nov. 16-19—*National Association of Regulatory Utility Commissioners'* 82d annual meeting. Speakers to include FCC Chairman Dean Burch discussing a "New Regulatory Profile for Communications" and Dr. Clay T. Whitehead, special assistant to the President for telecommunications policy, on "The Role of the White House in Formulating National Communications Policy." International hotel, Las Vegas.

Nov. 16-20—Annual meeting, *Television Bureau of Advertising*, New York Hilton.

■ Nov. 17—Meeting of *Institute of Electrical and Electronics Engineers*. New London, Conn.

■ Nov. 17-18—Board meetings, *American Advertising Federation*. DuPont Plaza hotel, Washington.

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

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

Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference theme, which celebrates golden anniversary of broadcasting. Century Plaza hotel, Los Angeles.

■ Nov. 23—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894).

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; deadline for reply comments on proposal to permit CATV's to import distant signals subject to a specified payment for public broadcasting (Doc. 18397).

Nov. 23—Deadline for filing reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A).

■ Nov. 23—New deadline for filing reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891).

## December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 18930).

■ Dec. 3-4—Special meeting of board of directors, *Association of Maximum Service Telecasters*. Mauna Kea Beach hotel, Hawaii.

Dec. 4—Annual meeting, *Arizona Broadcasters Association*. Mountain Shadows, Scottsdale.

Dec. 4-6—Post-election conference, *University of Maryland department of Journalism*, on new communications techniques used in political campaigns this year. Center of adult education, College Park.

■ Dec. 6-9—*First CATV Advertising-Programming Seminar*. Walter Conkite, Jerry Della Fama and Bill Daniels are among speakers. Ambassador hotel, Los Angeles.

■ Dec. 7-9—*National Cable Television Association* cablecasting seminar. Chicago.

Dec. 14—New deadline for comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21 (Doc. 18877).

## January, 1971

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of do-

# M&H

## "ARE THINGS GETTING TOUGH?"

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

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

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; 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.

# M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9200



**"Our Norelco PC-70s  
are as rugged as  
the Vikings games  
they cover."**

*John M. Sherman*

John M. Sherman  
Director of Engineering  
WCCO-TV, Minneapolis-St. Paul



When WCCO-TV took delivery of the 1000th 3-Plumbicon\* camera, the station highlighted the unprecedented popularity of the PC-70 family. There are more Norelco color cameras than any other on independent and network television.

The reasons are easy to find. WCCO Engineering Director John Sherman tells them with the voice of experience:

"This is the fourth season WCCO-TV has originated NFL Football for CBS in color, not only in Minneapolis-St. Paul, but in other cities. (Before 1967, we did NFL pickups in black and white.) For assignments like these, our cameras have to deliver studio quality and sharpness . . . and do it after the repeated rough-and-tumble of moving from game, to studio, to game.

"That's why we replaced our color cameras with Norelcos. Ever since we began the color originations for CBS, we've used nothing but Norelco cameras for football, and now we are 100 per cent Norelco.

"We have ten Norelcos, seven in our studios and three in our 40-foot mobile unit, but we bicycle studio cameras back and forth for remotes and have used up to eight on some NFL pickups. We've handled remotes for every network—elections, baseball,

news, you name it. We had beautiful color at 50-70 foot-candles for a Packers-Bears Shriner's Benefit in Milwaukee County Stadium.

"These cameras are as hard to stop as a 300-pound fullback. Picture quality is unbeatable, and maintenance requirements extremely low."

Now, the PC-70S-2. Our newest generation Norelco PC-70S-2 sets today's standard for superb color fidelity and control. Features include lower noise with level-dependent comb-filtered contour enhancement; better low-light performance with 48 dB signal-to-noise FET preamps; and optional non-linear matrixing.

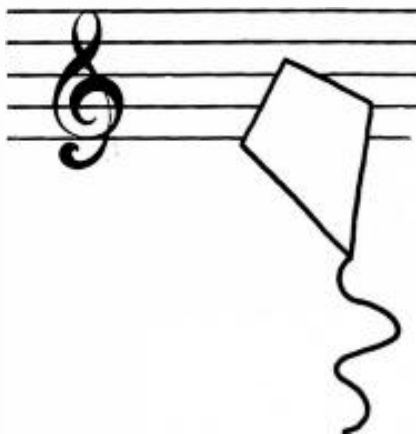
Rugged as a Viking, but a faithful and sensitive artist with color... for the camera that is *number one* worldwide, come to Norelco.



\*Reg. TM N.V. Philips of Holland

One Philips Parkway,  
Montvale, N.J. 07645  
(201) 391-1000

## San Antonio's Golden Sound



**RADIO  
ADVERTISING  
REPRESENTATIVES  
NOW REPRESENT  
THE DOUBLEDAY  
BROADCASTING  
STATIONS  
IN SAN ANTONIO**

**KiTE**

RADIO 930

**KEXL**

RADIO 104.5



RADIO ADVERTISING  
REPRESENTATIVES, INC.  
New York (212) 867-2900  
Chicago (312) 664-6555  
Detroit (313) 965-2420  
Los Angeles (213) 469-2923  
San Francisco (415) 434-2866

mestic communications satellite system.

■Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.

Jan. 11-17—Triannual meeting, *Unda*, international Catholic association for radio and TV. Loyola University, New Orleans.

■Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

■Jan. 18-20—*National Cable Television Association* cablecasting seminar. Burlingame hotel, Burlingame, Calif.

■Jan. 19—Annual radio commercials workshop, sponsored by *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

■Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament House, Birmingham.

### BookNotes

"*The Image Empire, A History of Broadcasting in the United States. Vol. 3: from 1953.* By Erik Barnouw. Oxford University Press, New York. 396 pp. \$9.75.

This is the final volume of Erik Barnouw's comprehensive history of American broadcasting, and it displays the same vigorous style, knowing commentary and thorough research that won wide critical acclaim for the preceding books, "A Tower in Babel" and "The Golden Web." Mr. Barnouw's subject in "The Image Empire" is, of course, the age of television—as both an American and an international phenomenon—and many of the events he chronicles have been given ample study elsewhere. Nevertheless, Mr. Barnouw's hardheaded and fast-paced account seems certain to outlive its competitors. Of particular distinction are the sections that describe how American television is bursting its national boundaries to become an important, and sometimes troubling, influence on the entire globe.

"*Case Studies in Broadcast Management, 1970*, by Howard W. Coleman. Communication Arts Books, Hastings House Publishers Inc., New York. 95 pp. \$4.95.

This short book is a collection of case studies in the problems of running a broadcast operation. In a section entitled "Case Study Problems," readers can explore the dilemmas of long-range planning—how to enlarge audiences, increase revenue and operate more efficiently. Another section, "Case Study Profiles," is based upon actual situations and presents more immediate problems in areas such as editorializing and public-service programming. The author, Howard W. Coleman, is associate director of the Commission on Press, Radio and Television, Lutheran Church in America. He has also written "Color Television—The Business of Colorcasting."

**BROADCASTING PUBLICATIONS INC.**  
Sol Taishoff, *president*; Lawrence B. Taishoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Taishoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# TELEVISION

*Executive and publication headquarters*  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone 202-638-1022.

Sol Taishoff, *editor and publisher*.  
Lawrence B. Taishoff, *executive VP*.

### EDITORIAL

Edwin H. James, *VP-executive editor*.  
Rufus Crater, *editorial director (N.Y.)*.  
Art King, *managing editor*.  
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeidenberg, *senior editors*.  
Joseph A. Esser, Steve Millard, Norman H. Oshrin, *associate editors*.  
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, J. Daniel Rudy, Robert Sellers, *staff writers*.  
Clara M. Biondi, Katrina Hart, Don Richard, Steve Safferstone, *editorial assistants*.  
Beth M. Hyre, *secretary to the editor and publisher*.  
Erwin Ephron (*vice president, director of marketing services, Carl Ally Inc., New York*), *research adviser*.

### SALES

Maury Long, *VP-general manager*.  
David N. Whitcombe, *director of marketing*.  
Jill Newman, *classified advertising*.  
Doris Kelly, *secretary to the VP-general manager*.

### CIRCULATION

David N. Whitcombe, *director*.  
Bill Criger, *subscription manager*.  
Julie Janoff, Kwentin Keenan, Carol Olander, Jean Powers, Shirley Taylor.

### PRODUCTION

John F. Walen, *assistant to the publisher for production*.  
George L. Dant, *production manager*.  
Harry Stevens, *traffic manager*.  
Bob Sandor, *production assistant*.

### BUSINESS

Irving C. Miller, *comptroller*.  
Sheila Thacker, *Judith Mast*.  
Laura Steel, *secretary to the executive vice president*.

### BUREAUS

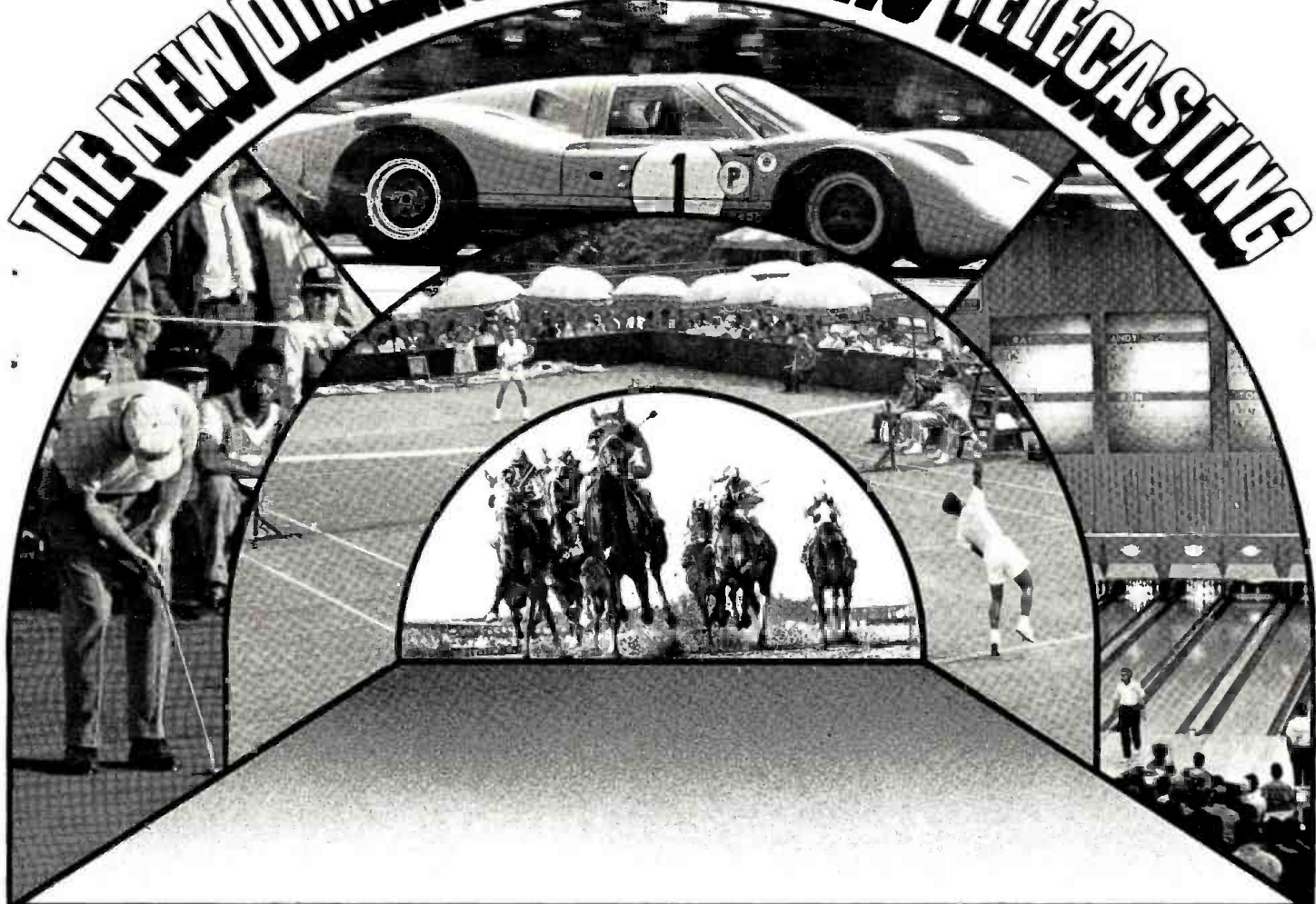
**NEW YORK:** 444 Madison Avenue, 10022. Phone: 212-755-0610.  
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Normand Choiniere, Louise Esteven, Helen Manasian, Cynthia Valentino, *staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Mary Adler, Harriette Weinberg, *advertising assistants*.  
**CHICAGO:** 360 North Michigan Avenue, 60601. Phone: 312-236-4115.  
Lawrence Christopher, *senior editor*.  
James G. Croll, *Midwestern sales manager*.  
Rose Adragna, *assistant*.  
**HOLLYWOOD:** 1680 North Vine Street, 90028. Phone: 213-463-3148.  
Morris Gelman, *senior editor*.  
Stephen Glassman, *staff writer*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933, Telecast\* in 1953 and Television\* in 1961. Broadcasting-Telecasting\* was introduced in 1946.  
\*Reg. U.S. Patent Office.

© 1970 by BROADCASTING Publications Inc.



# ANNOUNCING THE NEW DIMENSION IN SPORTS TELECASTING



## American Telesports Network

Formed to specialize in the presentation of televised sports programming, American Telesports Network will enable *stations* to obtain comprehensive sports programming as well as permitting *advertisers* to reach national audiences with predictable frequency and wide market selectivity. American Telesports Network will provide comprehensive, continuous coverage of sports, pre-scheduled months ahead so that stations and advertisers can take complete advantage of the marketing and merchandising potential of the programs.

Utilizing Transmedia's mobile teleproduction fleet, the nation's largest and finest, and with Century Broadcast Communications in charge of sales/distribution, American Telesports Network will kick off with the *1970 Supernationals*, foremost U. S. drag racing event. Already scheduled for 1971 are *top golf tournaments*, *horse races*, *auto races*, *rodeos* and *major tennis* events.

For all the facts about American Telesports Network, the outfit bringing new clout to sports programming, call Century Broadcast\* today.



**American Telesports Network INC.**

A Transmedia Company

120 East 56th Street, New York 10022 • (212) 832-9200

\*Sales/Distribution: Century Broadcast Communications  
321 East 51st Street, New York, 10022 • (212) 755-6400



## **They don't listen to everyone, But they're listening to us.**

Everyone thinks they've got something to say.  
But whether you're listened to is a different story.

The same's true with radio stations.  
Some you just hear. And some, like the ABC FM Stations,  
are heard by people who listen.

Listeners who communicate through their music.  
Who respond to social issues with personal involvement.  
And the products they purchase with a certain amount of cynicism.

The 18-34 audience today is highly selective.  
They buy what they believe in.  
And above all they ask that you be truthful and honest with them.

At the ABC FM Stations we listen to what they want.  
In return, they listen to us.

**ABC-FM**  **Spot Sales, Inc.**

Representing: WABC FM/New York KABC FM/Los Angeles KQV FM/Pittsburgh  
WLS FM/Chicago WXYZ FM/Detroit KGO FM/San Francisco KXYZ FM/Houston  
Offices: New York (212) LT-1-7777 Chicago (312) 372-2267 Los Angeles (213) 663-3311

## Computers add a new dimension to commercial animation

Last spring, while our agency was working on plans for the fall announcement of the 1971 Pontiacs, the people at Pontiac asked us to help them with their dealer presentation of the new cars. They had a basic outline and format for the full presentation, but they wanted something unique to get things started . . . a kickoff that would tell a story about dealers to dealers, and about Pontiac to dealers, and how and why the new Pontiacs, particularly a completely new Pontiac, came about. The presentation would not be a "commercial" in the standard sense, but it would require precisely the same kinds of innovative minds, technical ability, selling power.

Jim Graham, director of marketing for Pontiac, thought that a fable could be a charming and effective way to go. So he wrote a script. Ron Monchak, our creative director at MJ&A, helped; so did Hal Bay, who heads our Pontiac creative group. Then we all looked at each other and said: "How do we do it, and make it new and different and exciting? Slide film? Live action? Full or limited animation? Stills on an animation stand? Location?"

Among a multitude of screenings and meetings and soundings last year, a gentleman representing Dolphin Productions appeared one day and showed us a reel of strange, wonderful film—film made by computer-generated animation. Here were images unlike any we had ever seen before. They weren't automatic, geometric designs as you would expect, but intricate, exciting motion created from flat, static artwork. John Pike, our associate creative director for broadcast, said "What if . . .?"

Meanwhile, Jim Graham, who had been the account supervisor on American Airlines for a number of years, recalled the magic of an American Airlines campaign that had featured the unique cartoons of Charles Saxon, and said "What if . . .?"

And Ron Monchak later said: "What if we put Saxon and the computer together?"

So we went to New York to talk with Mr. Saxon and Alan Stanley, president of Dolphin, which is a division of Computer Image Corp. What we discovered was an unimposing "hybrid" computer system called Scanimate. Animation is achieved by first converting artwork to high contrast Kodak film, which is

then scanned by a special camera which feeds the image into the computer. The image re-emerges on a high-resolution screen.

The computer can split a piece of art into as many as five separate sections, each moving independently of the others. The speed of the sequence or section can be regulated, too. With the help of a computer animator, you manipulate what looks like the control board of a 747 until you get each sequence animating just the way you want it, then you film directly from the high-resolution screen. The filming is done in black and white, and colors are added at the optical negative stage. This gives you better control of colors. Color correction is kept to a minimum. It also gives you the advantage of changing or adding colors *after* you've finished shooting. And to make it easier, there is an art department to work right along with you and the computer operators.

Originally, we had planned on 25 to 30 Saxon drawings to tell our story with computer-animated transitions from one drawing to another, and occasionally a piece of pure computer animation to add a little extra action to the film. Then someone suggested "animating" Saxon's art.

Now, Charlie Saxon is extremely knowledgeable about production techniques and is one of the most diligent craftsmen in our business. And he has had his work animated before. So he'd become very fussy about the way his art is "moved," because nobody had moved it the way he wanted it moved. But that first day at Dolphin, Saxon was asking most of the questions, and ended up

claiming that Scanimate could be a very useful aspect of his trade. "Technology used properly," he later said, "makes art more important as pure art." Besides, this was an opportunity for him to direct the animation of his work just the way he wanted—with a brand-new method of movement.

As the days rolled by, Saxon's original drawings evolved into sequences of action that both frustrated and fascinated us. We discovered many new directions. Saxon would re-draw whole areas to get the effect we could see evolving. And all the time, we were developing something new. Pioneering, if you will, a relatively untried area in film making. Soon we were pushing the limits of the Scanimate system, taking it where it had never been before and discovering that it could deliver much more than we had ever dared hope. The film was being directed as though it were a live-action production!

Before completion of filming, we had animated some 75 key drawings—90 including variations—for 24 scenes, and we were at a first workprint in two and a half weeks. To achieve the same amount of movement, conventional animation would have required more than 5,000 drawings, and at least three full months of inking, painting, in-betweening and camera-stand shooting. And besides, with the computer we were able to achieve visuals that would have been virtually impossible to duplicate with standard animation. This marriage of technology and art opens new vistas to anyone concerned with animation, whether in commercials or any other realm.



*Robert Ammon has a comprehensive creative background in advertising. A former art director and commercial photographer, he also spent three years as a writer, art director and producer on the Chevrolet and Firestone accounts at Campbell-Ewald, Detroit. He joined MacManus, John & Adams in 1969 as senior TV-radio producer, the position he now holds. In the above article Mr. Ammon describes how the computer opened up new possibilities in animation and what it portends for the creative process.*

**The God that  
gave us Life—**



**gave us Liberty  
at the same time!**

*Thomas Jefferson*

*ARTICLE THE THIRD.....Congress shall make no law . . . abridging the freedom of  
speech, or of the press. Bill of Rights*

*FREEDOM.....A state of exemption from the power or control of an-  
other . . . liberty. Webster's 20th Century Dictionary*

*SPEECH.....Thoughts expressed in words, whether written or spoken.  
Webster's 20th Century Dictionary*

**The Prerequisite and the Prerogative are sometimes confused.**

Establishing order in the public airwaves through the allocation of call letters, frequencies, power, and other basic mores of broadcast responsibility is an acknowledged *prerequisite*.

*Filling* the broadcast hours with programming based on cautious research, is a *prerogative*. It's the responsibility of broadcast management to perceive the fullness of life around us, with all of its foibles, fears, and yearnings, and to mirror faithfully this life . . . through communications, unpressured.

After 45 years, the Washington Star Station Group anticipates eagerly the next half-century . . . fully aware of the need for careful assessment of daily events, honest and objective delivery of Total Information News, and continual evaluation of our programming efforts in serving community needs.

## **WASHINGTON STAR STATION GROUP**

WMAL-TV ☆ WMAL RADIO ☆ WMAL FM ☆ WASHINGTON, D.C.  
WLVA-TV ☆ WLVA RADIO ☆ LYNCHBURG, VA.  
WCIV TV ☆ CHARLESTON, S.C.

## What TV combination pays off best?

That's what General Foods, medium's second-largest customer, plans to spend \$600,000 to determine

Industry-wide support from broadcasters, advertisers and agencies for a test to find the most effective combinations of TV commercial lengths and program interruptions was urged last week by General Foods Corp., television's second biggest spender.

The call came from Archa O. Knowlton, director of media services for General Foods, and Jules Fine, senior vice president and director of marketing services for Ogilvy and Mather, a GF agency, in a panel session Tuesday afternoon (Oct. 27) during the 61st annual Association of National Advertisers Convention (also see pages 31, 175).

"Since the very inception of television there has never been any fundamental industry research done to determine the most appropriate commercial format policies," Mr. Fine told the panel session.

"In its early days television utilized the radio formats as its operating concept. Since then it has been patched and mended, but always in reaction to specific circumstances, and on judgment, parochial interests have dictated many actions.

"Even the last important [National Association of Broadcasters] code change, which restructured the number of interruptions and commercial time concepts, was made without any evidence on hand that this was the right direction.

"It is appalling that the television business, with advertising revenues over \$3 billion last year, has not done any fundamental marketing research on this issue."

The research program outlined by Mr. Fine would cost, he estimated, from \$600,000 up and there were indications that this would not include the cost of the TV commercial time involved, which Mr. Knowlton said "we would be buying anyway."

Mr. Knowlton also said, in response to questions, that the proposed TV re-



The Association of National Advertisers last week elected William A. Bartel (r), of Celanese Corp., as its new chairman, succeeding John P. Kelley

(c), of Goodyear Tire & Rubber. Marvin H. Koslow (l), of Bristol-Myers, was elected vice chairman for the coming year.

search might be considered similar to the magazine-TV advertising tests General Foods conducted in cooperation with *Life*, *Look* and *Reader's Digest*, which concluded that the effectiveness of magazine advertising is generally comparable to that of TV advertising—and which also produced considerable criticism from broadcast researchers on methodological grounds.

Current plans call for the test to deal with various groupings of 30-second announcements, and indications last week were that it would be conducted basically if not wholly in spot TV.

Jay Eliasberg, director of TV network research for the CBS/Broadcast Group, was a member of the panel and when asked for network reaction he replied that if there were substantial demands for such a study he thought CBS-TV would want to cooperate, but he also felt that the project involves complicated research.

Mr. Fine went further, indicating that the networks show some reservations about whether they can or will participate. As a result, he said, planning currently is concentrated in the spot-TV area, and a separate study of network commercial formats might be needed.

Mr. Fine said that "the study as it is now conceived would attempt to take several possible commercial patterns, run brands in each commercial in test cities and measure sales, attitude and

awareness, and viewer reaction to the various alternative schemes."

For example, he continued, five formats might be tested: one that represents the current commercial pattern, two that increase the number of interruptions but leave the amount of commercial time unchanged, and two that change the amount of commercial time but leave the interruptions unchanged. The various formats would be tested in five cities, according to plans presented at the ANA meeting.

Mr. Fine emphasized that "if there is a better way to study the problem we welcome your comments." The important thing now, he said, is the formation of an industry study group, which he said, is getting under way.

Over the past several months, he said, "a significant number of broadcasters and rep groups have expressed interest in continuing discussions about the possibility of participating. Several advertisers have also indicated interest.

"It is an enormously expensive and a complex test. It will require the help, support and enthusiasm of the entire industry to make it work right. I solicit your support."

The call for support, which had been anticipated (BROADCASTING, Oct. 26), came during an ANA panel session that also included these highlights:

■ Mr. Eliasberg reviewed the work of the Committee on Nationwide Televi-

sion Audience Measurement (Contam), of which he is a member, in "separating fact from fiction" regarding national TV ratings over the years and also refuted the most recent "myth," stemming from the American Research Bureau's local-market findings last fall, that there has been a steep drop-off in TV viewing.

"There has been no precipitous decline," Mr. Eliasberg said. "There was a less-than-1% decline between March of 1969 and 1970, but an examination of the recent history of television usage could hardly lead to the conclusion that it is on the way down. Clearly the long-term trend of television use is up. In fact, over the last seven years, it has gone up some 10%. Another fiction bites the dust."

Mr. Eliasberg based his conclusions on A. C. Nielsen Co.'s National Television Index figures. The Nielsen station index measurements, competitive to ARB's, did not find the 5% decline reported by ARB, he said, but beyond that, neither did Nielsen's NTI service, which, though produced by the same company as NSI, "is done with completely different techniques and a completely different sample, so it is a truly independent measure. I have described for you how much methodological research we have done on this (NTI) technique and I think you will agree with me that, in general, we can rely on it."

■ Joseph W. Ostrow, senior vice president and director of media relations and planning for Young & Rubicam, warned that for all its values, electronic monitoring of commercial performance may involve hidden costs—in terms of follow-up by advertisers and agencies—as much as five times as high as the actual monitoring costs and, in fact, could

drive spot-TV costs up to a point where spot's advantages over other media are lost.

Unless handled right, he said, electronic monitoring could prove to be "a huge cannon to kill a very small flea" and, if carried too far, "may price some media out of existence."

He noted that International Digisomics Corp., the only electronic commercial-monitoring service now in operation, has encountered technical difficulties and received a 90-day stay from the FCC (BROADCASTING, Oct. 26). Before that reprieve is up, he said, another monitoring service, Audicom, is due to go before FCC for approval, so there will be competition in the field "and I don't think that's bad."

■ Mr. Eliasberg, responding to a question from the audience about the future of video cassettes or home-TV recordings as an advertising medium, said that he personally had not been able to see this field as "a big entertainment medium, much less an advertising medium." His company developed and is pushing Electronic Video Recording (EVR), though currently in the industrial and educational rather than home-entertainment field.

■ In response to another question, Mr. Fine speculated that, whether they fill it with news or with syndicated programs, the nightly half-hour returned to stations for programming next fall under FCC's prime-time access rule will, in most cases, probably carry more commercials than it does now when programmed by the networks. Most stations will probably need the extra commercials to cover the costs of the programming, he said.

In presenting the General Foods pleas for a study of so-called clutter,

speech about "the bill of rights" and the need for media to be on guard against erosion of those rights. And yet, Mr. Klein continued, "networks" criticized the veto of the political-spending bill even though the veto safeguarded against the sort of erosion Mr. Salant was warning against.

There is need for reform in political spending, Mr. Klein said, but it ought to be carefully thought out and fair to all media.

His references were contained in a wide-ranging speech last Tuesday (Oct. 27), presenting "A Look Ahead From the White House" on a large number of problems and issues at the convention of the Association of National Advertisers.

Mr. Klein was especially complimentary to TV and radio broadcasters as well as other media for their support of the national campaign against drug abuse.

Mr. Fine said that "over the last year or two there has been mounting criticism of the cluttered environment in the television medium.

"There is a growing restlessness about the unending commercial clusters, the tedious display of show credits, station promos and other nonentertainment material. These concerns have been voiced by advertisers, agencies, government and the public."

He cited figures showing almost a 75% increase in the number of prime-time commercials since 1964, but also noted that most of the increase came from increased use of 30-second announcements, with only a 5% increase in total commercial-television time since 1965.

"How easy it would be to clean the slate by reverting back to 60-second announcements, or even going whole-hog and use only two-minute commercials," Mr. Fine said. "Intuition may say [this] but I would not want to cut advertising delivery by 50%, or more, simply on intuition."

Yet, he said, while virtually all of the critics of TV clutter imply that advertising effectiveness is being seriously diluted, that "viewers are rebelling" and that "the vitality of the medium is diminishing," other research has shown that "total hours of television viewing has increased consistently since 1966," that viewers are no more antagonistic toward TV commercials than in 1963 and that, "in fact, most people continue to believe that commercials are a reasonable price to pay for TV."

He also cited two studies by Foote, Cone & Belding that, he said, "do not indicate a drastic decline in how many are in the room for television commercials," and a series of on-air recall tests by Burke Research Co., whose average related-recall scores are the same today as in 1965.

With all the claims and counter-claims, he said, "the issue is not clear-cut" and "precipitous action can be questioned, particularly since there are no hard facts on which to formulate a plan for remedial action, if it is needed." What he was looking for in the proposed test, he said, was simply data—"information on which to make a good business decision."

He asked: "Can anyone here imagine offering a product to the consumer without investigating how to package and merchandise that product to attain maximum consumer acceptance and sales return?"

"It is time for the industry—agencies, advertisers and broadcasters—to join together to correct this deficiency. I anticipate your cynicism. Everyone always begs for more research. It's motherhood to preach it, but (with this General Foods proposal) I would like to offer

## Klein expands on Nixon veto of spending bill

Herbert Klein, director of communications for the White House, chided "the networks" last week for criticizing President Nixon's veto of the bill to limit political spending in TV.

He said the bill "sounds good" but on examination proves to be discriminatory against broadcasting and would defeat its own purpose, but that the networks, which had been critical of other administration policies and particularly of Vice President Agnew, had also criticized the veto of the bill. On the other hand, he said, many stations supported the veto.

He apparently was alluding to commentaries by network newsmen. His only specific mention, however, was of Richard S. Salant, president of CBS News. Mr. Salant, he said, made a

an opportunity to practice it."

In behalf of the plan, Mr. Fine also invoked FCC authority, quoting Commissioner Robert E. Lee as having told an ANA meeting earlier this year that "some maximum limits must be established as to total time per hour and frequency of commercial matter . . . if this cannot be solved at the industry level the commission now has ample authority to set standards."

Commissioner Lee's statement, Mr. Fine told the ANA audience, "leaves little room for doubt that if we don't do something, it soon will be out of our control. It's a challenge that cannot be taken lightly."

In give and take near the end of the panel session General Foods' Mr. Knowlton said he could not recall when he had seen so much criticism of "blandness" on TV as this year. And yet, he noted, "the charts" show TV viewing is still increasing.

CBS-TV's Mr. Eliasberg responded that "Jack Gould [*New York Times* TV critic] makes up a very small part of the audience . . . critics make a lot of noise but are not representative of the public. If the people really thought television was not as good as it used to be, they would be watching less, not more."

In his formal presentation Mr. Eliasberg reviewed the findings of Contam studies—conducted at a cost of more than \$400,000 since Contam was formed in 1963 by the three TV networks and the National Association of Broadcasters—which he said disproved once-popular notions that sampling doesn't work for the measurement of TV audiences, that national samples are too small for accurate measurements, and that different rating services produce vastly different ratings and therefore are all inaccurate.

Mr. Eliasberg also revealed results of two new Contam studies. One, he said, reinforced previous findings that "carefully done telephone coincidental ratings agree very closely with meter ratings," but he emphasized that he was talking about "carefully done" telephone coincidentals and not those "where as sometimes happens, a telephone interviewer called her mother and multiplied the answer by 100,000."

Another study, he said, destroyed the fiction that meter readings on daytime programs are inadequate, finding that the two methods—carefully done telephone coincidentals and meters—"produced almost identical results in the daytime, with meter ratings understating audiences by 4%." This, he felt, was "most interesting in light of the fact that the fiction writers generally have it that meter ratings are too high."

The new studies were all conducted for Contam by Statistical Research Inc., Westfield, N.J.



*Archa O. Knowlton, General Foods director of media services (l), was panel moderator at the 61st Association of National Advertisers convention last week when the second largest TV advertiser presented its proposal for TV-commercials research. With Mr. Knowlton were (l to r) Norton Garfinkle, president of Brand Rating Research Corp.; Jay Eliasberg, director of TV network*

*research for the CBS Broadcast Group; Joseph W. Ostrow, senior vice president and director of media relations and planning for Young & Rubicam; Jules Fine, senior vice president and director of marketing services for Ogilvy & Mather, who presented the General Foods research plan, and Peter J. Spengler, director of advertising services for Bristol-Myers Co.*

## Who'll heed consumer cries?

### ANA is told business must back ETV efforts to 'educate' on product whats, whys, hows

A call for business support of a far-reaching program of consumer education, extending eventually into the classroom but starting on noncommercial television, was issued to the nation's biggest advertisers last week by Elisha Gray 2d, chairman of the Whirlpool Corp.

Mr. Gray, speaking at the Association of National Advertisers' 61st annual meeting (also see pages 29, 175), said such a program may be advertising's biggest opportunity to answer the consumer's cries for help—"what to do, where to go, how to learn"—in an age when the development and advertising of new products "may be outstripping product understanding."

He cited a Better Business Bureau analysis showing that 89% of its calls were inquiries, against only 11% that were complaints, as evidence of a need for advertisers to provide "consumer education" as well as "just plain, old-fashioned information about consumer products and services." On the latter point, he thought that "for the most part" advertising is doing "a commendable job."

He also thought that the National Association of Broadcasters' TV and radio codes, and other industry codes like them, are doing a good job. But, he said, business needs to go further "and take a hand in public education" at all levels.

"Think of the basic benefits to the consumer if we bring the disciplines of business into the development of educational curricula in both formal and in-

formal halls of learning . . . including adult education and educational TV," he said.

Mr. Gray acknowledged that he got at least part of his idea from plans for the Ralph Nader series for the "average American consumer" on noncommercial educational TV stations, starting in November. Upon reading those plans, he said, a number of ideas came into focus:

"First, that educational TV, and formal education, too, need help from business. Educators do not have the facts nor the research resources for developing course content and curricula on many of the topics that worry consumers. They do not have R&D manpower, nor longer-term investment disciplines. In fact, they usually are short of teachers, short of fiscal budget, running to catch up with current demands."

He proposed a two-phase program, with consumer education outside the formal school system to be phase one.

"Public television is the logical medium," he said. "Many of us already are involved as directors, sponsors or committee workers. Many of you, and your agencies, have the expertise for production of objective and sound educational programing—and for audience promotion, an essential part of the job."

He also called for work to start at once on phase two, incorporation of consumer-education courses into formal school programs. This, he conceded, may take years and require legislation, but for starters he thought that "non-

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Oct. 11, 1970  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 11	Total dollars week ended Oct. 11	1970 total minutes	1970 total dollars
	Week ended Oct. 11	Cume Jan. 1-Oct. 11	Week ended Oct. 11	Cume Jan. 1-Oct. 11	Week ended Oct. 11	Cume Jan. 1-Oct. 11				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ . . . . .	\$ 234.0	\$ 4,483.7	\$ 338.7	\$ 12,812.5	106	\$ 572.7	3,277	\$ 17,296.2
Monday-Friday 10 a.m.-6 p.m.	1,562.0	68,036.6	3,608.1	122,992.6	2,700.8	72,564.2	933	7,870.9	35,312	263,593.4
Saturday-Sunday Sign-on-6 p.m.	1,329.1	36,129.6	1,897.7	50,402.4	4,363.0	37,046.8	343	7,589.8	11,324	123,578.8
Monday-Saturday 6 p.m.-7:30 p.m.	529.1	9,816.7	837.9	29,786.2	521.8	22,329.4	75	1,888.8	3,171	61,932.3
Sunday 6 p.m.-7:30 p.m.	65.6	4,850.7	465.1	10,139.2	320.7	7,814.8	24	851.4	811	22,804.7
Monday-Sunday 7:30-11 p.m.	7,196.8	211,670.5	7,295.2	260,410.9	7,481.1	262,480.7	435	21,973.1	17,936	734,852.1
Monday-Sunday 11 p.m.-Sign off	785.3	13,445.3	377.7	14,952.3	813.0	28,948.3	125	1,976.0	4,750	57,345.9
<b>Total</b>	<b>\$11,467.9</b>	<b>\$344,039.4</b>	<b>\$14,715.7</b>	<b>\$493,167.3</b>	<b>\$16,539.1</b>	<b>\$443,996.7</b>	<b>2,041</b>	<b>\$42,722.7</b>	<b>76,581</b>	<b>\$1,281,203.4</b>

commercial, educationally acceptable course material" could be pulled together quickly by "some of our trade associations." He said the Association of Home Appliance Manufacturers, for example, already has material for home-economics classes that "needs only re-organization and editing for broader application in courses of more formal design."

Ideally, he felt, implementation of the consumer-education programs should be administered by the Better Business Bureaus—an impartial organization—and funding could be handled in many cases by redistribution of current corporation grants to put more support behind consumer-education projects.

William Bernbach, chairman of Doyle Dane Bernbach, warned that the current combination of "an unhappy economy" and a rising tide of consumerism raises a danger of "frantic neglect" of the basic need to create advertising that will stand out and be noticed.

He also felt that "tremendous sins" may be committed in advertising in support of social needs at the expense of sales of the advertiser's products. The businessman must sell himself as well as ideals or he cannot survive, Mr. Bernbach said, but the advertiser who sells both ideals and himself will have much to gain.

He emphasized, however, that advertising is no substitute for a good product: "It's up to business to give us something better to say."

The responsibility of business was also stressed by Richard J. Wiechmann, communications vice president of Riegel Paper Corp., who told a panel session Tuesday afternoon (Oct. 27) that "we're all responsible for contributing to environmental pollution—and had better do something about it and let the

public know what is being done.

Willard F. Rockwell Jr., board chairman and chief executive officer of North American Rockwell Corp., thought that "many of today's advertising techniques are on a collision course with public opinion."

In his view, "we need more advertising that explains the problems that plague this country and less puffery about the solutions we don't have."

Mr. Rockwell's speech—which was presented by H. Walton Cloke, advertising and public relations vice president of North American Rockwell because fog delayed Mr. Rockwell's plane—stressed that "the need for an informed, knowledgeable public is paramount to the future of this country," and added:

"I'm not suggesting that we eliminate sell. I'm urging that we indulge in creditable sell. We don't have to stop advertising or go out of business to get off the collision course with the public. Let's stop puffing and stress performance—but only when it's justified. Let's recognize that an informed and knowledgeable public is a far more understanding public."

Views on contemporary communications in a world considerably outside advertising were presented in the wind-up session Wednesday morning (Oct. 28) by Hillard Elkins, producer of the controversial "Oh! Calcutta!", Saul Bass, design consultant and producer; Kevin Eggers, president of Poppy Records, and Clay Felker, editor of *New York* magazine.

"This world is becoming more and more permissive with pornography permitted, nudity expected, sex demanded; with political views frequently injected into what professes to be pure entertainment," said Anthony C. Chevins, president of Cunningham & Walsh, who

moderated the session.

Like it or not, he said, "freedom of expression means just that. Censorship today is a bad joke, and permissiveness is becoming more and more prevalent in the world of the arts."

Advertising, he feared, is heading in the opposite direction.

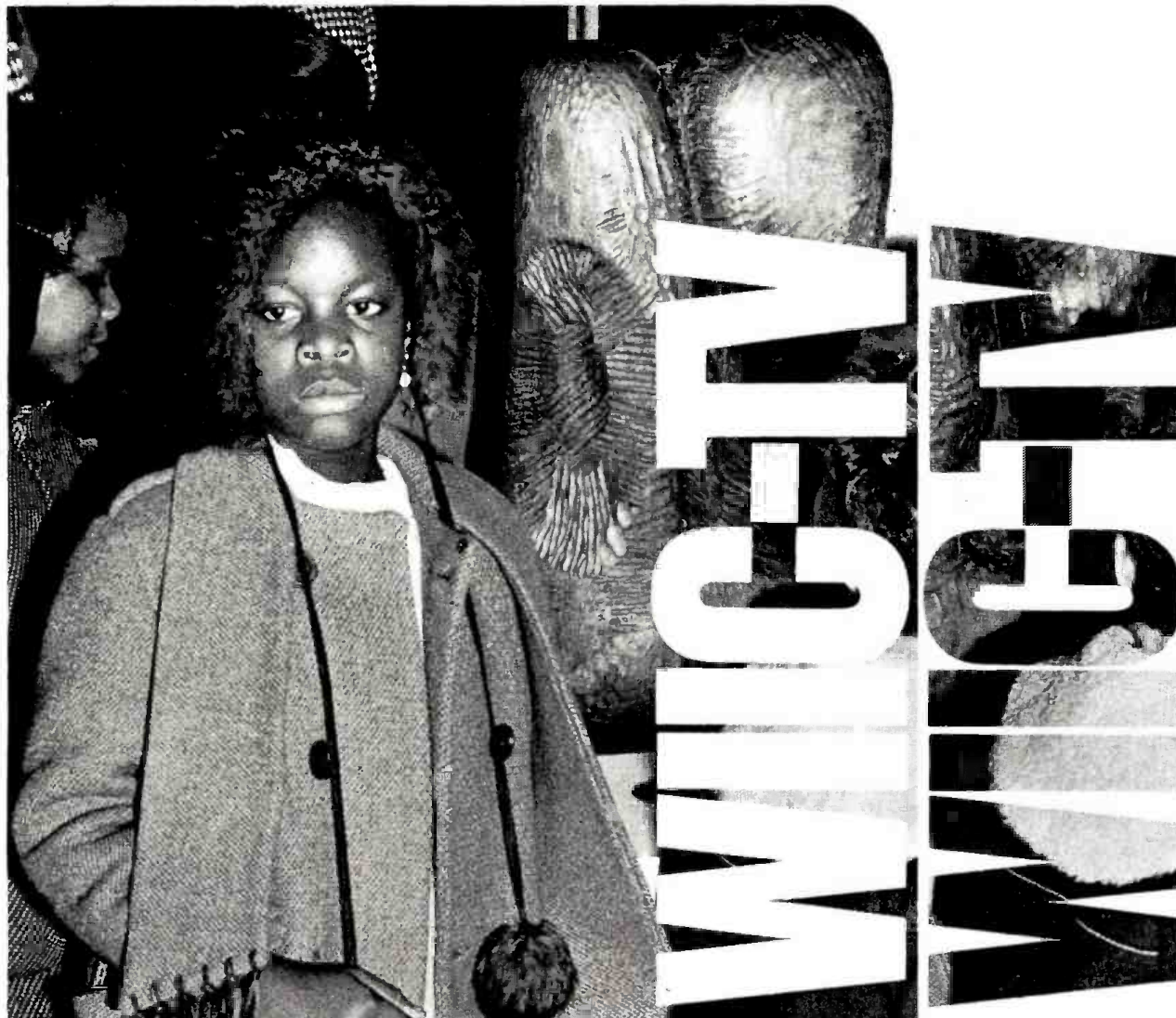
"In my opinion," he said, "we are in danger of being censored and clobbered into a league of frightened mumbler instead of enlightened communicators; bludgeoned by the bureaucratic bat-boys who seem to be trying their best to pound us into creating and producing only inanities, badgered constantly by nihilistic Naders and headline hypochondriacs.

"These unrealistic umpires seem to want us to publish all and every ingredient of our products and those of our competitors, what they will and what they will not do, under any and all conditions in comparison with anything and everything in a 30-second commercial."

### Rep appointments:

- KWTV(TV) Oklahoma City: Blair Television, New York.
- WFLY-FM Albany-Schenectady-Troy, N.Y., WYNE(AM) Appleton, Wis., and WLIX(AM) Islip, N.Y.; Young Radio Sales, New York.
- KITE(AM) and KEXL(FM), both San Antonio, Tex.: Radio Advertising Representatives Inc., New York.
- WPEO(AM) Peoria, Ill.: Walton Broadcasting Sales Corp., Chicago.
- KWST-FM Los Angeles, WRCP-AM-FM Philadelphia, WMAD(AM) Madison, Wis., KGBX(AM) Springfield, Mo.: Jack Masla & Co., New York.
- KKHI-AM-FM San Francisco: Edward Petry & Co., New York.





## Reflecting community spirit while preserving community pride

There's a unique educational program taking place in three elementary schools in Pittsburgh's black communities. It's called Project Self-Esteem and involves 210 fifth graders whose curriculum consists of art, music, dance, social studies, drama and photography, as well as after-school activities.

As part of its continuing series of TVII Reports, WIIC-TV recently telecast a half hour color film appraisal of Project Self-Esteem. The program, titled "I Am Someone," and produced by the WIIC-TV Public Affairs Department, was more than a mere look at an isolated experiment. It showed dramatically what human beings instilled with a

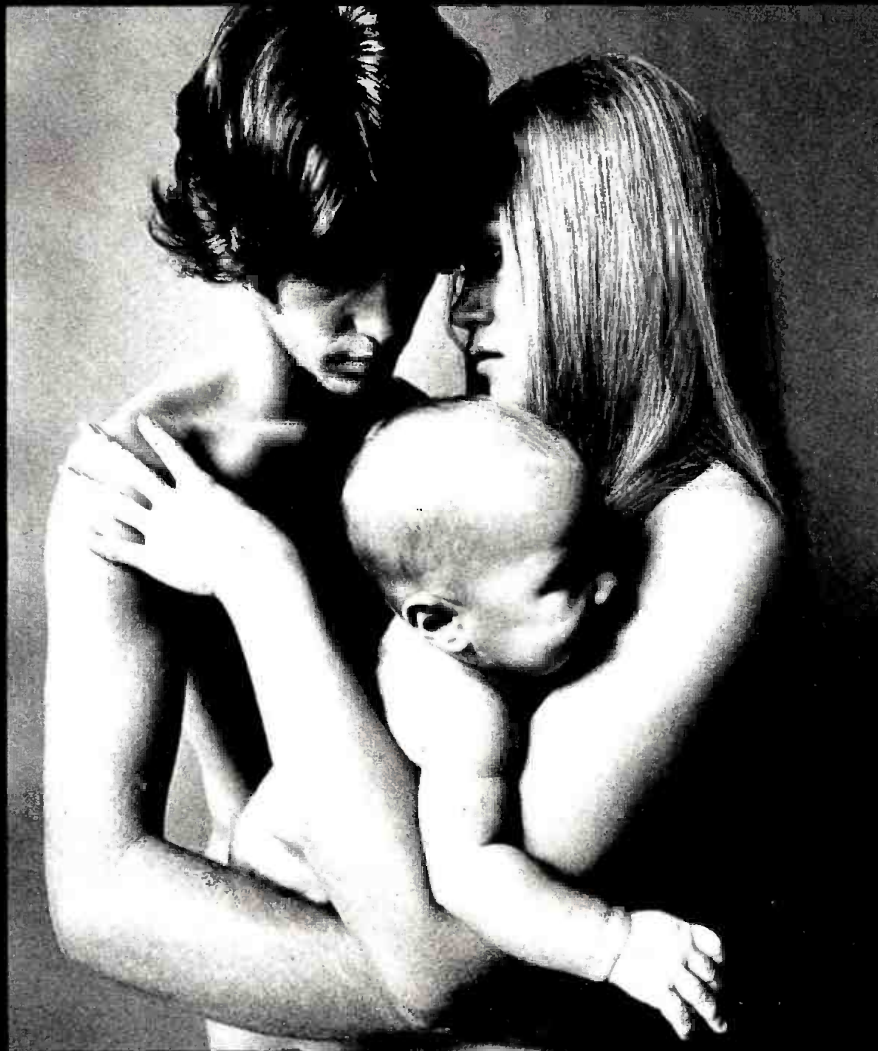
motivating force can accomplish. In this case, it was the desire to restore the sense of being "someone" to black children who have been separated from their heritage and identity. But the proof of the Project's success brought to the fore meanings far deeper.

WIIC-TV, in examining a community project, came up with a projection that may well be the forerunner of all the communities of the future.

## A reflection of Pittsburgh **WIIC Television**

 A Communications Service of  
Cox Broadcasting Corporation

**When a broadcasting company  
gives away programs about premarital sex,  
divorce and drugs, it's either very show-biz**



**or very troubled about the world.**

Several years ago, an unsigned letter arrived at the office of a producer of one of the big afternoon soaps.

It was funny. And tragic. And we hope it was a fake.

It read in part... "and so I blame television for my troubles. Because if that girl on your show hadn't had an illegitimate baby, my daughter wouldn't have been influenced to do the same."

Television has been accused of a lot of things. Like talking about life. Now while we readily admit that not all television today is entirely without controversy, we must argue that life is not without controversy.

To learn, one must see and hear.

This belief is the reason for a new kind of series. A controversial series. One that deals with pre-marital sex. Marriage. Kids. Divorce. The whole bit.

We ran the first one-hour public service special on our five TV stations and when the thousands of grateful letters from parents, teenagers, doctors, educators and clergymen started to pour in, we knew we'd hit a nerve.

We'd like to tell you a bit about it.

The series is called "A Visit with Franz E. Winkler, M.D.," produced by Peabody Award Winner, Milton Fruchtman. It explores, in depth, the real, no-nonsense questions that trouble Americans today. Eight Capital Cities correspondents in cities all over the country established a dialogue with viewers and serve as a sounding board for the issues that concern them most.

The questions our correspondents ask Dr. Winkler probed these anxieties and fears.

The first program, "Sex and Search for Adventure" dealt with the questions of changing sexual standards in our society. And Dr. Winkler responded with provocative, candid and totally unexpected opinions. In today's liberated society, Dr. Winkler had a lot of very "square" things to say about pre-marital sex, parent-child conflict, and sex education.

Mail response came in like this:

"I am 22 and have a baby girl. I hope I

can remember what I've learned tonight for her sake as well as mine."

"This kind of program is the type of thing I thought television was primarily going to be."

"Your manner of talking on the subject of sex is so delicate and beautiful that we feel it should be required listening for all. Young and old."

"It wasn't preacherish, nor boringly statistical, but hard-hitting and timely. Please give us more of the same."

The next program did just that.

"What's Happening to the Family", ran the gamut, with no holds barred. Marriage for the sake of the kids. Alcohol. Drugs. The commercial exploitation of sex. Femininity and women's liberation. Adultery. Masculinity and leadership. Inner fulfillment and self-confidence.

And once again the mail was astounding.

We think the following letter sent to WKBW Buffalo sums up the total feeling.

"Dear Channel 7, be careful. If you put on more Dr. Winklers, you will solve the problems of millions of families. What would we do without broken homes, violence, and sad sad children? Many of our psychologists, social workers and paid do-gooders would be put out of work.

The program is terrific, but as a university teacher I can assure you that you will get a strong reaction from a whole bunch of stupid experts who will tell you that you don't know anything about sex, drugs and freedom. I don't watch much television, but my wife and I and any friends we talk to will be there to hear Dr. Winkler next time.

This is the first breath of hope that our sick society has heard for a long long time."

The "stupid experts" happily didn't write. But a lot of other good people like our teacher friend did.

Dr. Winkler's series is available free, to any station that wishes to use it.

We realize nobody's going to get rich on it.

But we think we'll all be a little richer for it.



**Capital Cities Broadcasting**  
We talk to people.

# How 'fairness' can be perilous

## Court hints cigarette ruling may apply to commercials for firm in labor dispute

A broadcaster caught in the crossfire of a labor-management dispute may find that adherence to conventional fairness-doctrine standards may not be enough to keep him out of trouble with the government. He may have to guard against being used as a weapon by management through the airing of its commercials, even those having nothing to do with the dispute.

The need for such care was suggested last week in a decision handed down by the U.S. Court of Appeals in Washington. And the implications for labor-management disputes was only the beginning. The decision cited some of the principles underlying the ruling applying the fairness doctrine to cigarette advertising—among them the ruling's concern for "implicit" messages in the commercials—and raised new fairness-doctrine questions for the commission

itself.

The court's 2-to-1 decision overturned a commission order denying a protest of the Retail Store Employees Local 880 and renewing the license of WREO(AM) Ashtabula, Ohio, without a hearing. The case was remanded to the commission for further proceedings.

The opinion, written by Chief Judge David L. Bazelon, turned on the majority's conclusion that the commission had failed to give sufficient consideration to the possibility that WREO in 1966 had canceled union ads urging a boycott of Hill's Department Store in Ashtabula as a result of economic pressure applied by Hill's, a substantial advertiser on the station. The union was calling for the boycott in support of a strike it was conducting against the store.

Hill's manager denied that pressure

was applied. And the station said it canceled the ads, after carrying 322 of them, as a result of listener complaints that "the continuous repetition of these partisan announcements had become an irritant." The commission accepted these representations.

Judge Bazelon, however, said the commission would have been justified in suspecting "that something might have been amiss." He noted that the station did not state how many complaints it received or explained whether the public's objections might have been met by fewer commercial spots or more frequent changes in copy. Accordingly, Judge Bazelon said it cannot find that "the renewal of WREO's license is properly supported by the record."

But it is the fairness aspect of the case that is likely to draw more attention and that the court majority treated at some length. The majority reached no conclusion on the issue—"since the case is to be remanded in any event, there is no need for a full discussion of the question here"—but called on the commission to face the issues the decision raised. Judge Bazelon said those issues "deserve far more comprehensive treatment" than the commission gave them in its order denying the union's petition.

The commission had rejected the union's complaint that the station cancelling the commercials had violated the fairness doctrine. It noted that the station had carried 322 union spots and, after refusing to carry more, offered free time to both sides for a "roundtable discussion" of the dispute. The union did not accept the offer.

Judge Bazelon, however, pointed out that the strike and the boycott were both controversial issues of public importance and that, during April and December 1966, the station aired more than 1,000 spots and more than 100 sponsored programs aimed at persuading the public to patronize Hill's. During the same period, he added, the union was denied a single opportunity, beyond an offer of roundtable discussion, as to why the public should not patronize the store.

Judge Bazelon said it is not enough to argue that Hill's copy did not mention the boycott. "In dealing with cigarette advertising," he added, "the commission has recognized that a position represented by an advertisement may be implicit rather than explicit." The commission three years ago held that cigarette commercial take one side of the controversial issue as to whether cigarette smoking is a health hazard.

And the majority had an answer for those who would argue that the commission limited to cigarettes the application of fairness to advertising. The commission did not say that other advertis-

### Business briefly:

**Foundation For Full Service Banks**, Philadelphia, through Dancer-Fitzgerald-Sample, New York, and **Timex Watches**, through Warwick & Legler, both New York, are co-sponsors of a one-hour color special, *Ethiopia: The Hidden Empire*, to be aired on CBS-TV Wednesday, Dec. 2 (8-9 p.m. EST). The special was produced by the National Geographic Society in association with Metromedia Producers Corp.

**Timex Corp.**, through Warwick and Legler, both New York, is sponsoring the 1971 Emmy Awards show, scheduled for May 9 on NBC-TV. Timex had shared sponsorship of the broadcast during previous years. Originating solely from Hollywood, the awards program will be reduced to 90 minutes and will feature on-air awards only to performers and shows in the entertainment area. Bob Finkel will produce the broadcast.

**General Foods Corp.**, White Plains, N.Y., through Grey Advertising, New York, has introduced a new dieters' aid—Jell-O brand Life Style—with TV and print advertising. The product is being tested in the Boston area.

**Pharmaco Inc.**, Kenilworth, N.J., through Warwick and Legler Inc., New York, will start a fourth-quarter TV advertising campaign in early November, using 30-second commercials in daytime

programs and fringe talk shows on the three TV networks.

**American Gas Association**, through J. Walter Thompson Co., both New York, will sponsor a one-hour musical-comedy special, *The First Nine Months Are The Hardest*, on NBC-TV Wednesday, Feb. 24 (9-10 p.m. EST). The special, in which three celebrity couples appear as expectant parents, features Dick Van Dyke.

**General Mills, Minneapolis**, through Wells, Rich, Greene, New York, is supporting a new product, Cheez-Willekers (salty cheese snack) through purchases on daytime network and in night-time spot-TV, beginning Nov. 12.

**Faberge Inc.**, through Nadler & Lasimer Inc., both New York, will sponsor *The Smokey Robinson Show*, a one-hour musical special on ABC-TV, Dec. 18 (10-11 p.m. EST). Program, which stars Smokey Robinson and the Miracles and features the Supremes, the Temptations and Stevie Wonder, was produced for Screen Gems Inc. by Jackie Barnett.

**Cary Corp.** through the New York Hysterical Society, both New York, is planning a series of humorous radio spots for Cary's Chaser, "first hangover remedy to go into national distribution." The kick-off campaign will initiate in New York and then expand regionally.

ing may not carry implicit messages, Judge Bazelon said, only "that the implicit and explicit messages of other advertising do not ordinarily concern controversial issues of public importance."

He also cited other elements in the cigarette ruling. He noted that the commission held "the frequency of the presentation of one side of the controversy is a factor appropriately to be considered in our administration of the fairness doctrine."

He also noted that the ruling relied on the judgment of other branches of government that smoking was a health hazard. And, in the field of labor-management relations, he added, Congress has spoken, indicating "substantial concern with equalizing the bargaining power of employes and their employers."

And that fact alone, Judge Bazelon said, could be controlling in the WREO case: "It is at the very least a fair question whether a radio station properly serves the public interest by making available to an employer broadcast time for the purpose of urging the public to patronize his store, while denying the employes any remotely comparable opportunity to urge the public to join their side of the strife and boycott the employer."

The majority acknowledged that advertisements intended to serve mainly as a weapon in a labor-management dispute rather than to inform the public on issues may not serve "the traditional purposes of the fairness doctrine." But the doctrine, Judge Bazelon said, "is only one aspect of the FCC's implementation" of the requirement that broadcast stations service the public interest.

The court said the commission should deal with that question if the union's claim is to be rejected. Judge Bazelon wrote the opinion for himself and Judge Spottswood Robinson III.

Judge Roger Robb, who dissented, wrote a separate statement contending that there is a reasonable basis in the record for the commission's conclusion that WREO dealt with the union fairly and in good faith. He said there was no evidence of economic pressure being applied by Hill's and no reason for holding that the station violated the fairness doctrine.

Judge Robb went further in contending that the commission's assumption that the fairness doctrine could be applied in the WREO case was not even valid. "Specifically," he said, "I cannot accept the implicit premise of the majority's opinion, but when a radio station has broadcast advertisements of the goods or services of a private business which is engaged in a dispute with a labor union, the fairness doctrine requires the station to broadcast the

union's views on the labor dispute."

The majority opinion, however, is certain to be cited by those seeking a broader application of the fairness doctrine than the commission itself has been prepared to provide. The environmentalist group, Friends of the Earth, for instance, argues that the cigarette ruling should be extended to commercials for high-octane gasoline and automobiles. The commission has rejected that argument, but FOE has taken its case to the appeals court in Washington.

A major difference between the FOE proceeding and the appeal involving WREO is that FOE, unlike the union, is seeking free time for anti-pollution spots that would track the commercials it says takes one side of a controversial issue. (However, the commission has held that a station cannot require payment for time as a condition for meeting its fairness-doctrine obligation.)

In addition, the court in the WREO case was not confronted with the ques-

tion of a wholesale application of the fairness doctrine to all products whose advertisements could be held to involve, implicitly, controversial issues of like importance.

Such an application, some observers noted, could cause considerable damage to the present system of advertising-supported broadcasting.

Originally, the retail employes union had filed complaints against three stations besides WREO, all located in communities where the boycott against Hill's stores had spread—WFMJ(AM) Youngstown, WHHH(AM) Warren and WLEC(AM) Sandusky. The commission denied the petitions against those stations while deferring action on the WREO renewal, pending receipt of additional information on that case.

It was the commission's decision, on Dec. 2, 1968, in which "no unresolved questions of fact" were found remaining regarding the controversy over WREO, that the union appealed.

## Now FTC, like FCC, lets Banzhaf in Consumer group wins cautious OK to intervene in proceeding against Firestone advertising

The Federal Trade Commission announced last week it will allow a consumer group to intervene to a limited extent on behalf of the general public in its proceeding against the Firestone Tire & Rubber Co.—charged with misrepresenting the price and safety of its tires.

The commission's general counsel, Joseph Martin Jr., said the intervention by Students Opposing Unfair Practices (SOUP) marked the first time that an organization "representing as amorphous a group as consumers have been allowed to intervene" before the FTC.

In pointing out the "potentially great contribution" that interested groups can make in commission proceedings, the FTC cited the United Church of Christ Communications Office v. FCC proceeding, certainly no stranger to broadcasters. In this landmark case, the United Church of Christ intervened in an FCC proceeding and successfully challenged the license renewal of WLBT-TV Jackson, Miss., on the grounds that the station did not meet the needs of the Negro community.

During that protracted legal battle, the court of appeals ruled that "responsible" members of the public should be permitted to participate in license renewal hearings.

The FTC decision allowing SOUP to intervene is, according to that consumer group, another landmark in public representation before federal regulatory

bodies.

John F. Banzhaf III, associate professor at George Washington University and adviser to SOUP, said, "It's a great day for the American consumer. For the first time the consumer is being allowed to talk to the agency that is supposed to be protecting him."

The commission, however, was very cautious in its language: "In allowing intervention in the present case, we are beginning a delicate experiment, one requiring caution and close observation," the FTC order said. "Nothing in this opinion should be construed as a permanent or irreversible policy decision: we have many apprehensions concerning this step, and we find a need for a period of probation."

The FTC stated that there is a "need to maintain an orderly and efficient adjudicative procedure . . ." and that "the public would be ill-served by an agency whose proceedings were vulnerable to disruption and agonizing delay by means of the proliferation of parties and other participants."

The commission also listed several criteria used to establish when "good cause" for intervention exists in a particular case. A group seeking to intervene must desire to raise substantial issues of law or fact which would not otherwise be properly raised or argued, the commission said. And the issues raised must be of sufficient importance

**You can cut  
spot billing  
discrepancies  
by 50% with  
this Standard  
Broadcast  
Week / Month  
calendar.**

**JULY/AUGUST 1971**

MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

**AUG./SEPTEMBER 1971**

30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

**SEPT./OCTOBER 1971**

27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Three months from the Standard Broadcast Week/Month Calendar for 1971. Weeks run Monday through Sunday. Months end on their last Sunday.**

**Because we at Katz do the billing and collecting for the stations we represent, we process 12,000 Spot invoices a month. We know a lot about billing discrepancies because we work so hard to prevent them.**

**The Problem.** We trace 50% of all disparities between station bills and agency estimates to rotating Spot plans. The use of rotation plans is growing. Until agencies and stations agree on standard definitions for a broadcast week and a broadcast month, Spot broadcasting won't lick the discrepancy problem caused by rotations.

**The Cost.** Right now a broadcast week can start on Friday, or Tuesday, or any day, depending on the agency issuing the order. A station may bill for a full calendar month, or through its last Sunday, depending on its accounting system. This lack of uniformity creates mountains of unnecessary paperwork for everyone. It escalates communications cost and slows payment of invoices. The toll in aggravation and ill will is incalculable.

**A Solution.** Several industry groups have been pressing for a standard broadcast week and month. The 4A's is close to winning agreement from 20 top agencies on these definitions:

- A standard broadcast-rotation week begins on Monday and ends on Sunday;
- a standard billing month ends on the last Sunday of the calendar month.

TvB and RAB agree.

To eliminate much of the Spot paperwork we all complain about, we must speed universal adoption of these standards.

**One System.** Standardized definitions, no matter how sensible they are, won't help unless everybody uses them. Of course, this may mean abandonment of your current system. But that's the price which must be paid for reducing your discrepancy headaches by half.

We urge agencies, stations and representatives to act now. Adopt this Standard Broadcast Week/Month Calendar. If you agree, let us know.

Fill in this coupon, mail it to us and we'll send you our 1971 Standard Broadcast Week/Month Calendar.

-----

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Send to: Katz, 245 Park Ave., New York, N.Y. 10017

-----

**At Katz, we do things differently. But when it comes to handling Spot paperwork, we're ready to do it the same way as everybody else. We know that's better.**



**Katz Radio/Television**  
STATION REPRESENTATIVES

NEW YORK, CHICAGO, ATLANTA, BOSTON,  
CHARLOTTE, DALLAS, DETROIT, LOS ANGELES,  
PHILADELPHIA, ST. LOUIS, SAN FRANCISCO.

and immediacy to justify additional expenditures of the agency's limited resources on a necessarily longer and more complex case.

Despite the hesitancy of the FTC's first step, Mr. Banzhaf said the commission would have a difficult time keeping out responsible citizens groups that want to raise significant points of fact or law.

Intervention by SOUP in the Firestone case is, however, limited. The group, composed of law students at George Washington University, Washington, will not participate in determining the guilt or innocence of Firestone, but will be allowed to present evidence as to whether the proposed cease-and-desist order—which would be issued if guilt is determined—adequately protects the public interest. SOUP calls for affirmative disclosure in which Firestone, if found guilty, would have to clearly state in future advertising, both broadcast and print, that certain of its advertising had been judged deceptive by the FTC. According to FTC General Counsel Martin, SOUP's evidence will be superfluous, if Firestone is found innocent of the deceptive-advertising charges.

In May, SOUP first called for the application of affirmative disclosure in advertising in an FTC complaint against Campbell Soup Co., which was accused of placing marbles in its soup to push solid ingredients to the surface, making it appear thicker in its commercials. No reference to the matter was required in future advertising in this case, but the concept was later incorporated in two consent orders proposed by the FTC in early October. The two orders were filed against Coca-Cola for allegedly false nutrition claims for its Hi-C fruit drinks and against Standard Oil of California for allegedly false antipollution claims made for its Chevron gasoline with F-315.

In both instances, if the companies agree to the proposed order, they are faced with the unpleasant choice of either halting advertising for one year or making a positive admission of the FTC findings. The admission, according to the order, must occupy at least 25% of the time of each radio and TV commercial and 25% of the space in each print advertisement (BROADCASTING, Oct. 5). Both companies have served notice they will fight the orders.

In the Firestone case, the FTC has charged the company with falsely advertising that its tires were significantly reduced from regular prices and that purchasers were assured of getting defect-free tires, safe under all conditions.

Among nationally distributed advertising complained of by the FTC was one stating: "The safe-tire Firestone. When you buy a Firestone tire—no matter how much or how little you pay

—you get a safe tire. Firestone tires are custom-built one by one by skilled craftsmen. And they are personally inspected for an extra margin of safety. If these tires don't pass all of the exacting Firestone inspections, they don't get out."

The commission also alleged that Firestone falsely advertised that scientific tests established its Super Sports wide-oval tires could stop any car 25% quicker under typical road and weather conditions than other manufacturers' tires of like construction. Also, said the FTC, the company's use of the name "Safety Champion" created false impressions that the tires were safer than other brands by virtue of superior construction.

A spokesman last week said Firestone is confident of the "soundness of our position and we expect ultimately to prove to the commission that the advertisements in question were not in violation of law or regulation."

The Firestone case is expected to come before an FTC hearing examiner early next year. The hearing examiner will decide on the charge of deception and forward his findings to the five commissioners. The company may appeal any commission decision through the courts.

Firestone advertising expenditures for its tires were as follows, according to the Radio Advertising Bureau and Television Bureau of Advertising:

Radio for the first half of 1970: spot \$311,000, network \$29,000. TV for the first six months of 1970: spot \$1,002,400, network \$2,863,600.

## The mystery of the disappearing agency

### A firm nobody can locate placed small-market spots but never paid for them

A now-you-see-it-now-you-don't advertising agency is playing havoc with small-market radio stations from Syracuse, N.Y., to Fosston, Minn. As one victimized station official puts it, the stations "are being left holding the bag"—in the form of advertising revenues that never have been received.

Here is how the alleged scheme has been worked: Signed time orders are received from the "Williams & Lewis Advertising Agency" in Houston for 30- and 60-second spots suggesting that for \$1 a listener can get a form that would help him prepare a legal will. Requests are to be mailed to the radio station and, once a week, they are forwarded to a book-publishing company—variously known as "Union Book Publishing Co." or "Gulf Book Publishing Co." at a

Missouri City, Tex., box number.

The listeners have been getting their forms, but the stations have not been getting their advertising revenues. So, as far as postal authorities are concerned, there is no proof of the mails being used for any fraudulent purposes. It is, as National Association of Broadcasters attorney Louise Knight observed, "just a case of bad debts."

No count of the number of victimized stations nor of the amount of lost advertising is available, but according to Miss Knight, the NAB has received more than 20 complaints from stations. The Houston Better Business Bureau reported more than 50 complaints.

The most persistent complainant, according to the NAB, has been Ed DeLa Hunt, president of five radio stations in Minnesota, among them KEHG(AM) Fosston, which has lost \$1,300. But even he has about given up, his only hope being that other stations can be alerted. The NAB reported it had notified stations not to accept orders or advertising copy from the agency.

Beverly Harms, business manager, WSOQ(AM) North Syracuse, N.Y., echoes the futility of other stations in reporting her unsuccessful efforts to locate the ad agency or the publishing company.

"Dun & Bradstreet has been unable to get a rating on any of the ad agencies or publishing companies," noted Mrs. Harms, "and they seem to . . . evaporate into thin air."

Mr. DeLa Hunt, who claims that he and police officials know the individual behind the scheme, but cannot find him or prove any wrongdoing, reported that he spoke to a supposed agency representative several weeks ago, asking for his money. He was told, he said, "to have patience." The agency requested 90 more days for payment. The next time he called, Mr. DeLa Hunt added, there was no such number listed.

Gerald Marsales, operations manager, Houston Better Business Bureau, said his office began getting inquiries in March. He tracked down the publishing house to a trailer park with a letter drop in Missouri City, Tex. But that's all. Although not overly optimistic about prospects of ending the scheme, Mr. Marsales noted that the investigation is continuing. "There are still some fingers in the pie," he indicated.

Meanwhile, the money flows in. Mrs. Harms, for instance, said her station has been getting between \$60 and \$70 a week from listeners.

To add insult to injury, Mrs. Harms also noted that her station recently received another mysterious advertising time order—this one from the "R&R Advertising Agency," Pasadena, Tex., offering a special diet plan for \$2. She said the agency could not be located.



## Blair eyes multimarket spots for election night

John Blair & Co., special projects division, is utilizing its multi-market, spot-sales franchise concept to include election night coverage on 73 Blair-represented TV stations, it was announced last week.

Blair Television said four advertisers—the Dreyfus Fund, Volvo, Yuban Coffee and Prince Macaroni—are signed for portions of the election night plan.

Under the plan, a total of 939 commercial minutes are offered for sponsorship within or adjacent to stations' local election night coverage. All or part of the plan is offered on a "one buy, one bill" basis, with Blair handling liaison with stations on behalf of the advertiser for scheduling and fulfillment.

Jack W. Fritz, vice president and general manager of Blair Television, said the multi-market spot-sales franchise concept has "great potential" in television sales for election night, Apollo coverage, sports, and many other special events. He noted that Blair introduced the concept last November at the time of Apollo 13 coverage and said a similar plan for Apollo 14's moon flight next Jan. 31 will be released shortly.

## Bissell slates sounds of 'Boots'

Bissell Inc., Grand Rapids, Mich., manufacturer of carpet sweepers and cleaning products, announced last week it will sponsor a one-hour special, "The Nashville Sound of Boots Randolph," in the top-75 markets of the country the week of March 15. The markets are being cleared by Bissell's agency, Norman, Navan, Moore & Baird Inc., Grand Rapids. The special has been produced by 21st Century Productions, Nashville, a subsidiary of WLAC-TV Nashville. It features Boots Randolph, Pete Fountain, Jonah Jones and the Nashville Strings Orchestra.

## Agency appointments:

■ Yardley of London, for tweed products; Tap Portuguese Airways, for U.S. advertising, and Elgin Industries Inc., for its Elgin radio and Delmonico International divisions, New York, have named Herbert Arthur Morris Advertising, New York, as agency. Three new accounts are worth approximately \$2 million in billings. Plans for new clients' 1971 campaigns were not yet announced.

■ Western Publishing Co., Racine, Wis., children's games and related products, moves \$1-million account from Leo Burnett Co., Chicago, to N. W. Ayer & Son there.

■ Cunard Line, North America cruise

ship firm, has chosen Ogilvy & Mather Inc., both New York, as its advertising agency in the U.S. and Canada. Advertising plans have not been set, according to O&M. Former agency was Wyse Advertising, Cleveland.

■ Swedish Cellulose Co., Sudsvall, Sweden, paper products manufacturer, has chosen Smith/Greenland Co., New York, to handle its advertising in the U.S. Company plans to enter the American market in 1971 with an advertising campaign that includes the use of broadcast. There was no former agency.

■ Royal Air Maroc, Casablanca, Morocco, has chosen Kenyon & Eckhardt, New York, to handle its advertising in the U.S. and Canada. Campaign plans are still indefinite, but radio spots may be used, according to K&E.

## Group owner, rep merge

Western Broadcasting Co., Missoula, Mont., group-broadcast owner, has acquired Cam Co. Broadcast Media Sales, a sales representative with offices in Seattle and Portland, Ore. Cam Co. represents 19 radio and nine television stations in six states. Western Broadcasting Co. is the licensee of KGVO-AM-TV Missoula, KCFW-TV Kalispell, KTVM-TV Butte, KCAP(AM) Helena, all Montana, and KCOY-TV Santa Maria, Calif.

## Half-million pact signed by Chicago S&L with FM

Praising the advertising effectiveness of the station, Talman Federal Savings & Loan Association of Chicago last week signed for five more years of programming on WFMT(FM), worth about \$500,000. The half-million dollar renewal covers Talman's classical-music show, *Through the Night*, aired midnight to 6 a.m. The contract also covers other shows, including news.

"WFMT has been our most productive advertising medium over the past 14 years in terms of traceable response," explained Bernard A. Polck, Talman chairman and president, "and we are pleased that such fine programming has also been good business for Talman."

Ray Nordstrand, WFMT's president-general manager, induced Talman, a suburban institution, to try WFMT for a six-month test in 1957 and the savings association has been with the station ever since. Talman limits its commercials, through RMO Associates, Chicago, to one minute per hour.

WFMT, meanwhile, also has announced revised format for its monthly program guide, expanding to a conventional 8½-by-11-page from present slim two-column style. It claims paid circu-

## 150 radio markets eyed for ARB sweep

### Single-survey period study touted as 'first nationwide' measurement ever offered

The American Research Bureau will simultaneously survey 150 radio markets next spring, in what it calls the "first nationwide radio sweep" ever offered by a research organization.

In a statement issued last week, ARB President Dr. Peter Langhoff said the sweep is "the inevitable result of the resurgence of radio as a major advertising medium." It will cover markets that account for nearly 99% of all national and regional radio spot billing in the U.S. All have previously been surveyed by ARB at least once a year, but never before in a single survey period.

"The need has long existed," Dr. Langhoff said, "for audience information which better describes the true power of radio, and provides the basis on which to compare one market with another for the same survey period. . . . For the first time, our advertiser and station clients will have comparable data obtained from a single nationwide



Bernard A. Polek, (c) chairman and president, Talman Federal Savings & Loan Association of Chicago, signs half-million-dollar advertising contract with WFMT(FM), under approving eyes of WFMT President-General Manager Ray Nordstrand (r) and Jim Unrath, who is host of station's *Through the Night*.

lation of 47,000. Many WFMT sponsors also advertise in the guide, which now includes program schedules for noncommercial WTTW(TV) Chicago, its sister operation. Both stations are operated by the Chicago Educational TV Assn. The commercial FM outlet recently was a gift to the ETV group by WGN-AM-TV there.

survey to evaluate the total radio audience on a market-by-market basis."

Dr. Langhoff also noted that, in addition to this comparability of stations and markets, most markets will benefit from the larger sample-size requirements that arise from overlapping non-metro areas. (Total sample size will be approximately 120,000 diaries.) And, he added, better data can be obtained on daytime-only stations because of the longer operating hours in the spring months, compared to the fall.

Thirty-one markets that have been measured annually each fall will be included in the new spring sweep. These markets are being surveyed as usual this fall, but in the future will be included only in the spring. Markets which in the past have been surveyed twice annually will continue to receive fall and spring market reports. In addition, eight major markets will continue to be surveyed four times a year.

## Can computers bolster commercial creativity?

To keep up with a rapidly changing American society, the creative advertising man must enlist the aid of modern computer technology. The computer can provide "up-to-the-minute" information that "allows the creative man to come up with the right idea at the right time."

The call for technology to replace the "two-year-old research" in advertising preparation came last week for Stanley Tannenbaum, chairman of the board, Kenyon and Eckhardt, New York, in a talk to the Atlanta Advertising Club.

Mr. Tannenbaum stressed rapid change in the U.S. of jobs and of places of residence in a country "where passenger miles traveled . . . increase at a rate of six times greater than population growth."

In advertising and marketing, he said, this is a society in which 55% of the items sold in supermarkets did not exist 10 years ago and 42% of the products then available have disappeared. He said, "we may be moving swiftly into the era of the temporary product, made by temporary companies, to serve temporary needs."

One result, Mr. Tannenbaum said, is a rapid increase in the consumption of advertising: "good advertising ideas burn out in months. Bad advertising ideas are found out in days. Terming this a "creative crisis," Mr. Tannenbaum suggested it be countered by enlisting the aid of computer technology—"current data that allows the creative man to come up with the right idea at the right time." But, he warned, the computer will not replace the advertising idea: "The creative man's ability to

take facts and turn them into talked-about, living ideas should never, never be underestimated."

This inspiration, he said, "is still the most valuable commodity in the advertising world" and "always remember to feed the computer; never forget to take a creative man to lunch."

## Ex-Garroway writer opens radio-commercial studio

Streeterville Studios, a major new radio commercial recording and production studio facility, has opened in Chicago, it was announced last week by James Dolan, president, who also heads Shield Productions, a creative services firm there. The Streeterville name comes from an early folk hero of the city.

The new studio's radio client list already includes Pabst, 7-Up, Budweiser, Schick, International Harvester, Chevrolet, United Air Lines, McDonald's hamburgers, Kraft and similar broadcast accounts, Mr. Dolan said. The triple-studio, 7,000-sq.-ft. plant is at 161 East Grand.

Mr. Dolan, at one time a writer for Dave Garroway, said his vice president and musical director is Martin Rubenstein, for seven years musical director at Mister Kelly's, Chicago nightclub, who has done radio-TV commercial work and arranged music for the Chicago cast of "Hair." Johnny Coons, sales and production manager, began his career in national radio serials as an actor.

## Carnation agrees to end ads criticized by FTC

The Federal Trade Commission last week provisionally accepted a consent order prohibiting Carnation Co. from making misleading nutritional claims for its heavily advertised Carnation Instant Breakfast.

The complaint charges that both Car-

nation's broadcast and print advertisements falsely imply that Carnation Instant Breakfast has as much or more nutritional benefit as a breakfast of two eggs, two slices of bacon, two slices of buttered toast, and an orange or orange juice.

The FTC also charged that the omission of certain facts contributed to the deception. The advertisements, the commission said, suggested that regular use of Carnation Instant Breakfast is a good nutritional practice but failed to state that for good nutrition a variety of foods should be eaten. The advertisements also did not mention that the nutritive values claimed were obtained after the mixture of the product with milk.

By signing the consent order, which does not constitute an admission of legal guilt, Carnation Co., Los Angeles, agrees to halt the advertising practices in question.

The FTC may withdraw its acceptance of the agreement following receipt of public comments which become part of the record of the proceeding.

## The ultimate in gratitude

U.S. Communications Corp's WPHL-TV Philadelphia is commemorating its fifth year on the air with a gift to all of its faithful advertisers (those who have been with the station for five years)—one week of free air time. The gratis exposure can run concurrently with the advertiser's present schedule or any other way the client chooses. "It's been very interesting," said Sam Feinberg, general manager. "So far no advertiser has said 'no'."

## Another agency for Pan Am

Pan American World Airways, New York, has chosen Carl Ally Inc., that city, as its third advertising agency. Pan Am said that they will handle developmental and broad-scope corporate advertising programs starting in January. J. Walter Thompson Co., New York, is the agency of record for Pan Am's over-all ad programs worldwide and has handled passenger campaigns since 1942. Tatham-Laird & Kudner, also in New York, has handled the cargo advertising since 1957.

## June Colbert opens own firm

June Colbert Associates Inc., a company specializing in advertising strategy, was opened in New York last week. It will work with advertising agencies and client firms in all phases of client advertising, from the conception of an idea to its execution. The firm is headed by June Colbert, formerly senior vice president and partner in the Special Group, arm of the Interpublic Companies.



## KORK-TV bet on a sure thing when it went to color for local news.

"The mechanics of our switch to the Kodak ME-4 Process weren't very spectacular, but that just goes to show how easy the whole thing was," says Herb Herpolsheimer, Photo Chief for the Las Vegas station. "But when we presented B&W local news one day and color local news the next—now that got a reaction from viewers, advertisers, and competition.

"Speaking of advertisers, we got a lot of local advertiser interest when we went full color. It's a lot easier for us and the advertiser now that we can shoot color film commercials at his business.

"We've got a new mini-ME-4 processor which we were able to put into a small lab room because it was so compact. It processes 20

feet of color film per minute, and we're doing about 10,000 feet per month for news, sports, and advertising.

"We haven't had any trouble with the ME-4 Process. A Kodak representative helped us mix our first packaged chemicals, and we haven't had any bad film yet.

"Management is very pleased with the change to full color. It re-

inforced our number-one spot in the market. It gave us increased viewer and advertiser interest. It saved us lab space. And it's even paying us back something through the Kodak Silver Recovery System. We hit the jackpot!"

Color for your station now comes in small, less expensive processors. Packaged chemicals keep it easy. Kodak help is a call away. Find out how easily you can get into full color by calling a Kodak Regional Chief Engineer. Call John Waner in Hollywood. Dick Potter, Chicago. Ray Wulf, New York. Go!



### EASTMAN KODAK COMPANY

ATLANTA: 404/351-6510 CHICAGO: 312/654-0200  
DALLAS: 214/FL 1-3221 HOLLYWOOD: 213/464-6131  
NEW YORK: 212/MU 7-7080 SAN FRANCISCO:  
415/776-6055

**Kodak**

Top-50 Agencies in Radio-TV...a Special Report in *Broadcasting's* November 23 issue.

The top-50 agencies in radio and television control just about all the spot business there is. Last year they placed more than \$3,200,000,000 in broadcasting. Will this figure be exceeded in 1970? Who are the top-50 agencies? What did their clients spend? Is J. Walter Thompson still number one? Answers to these and similar questions will be featured in *Broadcasting's* November 23 issue.

Your advertising message in this issue will do double duty. For not only will it be read by more than 120,000\* broadcasting influentials, but it will also be kept for frequent reference by agency and advertiser personnel of dollars-and-cents importance to you.

Don't miss this unique advertising opportunity. Closing date: November 13. For complete details, contact your nearest *Broadcasting* office.

\*Source: October 1970 Readership Survey showing 3.2 readers per copy.

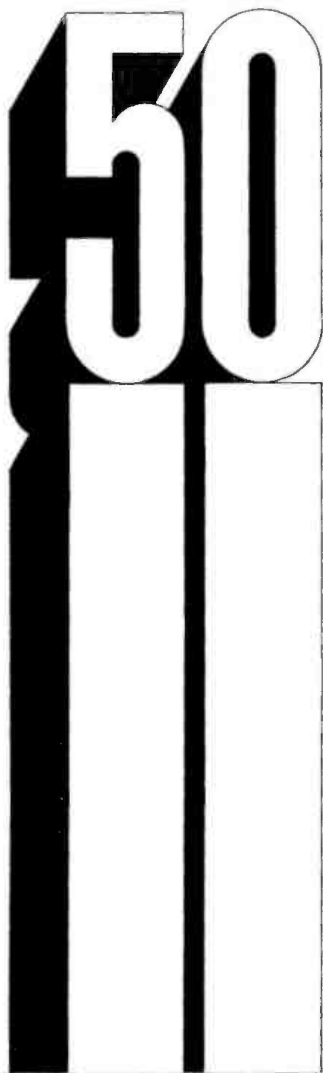
Washington  
1735 DeSales St., N.W. 20036  
202-638-1022

New York  
444 Madison Avenue 10022  
212-755-0610

Chicago  
360 N. Michigan Avenue 60601  
312-236-4115

Hollywood  
1680 N. Vine Street 90028  
213-463-3148

**Broadcasting**  
THE BROADCASTING OF TELEVISION AND RADIO



## Court calls the tune for CBS-BMI

Network is required to pay \$1,607,000 a year; ruling is based on BMI's competitive position

A U.S. district court judge in New York ruled last week that CBS-TV must pay Broadcast Music Inc. \$1,607,000 a year—the amount it paid in 1969 and also the largest fee CBS-TV ever paid to BMI—until the tangled litigation between them is settled. This interim rate would be retroactive to Jan. 1.

The ruling would require BMI to issue a license to CBS-TV to use BMI music—a requirement that BMI had sought to avoid because in one phase of the litigation it is pressing copyright-infringement charges that, at statutory rates, add up to about \$10 million. BMI was given the option of accepting the interim rate and issuing the license, or giving up the interim payments and retaining its rights under the copyright laws.

The ruling, by Judge Morris E. Lasker of U.S. Southern District Court in New York, who is presiding over the complex music-license litigation, said the \$1,607,000 figure was “based on the record as it stands.” It said either CBS or BMI might within 10 days or on June 1 of any subsequent year while the litigation is still pending—request a joint conference with the court in an effort to show that the figure should be adjusted upward or downward.

Judge Lasker made clear that the interim rate may be subject to retroactive adjustment in line with the final decision, when the case is ultimately decided.

Judge Lasker rejected, but without prejudice, both (1) BMI's bid for interim payments equal to 62% to 70% of those that CBS pays to the American Society of Composers, Authors and Publishers, and (2) CBS's bid to have the interim payments put on a per-use basis, tied directly to the amount of BMI music that is used on CBS-TV.

While those issues must be decided later, Judge Lasker said, “the circumstances and equities of the case” do make it appropriate to require CBS to make interim payments to BMI.

“Although BMI licenses the use of its music by many others than CBS,” he said, “the income received by BMI from television usage of its music and, in particular, from CBS, is an important

portion of its revenues [which totaled about \$30 million in 1969].

“Furthermore, the arrangements made between CBS and BMI constitute something of a bellwether for the terms of agreements between BMI and other broadcasters. Indeed, BMI contends that as an indirect result of CBS's nonpayments to date in 1970, BMI has been unable to consummate license agreements with other television networks.

“BMI and ASCAP are each other's sole competitors of any consequence. ASCAP is a considerably older organization than BMI, deriving substantially more revenues from the television industry than BMI; and ASCAP is presently being paid for the broadcasting of its music by CBS and the other networks while BMI is not.

“It is impossible to measure with any degree of accuracy the extent to which this complex of factors puts ASCAP at a present advantage over BMI, but

### Nixon makes it official

President Nixon last week signed into law the congressional reorganization act, the first major revision of legislative procedure since 1946.

The measure—which most strongly affects House operations but also modifies some Senate rules—opens House committee hearings to radio and TV coverage and to press photographers. Rules governing that access are, however, strict and the affected committee may still, by majority vote, close the hearings (BROADCASTING, Oct. 16).

The rules do not permit tapes or film of committee hearings to be used as partisan campaign material; they bar commercial sponsorship of live radio or TV coverage of committees and permit subpoenaed witnesses to reject broadcast and press photography from coverage of testimony. Only four TV cameras are permitted in the chambers, and lighting levels must be kept as low as possible. No equipment may block vision and all broadcast personnel and photographers must remain as “unobtrusive” as possible.

that it gives it some advantage, and perhaps a substantial one, is not to be doubted.

“It appears altogether inequitable to permit CBS to continue to use BMI music without making a fair [interim payment], especially considering the protracted nature of the instant litigation, while the networks continue to make large payments to BMI's stronger competitor. . . .

“It is in the public interest, certainly, at this stage of the litigation that BMI's viability as competitor to ASCAP not be weakened, and it is in the public interest to have the choice of listening to BMI music on CBS's many outlets. . . .”

### “Golden Years” is first series for Gold-Key

Gold-Key Entertainment Inc., Los Angeles, has been formed for production and distribution of motion pictures, television and video-cassette programs, by Harold Goldman and Samuel Firks. First television project is *The Golden Years*, a 90-minute series of specials recreating some of the classic silent movies. The silents will be color-tinted, speed-corrected and have music sound tracks added.

Mort Zarcoff, former producer-writer with Universal Television, will produce the series which will be offered to the networks before being syndicated. “The Big Parade,” 1925 film starring John Gilbert and Karl Dane, will initiate the series.

Gold-Key also reported plans to exhibit first-run motion pictures, concurrently with their theater presentation, in hospitals, via video cassettes. The cassette movies would be fed into the head-end of a hospital's master antenna system with patients charged only if they watched the movie. Sony and Motorola-EVR have been approached to supply the hardware.

Mr. Goldman was president of Commonwealth United Entertainment Inc., Los Angeles, prior to formation of Gold-Key. Mr. Firks is a Los Angeles real-estate developer and former member of the board of National General Corp.

Just possibly the most important

**16 MINUTES**

in the future of your FM station!

**AIR** American Independent Radio, Inc.

6290 Sunset Blvd., Suite 1425 Hollywood, California 90028

- Rush me the SOLID GOLD ROCK & ROLL demo tape  
 Contact me regarding SOLID GOLD ROCK & ROLL

Send me demo tapes on:

- HITPARADE '71  HISTORY OF ROCK & ROLL  DRAKE JINGLE SERIES #1

name \_\_\_\_\_ title \_\_\_\_\_

station \_\_\_\_\_ address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

telephone \_\_\_\_\_

Our station  is  is not automated.



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.

**AIR** American Independent Radio, Inc.

6290 Sunset Blvd., Suite 1425

Hollywood, California 90028

Telephone (213) 461-4031

# Television widens its lead as news force

## Confirming trend of past decade, it gains as source of most news and most credibility

In the face of mounting criticism of television journalism from some politicians and the intellectual elite, the public at large is depending more heavily than ever on television as its primary source of news and is placing far more confidence in television than in any other medium. These are the findings of a survey conducted within the past two months by R. H. Bruskin & Associates.

Indeed television has gained in primacy as a news source and in its credibility since Vice President Agnew began taking shots at it a year ago and while others, following the Vice President's example, have been venting their personal objections to television.

In November 1968, 59% of those interviewed in a survey comparable to the latest by Bruskin said they got most of their news from television while 49% said newspapers were their primary source. In the Bruskin survey television was cited by 60% and newspapers by 44%.

Over the same period the credibility of television has risen even more sharply. In November 1968, 44% of the respondents said television was the most believable source while 21% accorded that status to newspapers. In September of this year the television percentage went up to 50% while newspapers stayed at 21%.

In these and still earlier surveys other media have trailed far behind.

Roy Danish, director of the Television Information Office, New York, which has commissioned the series of surveys, said last week that the latest "vote of confidence is particularly important at a time when shocking and distasteful news events have generated criticism of traditional concepts of television journalism."

The latest study is the first that the Bruskin firm has conducted for TIO. Six earlier studies were conducted by Elmo Roper & Associates. The Bruskin firm was used this year, Mr. Danish explained, because it was able to include the television-journalism questions in interviews being conducted on other subjects. The Roper firm was not available at the time.

Roper has done six surveys, beginning in December 1959, the month after the television quiz scandals received national

attention (see story, page 124). Except for a couple of slight wiggles, the curves of television acceptance have been rising ever since.

The same questions have been asked in each of the seven studies (see tables below). The Bruskin study was based on personal interviews in 2,585 homes among persons 18 years of age and older. The Roper studies were based on an average of about 2,000 interviews of persons 21 years of age and older.

*"First, I'd like to ask where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"*

	12/59	11/61	11/63	11/64	1/67	11/68	9/70
Television	51%	52%	55%	58%	64%	59%	60%
Newspapers	57	57	53	56	55	49	44
Radio	34	34	29	28	28	25	23
Magazines	8	9	6	8	7	7	8
People	4	5	4	5	4	5	6
**DK or NA	1	3	3	3	2	3	1
Total mentions	*154%	*157%	*147%	*153%	*158%	*145%	*142%

\*Multiple answers were accepted.

*"If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"*

	12/59	11/61	11/63	11/64	1/67	11/68	9/70
Television	29	39	36	41	41	44	50
Newspapers	32	24	24	23	24	21	21
Magazines	10	10	10	10	8	11	8
Radio	12	12	12	8	7	8	11
**DK or NA	17	17	18	18	20	18	12

*"Which of the four versions would you be least inclined to believe—the one on radio, television, magazines or newspapers?"*

	12/59	11/61	11/63	11/64	1/67	11/68	9/70
Magazines	23	25	28	24	29	27	28
Newspapers	24	28	30	28	25	28	33
Radio	10	9	10	11	11	11	11
Television	9	7	7	8	5	9	9
**DK or NA	34	32	27	31	30	25	19

\*\*Don't know or no answer.

## NBC-TV takes splinter lead in Fast Nielsens

NBC-TV, by one-fifth of a point, took the lead for the first time this season in the Fast Nielsens, according to ratings averages for the week ended Oct. 18.

The ratings differ only slightly, depending on how the rating averages were computed.

Researchers differ on how to treat shows, such as movies or ABC's Monday-night football, which runs past 11 p.m. NYT. NBC led—in one method of averaging, NBC had 19.2, CBS 19.0 and ABC 17.1 and in another NBC had 19.3, CBS 19.1 and ABC 17.3

In the week previous, CBS led in the

averages, by nine-tenths of a point in one method of averaging, and by seven-tenths in another.

In the week ended Oct. 18 and by either computation, NBC won Thursday, Friday and Saturday; CBS Monday and Wednesday and ABC Tuesday and Sunday.

NBC's *Flip Wilson Show*, which placed second in show rankings, was the only new program to appear in the top 20. Six new programs were in the next 20: NBC's *Four in One* and *Men From Shiloh*; ABC's *NFL Football*; NBC's *Nancy*; CBS's *Mary Tyler Moore*, and NBC's *Red Skelton*.

In the next 20 in the list, there were seven new programs: CBS's *Storefront Lawyers*; CBS's *Arnie*; ABC's *Make*

*Room For Granddaddy* and *The Partridge Family*; NBC's *Don Knotts Show*; CBS's *Headmaster*, and ABC's *Young Rebels*.

## ABC Radio to keep lines open for all-night news

ABC Radio will provide around-the-clock protection for late-breaking overnight news to affiliates of its four network services, effective Nov. 9.

Walter A. Schwartz, president of ABC Radio, and Thomas A. O'Brien, vice president and director of radio news, said last week this marks the first time in network broadcasting that such a service is being provided on a regular



basis. Starting at 1:05 a.m., ABC will keep lines open to affiliates of its Contemporary, Entertainment, Information and FM network services throughout the night, with pre-taped music through closed circuit. Music will be interrupted every half-hour with a pre-taped announcement if there have been no major news developments, and with a bulletin alarm and a closed-circuit advisory on significant news events.

ABC Radio also announced that it has added to its network service a "General Sportscafe," to be fed on Saturday and Sunday and four "Newscalls" segments each weekday.

## Cartoonists will write 'Curiosity Shop' segments

ABC-TV announced last week that its new children's series, *Curiosity Shop*, will be presented during the 1971-72 season on Saturdays, 10-11 a.m. NYT. Created by Chuck Jones, ABC's vice president, executive director, children's programming, the one-hour shows will combine animation, film, live-action and music. Producers are Sandler, Burns, Marmer Productions.

Described as specials based on simple ideas, the 17 original shows will be repeated during the season, Mr. Jones told a news conference in New York. They will try to give children viewers the "peripheral viewpoint" and eliminate "obvious questions," he said.

Cartoonists John Hart, Hank Ketcham, Mell Lazarus, Irv Phillips, Virgil Partch and Stan and Jan Berenstain each will write one or more shows and use their own cartoon characters for animated segments.

To be syndicated throughout the world by ABC Films, the special will be distributed by sending foreign broadcasting organizations video tapes, films, scripts and basic props. Foreign broadcasters then will reconstruct the program to suit their needs.

## Fairchild, RNI combine their news services

Fairchild Communications Inc. and Radio News International, both based in New York, have agreed to combine their audio news services into a new organization called Fairchild Broadcast News, effective yesterday (Nov. 1). No exchange of money was involved in the transaction.

Radio Pulse Beat News, the parent company of Radio News International, will become the sales representative of FBN. Radio Pulse Beat News also operates its audio feature service and the Black Audio Network, which are not involved in the agreement.

Fairchild began its audio news service

two years ago for its six owned-and-operated stations. Radio News International has been operating for three years and has 20 station clients.

Fairchild Broadcast News will offer feeds twice a day, consisting of about 10 minutes of actualities and voiced reports.

## FCC loosens rules on weather broadcasts

The FCC has announced that all broadcasters may rebroadcast weather reports originated by the Weather Bureau without further commission authorization. The new rules govern only those broadcasts by the National Weather Service on 162.55 mhz and 162.4 mhz.

The rules provide that when the Emergency Action Notification signals and facilities are used in connection with a weather emergency, such emergency operations shall take precedence over any monitoring and rebroadcasting of Weather Bureau reports.

This blanket authority is also subject to the conditions that messages must be rebroadcast within one hour of receipt from the Weather Bureau; that any advertisements given in connection with a weather rebroadcast shall not directly or indirectly convey an endorsement of the products or services advertised by the government, and that credit must be given to indicate that the rebroadcast messages originate with the National Weather Service.

## Glenn Ford gets a series

Veteran actor Glenn Ford will star in a one-hour dramatic series, *Cade's County*, on CBS-TV in the 1971-72 season. The new series was originally slated as a half-hour, comedy-drama series, but according to Robert D. Wood, president of CBS-TV, "we prevailed upon Mr. Ford to go into this new format." The new series, produced by David Gerber Productions in association with 20th Century-Fox Television and CBS-TV, will depict a modern-day law-enforcement officer in the Southwest.

## Unitas to call jingle signals

Veteran Baltimore Colt quarterback Johnny Unitas has entered into the commercial jingle business as president of Sideline Agency Inc., a new firm operating out of Baltimore with offices in Nashville. Sideline will work on jingle production, talent guidance and management. Mr. Unitas is also president of Johnny Unitas Publishing Inc., Baltimore, a music-publishing firm.

## More opposition to talk-show controls

### Broadcasters tell FCC its proposals would kill the entire genre

Broadcaster opposition continues to the FCC's proposal requiring licensees to establish more rigid controls over telephone-interview programming.

The most recent comments on the proposed rules express the same general opinions previously stated by participants in the proceeding—that the proposed rules raise freedom-of-speech questions, would be burdensome and costly to implement, would discourage listener participation, and would result in stations dropping such programs.

There have been more than 80 comments. Under the proposal, issued last month (BROADCASTING, Sept. 14), licensees would be required to record each telephone-interview program and ascertain the correct names and addresses of callers. Recordings and caller-identification lists would have to be made available for public inspection for 15 days.

In its comments, CBS agreed with previous participants (BROADCASTING, Sept. 14, et seq.) that the proposal "raises serious First Amendment considerations and practical problems . . ." and that the commission has not shown why the requirements are necessary. It added that obtaining accurate information would be difficult and maintaining the physical facilities for tape storage and playback would be burdensome. And lists of callers would be subject to misuse by those wishing to inspect them, CBS pointed out.

NBC, the National Association of Educational Broadcasters, Cox Broadcasting and Avco Broadcasting—among others—concurred that the proposal would discourage telephone participants, and hence inhibit vigorous debate on important issues, a policy that the FCC has advocated in recent fairness-doctrine decisions.

NAEB said it could see no public-interest reason that programs not involving controversial issues (such as sports or musical programs) should be recorded and retained.

In joint comments with other stations, Time-Life Broadcast Inc.'s KLZ-AM-FM-TV Denver and WFBM-AM-FM-TV Indianapolis said the proposals raise questions with regard to television stations. Are TV's required to record the video, the audio, or both signals? it asked. It also wondered if the rules would be applicable to shows not involving discussion of controversial issues, and suggested exempting contest-type programs.

**1.**  
**Jim Reid**  
Program Manager  
says:

**3.**  
**Barbara Fisler**  
Promotion Assistant  
says:

**2.**  
**Les Corum**  
Operations Manager  
says:

**8.**  
**Jim Anderson**  
National Sales Manager  
says:

**5.**  
**Dave Wygant**  
Manager of Sales  
says:

**9.**  
**Milton Grant**  
V.P. & General Manager  
says:

**6.**  
**Don Plumridge**  
Director of  
Creative Services  
says:

**4.**  
**Paul Weber**  
Engineering Assistant  
says:

**7.**  
**Don Doughty**  
Chief Engineer  
says:



# WDCA-TV on the 'cart' machine:

Now that station WDCA-TV in Washington, D.C., has been using a TCR-100 cartridge video tape recorder for almost six months, we thought you might like to hear what they have to say about it.

1. "With this new cartridge VTR, one man can run the station, as far as on-air presentation is concerned...three or four taped commercials in a row is easy, because you just don't run out of tape machines."

2. "There's no degradation of quality in the cartridge tapes, even after more than 100 plays...I've been tickled to death with this 'cart' machine; it just sits there and works."

3. "The TCR saves us time during station breaks...We're actually logging 30% more promos since we got it. And we're starting to piggy-back our promos."

4. "I'd say the TCR-100 is a bigger advance over reel-to-reel VTRs than the audio cartridge was over reel-type audio recorders...

and reliability has been terrific."

5. "It can help sell prospects because it really gives the station more production time...and that's going to help us become the most cooperative station in town."

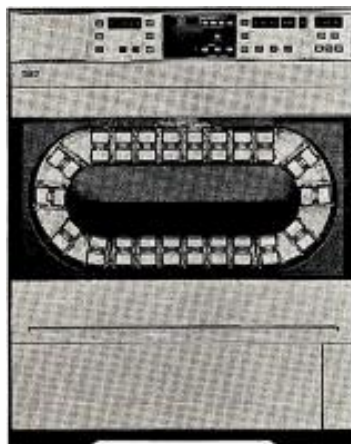
6. "We're changing our station's whole visual image. We're redoing all promos and slides...and the 'cart' machine is giving us the extra production capability to get the job done."

7. "The TCR-100 is the equivalent of at least three reel-to-reel VTRs...I frankly don't think any of our engineers would trade it for five regular video tape recorders."

8. "It's the world's best machine for programming commercials. They run so smoothly that we sold more national accounts."

9. "Our staff—Production, Engineering, Traffic, Promotion, Sales—is united in enthusiastic acceptance."

Thank you, lady and gentlemen.



# RCA

## Program notes:

**British import** ■ British comedian Marty Feldman, who was featured on the *Dean Martin Presents The Gold-diggers* on NBC-TV last summer, has been signed by ABC-TV to star in a weekly comedy-variety series scheduled for the 1971-72 season, the network announced last week. The series will be produced in England by Associated Television Corp. Ltd., London, with Greg Garrison as producer.

**Popular drama** ■ *J.T.*, the Peabody Award-winning drama by Jane Wagner, originally broadcast in color on CBS-TV in December of 1969, will be repeated on the network for the second time Sunday, Dec. 20 (7-8 p.m. EST). Miss Wagner's poignant play about a young black boy trapped in the despair of urban ghetto life received such extraordinary critical and viewer response following its initial presentation on CBS-TV, Saturday morning, Dec. 13, 1969, that it was rebroadcast by the network only nine days later during prime time on Dec. 22.

**Tornado watch** ■ The Insurance Information Institute, New York, has reported that, in its first month of distribution, that agency's color film, "To Ride the Whirlwind," based on a disastrous tornado in Lubbock, Tex., has been screened before 37 live audiences and broadcast on 17 television stations. The film depicts the efforts of local, state and national insurance organizations to aid the stricken residents of

Lubbock, after the tornado killed 26 persons and did some \$100-million damage.

**Golden days** ■ WWON-AM-FM Woonsocket, R.I., has turned back the clock to the early days of radio. Serving the Providence, R.I. market, the AM facility

has brought back *The Shadow*, *Sherlock Holmes*, *Gangbusters* and *The Lone Ranger* radio shows on a regular basis. Rory Theriault, station's sales manager, said the shows were "sold out to local sponsors within a week." Commercials reflect radio's golden days.

## Changing formats

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

■ **WBIX(AM)** Jacksonville Beach, Fla.—Twin-Ten Radio Inc., effective Oct. 26, switched from country-and-western music to gospel music and religious programming. The change was prompted by requests from the station's listeners for more religious-oriented programming, Gil Gilmore, program director, said. **WBIX** is a daytimer on 1010 khz with 10 kw.

■ **WEXI(FM)** Arlington Heights, Ill.—**WEXI** Inc., effective last week, changed from top-40 rock to good-music sounds under theme of "clean air," according to Bob Norland, station manager. Suggestive lyrics and juvenile appeal of rock tunes combined to prompt switch, he explained, with the new mood designed to attract adults 24 to 50 years old. Station operates on 92.7 mhz with 3 kw and an antenna 300 feet above average terrain.

■ **KBOA-FM** Kennett, Mo.—**KBOA** Inc., effective Nov. 2, will cease duplication

of middle-of-the-road programming of affiliate **KBOA(AM)** there to program country music full time from Monday through Friday. FM facility will continue to simulcast on Saturday and Sunday. **KBOA(AM)** is a daytimer on 830 khz with 1 kw. **KBOA-FM** operates on 98.9 mhz with 6.9 kw and an antenna 320 feet above average terrain.

■ **KGVO(AM)** Missoula, Mont.—**KGVO** Broadcasters Inc., effective Aug. 27, dropped its underground, progressive-rock format, previously programmed from 7 p.m. to 1 a.m. each night, to program middle-of-the-road music full time. Station spokesman said they were losing their audience with underground music and "alienating older listeners." **KGVO** is full time on 1290 khz with 5 kw.

■ **WEGO(AM)** Concord, N.C.—Concord-Kannapolis Broadcasting Co., effective Oct. 12, switched from easy-listening to country-and-western music. Ray Cook, program director, termed the new format "pop-corn," meaning contemporary, country-oriented music.

## FocusOnFinance

### Technicolor Inc. loss comes to \$10 million

Technicolor Inc., Hollywood film-processing company, reported losses of over \$10 million for the fiscal year. These nonrecurring and extraordinary losses, not included in net income figures for fiscal 1970, stem mainly from reversal of the merger agreement between Technicolor and Byron Motion Pictures, Washington, and financial arrangements concerning the resignation of board chairman Patrick Frawley (BROADCASTING, Sept. 7).

Technicolor also reported it has changed from a calendar year to a fiscal year reporting basis. For the first quarter of fiscal 1970—previously reported as calendar third quarter—the company reported net income of almost \$280,000.

For the fiscal year ended June 27, Technicolor reported a net loss of \$278,000 or 7 cents per share on revenues of \$104,540,000. Due to the al-

tered reporting method, comparable figures are not available. Total non-recurring losses for fiscal 1970 were \$10,360,000 or \$2.50 per share with full losses for the year set at \$10,638,000 or \$2.57 per share.

For the three months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.18	\$ 0.23
Revenues	24,400,000	26,738,532
Net income	600,000	871,926

Note: Comparable figures for 1969 are derived from previously published data for the 13-week period from June 29 through Sept. 27, 1969, the company's calendar third quarter.

### Times Mirror will buy rest of 'Newsday'

The Times Mirror Corp., Los Angeles, publisher of the *Los Angeles Times*, owners of KDFW-TV Dallas and operators of 10 cable-TV systems through TM Communications Corp., a subsidiary, has agreed in principle to acquire the remaining 49% of Newsday Inc., Long Island, N.Y. The transaction fol-

lows the purchase of 51% of Newsday last May by Times Mirror.

In exchange for the minority interest, now held by heirs and trusts of Alicia Patterson Guggenheim, former *Newsday* publisher and wife of Harry F. Guggenheim, Times Mirror will issue 1,042,500 shares of its common stock. Estimated value, based on Wednesday's closing price, is \$35,445,000.

When Times Mirror acquired 51% earlier this year, it exchanged 500,000 shares of common stock along with \$10,000,000 in cash, payable in installments through 1980. A proviso allows the Los Angeles-based publishing company to issue up to 100,000 additional shares in 1971 dependent upon Newsday's profits for this year.

### FCB earnings decrease in first nine months

Foote, Cone & Belding Communications Inc., New York, owner of advertising

agencies and CATV operations, reported last week a decline for the first nine months of the year of nearly \$8-million in gross billings and of 24 cents in per-share earnings.

The company is parent of Foote, Cone & Belding, which handles advertising in this country; FC&B International, which places advertising overseas, and FCB Cablevision.

Foote, Cone & Belding, which is listed on the New York Stock Exchange, said per-share earnings fell from 59 cents to 35 cents in the period, noting that the earnings total included a loss of 17 cents from the company's CATV operations compared with a loss of 3 cents in the like period a year ago.

FC&B said in its report that it is continuing a careful examination of its cable-system costs to see whether "efficiencies and economies might be made without jeopardizing the potential" of the CATV subsidiary to contribute to future corporate earnings.

The agency said that barring a change in the economic climate, it was doubtful its earnings would improve the rest of this year or early next year.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.35	\$ 0.59
Gross billings*	182,767,000	190,308,000
Operating Income	27,401,000	28,571,000
Net Income	775,000	1,275,000

\*Foote, Cone & Belding said billings for both periods have been reported in accordance with industry practice of capitalizing fees. Operating income (commissions and fees) were multiplied by 6.67. In its previous reporting method, FC&B had given billings for the first nine months of 1969 as \$184,186,000.

## Metromedia income rises 84% in first nine months

Metromedia Inc. reported last week that net income for the first nine months of the year rose by 84% over the comparable period of 1969.

John W. Kluge, chairman and president of Metromedia, said the third quarter revenues reflect "substantially improved sales over the first half of the year in our broadcasting divisions as well as our other media activities." He said operating income in the third quarter was the second highest in Metromedia history and added that the company has voluntarily prepaid \$4.5-million of its bank borrowings.

For the first nine months ended Sept. 30:

	1970	1969
Earned per share	\$ .58	\$ .33
Gross revenues	130,212,773	131,542,987
Net Income	3,319,462	1,800,364

## Transamerica Income down

Transamerica Corp., San Francisco, a diversified conglomerate, and parent of United Artists, the firm's largest leisure-time subsidiary, reported a sub-

stantial drop in third-quarter net income. Corresponding decrease in the nine-month income figures was also reported. The subsidiary, which includes Liberty/UA records and tapes, was down to \$168,836,000 gross revenue from \$183,068,000 last year.

The net loss was \$8,845,000 versus a profit of \$11,340,000 a year ago. Transamerica's net dropped to \$4,888,000 or seven cents per share from \$21,947,000 and 35 cents per share during the comparable third-quarter periods.

The nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.60	\$ 1.12
Revenues	1,100,571,000	1,023,839,000
Net income	38,794,000	70,725,000

## Third-quarter profits rise 38%, LIN reports

LIN Broadcasting Corp., New York-based group broadcaster, reported gains last week for both the third quarter and the first nine months of 1970.

Operating profits for the third quarter ended Sept. 30, rose 38% to \$329,465 against profits of \$137,375 for the comparable 1969 period. The company's LIN Communications, New York, reported an operating profits gain of 35% and Starday-King, New York, made a small contribution to operating profits in the third quarter.

For the nine months ended Sept. 30, earnings increased to \$805,846 compared with a \$4.7-million loss in the corresponding period of 1969.

The company has agreed to purchase radio station WFIL(AM) Philadelphia, subject to FCC approval, for \$11.5 million (BROADCASTING, Sept. 21).

For the nine months ended Sept. 30:

	1970	1969
Earned per share, before extraordinary items	\$ 0.36	(\$ 2.17)
Revenues	13,678,164	13,303,960
Net Income (Loss)	805,846	(4,798,422)
Average shares outstanding	2,244,298	2,209,088

## Company reports:

**Capital Cities Broadcasting Corp.**, New York-based group broadcaster, reported a 2% drop in earnings for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.14	\$ 1.19
Net revenues	64,407,000	62,389,000
Net Income	6,266,000	8,187,000

Note: Sale of WSAZ(AM) Huntington, W. Va., resulted in extraordinary gain of \$220,000 after taxes. Per share figures exclude extraordinary items equal to 25 cents per share for nine months of 1970.

**Cox Cable Communications Inc.**, Atlanta-based group-CATV owner, reported a decrease in net income of 6% for the nine months ended Sept. 30 and 29% for the third quarter, as compared to last year.

J. Leonard Reinsch, chairman and president, attributed the decline in

profits for the three months to the acquisition of a Lubbock, Tex., system last July, currently operating at a loss, and to an extensive sales-promotional campaign begun in the third quarter. Mr. Reinsch added that the Lubbock system is expected to be in a profitable position by late 1971 and that expenses of the promotional campaign "will be offset in a relatively short period" with the addition of an estimated 15,000 new subscribers.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.27	\$ 0.29
Operating revenues	7,716,037	6,993,696
Net income	969,621	1,028,416
Average shares outstanding	3,550,466	3,548,885

Note: Income before extraordinary items, principally tax loss carry forwards, for 1970 was \$872,621 or \$0.24 per share, as against \$764,416 or \$0.22 per share in 1969.

**Cypress Communications Corp.**, Los Angeles, multiple-CATV system owner, reported a loss of nearly \$400,000 for its fiscal year ended June 30. An extraordinary and nonrecurring charge of \$499,700 was cited as the reason. The charges are estimated losses on an investment in and note receivable from a television station subsidiary—KTXL-TV Sacramento, Calif.—divested by Cypress prior to the merger with Harriscope Cable Corp., earlier this year.

For the year ended June 30:

	1970	1969
Loss per share	(\$ 0.27)	(\$ 0.11)
Net revenues	6,157,722	4,606,939
Net loss	(398,781)	(84,245)
Shares outstanding	1,731,376	1,576,753

Note: Income for 1970 before the extraordinary item was \$114,586 or three cents per share compared with a loss of \$39,595 or eight cents per share in 1969. Also included were two other extraordinary items, a \$41,867 loss on abandonment of assets replaced, and a gain of \$28,200 on reduced federal income taxes through utilization of net operating loss carryovers.

**Dun & Bradstreet Inc.**, a broadly based data and business information service company, whose merger with Corinthian Broadcasting Corp. pends approval by FCC approval, last week reported an 8.5% gain in profits for the nine months over the comparable 1969 period.

A quarterly dividend of 30 cents a share and an extra dividend of 25 cents a share has been declared by the firm's directors.

For the nine months ended Sept. 30:

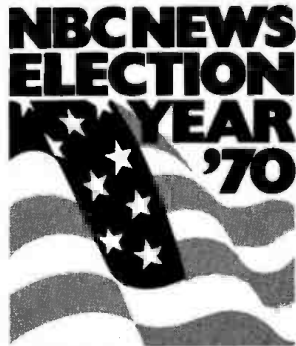
	1970	1969
Earned per share	\$ 1.62	\$ 1.50
Gross Income	230,011,000	214,890,000
Net Income	16,898,000	15,577,000
Average shares outstanding	10,450,000	10,399,000

**Grass Valley Group Inc.**, Grass Valley, Calif., broadcast-equipment manufacturer, reported a 4% increase in sales and a 17% decrease in profits for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.32	\$ 0.39
Sales	2,735,000	2,660,000
Net Income	479,000	579,000

**Gray Communications Systems Inc.**, Albany, Ga., group broadcaster, news-

**IN NOVEMBER  
IF IT'S REALLY  
"SPECIAL,"  
IT'S ON NBC**



Tuesday / Nov. 3

**Election Coverage (6:30-Conclu-  
sion)** Anchorman David Brinkley  
will be assisted by Frank McGee,  
John Chancellor, Sander Vanocur  
and Edwin Newman in reporting  
country-wide returns for NBC News.



Wednesday / Nov. 4

**Highlights of the 1971 Ice Cap-  
ades (9:00-10:00)** David Janssen  
hosts this all-new show. Florence  
Henderson is the special guest star.  
A Bell System Family Theatre Special.



Tuesday / Nov. 17

**Hamlet (9:00-11:00)** A major  
television event. Richard Chamber-  
lain stars in a new production of the  
Shakespeare tragedy, along with  
Sir Michael Redgrave, Margaret  
Leighton, Richard Johnson and Sir  
John Gielgud. Ciaran Madden makes  
her American debut as Ophelia in  
this Hallmark Hall of Fame drama.



Wednesday / Nov. 25

**The Unsinkable Molly Brown  
(7:30-10:00)** Debbie Reynolds  
stars as the flamboyant Molly, ably  
supported by prospector-husband  
Harve Presnell and the wonderfully  
spirited melodies of Meredith Willson.



Saturday / Nov. 28

**Mattel / NBC Children's Theatre  
presents Pets Allowed (noon-1:00)**  
Sid Caesar narrates an entertaining  
inquiry into the thoughts of animals  
in a world dominated by humans.



Sunday / Nov. 29

**The Making of "Butch Cassidy and  
the Sundance Kid" (6:30-7:30)**  
A behind-the-scenes look at the  
filming of the Paul Newman-Robert  
Redford western. George Roy Hill,  
director of the movie, narrates.



Thursday / Nov. 12

**Kifaru: The Black Rhinoceros (7:30-8:30)** The cameras nose up to a 3,000 pound African beast and find him not so beastly, in this G-E Monogram series fall premiere.



Monday / Nov. 16

**The Bob Hope Show (9:00-10:00)** Guests Lucille Ball, Tom Jones, Danny Thomas and George Burns join Bob in a demonstration of what killed vaudeville (or was it suicide?).



Monday / Nov. 16

**Timex Presents Jack Benny's 20th Anniversary Special (10:00-11:00)** Bob Hope, Mary Livingstone, Frank Sinatra, Dinah Shore, Dennis Day, Eddie "Rochester" Anderson and Don Wilson help Jack celebrate a happy milestone.



Thursday / Nov. 26

**Macy's Thanksgiving Day Parade (9:00 a.m.-noon)** Lorne Greene, Betty White co-host at 10:00, following the pre-parade show.



Thursday / Nov. 26

**The Mouse on the Mayflower (following football, approx. 3:00)** Encore of the droll, animated musical special about the pilgrims' big voyage. Tennessee Ernie Ford narrates, with Eddie Albert, John Gary and Joanie Sommers as the voices of the principals.



Thursday / Nov. 26

**Festival at Ford's (8:30-9:30 pm)** Set in Washington's historic Ford's Theatre, this special, narrated by James Stewart and hosted by Andy Williams, features some uniquely American contributions to the world's music. Among the guests: Pearl Bailey, Ernie Ford, Bobbie Gentry, Burl Ives, Henry Mancini, The Supremes and Dionne Warwick.



Sunday / Nov. 29

**The John Wayne Special: Swing Out Sweet Land (8:30-10:00)** John Wayne in his first TV special, a light-hearted look at American history. Guests: Lucille Ball, Jack Benny, Phyllis Diller, Bob Hope, Dean Martin, Dan Rowan and Dick Martin, Tom Smothers and Leslie Uggams.



Monday / Nov. 30

**Winnie the Pooh and the Blustery Day (7:30-8:00)** This Oscar winner by Walt Disney follows the adventures of Winnie and pals during a nasty storm. Sebastian Cabot narrates, and Sterling Holloway is the voice of Pooh.

**THE FULL  
COLOR  
NETWORK**







	Stock symbol	Ex-change	Closing Oct. 29	Closing Oct. 22	Closing Oct. 15	High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	10%	11%	12½	31½	8%	5,942	86,159
Disney	DIS	N	120	116½	116	158	89%	5,894	722,722
Filmways	FWY	A	7½	7¼	8¼	18½	5%	1,842	16,799
Four Star International		O	1¼	1¼	2	4	1½	666	1,332
Gulf & Western	GW	N	16%	16	16½	20%	9%	15,362	266,838
Kinney National	KNS	N	28%	28%	29	36	20%	10,402	297,705
MCA	MCA	N	20%	21	22½	25%	11%	8,195	190,534
MGM	MGM	N	14%	14%	15	29½	12%	5,883	105,894
Music Makers Group		O	2%	2%	2¼	9	2%	589	1,473
National General	NGC	N	16%	16%	16%	20%	9	4,910	84,698
Tele-Tape Productions		O	2%	2%	2½	6%	2%	2,183	7,640
Transamerica	TA	N	12%	13%	13%	26%	11%	63,630	1,018,080
20th Century-Fox	TF	N	8½	9%	10	20%	6	8,562	85,620
Walter Reade Organization		O	3%	3%	3%	13%	2%	2,414	9,053
Wrather Corp.	WCO	A	9	8½	9½	10%	4%	2,211	14,637
<b>Total</b>								<b>138,584</b>	<b>2,909,184</b>
<b>Service</b>									
John Blair	BJ	N	15%	15%	16	23½	10%	2,598	39,620
Comsat	CO	N	46%	45%	47%	57%	25	10,000	448,700
Creative Management*	CMA	N	13%	12%	11¼	14½	4½	1,182	10,343
Doyle Dane Bernbach		O	21	21	20½	24½	14	1,924	41,366
Foote, Cone & Belding	FCB	N	7½	8%	8%	12%	7%	2,175	17,661
Grey Advertising		O	9%	9%	9¼	13½	6%	1,207	10,863
LaRoche, McCaffrey & McCall		O	9	8½	8%	17	8%	585	5,265
Movielab	MOV	A	2%	3%	3¼	7%	2	1,407	2,963
MPO Videotronics	MPO	A	6%	6%	6%	9%	4%	558	3,906
Nielsen		O	36%	36	36%	42	26%	5,299	178,841
Ogilvy & Mather		O	22%	23	23¼	22%	15	1,096	21,920
PKL Co.	PKL	A	3%	3%	4	12%	2½	743	2,415
J. Walter Thompson	JWT	N	28	29	29%	36	21%	2,746	71,396
Wells, Rich, Greene	WRG	A	12%	12%	13%	13%	5	1,581	13,834
<b>Total</b>								<b>33,101</b>	<b>889,113</b>
<b>Manufacturing</b>									
Admiral	ADL	N	8	8%	8½	14%	6%	5,158	47,041
Amplex	APX	N	17%	17%	18%	48½	12½	10,874	209,325
CCA Electronics		O	2%	2%	2%	5	1%	800	2,296
Collins Radio	CRI	N	15	15%	16%	37%	9	2,968	48,972
Computer Equipment	CEC	A	4%	4%	5	12%	3%	2,406	11,717
Conrac	CAX	N	13%	13%	15%	32%	11	1,262	21,454
General Electric	GE	N	85%	85%	84½	86%	60%	90,884	7,452,488
Harris-Intertype	HI	N	49%	49%	50%	75	36%	6,357	324,207
Magnavox	MAG	N	31%	30%	30%	38%	22%	16,429	538,050
3M	MMM	N	88%	89%	89%	114%	71	56,058	5,045,220
Motorola	MOT	N	47%	46½	47	49%	31	13,334	840,032
RCA	RCA	N	22%	23%	23%	34%	18%	66,926	1,758,808
Reeves Industries	RSC	A	3%	3%	3%	5%	2%	3,458	13,740
Telemation		O	13	13	13%	24	8%	1,080	9,450
Westinghouse	WX	N	64%	62%	64%	69%	53%	39,803	2,542,218
Zenith Radio	ZE	N	31%	31	31%	37%	22%	19,020	627,660
<b>Total</b>								<b>336,818</b>	<b>19,290,818</b>
<b>Grand total</b>								<b>728,171</b>	<b>27,738,196</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>81.76</b>	<b>81.75</b>	<b>83.16</b>				

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. 24.  
Over-the-counter bid prices supplied by Merrill Lynch,  
Pierce, Fenner & Smith Inc., Washington.  
\*Now listed on ASE.

cents per share payable Nov. 10 to stockholders of record Oct. 26.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.78	\$ 0.83
Revenue	3,327,975	2,627,795
Net income	610,377	666,803

Note: 1970 figures include operation of WKBT(TV) La Crosse, Wis., acquired Jan. 15, 1970.

### Financial notes:

■ Hal Roach Studios Inc., owner of a library of motion pictures and television films, and Innotek Corp., marketing

and management consultation firm, both New York, have announced a merger agreement whereby Roach will exchange 30% of its stock for all the stock of Innotek. The arrangement, valued between \$300,000 and \$340,000, calls for assumption by Innotek's management of the newly organized company. Peter F. M. Stewart of Innotek will serve as president and chief executive officer of the combined companies. Subject to stockholder approval at the next annual meeting, Roach Studios will

change its name to reflect the new business emphasis.

■ Ogilvy and Mather International Inc., New York, declared last week the regular quarterly dividend of 17½ cents per share, payable Nov. 30 to shareholders of record Nov. 10.

■ Filmways Inc., New York, announced last week that its board elected to omit the company's annual dividend because of general economic conditions and the company's reduced operating earnings during fiscal 1970.

# We've proved AML microwave here.



## Now we're set for CATV systems

For three years, we've been proving the practicality of this new concept in CATV distribution. In the concrete canyons of Manhattan. Across remote reaches of New Mexico.

Now we have FCC approval to use AML in the 12 GHz band as a supplement to cable distribution systems. Anywhere.

Suppose you want to extend your cable TV plant into outlying areas. Only they're too far away to warrant the trunk cable and headend investment.

A problem as old as CATV. But now there's an affordable answer: leap-frog across the miles. A single AML transmitter beams high-quality signals to any number of receiving points, up to 20 miles away.

Each point then becomes a distribution center for a local cable plant. In effect, an entirely new headend.

AML stands for Amplitude Modulated Link. It can transmit four TV channels in the same spectrum space used by one FM channel. It's compatible with all existing CATV

And here.



## anywhere in between.

systems and utilizes the same channels normally carried on cable.

In the city, separate receivers in each block can end the costs and complications of underground duct construction or overhead cable. You bypass rivers, freeways, rail terminals.

In the country, forget about

how many miles your trunk cable would have to stretch to reach isolated residential pockets. That's no problem with our non-cable system.

Have any questions? Our new brochure probably answers them. Mail coupon now for your copy of "Your Link With the Future."

# THETA-COM

Corporation

A subsidiary of Hughes Aircraft Company  
and Teleprompter Corporation.

THETA-COM Corporation  
P.O. Box 90515, Los Angeles, California 90009

*Please tell me more: AML's intra-city programming from a single transmitter; its modularized transmitter concept; its coming satellite-age services.*

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I'm interested in AML

for an existing CATV system.

for a future system.

BR

### A new consumer service of the air

It's run by WTTG(TV) Washington, with student help and advertiser acceptance

A Washington TV station is helping to satisfy the activist bent of collegians and the consumer's desire for leverage. WTTG(TV) Washington, a Metromedia station, has joined with George Washington University Law School to channel student efforts into an area that has been the object of increasing attention wherever broadcasters and advertisers gather these days: consumerism.

Seated around a table in WTTG's newsroom each day from 12:30 to 5 p.m. are several GW law students who answer complaints from Washington residents about products and services they have bought. The problems range from alleged fraud to simple dissatisfaction. The students take notes and, hopefully, direct the caller to someone or some agency where help will be waiting.

The three greatest problem areas, according to station spokesmen, are TV-radio repair, mail-order and automobile delivery and repair.

For example, there was the case of the woman who brought a TV set in for repair, instructing the shop not to do anything before quoting her a price. The shop disregarded the admonition and charged what she felt was an exorbitant \$41. She called the Consumer Help Center. Result: The repair shop reimbursed her \$12.

Another woman called, complaining that she had sent a \$10 money order in March for a mail-order item. By June when she still had not received the item, she called the Consumer Help Center. The law students advised her to contact the Chicago postal inspector in charge of fraud. She did. Two weeks later her merchandise arrived.

Then there was the case of the man who complained that one week after he bought a new car, the transmission fell out. He returned it to the dealer, who had kept it for 48 days when the buyer called the Consumer Help Center. The car was back in a week with the transmission replaced.

At first glance, the project, called the Consumer Help Center, seems like other stations' "Action Reporter" or "Action Line". But Professor Donald Rothschild of GW Law School, prime mover behind the project that began on Feb. 17, says this program is "all based on con-



Law students Ron Shapiro (seated) and Kim Burger man Consumer Help Center at WTTG(TV) Washington.

sumer awareness and self-help." Where other stations intercede directly for the caller, he said, the Consumer Help Center serves only as a clearinghouse, pointing the caller in the right direction.

"We're trying to create a vehicle for the consumer, to get instant response," explains Stan Berk, managing editor, WTTG news.

During the *Ten O'Clock News* a couple of times weekly the more newsworthy success stories are aired, with the hope, according to Mr. Berk, that other consumers will be saved from similar aggravations.

Several promotions also are aired daily, encouraging consumers to call the law students. More than 2,800 calls have been logged, with the daily average hitting between 60 and 80, according to Thomas G. Maney, Metromedia vice president and general manager, WTTG.

The calls are followed by letters and calls to determine what, if any, have been the results. According to Professor Rothschild, 63% of the complaints have been resolved to the callers' satisfaction.

The 60 law students work for no pay but are rewarded with two credits for a "Problems of the Consumer" course initiated by Professor Rothschild.

#### Promotion tips:

**ABC president receives Disney award** ■ Leonard H. Goldenson, president of ABC, will be the 1970 recipient of the Walt Disney Award of the National

Association of Theater Owners. Presentation ceremony will be during the convention of National Association of Theater Owners at the Hotel Americana, Bal Harbour, Fla., Nov. 2-5. Others to be honored: Hal B. Wallis, producer of the year; Elliot Gould, male star of the year; and Goldie Hawn, female star of the year.

**Heart Association Award** ■ *The Heartmakers*, a production of National Educational Television, has won the 1970 Howard W. Blakeslee Award for network reporting of the American Heart Association. The film focused on the development of artificial hearts by Dr. Michael DeBakey and Dr. Denton Cooley. The program included footage of Dr. Cooley's first implantation of an artificial heart. Other Blakeslee Award recipients: *The National Observer*, WCBS(FM) New York, WAGA-TV Atlanta and *The Hutchinson* (Kansas) News. Prizes will be presented at the Association's annual assembly, Nov. 16, at Atlantic City.

**Career film sets mileage** ■ Sigma Delta Chi, Chicago, national journalistic society, reported last week that more than a million high school students thus far have seen the career film, "That The People Shall Know," first introduced in 1966. An SDC committee headed by Charles Novitz, ABC-TV New York, is planning a second career film for release late next year.

**Country music DJ of year** ■ WBAP(AM) Fort Worth air personality Bill Mack has been elected Disc Jockey of the Year by the Country Music Association in Nashville. The 4,000 disc jockeys elected him to the same position in 1962. He is host of the all-night *Bill Mack Open Road Show*.

**More than their part** ■ A total of \$209,429 was raised during a 12-hour telethon on Spanish International Network's WXTV(TV) Paterson, N.J., for persons made homeless during the eight-day floods in Puerto Rico. During another telethon by the UHF station, broadcast Oct. 4, \$97,000 in pledges and cash was collected for crippled children in the U.S. territory.

**Aids desert survival** ■ KOOL-AM-FM-TV Phoenix, in cooperation with the Maricopa County (Ariz.) Civil Defense and Disaster Organization, have distributed 25,000 copies of the organization's booklet on desert survival. The project, totally financed by KOOL, was prompted by a number of recent tragic accidents in the desert regions of the state. The

booklet details steps to be taken by parties lost or stranded in outlying desert regions. KOOL received over 14,000 requests for the publication after its availability was publicized on the air during a week-long promotional campaign.

**Down by the river** ■ WLAV(AM) Grand Rapids, Mich., announced last week its River Raft Race promotion this summer proved so successful that local officials now want to make it an annual community event with added features such as water skiing and log rolling. WLAV, borrowing raft race idea from sister station WLYV(AM) Fort Wayne, Ind., had expected 50 entries in race but ended up with over 440 rafts, in-

cluding some 40 business entries.

**Big plans for little man** ■ A cartoon character created by WDSU-TV New Orleans editorial cartoonist John Chase will spotlight that city's campaign to get the public to vote tomorrow. The character, known as the "Little Man," is used to illustrate editorial cartoons telecast twice daily on WDSU-TV. New Orleans Mayor Moon Landries requested the "Little Man's" presence on posters, billboards and newspaper ads bearing the caption, "Where's Your Pride, New Orleans?" The city's promotional campaign is an attempt to influence more New Orleans voters to support what Mayor Landries calls the "pride package," a number of constitu-

tional amendments proposing civic improvements.

### 'Love your neighbor' drive

The Advertising Council has distributed free to all radio and TV stations a series of promotional messages for religion in American life. The campaign, set for this month, Religion Month, and to run through 1971, will be supported by 60- and 30-second spots using the theme "Love Your Neighbor." The radio campaign, using the same theme, will use 60-, 30-, 20- and 10-second spots beginning Nov. 8. J. Walter Thompson Co., which has handled the public service campaigns since RIAL's inception in 1949, created the new commercials.

---

## International

---

# Canada crackdown muzzling media?

## Emergency powers seen 'restraining' coverage of kidnappings; CBC restrictions reported

The Canadian House of Commons has voted overwhelmingly to support Prime Minister Pierre Elliott Trudeau's use of the War Measures Act to deal with the terrorist activities of the Front for the Liberation of Quebec. What effect, if any, the use of the extraordinary powers granted by the act would have on broadcasting organizations in Canada remains to be seen.

The emergency powers provided in the act have been invoked only two times before—during World War I and World War II. But following the kidnappings of British diplomat James Cross and Quebec Labor Minister Pierre Laporte in early October, Quebec and the city of Montreal told the federal government the emergency powers were needed to deal with the crisis.

The War Measures Act, besides giving the government the right to search and arrest without warrant and to detain persons without laying specific charges, permits "censorship and the control and suppression of publications, writings, maps, plans, photographs, communications and means of communications." But the use of the censorship provisions in the act, although reportedly recommended by some federal cabinet ministers, was reported finally to have been rejected by the government.

What the government has done under the act is to outlaw the Front de Liberation du Quebec, or FLQ. Under the act, an offense is committed by anyone who

"communicates statements on behalf of, or as a representative or professed representative of," the FLQ or any similar unlawful organization. The question then arises as to what happens when a radio station, for instance, carries FLQ material, such as manifestos or communiques containing propaganda. Radio stations, notably CKLM(AM) and CKAC(AM), both French-language stations in Montreal, have acted as intermediaries between the authorities and the FLQ.

The War Measures Act already may have had an indirect effect on the way the Canadian Broadcasting Corp. is covering the FLQ kidnappings. The *Montreal Star* has reported that the CBC has placed severe restrictions on news and public-affairs coverage of the kidnappings. George Davidson, CBC president, said the new restrictions do not amount to a total ban on expressing opinions about the case, but he said there would be "restraint."

Mr. Davidson told the *Montreal Star* that tension over the two kidnappings in Montreal had been built up and that news media, including the CBC, had helped to feed that tension. The decision to show restraint, Mr. Davidson said, would mean that the CBC would return to "more normal programming."

A CBC producer in Toronto, the *Star* said, described the order in Toronto as specifying that there was to be no commentary by anyone, no man-in-the-street interviews, and no speculation on the

case by CBC reporters.

Besides the indirect effect of the new regulations on programming, the emergency powers could conceivably affect newsmen belonging to the illegal FLQ.

Last August the CBC fired Robert MacKay, a television news reporter, because he was a regular contributor to the monthly magazine *Nouveau Point de Mire*, edited by former separatist leader and candidate Pierre Bourgault. Mr. MacKay was later hired by the Parti Quebecois as that party's official press attache in Quebec City.

The War Measures Act has already made at least one private TV station re-examine the programming it was carrying. Lloyd Colthrop, vice president of programming at CHAN-TV Vancouver, B.C., said CHAN-TV stopped the regular syndicated public-affairs program *Under Attack* when the station realized the videotaped show was an interview with Montreal labor leader Michel Chartrand, who had been jailed for FLQ sympathies.

## Two agencies merge in Spain

Norman, Craig & Kummel's international division, NCK/Europe, has announced merger of its Spanish office, Ciesa-NCK Espanola de Publicidad, Madrid, with Canut & Bardina, Valencia, Spain. The new firm will be called Ciesa & Canut NCK. Canut bills \$2.5 million, bringing the combined billings of the two agencies to \$5 million.

**Here's a new  
way to look at  
the news**



The ABC Evening News welcomes you to watch a new approach to nighttime news. It's a different way. And it's a good one.

First of all, the news is presented in segments. Each consists of news events that are in some way related. So instead of a patchwork quilt, you get a clear, meaningful pattern.

Then there's ABC's award-winning co-anchormen Frank Reynolds and Howard K. Smith. Two men who, through their clearly marked commentary, do more than just tell you when and where. And by the way, they don't always agree.

They are backed by a worldwide team of highly specialized news correspondents: Like Science Editor Jules Bergman, National Affairs Editor Bill Lawrence, and State Department Correspondent John Scali.

And we enjoy reporting good news. Just like we enjoy reporting both sides of a story. It puts things in proper perspective.

Which all adds up to a new and refreshing way to look at the evening news.

**ABC Evening News**  
with Frank Reynolds and Howard K. Smith

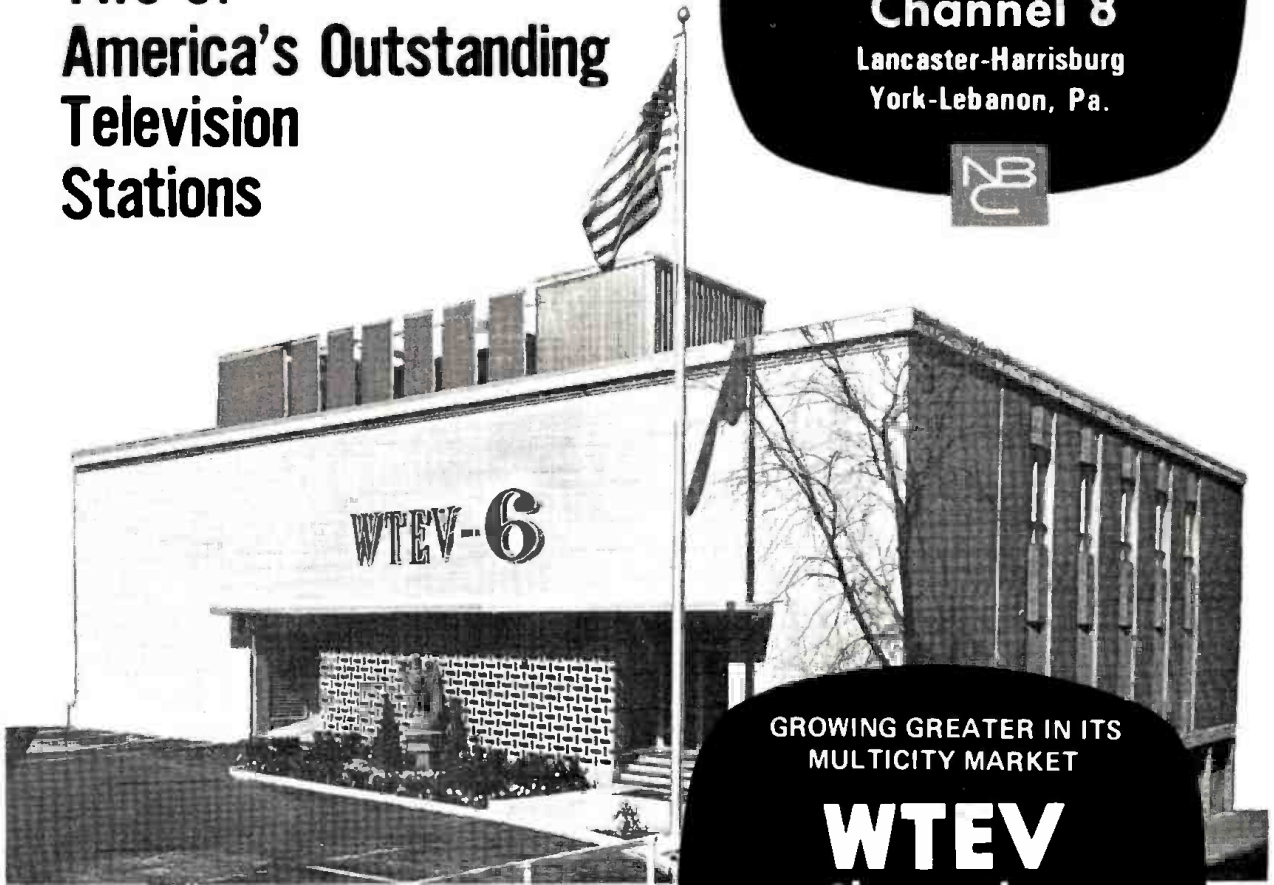


**Two of  
America's Outstanding  
Television  
Stations**

DELIVERS MOST VIEWERS  
IN ITS MULTICITY MARKET

**WGAL-TV**  
**Channel 8**

Lancaster-Harrisburg  
York-Lebanon, Pa.



**STEINMAN STATIONS**  
Clair McCollough, Pres.

GROWING GREATER IN ITS  
MULTICITY MARKET

**WTEV**  
**Channel 6**

Providence, R.I.  
New Bedford-Fall River, Mass.





## Broadcasting at 50: Can it adapt?

In half a century it changed the U.S. and the world, but can it change itself to cope with new technology?

*For the past 10 months Morris Gelman, senior editor, Hollywood, has been detached from all weekly assignments while working on a book about broadcasting to be published next year, which will be BROADCASTING Magazine's 40th anniversary. He has read stacks of published literature, rummaged in the attics of radio and television, interviewed more than 100 pioneers. For this special issue he was asked to write the personalized account that follows:*

From 1920 to 1970—50 years of broadcasting. How do you tell about it? What does it really mean?

Fifty years ago today a forerunner of the 7,000 radio and television stations now in operation—a cockamamie 50-watt rig operating out of Pittsburgh—broadcast the returns of a presidential election. Fifty years ago last August a primitive lash-up in Detroit put two phonograph records on the air. The institutions that grew out of those origins are still quarreling over which was first, as are others (see story, page 86).

But who did exactly what and exactly when is really not vital to an overview of an industry. The thing is that there had to be a beginning and the

most generally accepted formal beginning was Nov. 2, 1920, when KDKA transmitted, on and off for some 18 hours, the returns of the presidential election between Warren Gamaliel Harding and James Middleton Cox.

The first formal broadcast—a political. What portent for the future. How strikingly apt. Pick up the newspaper. Read the headline: "Nixon vetoes bill limiting campaign spending on TV."

It started 50 years ago before anyone realized there was a power to the thing. It'll probably go on forever: tug-of-war between those who want to harness it and those who want to give it full rein.

Think back to that marvelous conversation with Burton K. Wheeler in his Washington law office. The old man still straight-backed and clear-thinking at 88, former U.S. senator, once a political powerhouse—he's seen a lot. Remember particularly the one sentence he left unfinished when he was talking about his old political enemy, Franklin Roosevelt (whose last name he is still pronouncing to rhyme with "rue"): "As long as Roosevelt could get on the radio and talk to them. . ."

It wasn't said in anger. It was said with respect, almost the way an anthro-

pologist would talk about the first man to use fire.

For politicians the birth of broadcasting must now seem like the findings of the keys to the kingdom.

Beware, though, of getting tangled up in reporting the specifics of events and their aftermaths, of causes and effects. They're not the essence of what broadcasting is all about. Political implications; federal regulations; questions of equal time, fairness, truth in advertising; broadcasting as a social catalyst—these all are proper subheadings in an academic history for scholars.

People are what 50 years of broadcasting, essentially and most significantly, are all about. Fallible people—struggling, fumbling, gambling lovingly, cunningly, romantically, innocently, avariciously—somehow over the last 50 years, for better or worse, established a communications system of unprecedented pervasiveness and size.

Tell about the people. Use as an intro those verbal sort-of-ink-blot tests given to friends. The idea is to see what names they associate with broadcasting. And the results always have been predictable: With those who know broadcasting casually it's David Sarnoff about 50 to



*Radio in the thirties: Carefree Carnival, Meredith Willson conducting.*

1 and Jack Benny 25 to 1.

A lot more people than David Sarnoff and Jack Benny went into 50 years of broadcasting.

There's that great individualist you don't hear much about any more, that Western nonconformist, Ed Crane, breaking out a Mexican-style TV dinner in his self-built home 10 miles up that dirt road outside of Butte, Mont., and arguing that it's translator service we should be promoting, not cable TV.

There's Post-Newsweek's Larry Israel, one of today's breed of broadcasting executive, checking his rage as over coffee, his eyes blazing, he tells of the immense, pervasive, frustrating pressures now being brought to bear against local broadcasting stations—particularly stations that are newspaper owned in that glass house known as Washington.

There's Bob Kintner, former president of both ABC and NBC (the only man who can say that, he points out), sitting on the back veranda of his stately house in Georgetown, being prodded about the past—a wounded fighting bull remembering how it was when he was “the toughest son-of-a-bitch” in the arena.

There's the wit, Paul Porter, a former FCC chairman (a way station in a distinguished legal career), interrupting his conversation to tune in television and catch the early-morning news report of the big baseball deal he helped engineer to get Denny McLain reinstated as a player so he could be traded to the Senators, and then, without a hitch, continuing his suggestion to broadcasters that “they ought to grow up” and quit feeling the government is their enemy.

So many people in so many different settings. And personal memories, back to maybe 1935 when radio was 15 and how it was to be 5 years old. Most nights the whole family, mom and pop and the six kids, would gather in the living room around the Philco console that was bought secondhand. Only three of the kids had ever been out of Brooklyn and into Manhattan (it took seven weeks of saving up the three-cents-a-week allowances to add up to the 20 cents the round-trip on the subway cost) yet the radio went to Chicago, Hollywood and even London, England.

Throughout a boyhood the radio was a centerpiece: pop listening while he read the evening newspaper, his glasses down on the tip of his nose, the ash on his cigar growing whiter and more fragile as his concentration deepened; mom knitting, her lips moving as she counted stitches, looking up every so often to ask what was so funny that the man said on the radio; the kids sprawled on the sofa and floor, pushing and shoving for position, arguing about what program to tune in next. The radio was such a big thing for us, so important that one of

## AT&T: catalyst for networking

### Company's first hook-up in East sparked competition and nationwide organizations

Network broadcasting is almost as old as broadcasting itself. AT&T was the pioneer: In 1923, it began hook-ups between its principal station, WEAf(AM) New York—now WNBC(AM)—and other stations in the East. By 1925, the company had organized a chain headed by WEAf, with other outlets stretching as far west as Kansas City, Mo. Some of the stations were permanent affiliates, while others were connected as availability and advertising sponsorship permitted. The exact number of stations is variously recorded from 16 to 26, depending upon the source's definition of which stations were actual network affiliates.

While the networks grew in size, so did the number of advertisers and regularly scheduled programs. In 1925, names such as Everready Batteries, B. F. Goodrich, Bristol-Myers and Cities Service were already familiar to network audiences.

Meanwhile, a competing network had been formed by RCA, General Electric and Westinghouse, led by WJZ(AM) New York and WGY(AM) Schenectady, N.Y. In 1926, the companies reached an agreement under which AT&T handed over its entire network to RCA, in return for full control of all network rerays. RCA, General Electric and Westinghouse then purchased WEAf for \$1 million, and formed NBC as an RCA subsidiary on Nov. 1, 1926.

At that point, nationwide networking

began to emerge. What had formerly been the AT&T chain became the NBC Red network early in 1927; the old RCA - General Electric - Westinghouse chain became Blue network. Both were broadcasting coast-to-coast before the end of the year.

NBC had little time to enjoy its status as the sole network service. Before the end of 1927, a competing network had been organized, with support from the Columbia Phonograph Recording Co. In the first months of its existence, however, the new network's management, and finances were in a sorry state. The man who brought the network to life was William S. Paley.

A graduate of the Wharton School of Finance and Commerce and a youthful success in his father's cigar business, 27-year-old Bill Paley was persuaded to take a three-month leave of absence to reorganize CBS. The catalyst was Jerome Louchheim, owner of the network and a friend of the Paley family. Within a few months, the Paleys bought the company for an estimated \$400,000; in 1928, with Bill Paley as president, they sold half interest in the expanded network to Paramount for \$5 million. By 1929, the network was in the black; by 1934, it had 97 affiliates, compared to 67 for the NBC Red Network and 62 for NBC Blue.

Also in 1934, two clear-channel stations—WGN(AM) Chicago and WOR(AM) New York—formed the Mutual Broadcasting System, which had rough going for several years. Mutual's complaints to the FCC contributed to the adoption in 1941 of chain-broadcasting rules that barred multinet network service and eventually ended NBC's hold over both the Red and Blue networks. After the Supreme Court, in a landmark decision on May 10, 1943, upheld the commission's authority to issue the rules, the weaker

the children would pray to himself: Please, dear God, help us to keep up the time payments so the Ludwig Baumann store shouldn't take the radio back.

Sunday was the big night: *The Shadow* in the early evening, *The Great Gildersleeve* and *Jack Benny* and *The Chase and Sanborn Hour with Charlie McCarthy and Edgar Bergen*. On another night there was *The Witch's Tales*. We listened with the lights down, and afterwards nobody would leave the room alone. If the oldest boy went to the bathroom everyone went with him.

Pop's special program was a problem on Saturday afternoons. It was heavy and sung in a foreign language, and the announcer was a guy who sounded like Miss Sperling, the speech teacher. Pop's program was on at the same time as the college football broadcasts, and there

was only one radio. What temper tantrums! How we used to hope for Wagner. Pop didn't like German opera, and that meant we could tune in to the play-by-play of the Black Knights of West Point.

The newspaper was for sports and the comic strips. Radio was for laughing and adventure and mystery.

But go easy on the memories. There's too damn much nostalgia. Sure what happened before is part of what 50 years of broadcasting means, but don't get all wrapped up in it. Joe Penner is dead. Creedence Clearwater Revival lives.

There sure isn't anything nostalgic about 1948 when that kid from Brooklyn first went to work in the broadcasting business. It was at the Mutual Broadcasting System at 1440 Broadway

Blue network was sold for \$8 million to Edward J. Noble and became ABC.

What was the turning point in this history of networking? Most observers date it from November 1926, when the formation of NBC began the era of large-scale network broadcasting. It is possible to glimpse how far networks, and the world, have traveled during that time by resurrecting an eyewitness account of the first NBC program. The date was Nov. 15, 1926; the speaker was Bruce Barton, former chairman of the board of BBDO. He described the coming of network radio in the August 1927 issue of *American* magazine, from which the following is quoted:

"On Nov. 15 of last year, I put on my stiff shirt and went down to the Grand Ballroom of the Waldorf-Astoria Hotel to attend the inaugural program of the National Broadcasting Co. There were perhaps 500 other stiff-shirted gentlemen there, and as many ladies in evening dress.

"Down in front was Walter Damrosch with his orchestra, playing the accom-

paniment for Titta Ruffo, Metropolitan Opera star. Harold Bauer, the famous pianist, came in a few minutes later. His ship had been delayed, and a special tug had been sent down the harbor to hurry him to the dock, so that he might appear on this program at the exact minute announced. Following his performance was a second's pause, and then suddenly, as clear and strong as though the voice were there beside us, the announcer—"Ladies and gentlemen: We are now in the Drake Hotel, Chicago, in the parlor of Miss Mary Garden. Miss Garden will sing."

"And Miss Garden did.

"Another second's pause, and again a different announcer—"Ladies and gentlemen: We are now in Independence, Kansas, in the dressing room of Mr. Will Rogers. Mr. Rogers will speak."

"And out of the air about us came the unmistakable tones of Will, who said he was traveling around the country as 'God's gift to those who had failed to see Queen Marie.'

"I was sitting in Mr. [Owen] Young's

box, and while Will Rogers was still speaking, a messenger entered and passed us a photograph. A photograph of Mary Garden before the microphone in her parlor at the Drake Hotel; a photograph taken less than half an hour before and sent to us over the wire. I passed it back without any comment. What comment could one make that would not be inane?

"Where's Deac Aylesworth? [the late M. H. Aylesworth, NBC's first president] I asked.

"Downstairs,' somebody answered. 'Weber and Fields are to wind up the program. They have never been in front of the microphone, and they're scared half to death for fear they won't remember their lines.'

"I went downstairs. Behind a big screen in one of the dressing rooms I found the veteran comedians, studying bits of paper like schoolboys cramming for an examination. And with them Deac Aylesworth, holding their hands and telling them not to worry, because everything was going to be all right."



Two network pioneers: At left, first president of NBC, the late M. H. Aylesworth, who held post from 1926-1936; at right, in a recent photograph, first president and present chairman of CBS, William S. Paley.



in New York (Edgar Kobak president). Mutual was on the 19th floor and WOR, the system's key local station, was a couple of floors higher. Undoubtedly there was great significance in this, one employe was convinced, because Mutual was a place where the parts at that time were definitely greater than the whole.

The job was mail clerk, and, symptomatic of the times in radio, when every organization was overstuffed and over-staffed, the newest boy was one of 16 young men sorting, stamping, collecting and sometimes reading the mail, as well as Mimeographing, collating, folding, mailing and often making fun of the daily press releases. There were definitely more mail boys than newsmen.

It was that grimmest time in broadcasting when big-time network radio

was bowing out and television was coming in. What made it grim was that so few people seemed to know what was happening. Radio was still making it with the mass audience. So many of the older guys at Mutual, men who knew no other business life than radio—who had gotten married, had children, sent their kids through college on money earned from radio—just couldn't or wouldn't believe that the times they were a-changing.

Remember delivering mail to that Scotsman who worked in the engineering department, a man of about 50 with at least 20 radio years behind him, and what he'd say: "Don't worry about it, boy. Nothing can replace radio. It'll be a long time before television can challenge us." It's a trick of fanciful memory, of course, but looking back, it

seems that it was always dark outside when the man spoke like this and he didn't speak the words; he sort of whistled them.

Remember, too, years later interviewing that famous radio announcer and noticing how the bright look in his eyes clouded over when asked about the transition time when television was coming in. He had worked only the most popular network radio shows, had even been called on to do some programs when television was in its experimental stages. But then, possibly because he was no longer brimming with youth (and he never had what you could call good looks), he couldn't latch on to a regular job in television. High-salaried announcers, anyway, had become superfluous. Finally, after a couple of years of digging into money that he had saved,

he landed a continuing role in a comedy series. But he had to audition for the job. Twenty years a professional, a national celebrity, and he had to audition like any guy off the street.

It wasn't an isolated case. There were many aboard network radio when it was sailing high and handsome who floundered with the ship. Some even sank.

Make mention of that newsman—that one who specialized in entertainment industry tidbits—and what he had to say. "In 1951 the advertising agency came in and in so many words said radio is dead, long live television."

When the old radio guy spoke about it, you could see that he had learned to live with the change, but it sure must have rankled in its time. "They just came in and said television was king and I was out—no place for me and my kind of show. In mid-May of 1951," he recalled, "I was making \$3,250 a week. Two weeks later I had no job."

Flotsam from the wreckage of big-budget radio. Remember the bitter-sweet way he reminisced about radio? "Radio was a big business as far as engineers were concerned. We had 25 men working in our department between 1930 and 1940. But afterwards when the change came and we went to records and disk jockeys our department was cut to four or five men. Most of the people who were working in radio went over to television. They became audio men or sound men or cameramen. Still a lot of guys like me stuck with radio. We weren't interested in going over to television. I stayed in radio until 10 years ago. But radio kept cutting down and down until there weren't any men working in engineering. I went over to work in the TV film department.

"Television is just a hard, cold facts business. It's demanding and hard on your nerves. There's a lot of pressure on you. Radio in the early days was fun. It was just like a hobby. In television it's a big machine and you're only a little cog in it. In radio you knew every star, knew all the orchestra leaders. The orchestra leaders took your word. You'd tell them what you wanted. They respected you as a person who would know. I suppose of my 42 years in broadcasting, I think the first 20 years were the best."

Give that statement space. It doesn't only say it for broadcasting; it says it for the world over the last 20 years. Think back to all of those interviews with radio pioneers, from La Jolla to Spokane, from San Francisco to Atlantic City, and over and over again there have been such sad comparisons, such sentiments, such understated laments for a time when broadcasting just wasn't so blasted big, and the little guy didn't feel so damn little.

It's understandable, of course. These

guys are talking about the prime of their lives, when the bloom was on their youth and the world was a place to conquer not to retreat from. They were maturing with radio—improvising, daring, writing a new chapter with almost every move. Nobody knew enough to say no.

What was it that station-relations men at the network said? "I can remember when I started 39 years ago. I lived in Alameda, across the bay from San Francisco. There were no bridges, but I thought nothing of spending endless hours at NBC. I didn't have to but I even went over on Sundays to work. We all loved it. I just don't know what it was, but it was just fascinating to be involved in this infant industry at that time."

Make sure you don't blame all the change on television, though. When television grabbed the mass audience and national advertisers, it turned things around forevermore—that's a fact. But the changes that television brought were really spinoffs of World War II. That's when we all grew up.

That had to be the watershed time in the first 50 years of broadcasting—when World War II ripped away the age of innocence, and television thrust us into the electronics era. It also was a time of high drama, intermingling tableaux



In 1933 David Sarnoff (l) was president of RCA, which years before had been the successor to the American Marconi Co., and conducted a distinguished visitor on a tour of RCA facilities at Riverhead, N.Y. The visitor was Guglielmo Marconi, Mr. Sarnoff's original boss.

of crucial action going on at once. Picture it: Radio riding high in popularity and profitability; young, aggressive, budding businessmen, their confidence swollen with war savings, demanding a piece of the action; the FCC, in the name of competition, touching off the Klondike of station proliferation; television shrilling to be recognized; CBS grabbing off NBC star talent in a last-gasp effort to hold back the dawn or as a brilliant way to move into the new day (depending on who's explaining the choreography); General Sarnoff exhorting radio affiliates to plunge into television with both feet even if it hurts for a while; affiliates, some confused and frightened, not jumping but dragging; a war of words raging over whether it should be color TV at first or black and white; a lone voice from Chicago preaching the gospel of pay TV; and all the while shabby FM, the would-be Cinderella, forgotten in the scullery with the clock striking midnight and never to have been even for a moment a princess.

Remind yourself of how it was in newspapers when the competition with television began to chafe. What was it that long-time reporter for the *Journal-American* said that day at the press shack next to Brooklyn police headquarters? "Don't tell those TV bastards anything. They don't know what they're doing. They're just a bunch of amateurs. They live off of what you know."

There was also that other reporter who made the switch to television and his claim to having witnessed attempts by newspaper guys to sabotage news conferences by using obscene words that couldn't be used on the air. "Out in the field the newspaper boys deeply resented the TV guys invading their territory and they'd think of everything they could to foul them up," was the way he had it figured out.

Don't fail to bring in the time when the payola and then later the quiz scandals broke. Sitting there in the entertainment department at the newspaper and listening to the comments. Glee—was it glee? No, not really. More it was sort of a joyous selfrighteousness, a kind of deep satisfaction in having come true what everybody suspected all along. "Pimps and whores and goniffs." I think it was one of the editors who said it. "The whole frigging industry is corrupt."

Always the criticism, the put-downs, the demeaning, the scorn. It's really a wonder. Maybe there is such a thing as a universal psychosis: What's big is bad. What's popular is putrid. What's number one is necessarily nefarious.

Look, don't make a big deal of this. It has been going on for a long time. Proof of it is right in the files, the folder marked "criticism of radio." Take out

# Yesterday was exciting...



KSTP's unique babybuggy vehicle was one of the earliest radio mobile units. The 1930 National Open in Minneapolis was broadcast via this portable shortwave transmitter, marking the first live coverage of a golf tournament.

KSTP provided live coverage of a memorable balloon-gondola wedding in 1928.

Beginning in 1931, KSTP utilized mobile short-wave units to report the news (even when road travel was not feasible).

In 1939 KSTP was experimenting with television, launching KSTP-TV in 1948.



# but *tomorrow* is where it's at!

Our goal today, as it has been for nearly 50 years, is to pioneer new and better ideas in programming and service in our great market. Our board chairman, Stanley E. Hubbard, pioneered the first autonomous commercial radio station (WAMD) in 1924 with a 1000-watt transmitter. Later, the call letters KSTP were born and our pioneering spirit gave us some great memories, such as (1928) maintaining a complete staff orchestra, broadcasting vaudeville acts (Jack Benny, Kay Kayser, etc.), (1930) being the first station to cover a golf tournament live. Our first television camera was bought in 1938 and ten years later KSTP-TV was on the air, the first in our area and the first NBC-TV affiliate. Later, we became the first full-color TV station in the nation. To everyone in broadcasting we say, "Well done, you pioneers." We're proud to have been with you. Now, on with the show... because *tomorrow* is where it's at.

# KSTP

RADIO AND TELEVISION  
MINNEAPOLIS • ST. PAUL

DIVISIONS OF HUBBARD BROADCASTING INC., INCLUDING WTOG-TV TAMPA—ST. PETERSBURG, WG10-AM CYPRESS GARDENS, KOB-AM-FM-TV ALBUQUERQUE. FOR INFORMATION, CONTACT YOUR NEAREST PETRY OFFICE OR JIM DOWDLE AT 612-645-2724.

the material and reread it. That item from 1928 about Federal Radio Commissioner Harold A. Lafount is particularly familiar. He wanted every station in the nation, no matter what size, power or wealth, to be required to have an advisory board of 10 of the outstanding citizens in its community suggesting programs that would be in the public interest.

How many times, dear Lord, has that one been disinterred since? Can't forget that educational leader on the West Coast, the one that went on to that appointive job in the federal government. Let's not exaggerate it, but honestly, he was a man who derided the committee system for despoiling Madison Avenue and Hollywood. Yet he's the one that indicated that the way to make television more relevant and meaningful was for it to be guided by a committee of public-spirited citizens.

Check, too, the clip in the file from 1941, the one quoting George Peabody, then president of the Rho Alpha Delta undergraduate radio society at New York University. "Radio has forgotten its prime purpose," Mr. Peabody was reported to have said, "which is to serve as the medium for enlightenment and entertainment and in the interest of public good."

That was in 1941, when network radio—dear old, much-lamented network radio—was maybe at its most vital, creative best. How to reconcile the Peabody statement with all of those heard about how television today is just an abortion of the golden age of the medium in the mid-1950s, and how that age itself was just a tinsel copy of the glory days of radio?

And the criticism only has accelerated with television. Everybody a Jack Gould. Everybody with his own version of excellence. The striking examples in just a short visit to Washington. First the politician, probably a good guy with good intentions, and what he said: "I still think there is too much of Tin Pan Alley music on radio and television. I think they put on too much cheap junk." Less subtle but no more narrow than what that important attorney, a bright man with obviously specially honed tastes, said: "I think the pressure of the commission to insist upon excellence and quality of performance is salutary."

What the heck is excellence and quality of performance? Does *The Beverly Hillbillies* qualify? It has become almost the generic term for trash out of Hollywood. But sit and talk to Paul Henning, the man who created *The Beverly Hillbillies* and hand-tools every script. Examine his talent, his work. In all of Hollywood, movies or TV, there are few that are more excellent. Ask the pros, the ones who know what goes into a production. And qual-



*Three pioneers in radio-audience research were seated together at a luncheon honoring a pioneer broadcast journalist two weeks ago. Dr. Frank Stanton (second from right), now president of CBS Inc., and Dr. Paul Lazarsfeld (r), professor of sociology at Columbia University, New York, worked closely together in the late nineteen-thirties and early forties when Dr. Stanton was CBS*

*director of research. They developed the Stanton-Lazarsfeld Program Analyzer, still used (but now in TV-program testing). Occasion was a luncheon given by Dr. Sydney Roslow (l), director of the Pulse Inc., broadcast-research firm founded in 1941, in honor of Lowell Thomas (standing), who for 40 years has been broadcasting news on radio (BROADCASTING, Oct. 26).*

ity of performance? *The Beverly Hillbillies* is expertly cast, timed to perfection, coming close to achieving its modest aims nearly every time out. A less than jaundiced observer—one that isn't turned off by the title of the show—should be able to detect the excellence and quality if he watches more than once.

It's always so easy to forget the enormous hold television entertainment—yes, the kind that's laced with criticism—has on all kinds of people. Remember Lorne Greene, white-hair coiffured to the last ringlet, telling across a luncheon table about a motor trip he took. "Dan Cartwright," people greeted him everywhere, "how are the boys?" And over and over again questions about Hoss. Is he really that big? When's he going to get married? The questions came from gasoline-station attendants, attorneys, city officials. No socio-economic category seemed to be missing.

Think back to the moment with Bob Crane of *Hogan's Heroes*, aboard a ship about to leave a dock in San Pedro, the Los Angeles harbor area, for San Francisco on a CBS-TV press junket. Standing at the rail of the ship with Crane and listening to the people down below, who suddenly recognized him and yelled, "Hogan, hey, Hogan." And the actor muttering, "Crane, you bastards, the name is Bob Crane."

Even more striking examples of the impact of TV in memory. Forget about the many advertising campaigns covered and how Lestoil, for instance, zoomed from obscurity to become the most-copied product in marketing on the strength of an adroitly conceived and placed spot-TV assault. Better to talk about the lady who asked if there would

be any mention of broadcasting's coverage of the Jack Kennedy funeral and the moon landing. "Broadcasting's finest hours," she called them and made it certain that no 50-year resume of the industry could be complete without vivid descriptions of both events.

The suggestion came as a surprise. No thought was given to mentioning either event. They're commonplace now, taken for granted. Everybody knows that radio and television cover a live-breaking event superbly. They had better do it and do it well or there's going to be a hell of a stink. Who cares that it costs a small fortune, involves impossible logistics and requires unending, skilled man hours? Broadcasting's a public service, isn't it?

Remember that same lady who made the suggestion, a career woman, used to dealing on equal terms with hard businessmen, standing at the back of a conference room with tears streaming down her cheeks as she watched on TV the Kennedy funeral procession wind its mournful way through Washington's bleak streets. Impact! A scene simultaneously taking place in millions of homes and offices.

And what about the hairs actually prickling on the back of the neck as Neil Armstrong took his giant step for mankind. It can't be true, the thought kept recurring. It's a fake. Somewhere on Universal's back lot in North Hollywood they're acting this all out.

Be fair. Bring out that shibboleth of the opposition: overcommercialization. Think about some of the ridiculous appearing ones seen in production. What about that elephant that was dragged out to the sterile and serene suburban streets of Sherman Oaks, phony, tur-

# were you born in 1930? we were.



Buffalo's Elvyn Singers on WBEN Sept. 18, 1930

FDR was Governor. The George Washington Bridge was nearing completion. And in Buffalo, the towering new City Hall was changing the city's skyline. There was another significant event of 1930, if you lived on the Niagara Frontier: WBEN Radio began broadcasting. September 8 marked our 40th Anniversary of community service. Forty years in which we've tried to bring information, entertainment, and involvement to our good neighbors. We think we've done a pretty good job. But you can't be a leader in broadcasting for 40 years by looking backwards. As the saying goes, "life begins at 40." That means that the sound of tomorrow is on WBEN Radio today.

The Fifth Dimension

are you ready for the  
swinging '70's?

we are.  
**WBEN Radio 930**  
BUFFALO, NEW YORK

Represented nationally by Metro Radio Sales and in Canada by Stephens & Towndrow.

baned, Bengal trainer and all? It was to prove something or other about a foreign import car.

But point out, too, that long afternoon spent with Stan Freberg at the Samuel Goldwyn studios in Hollywood. It was a commercial for Salada Tea and Freberg the perfectionist would not be satisfied with less than full-strength results. After the 32d take overhearing the cameraman say to his assistant: "God save us from these TV geniuses."

Watching Freberg work. Thinking what an exacting director. What a funny writer. What beautiful timing when he reads a line. Then a further thought. Maybe this is why TV entertainment and commercials are so uneven. There are not enough Frebergs to go around. Programing and advertising have to be shown in wholesale lots, and genuine talent is and always will be at a premium.

Such a quiltwork of paradoxes observed. Sitting on a bench in Acapulco next to Albert Dekker, the character actor. Reporting on the doing of the *I Spy* company as it films on location. There has been a break in the action and Dekker, showing his age now after a physical scene, breathing hard, his khaki shirt drenched in sweat, is asked a question. "Why do you work so hard, Mr. Dekker? You're the only one that really seems to care, to be trying."

The answer was spoken with surprising vehemence. "Amateurs, shoe salesmen," he blurted out, his finger pointing at the rest of the company that included the celebrated team of Culp and Cosby. "What do they know about acting? I learned my trade from the ground up. I don't have contempt for what I'm doing." About a month later Albert Dekker, actor, was dead, an apparent suicide.

Based in Hollywood you see the guys who have contempt. So many seem to be passing through, just waiting for the opportunity to get into pictures. Television is just a stepping stone.

Still, remember attending a luncheon meeting of the New York Security Analysts when the agency executive, George Lois, was guest. Watching as a sample reel is shown and being amazed at how the analysts, college trained, presumably highly sophisticated, reacted. They laughed, they cheered, and at the conclusion they all but delivered a standing ovation to a 15-minute reel of commercial spots, for goodness sake.

It's sure confusing. No point in weeping for the broadcasting guys, though. No intention to do so. OK, so they've been the bullseye in the nation's dartboard for 50 years. So they've been subject, as have no other media, to regulation of all kinds. They've been vulnerable. They've been neurotic. Perhaps more than a few suffered from ulcers

or drank too much. But most of the old-timers I've seen have survived in good style, their free-enterprise instincts unimpaired, their pockets jingling. As Senator Wheeler observed: "The broadcasters wouldn't want to have regulation abolished because what would they be without it? They couldn't operate. If they didn't have regulation they'd have competition to where they'd cut the heart out of each other."

Why did the survivors survive? Could it be that they were prodded and challenged so insistently by outside forces—threatened so consistently by technological advances—that they were given no chance to stagnate for any prolonged time? In the face of natural inclinations and self-interests and for whatever reasons—foresight, reflex action, fear—broadcasting, it would appear, has moved with and reflected the times.

Even now, consider all those pioneer broadcasters living in splendid retirement somewhere. So many of them have kept up-to-date. How many times has it been that one of these venerable gentlemen has asked, "What about CATV? What do you think is going to happen?"

There was that white-haired man living in that lovely mountain resort and he didn't really want to reminisce. He wanted to discuss the future. A septuagenarian, more than 10 years since he operated a station, and what did he say? "I think you've got to look ahead all of the time and look to get in on these developments."

The retired guys can muse about the future. The current guys, many of them, at best only can meander. Worse yet some are retreating.

Criss-crossing the country. Talking to a great number of broadcasters, more than a hundred of them. What's the feeling? Come on, face it. Panic, that's what you sense. Confusion and panic about how to meet the challenge of social changes, increasing political pressure, cartridge TV, communications satellites and especially cable TV.

"Turn off your tape recorder," that wise old head, that cantankerous engineer at that major manufacturing outfit, said. "Now that we're off the record let me tell you that you're addressing yourself to anachronisms. I can't give you the precise timetable, but certainly 20 years down the line the local broadcaster as we know him today will be obsolete."

Obsolete, archaic, doomed, the warning has been sounded by engineers, attorneys, politicians, network people and local broadcasters themselves. There's even one sharp, analytical man living by the seashore in New Jersey who figures that cable TV is only a way stop to an ultimate direct-to-home-from-satellite

communications system.

Whew! Bleak times ahead for the establishment? Let's not get carried away. Take things in turn. Don't rush into the future. Evaluate, first, what 50 years of broadcasting has meant. Please, though, not in your own terms. Try to pick a knowledgeable, but impassionate, careful, outside observer.

Hey, what about that inventor-type? Have to be impressed with his sum-up.

Here's a man who pioneered in television for 21 years. He put one of the first experimental TV stations on the air. Yet today he's out of the business, is largely unrecognized and uncredited. This man owes little to the industry.

Ask him a leading question: "Has television disappointed you?" Talked before to people who were once part of the establishment and now are outside looking in. Knew what reply to expect. But the man pulled a switch. "Television has become everything I hoped and expected it to be," he answered. "I think that very largely it has lived up to its potential."

All right, but let's not put it in the banner. Given the man's background maybe he was thinking and evaluating more in terms of television's technical achievements. Still, "living up to its potential": That has to be what everybody shoots for and so few achieve.

No pat answers. You can't see the name Rosebud on a sled and know what motivates Citizen Broadcaster. But maybe a clue in what one greybeard said when the subject got around to broadcast people and their reasons for being over the last 50 years. This man, who started in radio in 1922 and retired only recently, is undoubtedly as biased as hell about the breast that nourished him for so long.

"I think most of us who worked in radio and then later television felt we were taking part in something of incredible benefit to humanity," was his opinion. "We were dedicated about it."

So that takes care of the past. Accentuating the positive, some might say. Could be. But then others sitting in the crow's nest looking over broadcasting's wake have made a practice of spotting the slime and overlooking the crest.

How to handle the troublesome future? It's going to be troublesome, no question. "Why should we expect to have the status quo in a business that is known for changes?" a still young but pioneer broadcaster asked the other week. "I'm afraid that some of us are getting a little old and would rather preserve the status quo," this man, who has a computer-quick mind, suggested. "And you never win doing that."

Don't argue with a computer. So, winds of change, blow. But don't blow so hard you blow my house down.



# More people watch **WCCO** **RADIO** than tv.

You bet the last dollar in your ad budget they do. WCCO Radio's audience is bigger than any TV station in the Minneapolis-St. Paul market. That's average quarter-hour total day/total week. Daytime, WCCO Radio beats all four TV stations combined. Now you're still wondering if people really watch WCCO Radio? Certainly. While they're working, driving, shopping, exercising or doing any of the 1,001 things when conventional TV is impractical. So if you want more people in the Minneapolis-St. Paul market to watch your advertising message, be sure it appears on WCCO Radio. It's the one station that more people watch than TV.

**WCCO RADIO**  
**MINNEAPOLIS/ST. PAUL**

REPRESENTED BY CBS RADIO SPOT SALES



SOURCE: ARB ESTIMATES, RADIO: APRIL-MAY 1970, TV: AVERAGE OF JANUARY, FEBRUARY-MARCH AND MAY 1970. PERSONS 12+; TOTAL SURVEY AREAS. TOTAL DAY/TOTAL WEEK: 8 AM-12 MID., MONDAY-SUNDAY, DAYTIME; 6 AM-8 PM, MONDAY-FRIDAY. ALL DATA SUBJECT TO QUALIFICATIONS WHICH WCCO RADIO WILL SUPPLY ON REQUEST.

# A play-by-play retrospective

The events that have shaped radio and television:  
as remembered, as eyewitnessed, as weighed now

**1895:** Guglielmo Marconi sends and receives his first wireless signals across his father's estate at Bologna, Italy.

**March 27, 1899:** Marconi flashes the first wireless signals across the English Channel.  
**Dec. 12, 1901:** Marconi at Newfoundland intercepts the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

**1906:** Dr. Lee de Forest invents the audion, a three-element vacuum tube, having a filament, plate and grid.

**Jan. 13, 1910:** Enrico Caruso and Emmy Destinn, singing backstage at the Metropolitan Opera House, New York, broadcast through De Forest radiophone and were heard by operator on S. S. Avon at sea and by wireless amateurs in Connecticut.  
**June 24, 1910:** United States approves an act requiring certain passenger ships to carry wireless equipment and operators.

**April 14, 1912:** S. S. Titanic disaster proves the value of wireless at sea; 705 lives saved. Jack Phillips and Harold Bride are the wireless men. David Sarnoff, at Marconi wireless station on Wanamaker building in New York, receives signals.

**Aug. 20, 1920:** WWJ(AM) Detroit, owned by *Detroit News*, starts what is later claimed to be regular broadcasting.

**Nov. 2, 1920:** KDKA(AM) Pittsburgh (Westinghouse Co.) sends out the Harding-Cox election returns, starting what is claimed to be first regularly scheduled broadcasting.

**July 2, 1921:** Dempsey-Carpenter fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N.J. Major J. Andrew White was the announcer. This event gave radio a tremendous boost.

**1922:** The superheterodyne as a broadcast receiver is demonstrated by its inventor, Edwin H. Armstrong.

**Sept. 7, 1922:** WEAF(AM) New York broadcasts the first commercially sponsored program of the Queensborough Corp., a real estate organization.

**Jan. 4, 1923:** A "chain" broadcast features a telephone tieup between WEAF New York and WNAC Boston.

**1924:** Republican convention at Cleveland and Democratic convention at New York are broadcast over networks.

**1925:** Coolidge inaugural broadcast by 24 stations in transcontinental network.

**Feb. 23, 1926:** President Coolidge signs the Dill-White Radio Bill creating the Federal Radio Commission and ending chaos caused by wild growth of broadcasting.

**Nov. 1, 1926:** National Broadcasting Co. organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth as president. Headquarters established at 711 Fifth Avenue, New York.

**Sept. 18, 1927:** Columbia Broadcasting System goes on the air with a basic network of 16 stations. Major J. Andrew White is president.

**Jan. 3, 1929:** William S. Paley elected president of Columbia Broadcasting System.

**Nov. 18, 1929:** Dr. V. K. Zworykin demonstrates his kinescope or cathode-ray television receiver before a meeting of the Institute of Radio Engineers.

**July 30, 1930:** Experimental television transmitter w2xbs opened by National Broadcasting Co. in New York.

**July 21, 1931:** Experimental television sta-

tion w2xab opened by Columbia Broadcasting System in New York.

## 1931

(NOTE: Events are listed by date of publication in BROADCASTING.)

**Oct. 15:** First issue of BROADCASTING magazine appears.

**Oct. 15:** "Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by a selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed:" *Walter J. Damm, president, National Association of Broadcasters, in his message to the 1931 annual NAB convention.*

**Oct. 15:** Federal Radio Commission grants full power (50 kw) to nine stations, making a total of 23 outlets now authorized for full-power operation out of 40 clear-channel stations.

**Nov. 1:** Harry Shaw, WMT(AM) Waterloo, Iowa, is elected NAB president for ensuing year.

**Nov. 1:** U. S. and Canadian stations complain of interference from high-power Mexican border stations, Mexico not being a party to the "gentlemen's agreement" between Canada and the U. S. for non-conflicting frequency assignments.

**Nov. 1:** NBC forms two Pacific Coast networks—Orange, comprising KGO(AM) Oakland, KFI(AM) Los Angeles, KGW(AM) Portland, KOMO(AM) Seattle, KHQ(AM) Spokane, and Gold, with KPO(AM) San Francisco, KECA(AM) Los Angeles, KEX(AM) Portland, KJR(AM) Seattle and KGA(AM) Spokane.

**Nov. 1:** Pursuant to zone and state quota system of station allocations ordered by the Davis amendment to the Federal Radio Act of 1927, the Radio Commission orders WIBO(AM) and WPCC(AM) Chicago off the air and assigns 560 kc, on which they share time, to WJKS(AM) Gary, Ind. (This became benchmark law in later court appeal. See report for May 15, 1933, below.)

**Dec. 1:** Two of every five U.S. households owned radios on April 1, 1930, U. S. Census Bureau reports: 12,078,345 radio families out of total of 29,980,146 U.S. families.

**Dec. 15:** FRC revises rules to require station-break announcements only every 30 minutes and to permit identification of reproduced music in any "clear" language. Also provides for granting applications without hearings.

**Dec. 15:** Chicago stations, meeting with Better Business Bureau, agree to drop exaggerated and misleading advertising, to abide by NAB standards of practice.

**Dec. 15:** More than half of nation's stations are operating without profit, NAB President Harry Shaw tells FRC.

## 1932

**Jan. 1:** James C. Petrillo, president, Chicago local, American Federation of Musicians, calls strike against city's radio stations for midnight New Year's Eve.

**Jan. 1:** Educational stations devote only 8% of their air time to educational pro-

grams, compared to 10% average for commercial stations, FRC records show.

**Jan. 15:** Senate adopts resolution ordering FRC to investigate radio advertising, study feasibility of government operation of broadcasting along European lines.

**Jan. 15:** Refusing to bow to Petrillo's demands, Chicago broadcasters stand firm, avert strike, win new contract on own terms.

**Feb. 1:** FRC adopts order requiring all applications for station licenses to include sworn statements of transfer terms, designed to stop "trafficking in wave lengths and licenses."

**Feb. 15:** Senate launches study to find why State Department has not negotiated with Mexico and Cuba to protect radio channels used by U. S. broadcasters.

**Feb. 15:** BBDO survey finds over 75 regular weekly transcribed programs on air for national advertisers, a 175% increase in two years.

**Feb. 15:** Gross incomes of CBS and NBC in 1931 totaled \$35,791,000, a gain of 33.6% over 1930.

**March 1:** House Committee on Patents begins investigation of American Society of Composers, Authors and Publishers and what committee Chairman William I. Sirovitch (D-N.Y.) termed its "racketeering" activities. New copyright legislation designed to protect broadcasters and other users of music is planned.

**March 1:** KSTP(AM) Minneapolis-St. Paul reports on building a model home and at the same time selling 26 half-hour broadcasts to individuals and firms participating in the construction.

**March 15:** CBS, NBC and New York area stations, notably WOR(AM), go into round-the-clock operations to cover the Lindbergh kidnaping, radio's biggest spot-news reporting job to date.

**March 15:** Samuel Clyde, director of advertising, General Mills, urges that broadcasting stations operate on standard time the year round as railroads do, eliminating the semiannual time change which he called "the one big drawback" in radio advertising.

**March 15:** William S. Paley, CBS president, and associates buy the half interest in the network held by Paramount-Publix Corp, giving them complete ownership of the network.

**March 15:** Lehn & Fink, in daring experiment, puts complete 1932 advertising budget of Pebecco toothpaste into radio.

**March 15:** KNX(AM) Hollywood signs three-year contract with United Press for wire service for four broadcasts a day plus "extras."

**April 1:** WFLA(AM)-WSUN(AM) Clearwater, Fla., installs country's first directional antenna, designed by Raymond Wilmotte, "British authority on transmitting aeri-als."

**April 15:** ASCAP boosts copyright fees to broadcasters by 300%, to 5% of gross income, totaling some \$3.5 million annually, compared with \$960,000 for 1931.

**May 1:** NBC lifts ban on recorded programs for its owned and operated stations, leaving it up to judgment of the station managers, but still barring them from network use.

**May 1:** Rejecting ASCAP's demands, NAB sets up committee to negotiate better deal with the copyright owners, secures moratorium until Sept. 1.

**June 15:** Federal Radio Commission, after a six-month investigation of broadcasting, particularly its advertising activities, reports to Congress that "any plan . . . to eliminate the use of radio facilities for commercial advertising purposes, will if adopted destroy the present system of broadcasting." Advertising agencies, also queried, say that any law limiting advertising on the air to announcement of sponsorship would cause most advertisers to cease their use of radio.

**July 1:** State Supreme Court of Nebraska, in suit of Attorney General C. A. Sorenson against KFAB(AM) Lincoln and Richard A. Wood for allegedly libelous remarks made by Mr. Wood over KFAB during an election campaign, rules that a broadcasting station is equally liable with the speaker for libelous statements disseminated through its facilities.

**July 15:** To broadcast 58 hours of sessions of the two national political conventions from the Chicago Stadium, NBC canceled 56 commercials, CBS canceled more than a dozen.

**July 15:** NBC withdraws prohibition against price mentions on air during daytime hours; A&P is first advertiser to take advantage.

**Aug. 1:** ASCAP breaks off negotiations with NAB; prepares to start negotiations with individual stations; offers three-year contracts at 3% of net income for first year, 4% for second and 5% for third, plus annual sustaining program fees.

**Aug. 1:** A BROADCASTING survey of free-advertising propositions currently flooding radio-station mail reveals national magazines as most persistent in demands for free time on the air.

**Aug. 15:** Republicans allot \$300,000 for radio time for the presidential campaign, two-thirds for network time, one-third for spot.

**Sept. 1:** NAB resumes negotiations with ASCAP, submits to demands for progress-

ive percentage-of-income fees for music used on commercial shows, plus flat sustaining payment.

**Sept. 15:** CBS and NBC permit price mentions, night as well as day; again, A&P is first advertiser to broadcast prices at night.

**Oct. 15:** Mexican government authorizes XER(AM), across border from Del Rio, Tex., to broadcast with 50 kw; NAB files protest with State Department asking protection from interference for U.S. broadcasters.

**Oct. 15:** ASCAP offers special reduced fees to newspaper-owned stations in recognition of "substantial contributions to the promotion . . . of music made by newspapers."

**Oct. 15:** To protect broadcasters from the dangers inherent in the Nebraska Supreme Court ruling on radio libel, John W. Guilder, acting chairman of the committee on communications, American Bar Association, advocates a rule freeing a station from liability "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamation."

**Nov. 1:** Chrysler Corp. introduces the 1933 Plymouth Six to 75,000 salesmen via 25-city CBS hookup; insures this radio business conference for \$500,000 against line break or equipment failure.

**Nov. 1:** Interstate Commerce Commission, dismissing complaint of Sta-Shine Co. against NBC and WGBB(AM) Freeport, New York, rules that broadcasting stations are not public utilities and that ICC therefore has no power to regulate their advertising rates.

**Dec. 1:** NAB St. Louis convention elects as president Alfred J. McCosker, director, WOR(AM) Newark, N.J., plans program of aggressive opposition to exorbitant copyright fees and line charges, spearheaded by prominent public figure and supported by war chest three or four times as big as present annual income of \$50,000; agrees on self regulation as best preventive of governmental interference in broadcasting.

**Dec. 1:** Accepting government consent decree, General Electric and Westinghouse agree to divest themselves of their stock

control of RCA, which becomes a completely independent company; patent pool becomes nonexclusive, but RCA retains licensing rights to patents of GE and Westinghouse as well as its own.

## 1933

**Jan. 1:** Frederic R. Gamble, American Association of Advertising Agencies executive secretary, urges closer cooperation between agencies and broadcasters, advocates cash discount for bills paid promptly by agencies.

**Jan. 15:** Phonograph companies start labeling records "not licensed for radio broadcast" as move to protect their alleged property rights; Oswald F. Schuette, director of NAB copyright activities, calls move "a bluff" with no legal basis.

**Feb. 1:** NAB retains Newton D. Baker, Cleveland attorney who was secretary of war during the Wilson administration, as special counsel.

**Feb. 1:** Foods, drugs and toiletries, and tobaccos were most-advertised products on radio networks (CBS and NBC) in 1932, when combined gross time sales totaled \$39,106,776.

**March 1:** NAB commercial committee and AAAA radio committee agree on standard form for agency orders of radio time.

**March 1:** Attempted assassination of President-elect Roosevelt gets prompt radio coverage; CBS puts eye-witnesses on air within 90 minutes via special line instead of taking time to have link with Miami reversed.

**March 1:** KOIL(AM) Omaha creates business at depth of Depression by selling time to associations of barbers, beauticians, florists, grocers, druggists and other trade groups whose members buy collectively what they can't afford individually.

**March 15:** Radio places full facilities at disposal of Roosevelt administration during banking crisis; largest audience in history reported for President Roosevelt's CBS-NBC broadcast via special line to reopen the nation's banks.

**March 15:** Canadian Radio Commission



On April 23, 1923, two years after the first commercial broadcast, these ten men met in the Drake hotel, Chicago, as the founding fathers of the National Association of Broadcasters. They are (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO(AM) Des Moines, Iowa, later an NAB president; Commander Eugene F. McDonald Jr., then owner of WJAZ(AM) Chicago; Paul Klugh, manager of WJAZ; William S. Hedges, radio editor of the Chicago Daily News, operating WMAQ(AM) Chicago; Elliott

Jenkins, WDAP(AM) Chicago (now WGN); A. B. Cooper; John Shepard III; Powel Crosley Jr., WLW(AM) Cincinnati. In 1942, networks were represented on the board, with FM and TV directors added after World War II. FM Association and Television Broadcasters Association were merged with NAB, the latter in 1950 when the name was changed to National Association of Radio & Television Broadcasters. However, noting the word "broadcasting" properly described both radio and TV, the association in 1958 reverted to NAB.

# What does the recruitment of Boy Scouts have to do with WHDH Boston?

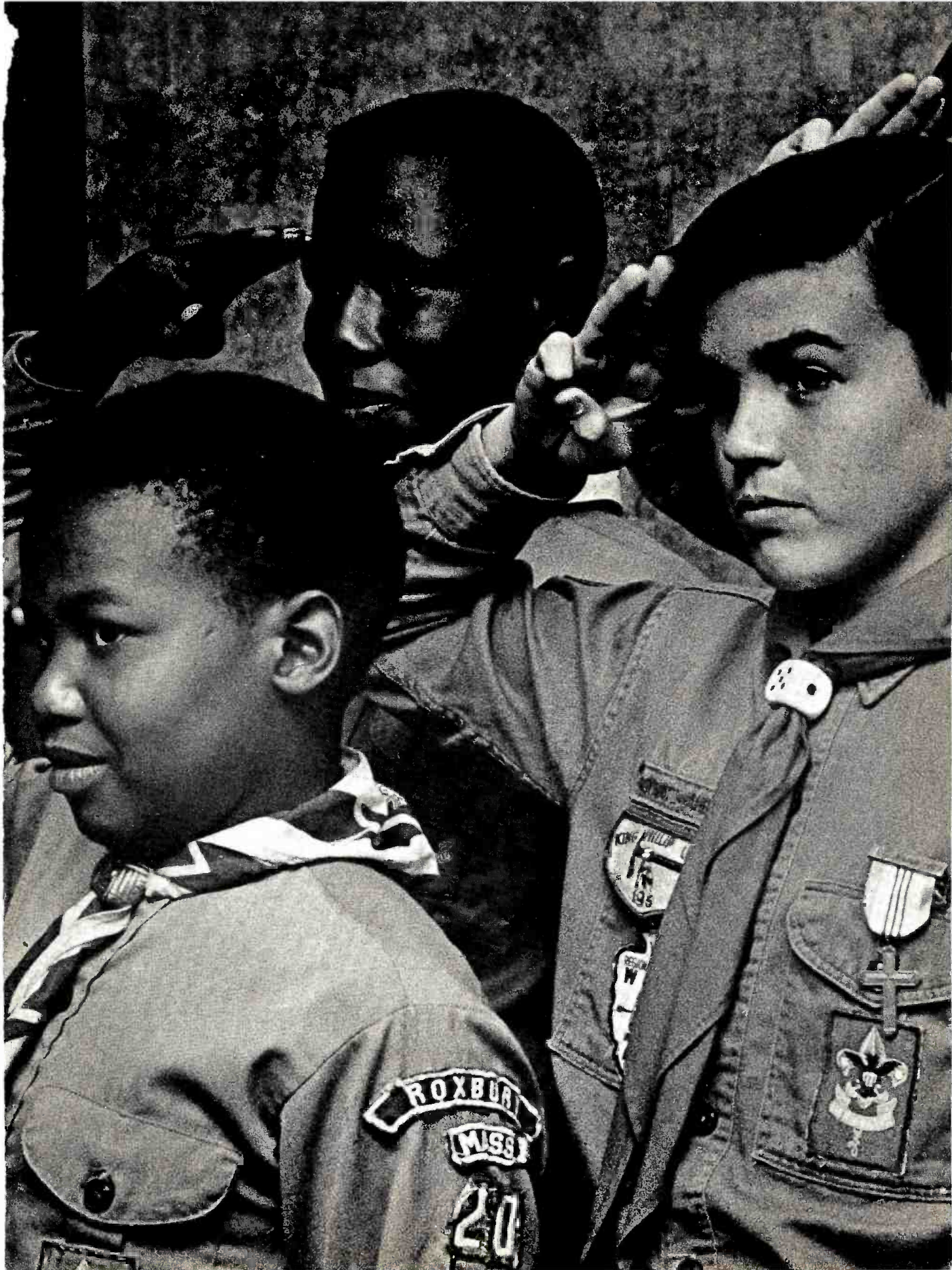


"The very existence of the scouting movement depends on willing volunteers from within the community giving of their time, talents and resources. From special project fund raising, to volunteer leadership, to offering their facilities and air time, we consider WHDH's commitment a fine example of what community involvement can mean."

*Francis M. Staszsky, Scout Commissioner  
Boston Council, Boy Scouts of America*

**Harold E. Clancy, President of the Boston Council Boy Scouts of America, is President of WHDH Radio and Television. He is directing a recruitment program that has already increased participation by young men living in the core city by more than two thousand. Serving community needs with its facilities and its people has been a WHDH tradition for a quarter century.**

**WHDH BOSTON**  
AM/FM/TV/CBS TV IN BOSTON



acquires its first three stations, CNRA(AM) Moncton, N.B.; CNRO(AM) Ottawa, Ont., and CNRV(AM) Vancouver, B.C., formerly owned by Canadian National Railways.

**April 1:** Post office modifies rules so stations can forward fan mail to sponsors in bulk without paying additional first class fees.

**April 1:** NBC discontinues its Pacific Coast Gold network to save line costs; Orange network continues, absorbing some Gold programs.

**April 1:** Southern California broadcasters carry on amid wreckage to keep nation informed of effects of earthquake.

**April 15:** NAB organizes Radio Program Foundation to make available for broadcasting the copyrighted works of non-ASCAP composers and publishers.

**April 15:** Federal District Court in Sioux Falls, S.D., grants Associated Press permanent injunction against unauthorized broadcasting of AP news by KSOO(AM) Sioux Falls.

**May 1:** AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts to bulletins at stipulated times with air credit to member newspaper, which is to pay an extra broadcast assessment.

**May 1:** American Newspaper Publishers Association annual meeting resolves that radio logs are advertising and should be published only if paid for.

**May 15:** Federal Radio Commission is granted absolute power in distributing radio facilities by Supreme Court ruling upholding commission's decision to delete WIBO(AM) and WPCC(AM) Chicago (over quota by the current allocation plan) and give the 560 kc regional channel to WJKS(AM) Gary, Ind.

**May 15:** News on air is undiminished as United Press and International News Service fail to follow AP's example; networks establish own correspondents in key cities; President again uses combined CBS-NBC networks for second "fireside chat," phrase coined by Harry Butcher, CBS Washington.

**July 1:** NAB-sponsored Radio Program Foundation acquires broadcast rights to Ricordi catalogue of 123,000 compositions; offers package to member stations at rates of \$2.50 to \$25 a month.

**July 1:** George B. Storer, president, CKLW(AM) Detroit-Windsor, heads Point-O-Purchase Broadcasting System, which plans to install radio receivers in grocery and drug stores to receive programs broadcast by Point-O-Purchase during peak shopping hours and so provide "the missing link between manufacturer and consumer."

**Aug. 1:** National Recovery Administration program involves broadcasters two ways: as employers and as operators of a medium which can publicize the program. NAB sends questionnaire to all broadcasters on employment practices, appoints advisory committee to work with William B. Dolph, former RCA Photophone salesman, now in charge of radio publicity for NRA.

**Aug. 15:** First North American Radio Conference breaks up when Mexico refuses to budge from demands for 12 clear channels; interference problems foreseen as Latin American countries, not bound by any international agreements, are free to use whatever frequencies they desire.

**Sept. 1:** Rate cutting, per-inquiry business, song plugging, excessive coverage claims, excessive commission payments, lotteries and similar practices are barred by broadcasting code drafted by NAB committee and submitted to NRA; Sol A. Rosenblatt is named code administrator.

**Sept. 1:** New York business group headed

by Alfred E. Smith acquires commercial and program rights of WMCA(AM) New York in \$155,000-a-year deal whose legality is questioned by Radio Commission.

**Sept. 15:** NAB special counsel Newton D. Baker files suit in federal court asking dissolution of ASCAP as illegal trade combination.

**Sept. 15:** CBS assigns publicity director, Paul White, to task of organizing a nationwide staff to collect news for network broadcast.

**Oct. 1:** General Mills sponsors twice-daily broadcasts on CBS of news collected by Columbia News Service; *Washington Star* drops program log of WJSV(AM) (CBS outlet serving Washington) in line with policy of "not advertising our competitors."

**Oct. 1:** After many delays, Ed Wynn's Amalgamated Broadcast System gets under way as third national network with 100 outlets, connected by Western Union lines. (See Nov. 15 item below.)

**Oct. 1:** Stations file for 50 kw power as FCC lifts limit from four to eight per zone, or from 20 to 40 for U.S.

**Oct. 1:** NBC moves into Radio City headquarters, world's largest broadcasting plant.

**Oct. 15:** NAB convention reelects Alfred J. McCosker, WOR(AM) Newark, N.J., for second year as president; urges abolition of requirement that recorded programs be so identified; urges three-year licenses in place of current six-month ones; agrees to intensify fight against ASCAP; denounces concealed commercials in sustaining programs and contingency accounts as unfair practices; urges retention of 48-hour week for operators and control men.

**Oct. 15:** Yankee Network adds rider to political contracts absolving network from liability for libel or defamation by speakers.

**Nov. 15:** Repeal of Prohibition Act raises question of advertising of hard liquor on radio; CBS and some stations announce they will not accept it at all.

**Nov. 15:** Other groups ponder "third network" organizations as Ed Wynn's Amalgamated Broadcasting System goes bankrupt.

**Nov. 15:** WGN(AM) Chicago, WBZ(AM) Boston and WHAM(AM) Rochester are first to get 50 kw under revised regulation.

**Dec. 1:** President signs broadcasting code, calling for minimum wages of \$40 a week for technicians, \$20 a week for announcers and program-production employees (\$15 if fewer than 10 such employed at station).

**Dec. 1:** Washington newspapers agree to publish radio logs only as paid advertising.

## 1934

**Jan. 1:** Broadcast band widened to include three new channels—1530, 1550 and 1570 kc—with 20 kc separation, for experimental operation (but with full authority to broadcast commercial programs), with goal of high-fidelity broadcast transmission.

**Jan. 1:** KNX(AM) Hollywood announces plan to pay salesmen commissions on talent as well as time sales, as incentive to stimulate use of station-built programs by local advertisers.

**Jan. 15:** WLW Cincinnati starts tests of new 500 kw transmitter, world's most powerful.

**Jan. 15:** Group programing, a station-built half-hour show sold to six sponsors instead of one, developed at WTMJ Milwaukee to stimulate sales during the Depression, proves successful for both station and sponsors.

**Feb. 1:** NRA Code Authority for broadcasting outlaws per-inquiry and contingent

business, launches study of status of performers to determine whether they should be covered by code's wage-and-hour provisions.

**Feb. 1:** Students remember advertising they hear better than that they read in test conducted by Professor Frank Stanton of Ohio State University's psychology department.

**Feb. 15:** CBS and NBC withdraw from news-gathering field as AP, UP and INS agree to provide material for morning and evening network newscasts.

**Feb. 15:** *Milwaukee Journal's* WTMJ(AM) prepares for experimental facsimile broadcasting.

**March 1:** Press Radio Bureau begins operations; Yankee Network and KFI(AM) Los Angeles set up own news organizations with exchange of news contemplated.

**March 15:** George B. Storer, chief owner of CKLW(AM) Detroit-Windsor, WSPD(AM) Toledo, Ohio, and WWVA(AM) Wheeling, W.Va., becomes president and majority stockholder of Federal Broadcasting Corp., lessee-operator of WMCA(AM) New York, designated as key station for projected nationwide network.

**April 1:** Three independent news services organize to provide news to radio stations.

**May 1:** Federal Trade Commission announces that after June 1 it will periodically ask stations, networks, transcription companies for copies of all commercial copy as part of over-all survey of advertising.

**June 1:** Federal Radio Commission rules that when unconnected numbers recorded on two or more disks are combined into a program, each number must be individually identified as an electrical transcription.

**June 15:** Communications Act now law; Federal Communications Commission to replace Federal Radio Commission July 1.

**July 1:** E. O. Sykes, charter member of Federal Radio Commission, is named chairman of new FCC. Other members are: Thad H. Brown, also a holdover from the FRC, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, and Hampson Gary.

**July 1:** George B. Storer announces new network. American Broadcasting System, will begin operations in mid-August; hires Frederick H. Weber, former Chicago manager of NBC station relations, as operations vice president.

**July 15:** Clear-channel stations attack "break down" policy of old radio commission, urge FCC to conduct an engineering study of subject preliminary to restatement of regulations.

**Aug. 1:** FCC forms three-man broadcasting division, with Hampson Gary as chairman, Thad Brown and Judge Sykes as members.

**Sept. 1:** Department of Justice files anti-trust suit asking dissolution of ASCAP as illegal monopoly.

**Sept. 15:** Don Lee, owner of KHJ(AM) Los Angeles, KFRC(AM) San Francisco, KDB(AM) Santa Barbara, Calif., and KGB(AM) San Diego and operator of the Don Lee Network, dies at 53.

**Sept. 15:** To solve troublesome problem of how much merchandising aid should be given station clients, Free & Sleinger's station representative, sets up unit plan for its stations with one unit of merchandising to be given for each dollar spent for time.

**Oct. 1:** J. Truman Ward, WLAC(AM) Nashville, is elected president of NAB.

**Oct. 1:** Quality Group organizes as network for commercial programs only, linking WOR(AM) New York, WGN(AM) Chicago and WLW(AM) Cincinnati, with WXYZ(AM) Detroit as an optional outlet.

**Oct. 15:** FCC revises quota system to per-



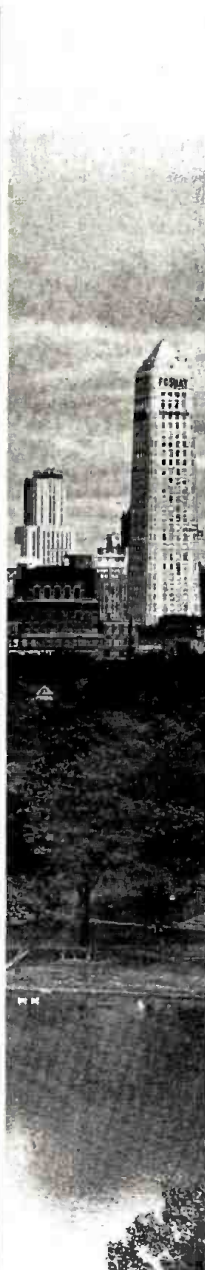
Oklahoma City  
KOMA



Kansas City  
WHB



St. Louis  
KXOK



Minneapolis  
WDGY



New Orleans  
WTIX



Miami  
WQAM

# The Storz Stations

STORZ BROADCASTING CO. HEADQUARTERS: KIEWIT PLAZA  
OMAHA, NEBRASKA □ ROBERT H. STORZ, PRESIDENT

mit more stations and higher power.

**Oct. 1:** Ford Motor Co. pays \$100,000 for broadcast rights to World Series; links three networks plus independent stations into 180-outlet special hookup for event.

**Oct. 15:** FCC begins hearing on proposal that 25% of broadcasting facilities be allotted to so-called nonprofit groups.

**Oct. 15:** Quality Group changes name to Mutual Broadcasting System.

**Oct. 15:** American Broadcasting System starts 16-hour daily program service over 18-station network reaching from New York to St. Louis.

**Nov. 1:** After years of legal battles to protect its place in Chicago, Westinghouse moves KYW(AM), the city's first radio station, to Philadelphia to comply with governmental quota technicalities.

**Nov. 1:** Complying with request made jointly by 13 clear-channel stations, FCC orders an inquiry into the clear-channel structure.

**Nov. 1:** Mutual network adds sustaining program exchange among its four outlets to former commercial-only service.

**Nov. 1:** Federal court upholds property right in broadcast material, enjoins Upstart Co., Boston publisher, from publishing Ed Wynn's Texaco fire chief broadcast scripts in pamphlet form.

## 1935

**Jan. 1:** Federal District Judge John C. Bowen in Seattle rules that once news is printed in newspapers it may be broadcast without restriction, dismisses AP suit against KVOS(AM) Bellingham, Wash., alleged to have "pirated" AP news from member newspapers.

**Jan. 1:** NAB starts study of audience-survey methods with eye to establishing an independent audit bureau for radio.

**Jan. 15:** Federal Judge Merrill E. Otis in Kansas City, Mo., rules station is jointly liable with speaker for libelous broadcasts, finds KMBC(AM) guilty for statement on CBS program originating in New York.

**Feb. 1:** Fred Weber joins MBS as coordinator of network operations, following reorganization of American Broadcasting System.

**Feb. 15:** First BROADCASTING YEARBOOK is issued.

**Feb. 15:** In face of many requests for free time from commercial firms, broadcast code authority rules against any station accepting "propaganda" except on commercial basis.

**April 1:** With a new chairman, Anning S. Prall, FCC starts to clean house: cites stations for accepting medical advertising, warns industry to live up to rules, holds conference with network heads on good taste in broadcasting, calls national meeting to work out ways for better cooperation between broadcasters and educators.

**April 1:** Experimental "wired radio" service is installed in Cleveland by Wired Radio Inc., using transcriptions made by its sister company, Associated Music Publishers, transmitted to homes via electric lines.

**April 15:** American Society of Recording Artists, new group, asks royalty fees for broadcasts of phonograph records.

**May 15:** Philip G. Loucks resigns as managing director of NAB after five years to return to private law practice.

**May 15:** United Press and International News Service offer news to radio; Associated Press permits member papers to provide news for local newscasts but still forbids sponsorship.

**May 15:** RCA announces it is taking television out of laboratory for \$1-million field-test program.

**June 1:** Code authority for broadcasting

industry shuts down as Supreme Court of the United States declares the National Recovery Act unconstitutional.

**June 1:** Transradio Press Service files \$1-million damage suit against CBS, NBC, AP, UP, INS and American Newspaper Publishing Association, alleging that the press-radio program agreed to in 1934 was illegal and unfair competition.

**June 15:** Plan for a bureau of agency recognition and credit information to be operated for and by the broadcasting industry is adopted by the NAB commercial section.

**June 15:** NBC launches Thesaurus, recorded library service.

**July 1:** Warner Brothers announces withdrawal of its five music-publishing firms, said to account for 40% of all ASCAP music performances, from ASCAP on Jan. 1, 1936.

**July 15:** NAB elects Charles W. Myers, KOIN(AM) Portland, Ore., president, names James Baldwin as managing director; reelects as treasurer Isaac D. Levy of WCAU(AM) Philadelphia, a controversial figure in the acceptance of new five-year license from ASCAP; endorses agency-recognition plan; adopts revised code of ethics which outlaws per-inquiry and contingent business.

**July 15:** Washington state gets restraining order preventing ASCAP from collecting royalties for broadcast performances of its music within the state on grounds that ASCAP is a monopoly in violation of the state constitution.

**Sept. 15:** Scripps-Howard decides to enter radio and applies for permission to buy WFBE(AM) Cincinnati; seeks stations in other cities where it has newspapers.

**Sept. 15:** Committee of 15, with equal representation from NAB, Association of National Advertisers and American Association of Advertising Agencies, starts work on creation of a radio counterpart of the Audit Bureau of Circulations for newspapers and magazines.

**Oct. 1:** FCC demonstrates it is still scrutinizing programs by giving score of stations temporary renewals pending further investigation of "questionable" programing.

**Oct. 15:** Esso's sponsorship of United Press news on group of NBC O&O stations leads Associated Press board of directors to reaffirm its ban on the use of AP news on sponsored broadcasts.

**Nov. 15:** Tax law of the state of Washington imposing tax of 0.5% on gross income of radio stations, is declared unconstitutional by federal court in suit brought by KVL(AM) Seattle; state supreme court had upheld law's validity in earlier suit of KOMO(AM)-KJR(AM).

**Dec. 1:** Yankee Network underwrites Boston survey of listening made by mechanical meter devices attached to sets in 1,000 homes to measure tuning; developed by two Massachusetts Institute of Technology professors, Robert F. Elder of the marketing department and L. F. Woodruff of the electrical engineering department.

## 1936

**Jan. 1:** Warner Brothers withdraws musical catalogues from ASCAP and offers performance rights to broadcasters on flat fee basis which networks reject; ASCAP temporarily extends its licenses to broadcasters but with no reduction in fees.

**Jan. 1:** NBC adds second Pacific Coast network; both NBC Red and NBC Blue now national.

**Jan. 1:** Lenox R. Lohr, general manager of Chicago's successful Century of Progress, succeeds M. H. Aylesworth as NBC president.

**Jan. 1:** U.S. Circuit Court of Appeals holds

broadcasting news taken from newspaper as unfair competition, reversing earlier decision in case of AP versus KVOS(AM) Bellingham, Wash.

**Jan. 1:** WCOA(AM) Pensacola, Fla., asks FCC to compel AT&T to reduce its rates in first formal complaint ever filed concerning charges for broadcast lines.

**Jan. 15:** ASCAP cancels temporary licenses, threatens infringement suits against stations not signing new five-year contracts at same price for less music.

**Jan. 15:** Following industry survey, 120 members of Distilled Spirits Institute agree not to advertise hard liquor on the air.

**Feb. 1:** FCC liberalizes recording-transcription announcement rules; now requires only one announcement per quarter-hour.

**Feb. 15:** Warner Brothers files infringement suits totaling more than \$3 million against networks and stations; NAB revives plan to establish its own music-rights organization.

**March 15:** CBS broadcasts speech by Communist Party Secretary Earl Browder; some affiliates refuse to broadcast it; editorials and congressmen attack and defend CBS action.

**April 1:** CBS buys KNX(AM) Los Angeles for \$1.3 million, biggest station deal to date.

**April 1:** Hearst Radio acquires KTAT(AM) Fort Worth, WACO(AM) Waco, Tex., and KOMA(AM) Oklahoma City.

**April 1:** AT&T works out agreement with WCOA(AM) Pensacola to reduce rate on backhauls by 50% (saving of about \$2,000 a year for station).

**April 15:** U.S. Supreme Court rules broadcasting is instrumentality of interstate commerce, not subject to state taxation, in reversing Supreme Court of Washington State, which had upheld a state tax on gross receipts of radio stations.

**May 1:** NAB board approves plan to create a "bureau of copyrights" with a "measured service" method of compensation.

**June 15:** President Roosevelt signs bill repealing Davis Amendment to original radio law, which required equal division of broadcasting facilities among five zones and among states in each zone, opens way for more stations, increased power.

**June 15:** Don Lee Broadcasting System starts first public demonstration of cathode-ray television in U.S. with daily broadcasts of 300-line pictures using system developed by Harry Lubcke, Don Lee director of TV.

**July 1:** FM broadcasting, a new system invented by Major E. H. Armstrong, is described at FCC hearing as static-free, noise-free, free from fading and cross talk, uniform day and night throughout all seasons and with greater fidelity of reproduction.

**July 15:** Charles W. Myers, KOIN(AM)-KALE(AM) Portland, Ore., elected NAB president; Isaac D. Levy, WCAU(AM) Philadelphia, retiring NAB treasurer, attacks the NAB board and managing director for copyright mismanagement, then resigns from NAB promising to form a new association; convention backs managing director and board and maintains a solid front.

Sales managers organize as an NAB division.

**July 15:** RCA shows radio manufacturers its system of TV, being field tested with transmissions from New York's Empire State Building.

**Aug. 1:** Warner Brothers returns to ASCAP, drops infringement suits of more than \$4 million.

**Aug. 1:** National Association of Regional Broadcasting Stations organizes to protect interests at upcoming FCC allocations hearings, elects John Shepard III, Yankee Network president, as chairman.

**Aug. 1:** Members of National Association



With compliments.  
A FRIEND  
IN  
PHILADELPHIA.



Mr. Welles at the time

## When fiction was stronger than fact

Broadcasting learned an important lesson one Sunday evening 22 years ago—a lesson dramatically demonstrative that the profound power of the industry must be wielded with caution.

On Oct. 30, 1938, from 8 to 9 p.m. CBS's *The Mercury Theater of the Air* presented H. G. Wells's "The War of the Worlds." The radio drama began inno-

cently with "dance music from the Park Plaza Hotel in downtown New York." Then, a news flash: Strange activity had been observed on Mars. Subsequent bulletins revealed Martians, armed with death-ray guns, had landed near Grover's Mills, N.J., and were heading for New York, burning everything in their path. A state of national emergency had been declared, it was reported on the broadcast.

Although the play was interrupted by reminders that "The War of the Worlds" was only a fictional presentation, the "news bulletins," eyewitness technique and other dramatic devices of Orson Welles's production soon had many in a state of panic. Thousands abandoned their homes, fleeing before the Martian invasion. Police stations, newspapers, radio stations were deluged with calls.

Had not an estimated 10 times as many sets been tuned to Edgar Bergen-Charley McCarthy on NBC, the panic might have been much worse.

The FCC received several hundred complaints following the broadcast. And, although the commission dismissed the complaints, it did advise broadcasters to avoid repetition of such incidents, particularly in regard to simulated news broadcasts. Some newspapers took advantage of the chance to challenge radio's qualifications as a news medium. Citizens who claimed they were injured because of the drama filed damage suits totalling \$750,000, none of which stood up in court.

of Recording Artists follow up granting of an injunction restraining WDAS(AM) Philadelphia from broadcasting phonograph records made by NARA President Fred Waring, institute suits against WHN(AM), WNEW(AM) and WEVD(AM), all New York, for unauthorized record broadcasts.

Aug. 15: Philco Corp. demonstrates its system of television with seven-mile transmission of live and film subjects in 345-line images  $9\frac{1}{2}$  by  $7\frac{1}{2}$  inches.

Sept. 1: Mutual Broadcasting System starts drive to become nationwide network by signing five midwestern affiliates—KWK(AM) St. Louis; KSO(AM) Des Moines, Iowa; WMT(AM) Cedar Rapids, Iowa; KOIL(AM) Omaha; KFOR(AM) Lincoln, Neb. WLW(AM) Cincinnati turns in its MBS stock but remains as outlet.

Sept. 15: Television starts in England, with twice-daily telecasts using alternately the Baird and EMI-Marconi systems.

Oct. 1: After KFI(AM) and KECA(AM) Los Angeles refuse to carry President Roosevelt's "fireside chat" as a sustaining program, Democratic National Committee cuts them from network outlets getting paid campaign broadcasts.

Oct. 15: A. C. Nielsen proposes metered tuning method of measuring size of program audiences at ANA meeting, reveals his firm's acquisition of "audimeter" developed at MIT; Edgar Felix urges coverage measurements to determine audience.

Nov. 1: CBS cancels "debate" of Senator Arthur Vandenberg (R-Mich.) with recording of President Roosevelt's statements as violating its no-transcription rule, then

reinstates the broadcast; mob at Terre Haute, Ind., prevents Communist candidate Earl Browder from reaching WBOV(AM) studio; parties step up time purchases as campaign closes.

Nov. 15: Complete election return coverage by networks and stations winds up campaign in which the political parties spent an estimated \$2 million for radio time.

Nov. 15: Demonstrations of RCA's 343-line TV system are highlight of NBC's 10th anniversary celebration.

Dec. 15: Don Lee Broadcasting System affiliates with Mutual, making latter a coast-to-coast network.

## 1937

Jan. 1: Chicago Federation of Musicians forbids members to make recordings except under special conditions, as move to halt threat of "canned" music to employment of live musicians.

Jan. 1: U.S. Supreme Court throws out suit of Associated Press against KVOS(AM) Bellingham, Wash., for AP's failure to show damages of over \$3,000, minimum needed for federal jurisdiction, but looks with disfavor on KVOS practice of buying newspapers and reading news from them on air.

Feb. 1: Radio goes on round-the-clock duty to provide communication for flood-stricken Ohio and Mississippi valleys, and aids relief work; job wins nation's praise.

Feb. 1: Station sales managers, in first national meeting, reject requests of re-

cording companies for third 15% (in addition to commissions paid agencies and station representatives), ask networks to discontinue chain-break announcements from their O&O stations before asking affiliates to do so.

Feb. 1: Representative Otha D. Wearin (D-Iowa) introduces bill to outlaw newspaper ownership of radio stations.

Feb. 15: Charging the networks with monopoly in broadcasting, legislators demand a congressional investigation of radio. Representative Wigglesworth (R-Mass.) blasts FCC for permitting trafficking in licenses and reads into record full report of station sales and leases approved by commission.

April 1: North American Radio Conference at Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

April 1: CBS applies for experimental video station in New York, plans to install RCA TV transmitter in Chrysler building tower and to construct special studios at total cost of \$500,000.

April 15: CBS recognizes American Guild of Radio Announcers and Producers, independent union headed by Roy S. Langham, CBS producer; bargaining begins for network's announcing-production employees.

April 15: George H. Payne, FCC telegraph commissioner, urges Congress to levy a tax on broadcasting stations of \$1 to \$3 a watt.

May 1: CBS breaks ground for \$2-million Hollywood studios.

May 1: American Radio Telegraphists Association (CIO), International Brotherhood of Electrical Workers (AFL) and Newspaper Guild (claimed by both AFL and CIO) start drives to organize station employees; NBC institutes five-day week for production staff.

May 15: WLS(AM) Chicago recording team of Herb Morrison, announcer, and Charles Nehlsen, engineer, on routine assignment at Lakehurst, N.J., record on-the-spot, at-the-time account of explosion of the German dirigible Hindenburg; NBC breaks rigid rule against recordings to put it on network.

May 15: RCA demonstrates projection television, with images enlarged to 8 by 10 feet, at Institute of Radio Engineers convention.

June 15: Transradio Press's \$1,700,000 suit against networks and press associations is settled out of court.

July 1: NAB elects John Elmer, WCBM(AM) Baltimore, as 1937-38 president; James W. Baldwin is reappointed managing director; NAB Bureau of Copyrights gets 58 subscriptions to its tax-free library.

July 1: WWJ(AM) Detroit announces plan of "balanced programing" with programs kept in scheduled time periods whether sponsored or not.

Aug. 1: American Federation of Musicians demands that broadcast stations increase their employment of musicians to a number satisfactory to the union or lose their musical programs.

Aug. 1: Actors' Equity withdraws from radio with organization of a new AFL union, American Federation of Radio Artists.

Aug. 1: Guglielmo Marconi, 63, dies of heart attack in Rome.

Aug. 1: WWJ(AM) Detroit announces that in addition to its balanced program plant, it will abolish all between-program announcements between noon and 3 p.m., concurrently increasing its rates for the three-hour period.

Sept. 1: Independent Radio Network Affiliates organize to deal with AFM; ponder suggestion of AFM President Joseph N. Weber that a weekly sum of three and a

# Congratulations to Radio

from Records 

half times station's one-time evening quarter-hour rate be used to employ live musicians, amounting to some \$5.5 million a year over-all.

**Sept. 1:** Frank R. McNinch, from Federal Power Commission, goes to FCC as chairman; Commander T. A. M. Craven becomes an FCC commissioner.

**Sept. 1:** International Brotherhood of Electrical Workers (AFL) starts drive to organize radio technicians after National Labor Relations Board certifies American Radio Telegraphists Association (CIO) as bargaining agent for WHN(AM) New York technicians, overruling petition of International Alliance of Theatrical Stage Employees (AFL).

**Sept. 15:** AFM strike averted as network affiliates agree to spend an additional \$1.5 million a year to employ staff musicians; NAB calls special convention.

**Sept. 15:** Chicago stations broadcast lessons as infantile-paralysis epidemic closes schools.

**Oct. 1:** American Bar Association recommends that broadcasting of court trials be "definitely forbidden."

**Oct. 1:** FCC gives two stations—WGH(AM) Newport News, Va., and WHO(AM) Des Moines, Iowa—permission to experiment with facsimile broadcasts on their regular frequencies in midnight-6 a.m. period; both plan to use system developed by W. G. H. Finch, former assistant chief engineer of the FCC.

**Oct. 15:** NAB special convention votes for complete reorganization, approves 50% hike in dues.

**Nov. 1:** FCC allocates 75 channels with 40 kc separation (41,020 kc to 43,980 kc) for "apex" stations and 19.6-mc bands for television (44-108 mc), with 16 channels in the 30-40 mc band for relay stations.

**Nov. 15:** NBC refuses to let General Hugh S. Johnson broadcast talk on venereal disease.

**Nov. 15:** Bell Labs demonstrates intercity TV program transmission over 90-mile coaxial cable connecting New York and Philadelphia.

**Dec. 15:** Inter-American Radio Conference reaches agreement on broadcast allocations that protect U.S. broadcasters by eliminating Mexican border stations, but require many shifts in U.S. station frequencies.

## 1938

**Jan. 1:** U.S. Court of Appeals for District of Columbia, in opinion written by Associate Justice Justin Miller, sharply criticizes the FCC in reversing its denial of the application of Paul H. Heitmeyer for a new station in Cheyenne, Wyo., which the court calls "arbitrary and capricious."

**Jan. 15:** FCC announces policy of not licensing second station in same community to existing licensee unless it is "clearly shown" that the public interest would be best served by such a license; denies application of WSMB(AM) New Orleans for second station there.

**Jan. 15:** John Shepard III, president of Yankee Network, starts construction of 50 kw FM station atop Mt. Wachusett at cost of \$250,000; Major Edwin H. Armstrong, FM's inventor, builds own 50 kw FM station at Alpine, N.J.; others are planned to test this new medium.

**Feb. 1:** RCA puts stations on notice it may institute "reasonable fees" for broadcasting of Victor and Bluebird records; move said to be self-protective in view of attempts of National Association of Performing Artists to establish its performing rights in recordings through court action.

**Feb. 1:** FCC sets 25 channels, 40 kc wide, in the 41-42 mc band, for exclusive use of

noncommercial educational stations.

**Feb. 15:** Under leadership of Mark Ethridge, general manager of the *Louisville* (Ky.) *Courier-Journal* and *Times*, operator of WHAS(AM) Louisville, and Edwin W. Craig, WSM(AM) Nashville, two-day NAB convention sweeps through reorganization plan, elects new board of 23 directors—one from each of 17 geographic districts and six at large, names Philip G. Loucks, author of reorganization plan, special counsel to guide NAB affairs pending selection of first paid president. BROADCASTING publishes first facsimile newspaper in demonstration for convention delegates.

**Feb. 15:** With most network affiliates signing local musicians-union contracts on basis of AFM-IRNA agreement, AFM submits new contract terms to recording companies.

**March 15:** Nonnetwork stations are drawn into AFM employment picture with union requirement that recording companies do not serve stations without AFM licenses.

**March 15:** Southern California stations turn over all facilities to emergency public service as other means of communication fail in flood crisis.

**April 1:** Mark Ethridge is drafted as first president of revamped NAB to guide industry for interim period while paid president is sought; to serve without pay but with plenary powers.

**April 1:** FCC sends stations detailed questionnaire seeking full information on fiscal operations during 1937.

**April 1:** Wheeler-Lea Act, giving Federal Trade Commission new powers to curb false and misleading advertising, becomes law.

**April 1:** Hitler's quick conquest of Austria gets full coverage from U.S. networks.

**April 15:** Plea to FCC to keep its regulation of radio to the minimum necessary to provide interference-free service to the public and to give broadcasters licenses for longer than six months is made by William S. Paley, CBS president, in tradition-breaking broadcast of the network's annual report to public as well as stockholders.

**May 1:** CBS dedicates \$1.75-million Pacific Coast headquarters building on Columbia Square, Hollywood.

**May 1:** National Committee of Independent Broadcasters negotiates agreement with AFM for employment of musicians based on that of IRNA.

**May 15:** U.S. Court of Appeals for District of Columbia cites FCC for lack of a consistent policy as it reverses FCC's denial of a new daytime station at Pottsville, Pa., to Pottsville Broadcasting Co., and remands it, making reconsideration mandatory.

**June 15:** Senate resolution that broadcast power in excess of 50 kw would be against public interest removes superpower from FCC consideration as hearings on new rules get under way.

**June 15:** Neville Miller, former mayor of Louisville, Ky., to assume presidency of NAB July 1 as first paid president, at salary of \$25,000 a year, plus \$5,000 for expenses.

**June 15:** House votes down resolution for an investigation of monopoly in radio by overwhelming vote of 234 to 101.

**July 1:** Radio broadcasting's average weekly paycheck of \$45.12 is highest of all U.S. industries, Bureau of Labor Statistics reveals in answer to BROADCASTING's query.

**July 1:** Senate ratifies Havana Treaty calling for many shifts in frequencies of U.S. stations to be made a year after treaty has been ratified by three of the four participating countries: U.S., Canada, Mexico and Cuba.

**Aug. 1:** Census Bureau survey finds 62% of farm homes equipped with radios.

**Aug. 1:** W. Lee O'Daniel uses radio exclusively to win Democratic nomination for governor of Texas, boosts sales of Hillbilly Flour at same time.

**Aug. 15:** Paramount Pictures acquires interest in Allen B. DuMont Labs.

**Sept. 1:** Atlantic Refining books record football schedule of 168 East Coast games.

**Sept. 15:** World Broadcasting System launches "wax network" with 25 major market affiliates.

**Oct. 1:** New York stations pool equipment to keep public informed as hurricane hits city; New England stations also rise to meet emergency of crippling storm.

**Nov. 1:** NBC moves Western headquarters into Hollywood Radio City, new \$2-million building.

**Nov. 1:** FCC superpower committee recommends ending WLW(AM) Cincinnati's license for 500 kw operation and returning station to 50 kw.

**Nov. 15:** Mexican Senate refuses to ratify the broadcast agreement section of the Havana Treaty.

**Dec. 1:** David Sarnoff, RCA president, urges industry self-regulation of programming at opening of chain-monopoly hearings.

**Dec. 15:** Suits of Paul Whiteman against WNEW(AM) New York and Elin Inc., sponsor of a record program on WNEW, and of RCA against Mr. Whiteman, WNEW and Elin, become a suit of RCA against Whiteman when Mr. Whiteman drops his suits and WNEW and Elin make no defense against RCA; at stake is determination of whether a recording company or a recording artist, or either, has control of broadcast performances of phonograph records.

## 1939

**Jan. 1:** CBS enters recording field with purchase of American Record Corp. for \$700,000; ARC subsidiaries include Columbia Phonograph Co., one-time owner of the network.

**Jan. 1:** Patent for iconoscope-kinescope tubes, basis of electronic television, is granted to Dr. Vladimir Zworykin after 15 years of litigation.

**Jan. 15:** FCC Commissioner George Henry Payne drops \$100,000 libel suit against BROADCASTING.

**Jan. 15:** Federal statutory court issues permanent injunction restraining New Jersey Board of Public Utility Commissioners from interfering with NBC's erection or operation of an experimental station, holds broadcasting to be interstate and therefore outside authority of a state commission.

**Feb. 1:** FCC is legally bound to reconsider economic factors if issue is raised, U.S. Court of Appeals for District of Columbia rules in remanding commission's grant of new station in Dubuque, Iowa, to the *Telegraph Herald*.

**Feb. 15:** American Federation of Radio Artists strike is averted as networks sign commercial program contracts. Agencies which could not sign, as technically they are not employers of talent, agree to abide by terms.

**Feb. 15:** Associated Press begins supplying news to NBC, without charge and for sustaining use only, after NBC and CBS discontinue service of Press Radio Bureau; CBS uses news from International News Service and United Press.

**Feb. 15:** Common Pleas Court of Tioga county, Pa., holds NBC liable for an allegedly slanderous remark ad libbed by Al Jolson during a *Shell Chateau* broadcast, sustains jury award of \$15,000 to Summit hotel of Allentown.

**March 1:** Thirty-page questionnaire from FCC, delving into all phases of broadcast operation, evokes chorus of protests from

## We were there . . .

Three RKO stations were among the first on the air, WOR—New York, WNAC—Boston, KHJ—Los Angeles, all in continuous service since 1922.

An RKO station WNAC, now WRKO, was the first to originate a network broadcast (with WEAJ—New York). First to establish a regional network (Yankee) and a network news service, and first to editorialize. WNAC also conducted early FM transmission experiments with FM inventor, Major Edward Armstrong.

An RKO station, WOR, has been for decades the nation's premier station. It was the first to schedule news regularly and was the originator of talk and personalities programming.

RKO General was first to bring major feature films to television and introduced the concept of block, repeat programming (The Million Dollar Movie). RKO stations were also color television pioneers.

An RKO station, WOR-TV, was the first to contribute an entire broadcast day to pre-election discussions and appearances by candidates.

Imaginative, innovative, contemporary RKO General is today the nation's leading independent broadcast group, providing information and entertainment across a wide spectrum of needs and interests.



**RKO RADIO**  
DIVISION OF RKO GENERAL, INC.

**WOR • WOR-FM New York**  
**KHJ • KHJ-FM Los Angeles**  
**CKLW • CKLW-FM Windsor-Detroit**  
**WRKO • WROR Boston**  
**KFRC • KFMS San Francisco**  
**WGMS • WGMS-FM Washington, D.C.**  
**WHBQ • WHBQ-FM Memphis**  
Represented nationally by  
RKO Radio Representatives, Inc.



**WNAC-TV Boston**  
**WHCT (TV) Hartford**  
**WOR-TV New York**  
**WHBQ-TV Memphis**  
**KHJ-TV Los Angeles**

Represented nationally by RTVR RKO  
Television Representative, Inc.



## Radio's version of 'Who's on first?'

Many claims have been made, but radio's paternity is still a question

The origins of radio broadcasting are subject to continuing dispute.

An eccentric inventor in backwoods Kentucky is thought by some to have been the first to transmit the human voice from one point to another without wires. Nathan Stubblefield claimed to have made a transmission in 1892. He gave no public demonstration, however, until Jan. 1, 1902, in his home town of Murray, Ky. Witnesses said voices and music were sent through the air. On March 30, 1928, Nathan Stubblefield was found dead in the shack where he had lived alone, apparently the victim of starvation.

Reginald Aubrey Fessenden, a Canadian-born electrical wizard, sent a human voice by wireless telephony for hundreds of miles on Christmas night 1906. The broadcast was transmitted from a station at Brant Rock, 11 miles from Plymouth, Mass., and was said to be heard by ships at sea. The remarkable Mr. Fessenden, variously professor of physics at Purdue University, professor of electrical engineering and post-graduate mathematics at Pittsburgh University, head chemist at the Edison laboratory at Orange, N.J., chief electrician of the eastern works of Westinghouse Electric and Manufacturing Co., died of heart disease in Hamilton, Bermuda, on July 22, 1932, at the age of 65. He is credited with originating the continuous-wave principle of wireless transmission and the heterodyne system of reception and with inventing the radio compass along with numerous submarine-safety devices.

A Yale-educated minister's son, Lee de Forest is credited with making several early broadcasts: a program of phonograph records from the Eiffel Tower in Paris in 1908; the voice of Enrico Caruso in a performance of "Cavalleria Rusticana" on the stage of the Metropolitan Opera House on Jan. 13, 1910; self-styled "radio concerts" three nights a week in 1916 from an experimental broadcasting station at High Bridge, N.Y.; news bulletins of the Woodrow Wilson-Charles Evans Hughes presidential election in November 1916. The inventor of the three-element vacuum tube in 1906 (among other things it helped develop radio, long-distance telephony, sound movies and television), Lee de Forest died in Hollywood in 1961 at 87, leaving behind four fortunes gained and lost and patents for some 300 inventions.

Charles David Herrold, in San Jose, Calif., in 1909, established a radio-telephone station for experimental work and as a promotional device for a school of engineering and radio, which he also operated. "This is San Jose Calling," the station of the Herrold College of Engineering and Wireless, would identify itself and then, using a 15-watt spark transmitter and water-cooled microphones, broadcast music and news. Mr. Herrold's station grew into KQW in 1921 and KCBS in 1949. It's now a 50-kw CBS-owned station in San Francisco. Charles David Herrold, also a microscopist and astronomer, built his own telescopic and driving clock, an observatory, a high-speed focal-plane shutter to take photographs of the sun; produced more than 50 different electrical devices in dentistry and surgery; perfected an electrical deep-sea illuminator used by salvage companies and pearl fishers; developed electrical machinery for pipe organs and designed a high-speed turbine.

Earle Melvin Terry helped found 9XM Madison, Wis., now WHA, still

calling itself "the nation's oldest broadcast station." Earle Terry, a professor of physics at the University of Wisconsin, inspired C. M. Jansky Jr., a student, to design and construct three-element power-vacuum tubes to be used in an already established experimental radiotelegraph station (started in 1914 with 2000 watts power on 475 meters), in operation in Wisconsin's old Science Hall and licensed under the call letters 9XM. The station achieved its first transmissions of voice and music in 1917 under the direction of Professor Terry and with the devoted efforts of such university students as Mr. Jansky, Malcolm Hanson and Grover Greenslade. On Jan. 3, 1919, daily radiotelephone broadcasts of weather reports were started. C. M. Jansky Jr., the son of a professor of electrical engineering at the University of Wisconsin, went on to become an international authority on radio engineering and still is associated with Jansky & Bailey Inc., Washington, consulting engineers. Malcolm Hanson, another of Professor Terry's precocious students, was later chief radio engineer on Admiral Richard E. Byrd's first expedition of Antarctica. Professor Terry died May 1, 1929, less than four months beyond his 50th birthday.

Name originally spelled Cripps, newspaper publishers and bookbinders emigrated from England, the Scripps family—James Edmund Scripps, William John Scripps—founded the Detroit station 8MK, later WBL, later WWJ, which claims that on Aug. 20, 1920, it "became the first radio station in the world to broadcast regularly scheduled programs." According to this claim the first broadcast began at 8:15 p.m. from the second floor of *The Detroit News* Building with the words "This is 8MK calling," followed by the playing of two phonograph records, "Annie Laurie" and "Roses of Picardy", a query by an announcer to unseen listeners, "How do you get it?", and the playing of taps.

station operators.

**March 1:** Langlois & Wentworth takes over NAB public-domain transcribed library project; agrees to provide 300 hours of tax-free music.

**March 1:** U.S. and Canada complete an agreement on frequencies based on Havana Treaty.

**March 15:** CBS attacks summer slump by offering extra discounts to nighttime sponsors that stay on the air year round and by threatening advertisers taking more than eight weeks off with loss of present time periods.

**March 15:** W2XBF New York, experimental facsimile station, starts regular program service three hours a day; WOR(AM), WGN(AM) and WLW(AM) inaugurate New York-Chicago-Cincinnati facsimile network series.

**April 15:** Eugene O. Sykes retires after 12 years on Federal Radio Commission and

FCC to enter private law practice; is succeeded on FCC by Frederick I. Thompson, publisher, *Montgomery (Ala.) Journal*.

**May 1:** Both houses of Congress establish radio galleries, largely due to efforts of Fulton Lewis Jr., MBS commentator.

**May 1:** Telecast of opening ceremonies of New York World's Fair marks start of regular daily television schedule by RCA-NBC in New York; first appearance of a President on TV.

**June 1:** In accordance with mandate from membership, Associated Press board authorizes sale of AP news on sponsored broadcasts.

**June 1:** FCC lifts ban on sponsorship of international broadcasts, but sets limits on type of programming; fears of censorship immediately aroused.

**July 15:** NAB adopts code of self regulation which bars liquor advertising and sale

of time for controversial issues, limits commercial time to 10% of program in evening.

**July 15:** Federal district court in New York grants RCA a permanent injunction against WNEW's broadcasting Victor and Bluebird records without permission, in decision holding recording company, not artist, holds performance rights except where contract places them with artist; RCA plans to offer license to stations.

**Aug. 1:** New FCC rules governing broadcasting become effective, with station licenses extended from six months to one year and horizontal power increases for qualified local and regional stations.

**Aug. 15:** Angered by refusal of American Society of Composers, Authors and Publishers to offer terms for new music-performing licenses, NAB Copyright Committee retains Sydney Kaye, New York copyright attorney, as special counsel to

you get it?", and the playing of taps. The broadcast is thought to have been received in some 30 Detroit homes. The station, then and now licensed to the *Detroit Evening News*, says it has been on the air continuously ever since. The newspaper was established in 1873 by James Edmund Scripps, who apparently first became interested in radio in 1902 after listening to a Detroit experimental wireless operator, Thomas E. Clark. James E. Scripps and his only son, William Edmund Scripps, attended a private demonstration of Clark's system of wireless transmissions of Morse code and then helped finance Mr. Clark's work. Meanwhile, William John Scripps, known then as "Little Bill," son of William E. Scripps, was by 1918, at the age of 13, a devoted ham radio hobbyist. Out of that hobby grew WWJ. It was largely in the *Detroit News* plant that young Bill did his radio experimenting and it may have been in deference to the boss's son (J. E. Scripps died in 1906), that the newspaper started a radio page which later led to the formation of the newspaper's station.

An ex-Marconi man, formerly a shipboard wireless operator, Fred Christian, put together a five-watt transmitter in his Hollywood, Calif., home a half century ago. Granted the call letters 6ADZ, Mr. Christian, on Sept. 10, 1920, began broadcasting records he borrowed from music stores. This was the forerunner of KNX Los Angeles (new call letters assigned in March 1922), now 50 kw of power, owned by CBS. Mr. Christian was then manager of the Electrical Lighting and Power Co. and went into broadcasting because he wanted to encourage people to build their own radio sets so that he could sell them parts. In 1924 he sold KNX to Guy Earle, owner of the *Los Angeles Evening Express*, who resold it to CBS in 1936. Today, 68 years old, Fred Christian operates American Electrodynamics Co., West Los Angeles.

Born in Pittsburgh, Pa., in 1874; attended public schools only through the seventh grade; started as shop assistant with the then Westinghouse Electric & Manufacturing Co.; almost immediately designed an improvement in the mechanism of an arc lamp; experimented with everything, obtaining an understanding of the fundamentals of physics and electricity; general engineer of the Westinghouse company, acting as assistant to the vice president in charge of engineering—this was Frank Conrad's resume when he took a major part in organizing KDKA Pittsburgh. Frank Conrad's visionary ally was Harry Phillips Davis, from 1911 until his death on Sept. 10, 1931, vice president in charge of engineering and manufacturing for Westinghouse.

If Conrad, as some have claimed, is the father of today's radio broadcasting, H. P. Davis is godfather. It was Mr. Davis who saw the possibilities of radio broadcasting as a medium of mass communications and it was he who approved the creation of KDKA. The station started as a byproduct of the Westinghouse Co., during the 1916-18 period of wartime activity, receiving contracts from the Navy Department for various types of radio equipment. One of these contracts called for the development of a vacuum-tube-type radio-telephone transmitter. As part of his development work, Mr. Conrad installed a low-power tube transmitter in a shed at the rear of his home at Wilksburg, Pa., a suburb of Pittsburgh, which communicated with the Westinghouse plant in East Pittsburgh. His experimental station, 8XX, thanks to its developmental work, was allowed to operate throughout World War I. Afterward, Mr. Conrad, encouraged by the interest of radio amateurs in the Pittsburgh area, continued to operate his radio-telephone station, apparently broadcasting speech and music—Oct. 17, 1919 being the date credited for his first broadcasting using phonograph

records.

By 1920 his broadcasts, heard by amateurs several hundred miles distant, sparked Joseph Horne Co., an important local department store, to advertise the availability of radio sets to receive the Conrad broadcasts. Westinghouse management, in the person of H. P. Davis, impressed by the increasing local interest aroused by the experimental broadcasts, erected a more powerful transmitter and a studio atop the Westinghouse K Building in East Pittsburgh. KDKA went into service on Nov. 2, 1920, when it broadcast the Harding-Cox national presidential election returns. H. P. Davis, who was 63 when he died, never lost his interest in radio and was the chairman of the board of NBC from the time it was formed in 1926 until his death in 1931. Frank Conrad suffered a heart attack in 1941 while driving from Pittsburgh to his winter home in Miami. A month later he died at 67, leaving behind important work done on short-wave and frequency modulation broadcasting, as well as more than 200 electrical inventions including an electric meter, electric clocks and devices for automobile ignition.

These are just some examples of the many pioneer broadcasts heard in the U.S., prior to the mushroom growth of broadcasting in the U.S. The experimental broadcasts generated engineering and public interest. Some broadcasts were of phonograph records. Some had singers and instrumentalists before the microphones. And also then, as now, in the descriptive term of RCA executive, the late E. E. Bucher, "much plain voice jabber."

After the WWJ and KDKA broadcasts of 1920, the Department of Commerce, the government agency then charged with this responsibility, licensed 32 broadcasting stations in 1921 and 254 additional stations in 1922. Radio broadcasting was born and on its way to maturity.

aid broadcasters in building their own source of music.

**Aug. 15:** James L. Fly, general counsel of Tennessee Valley Authority, named by President and confirmed by Senate to succeed Frank R. McNinch, retiring as FCC chairman Sept. 1.

**Sept. 1:** Appellate court rules that economic interest must be considered in issuing station licenses, scuttling FCC theory that competition does not constitute an appealable interest; commission calls ruling a body blow at American system of broadcasting.

**Sept. 15:** Special copyright convention of NAB unanimously approves a \$1.5-million fund to set up its own supply of music.

**Sept. 15:** Supreme Court of Pennsylvania, overruling lower court, finds NBC not liable for ad libbed remarks of Al Tolson; ruling sets precedent that a broadcaster is not liable for remarks spoken without

warning by an artist employed by a sponsor using the broadcaster's facilities.

**Sept. 15:** Networks draft code for war coverage; goal is full, factual reporting with minimum of horror, suspense and undue excitement.

**Oct. 15:** NAB code committee, in first action, bars sponsored broadcasts of Father Coughlin and Elliott Roosevelt under the "no sale of time for controversial issues" rule; some broadcasters say they'll resign from NAB.

**Nov. 15:** Elliott Roosevelt organizes Transcontinental Broadcasting System, to start operating Jan. 1 as fifth national network.

**Nov. 15:** NAB board backs up code committee; John Shepard goes along by forfeiting payment for Father Coughlin broadcasts; four Texas State Network stations resign.

**Nov. 15:** United Fruit Co. buys time on NBC's international stations for daily

newscasts to Latin America; first advertiser to sponsor such broadcasts.

**Dec. 15:** Triple FM relay, with program broadcast by one station picked up and rebroadcast by a second, whose signal was again picked up and rebroadcast, without loss of quality.

## 1940

**Jan. 1:** Mexico's ratification of the North American Regional Broadcasting Agreement, following similar actions by Canada, Cuba and the United States, paves way for shift in broadcasting frequencies agreed on in Havana two years earlier.

**Jan. 1:** NBC gets biggest news beat of 1939 with eyewitness description of sinking of *Admiral Graf Spee*, broadcast as it happened in Montevideo, Uruguay, harbor.

**Jan. 15:** FM Broadcasters Inc. is organized

SUNDAY, SEPTEMBER 18, 1927

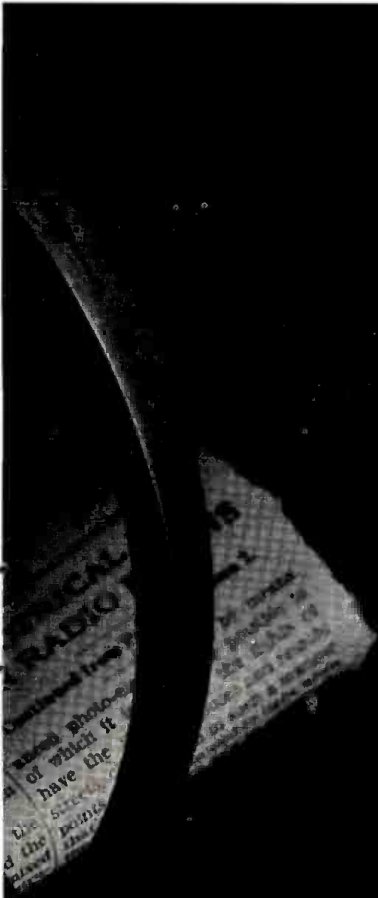
# COLUMBIA CHAIN IN DEBUT TODAY

Sixteen Stations Will Radiate Gala Inaugural  
Program - American Opera "The King's  
Henchman" on the Air Tonight

to con-  
in a  
with  
tunes  
old  
thousand  
Maine  
Then  
Woods,  
carefully

W 7733  
The  
man





Five decades ago man's continuing effort to extend the horizons of his knowledge and understanding took a quantum leap with the birth of radio broadcasting. Some thirty years later it leaped even further when pictures were added to sound. At CBS we are proud to have been on the springboard on both occasions: on September 18, 1927, when the CBS Radio Network on its opening night presented the first broadcast of an American opera. And again on March 20, 1948, when the CBS Television Network went on the air with the first television performance of a major symphony orchestra.

Ever since these beginnings we have been trying our best to enlarge the horizons of man's spirit and understanding—whether by bringing him the sound of music, or the sight of man on the moon.

---

**CBS**

CBS/BROADCAST GROUP:  
CBS NEWS DIVISION  
CBS TELEVISION NETWORK DIVISION  
CBS TELEVISION STATIONS DIVISION  
CBS RADIO DIVISION

at New York meeting.

**Feb. 1:** U.S. Supreme Court decision in so-called Pottsville case gives FCC a freer hand in dealing with applications for new stations, eliminating all questions of priority of filing.

**Feb. 15:** New "crackdown" era foreseen as FCC refers complaints on *Pot o' Gold* and other give-away programs to Department of Justice for possible action under the antilobby laws.

**Feb. 15:** AFM sets scale of \$18 a man for recording a 15-minute transcription.

**March 1:** FCC approves "limited commercialization" of television effective Sept. 1.

**March 15:** Sun Oil Co. becomes first sponsor to have programs regularly telecast; company's Monday-Friday Lowell Thomas newscasts on NBC-Blue are also carried on W2XBS, NBC experimental TV station in New York.

**March 15:** RCA cuts price of television sets, starts sales drive intended to put a minimum of 25,000 in homes in service area of NBC's New York video station.

**April 1:** Supreme Court of U.S. upholds "free competition" stand of FCC General Attorney William J. Dempsey, emphasizes that Communications Act gives the FCC "no supervisory control of the programs, of business management or of policy"; contains no order to consider the effect of the competition of a new grant on existing stations.

**April 1:** FCC suspends order for "limited commercial" operation of TV, censures RCA for sales efforts which are seen as an attempt to freeze TV standards at present level, calls new hearing; critics call move "usurpation of power."

**April 15:** Justice Department declines to prosecute *Pot o' Gold*.

**April 15:** FCC's new 42-page license application forms require so much information that many radio attorneys fear they will be virtually impossible to fill out.

**May 1:** Westinghouse terminates contract for NBC management of sales and programs of KDKA(AM) Pittsburgh, KYW(AM) Philadelphia, WBZ(AM) Boston and WBZA(AM) Springfield, Mass., after nine years; will assume management of owned stations itself.

**May 1:** Broadcast Music Inc. acquires catalogue of M. M. Cole Music Publishing Co. as first major step toward building reservoir of music for broadcasters.

**May 15:** Justice Department subpoenas ASCAP files.

**June 1:** FCC authorizes commercial operation for FM, assigns it 35 channels 200 kc wide between 43 and 50 mc; puts television back into laboratory until industry reaches agreement on standards.

**June 1:** Henry W. Grady School of Journalism of U. of Georgia institutes George Foster Peabody awards for radio; first awards to be given in 1941 for achievements of 1940.

**June 15:** James C. Petrillo is elected president of American Federation of Musicians, succeeding Joseph N. Weber, retiring after 40 years as AFM head.

**June 15:** FCC Chain Monopoly Committee recommends drastic changes in network operations, such as limiting network ownership of stations and length of affiliation contracts, taking networks out of transcription and talent-booking business, forcing them to serve remote areas whether this is profitable or not.

**July 1:** Republican convention adopts first radio plank ever put into a political-party platform, upholding the application of constitutional principles of free press and free speech to radio; is also the first party convention to be telecast.

**July 15:** Niles Trammell becomes NBC president, succeeding Lenox R. Lohr, re-

signed to head Chicago's Museum of Science and Industry.

**Aug. 1:** U.S. Circuit Court of Appeals upholds right of broadcaster to put phonograph records on air without need to get permission from either recording company or recording artists; reverses decision of federal district court in RCA-Whiteman-WNEW case.

**Aug. 1:** Democrats also adopt a "free radio" plank for party platform, urging radio be given same protection from censorship as press.

**Aug. 1:** BMI ships transcriptions with more than 50 non-ASCAP numbers to member stations; first product of plan to make stations musically independent.

**Aug. 15:** National Television Systems Committee, representing TV manufacturers and broadcasters, organizes to seek determination of proper standards for TV.

**Sept. 1:** CBS demonstrates system of color television developed by its chief TV engineer, Dr. Peter Goldmark.

**Sept. 15:** Assignment shifts affecting 777 standard broadcasting stations in the U.S. are ordered by FCC for March 29, 1941, in accordance with North American Regional Broadcasting Agreement reached in Havana in December 1937.

**Oct. 15:** Independent Radio Network Affiliates committees confer with NBC and CBS executives to block the "alarming encroachment of network advertisers on spot announcement periods."

**Nov. 1:** President Roosevelt withdraws nomination of Thad H. Brown for new seven-year term as FCC commissioner at Mr. Brown's request, after Senate recesses without acting on the appointment, which met rigorous opposition.

**Dec. 1:** BMI acquires performing rights to the more than 15,000 compositions in the catalogue of Edward B. Marks Music Corp. in last month of preparations for the broadcasters' break with ASCAP.

**Dec. 15:** Edward J. Noble, chairman of the board, Life Savers Corp., buys WMCA(AM) New York from Donald Flamm for \$850,000.

## 1941

**Jan. 1:** After FCC approves transfer of WMCA to E. J. Noble, former owner Donald Flamm asks commission to reconsider and dismiss the sale.

**Jan. 1:** Department of Justice prepares criminal suits against ASCAP, BMI and broadcasting networks and groups for music monopoly; U.S. Supreme Court will review state anti-ASCAP laws; broadcasters are confident they'll win their battle against music monopoly.

**Jan. 1:** Formation of a Latin American CBS network of 39 longwave and 25 shortwave stations in 18 countries is announced by CBS President William S. Paley on return from seven-week tour.

**Jan. 13:** After more than 10 years of semi-monthly publication, BROADCASTING becomes a weekly.

**Jan. 20:** In what was to become famous as "Mayflower Case" (primarily decided on other grounds), FCC held that broadcasters could not editorialize.

**Jan. 27:** BMI and Department of Justice agree on terms of consent decree.

**Jan. 27:** Press Association Inc. is formed as new subsidiary of Associated Press to handle news for radio.

**Feb. 10:** Clear-channel stations form Clear Channel Broadcasting Service, name Victor A. Sholis, former public relations chief of Department of Commerce, as director, with Washington headquarters.

**Feb. 10:** U.S. Court of Appeals for District of Columbia, in series of decisions, holds itself powerless to issue stay orders

## Hill—an early genius of radio advertising

### Lucky Strikes became number one by impact of his many slogans

A rough impresario who wore his hat indoors, exploded into fury at the slightest provocation, singlehandedly concocted some of the century's most memorable advertising campaigns, and inspired a whole body of outrageous and often unverifiable legends—the description sounds like a Harold Robbins creation. Yet the man was real. He was George Washington Hill, and he is regarded by many as the one man who really put commercial punch into broadcasting.

Mr. Hill ruled the American Tobacco empire of popular cigarette brands—Lucky Strike, Pall Mall, Herbert Tareyton, Bull Durham. From 1928 until his death in 1946, he made household words of slogans ranging from "Reach for a Lucky instead of a sweet!" to the simple and enduring "L. S./M. F. T." (Lucky Strike means fine tobacco). In the process, his reputation for ruthless-

enjoining FCC from putting its rulings into effect unless public interest would be adversely affected, and then solely on questions of law.

**Feb. 24:** ASCAP accepts government consent decree; will offer broadcasters both blanket and per-piece licenses.

**Feb. 24:** AFM President James C. Petrillo, in ruling aimed at American Guild of Musical Artists, orders AFM members not to perform with any instrumentalist who is not an AFM member.

**March 3:** Shortage of recording blanks foreseen as Office of Production Management places aluminum in "much needed" category, giving defense program first call.

**March 10:** Ray C. Wakefield is nominated for FCC to fill place vacant since June.

**March 17:** General Foods signs unprecedented contract with Jack Benny giving comedian control of his Sunday-night period on NBC Red network at its termination, whether or not he continues under GF sponsorship.

**March 24:** FCC orders public hearings on newspaper ownership of radio stations.

**March 31:** Group of nearly 100 newspaper publishers with radio interests names Mark Ethridge, Louisville (Ky.) *Courier-Journal* (WHAS), chairman of steering committee to oppose governmental action outlawing newspaper ownership of stations; 292 of country's 893 broadcasting stations are newspaper-affiliated.

**March 31:** Wholesale switch of frequencies in compliance with Havana treaty goes through without a hitch.

**April 28:** President Roosevelt drafts Mark Ethridge to undertake a survey of the entire broadcasting situation.

**April 28:** Newspaper stations elect Harold Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), chairman of steering committee; appoint Thomas D. Thatcher, former solic-

ness gained the status of revealed truth among his critics.

One man who remembers Mr. Hill well—and firmly rejects this popular image of him—is Niles Trammell, third president of NBC (now living in retirement on an island in the bay between Miami and Miami Beach). Mr. Trammell, who subscribes to the notion that George Washington Hill was the single dominant figure in the development of broadcast advertising, says it's "very cruel" what writers have done to the man. "Old Hill was just interested in one thing—selling Lucky Strike cigarettes," Mr. Trammell says. "Just don't try to tell him how to sell Lucky Strike cigarettes, because he knows. You give him the medium to do it with and then he's off to the races."

The medium he chose above all others was radio, which he first used in 1928 as the vehicle for converting America's women to the cigarette market. Aware that women shunned the "vice" of tobacco only because they considered it less than ladylike, Mr. Hill had been determined to change their minds almost from the moment he succeeded his father as president of American Tobacco in 1925. He wanted to tell them, through advertising, that the idea was a myth—and so, when he entered



network radio, it was to introduce the now-classic slogan: "Reach for a Lucky instead of a sweet!"

Figure-conscious women began to respond by the thousands, but the candy companies took a dim view of the approach. When the Federal Trade Commission finally told Mr. Hill to desist, he simply changed the slogan to: "Reach for a Lucky instead!" By 1931 Lucky Strike led all cigarettes in sales.

Mr. Hill's career in radio included sponsorship of the Metropolitan Opera,

*Hit Parade*, Ben Bernie, Kay Kyser, Eddy Duchin, Jack Benny, Wayne King, *Information Please* and columnist Dorothy Thompson. Among his trademarks, three stand out. One was the tobacco auctioneer. Mr. Hill paid two auctioneers \$25,000 each a year to sound their nasal pitches, which always concluded with the familiar: "Sold American!" Another was the slogan, "Lucky Strike Green has gone to war," which emerged after the gold-and-green of Lucky packages had to be discarded because they were made from materials that were crucial to the war effort. The third was "L. S./M. F. T.," which Mr. Hill originated in 1942 and which remains on the package to this day.

Not every Hill campaign was as successful as these. Some went awry and failed to sell cigarettes; others were quietly eased out of advertising by more conservative subordinates, many of whom apparently devoted half of their lives to protecting Mr. Hill from some of his own wild-eyed schemes. The overall record, however, indicates that George Washington Hill not only led Lucky Strike cigarettes to a position of dominance, but got more for his advertising dollar than his competitors. And, without really trying, he capped it all by creating a marketing legend.

itor general, as chief counsel; vote \$200,000 for hearing expenses.

May 5: FCC authorizes full commercial operation for TV as of July 1, fixes standards at 525 lines, 30 frames, FM sound.

May 5: Major reorganization of radio network operations is called for by FCC network monopoly report, which would ban option time, exclusive affiliations, ownership of more than one station in a market or operation of more than one network by the same interests.

May 12: MBS signs ASCAP blanket license at 3% of gross for four years, 3½% until 1950, on eve of NAB convention; NBC, CBS continue negotiations for better terms.

May 19: Industry's stormiest convention votes fight to finish against FCC monopoly rules, backs plan for Senate investigation of FCC, asks legislation to aid broadcasters, and angers FCC Chairman James L. Fly into a rebuttal in which he describes NAB as akin to "a mackerel in the moonlight—it both shines and stinks."

May 19: NAB President Neville Miller urges broadcasters to stand by BMI, condemns MBS-ASCAP pact; several MBS stockholder stations resign from NAB; 39 MBS affiliates organize to investigate the ASCAP deal, tell MBS they won't accept ASCAP music.

May 26: BMI growth continues; has 190 affiliated publishers, 690 station members.

June 2: CBS withdraws from talent management field, sells Columbia Artists Bureau to Music Corp. of America for \$250,000, Columbia Concerts Corp. to its present management.

June 2: FCC amends rules so "any person" can petition for a change in rules of practice or procedure; formerly only "an applicant" had that right.

June 2: Socony-Vacuum Oil Co. becomes

first FM network sponsor by signing for newscasts on American Network, FM network serving New England.

June 2: Recording companies turn to glass for recording bases as government priorities curtail supply of aluminum.

June 30: Bulova Watch Co., Sun Oil Co., Lever Bros. Co. and Procter & Gamble sign as sponsors of first commercial telecasts on July 1 over NBC's WNBT(TV) New York (until then W2XBS); first TV rate card puts WNBT base rate at \$120 per evening hour.

Aug. 4: NBC reaches agreement with ASCAP calling for blanket licenses with network to pay 2¾% of net time sales, stations 2¼%; stations' approval needed.

Aug. 11: FCC adopts order banning multiple ownership of stations in same area.

Sept. 1: After arguments by broadcasters, broadcast unions and others, Senate Finance Committee deletes tax on time sales from the 1941 Revenue Act.

Sept. 8: Completion of arrangement for a 92-station Pan American Network to rebroadcast NBC programs shortwaved from the U.S. is announced by John F. Royal, NBC vice president, on his return from a six-week, 20,000-mile tour of Latin America.

Oct. 13: FCC extends license term for standard broadcasting stations from one to two years.

Nov. 24: BMI offers new eight-year blanket licenses at 25% reduction from original one-year contracts, covering both commercial and sustaining programs, with clearance at source on network shows.

Dec. 8: NBC separates Red and Blue networks by setting up Blue Network Co. with Mark Woods as president, Edgar Kobak as executive vice president.

Dec. 15: Defense Communications Board

becomes supreme communications arbiter with the U.S. at war; plan is to keep broadcasting on as normal operations as possible.

Dec. 15: Dr. Frank Conrad, assistant chief engineer of Westinghouse known as the father of broadcasting for his pioneering achievements, dies of a heart attack at 67.

Dec. 15: President Roosevelt's broadcast to the nation on Dec. 9, day after war was declared, has largest audience in radio history (about 90 million) and highest ratings (CAB, 83; Hooper, 79).

Dec. 22: Byron Price, executive news editor of Associated Press, is appointed director of new censorship bureau.

Dec. 22: U.S. Weather Bureau bans weather broadcasts for duration.

Dec. 22: Thomas A. McClelland, chief engineer of KLZ(AM) Denver, on duty as an ensign with the USNR at Pearl Harbor, was killed in action during Japanese attack Dec. 7, radio's first casualty of the war.

Dec. 29: J. Harold Ryan, vice president, Fort Industry Co., is named assistant director of censorship, in charge of broadcasting.

## 1942

Jan. 5: Department of Justice files antitrust suits against NBC and CBS.

Jan. 5: Manila radio stations are "dismantled and destroyed" to keep them from falling into hands of Japanese.

Jan. 19: Censorship code outlaws man-on-the-street and other ad-lib interviews and quiz programs.

Jan. 19: Office of Facts and Figures is designated as clearing house for governmental broadcasts, with William B. Lewis, former CBS program vice president, as coordinator.

Feb. 2: Broadcasters' Victory Council is

formed as liaison with all government agencies having wartime radio functions; chairman is John Shepard III, president, Yankee Network.

**Feb. 2:** FCC shuts off construction of new stations in all areas now getting primary service, pending formal orders from War Production Board freezing broadcast assignments for duration.

**Feb. 2:** ASCAP approves clearance at source on transcribed programs.

**Feb. 23:** The Advertising Council is organized by advertisers, agencies and media to put the talents and techniques of advertising at the disposal of government to inspire and instruct the public concerning various phases of the war effort.

**Feb. 23:** CBS cuts time allowed for commercials on newscasts by 20%, bans jingles or other "undue gaiety," puts restrictions on middle commercials.

**March 23:** Office of Censorship forbids any mention of weather on baseball broadcasts.

**March 23:** Committee on War Information issues war policies, pledges that public will get bad news as well as good, so long as no aid is given enemy.

**March 30:** Edward Klauber, CBS executive vice president, is elected to new post of chairman of the executive committee; Paul W. Kesten becomes vice president and general manager, with all departments reporting to him except programming, which reports to President William S. Paley.

**April 13:** Minimum program time required of TV stations is cut from 15 hours to four hours a week for war period.

**April 13:** U.S. Supreme Court upholds power of U.S. Court of Appeals for the District of Columbia to issue orders staying FCC decision during the pendency of appeals; decision, called major legal victory for broadcasters, comes after three years of litigation by Scripps-Howard Radio on behalf of WCPO(AM) Cincinnati.

**April 20:** War Production Board cuts supply of shellac for phonograph records to 30% of preceding year's figure; transcriptions, made of vinylite, are not affected.

**May 4:** FCC issues freeze order on station construction.

**May 18:** NAB convention by-passes reorganization proposals, votes to set up industry-operated equipment pool, admits networks to active membership.

**May 18:** Keystone Broadcasting System, transcription network, holds first meeting of some 50 affiliated stations.

**May 18:** Blue Network grants 2% cash discount long sought by AAAA.

**June 1:** FCC eases operator requirements to meet shortage.

**June 15:** CBS revises its discount structure to include a new 15% discount for advertisers using the full CBS network of 115 stations.

**June 22:** President Roosevelt creates Office of War Information, appoints Elmer Davis, CBS commentator, as its director.

**June 29:** American Federation of Musicians notifies recording companies that after July 31 no AFM member will play for recordings of any kind.

**July 13:** Gardner Cowles Jr., publisher-broadcaster, is named assistant director of OWI in charge of all domestic operations; William B. Lewis, former CBS program vice president and radio chief of Office of Facts and Figures, heads radio bureau of Mr. Cowles's branch of OWI.

**July 20:** Petrillo ruling forces NBC to cancel broadcasts from National Music Camp at Interlochen, Mich.

**July 20:** Broadcasting is declared an essential industry by Selective Service System.

**Aug. 3:** Justice Department asks injunction

as AFM President Petrillo refuses to cancel the strike against recordings.

**Aug. 24:** Ratings battle begins when OWI asks why C. E. Hooper Inc. shows audiences up in 1942 over 1941, while Cooperative Analysis of Broadcasting reports a decline.

**Sept. 7:** AFM makes record ban complete by canceling permission previously given to members to make commercial transcriptions for one-time air use.

**Oct. 12:** Radio time contributed to government would cost \$64 million a year at regular commercial rates, Elmer Davis, OWI director, states in testimony before House Appropriations Subcommittee.

**Nov. 2:** Government leases shortwave stations from private owners; Office of War Information and Coordinator of Inter-American Affairs to handle programming.

**Nov. 16:** Dr. Miller McClintock, executive director of the Advertising Council, is named first paid president of MBS.

**Nov. 23:** FCC adopts wartime equipment pool plan for all licensees.

**Dec. 21:** General Tire & Rubber Co. contracts to buy Yankee Network, its four AM and two FM stations, for \$1.2 million.

## 1943

**Jan. 4:** Office of War Information asks stations to clear a quarter-hour, Monday-Friday strip for important war-information broadcasts, which will be available for local sponsorship.

**Jan. 18:** Under pressure of Senate committee, James C. Petrillo agrees to convene the AFM board to draft terms for resumption of work on recordings.

**Jan. 25:** House approves Cox resolution to investigate the FCC; Rep. Eugene Cox (D-Ga.) attacks FCC as "nastiest nest of rats in this entire country."

**Feb. 15:** AFM proposes recording companies pay fixed fee for each recording into union unemployment fund, amount to be negotiated, as price of ending strike; transcriptions for one-time use exempted.

**March 1:** Recording companies reject Petrillo "fixed fee" plan as involving unacceptable philosophy that recording industry has "special obligation to persons not employed by it."

**March 1:** FCC adopts policy to protect applications for TV and FM facilities until end of war.

**March 8:** First Alfred I. du Pont awards of \$1,000 each for public service broadcasting go to KOEI, General Electric short-wave station, and Fulton Lewis Jr., MBS commentator.

**May 17:** Supreme Court upholds right of FCC to regulate broadcasting practices, specifically to compel compliance with its network monopoly rules; networks rush to work out new contracts with affiliates by June 14 deadline; exclusivity is forbidden, option time curtailed.

**May 17:** Transcription companies and AFM reach impasse in negotiations as companies refuse to meet union demand that they withhold recording from any station deemed unfair by AFM.

**May 24:** Supreme Court rules FCC erred in breaking down 850 kc channel and assigning WHDH(AM) Boston full time on that frequency without hearing testimony from its occupant, KOA(AM) Denver; decision seen as guaranteeing right of stations for full hearing before their service is modified by commission order, with burden of proof on applicant.

**June 21:** CBS affiliates open drive to bar hitch-hike, cow-catcher announcements.

**June 21:** Assn. of Radio News Analysts adopts code opposing censorship; Paul White, CBS news director, insists on right to "edit."

**July 5:** House Select Committee opens hearings on FCC with charges of gross inefficiency and interference with war effort.

**July 5:** Transcription companies ask War Labor Board to help after AFM President Petrillo tells committee the union will "make no more transcriptions for anyone at any time."

**July 12:** Decca Records buys World Broadcasting System; P. L. Deutsch to continue as president with five-year contract.

**July 19:** CBS tests program analyzer to find out what makes people listen; device is invention of Paul Lazarsfeld, director of Office of Radio Research at Columbia University, and Frank Stanton, CBS vice president.

**July 26:** War Labor Board accepts jurisdiction in AFM recording ban, but fails to order union to return to work for transcription companies.

**Aug. 2:** Edward J. Noble buys Blue Network from RCA for \$8 million cash; will dispose of WMCA(AM) New York.

**Aug. 9:** Plan to end AFM recording strike by getting broadcasters to agree to pay performance fees to union for all musical record broadcasts and to work for legislation giving copyright in records to both recording artist and recording company finds little favor among broadcasters.

**Aug. 9:** Edward Klauber resigns as CBS director and chairman of executive committee because of ill health.

**Aug. 30:** MBS plans to use 3-5 p.m. time for recorded repeats of top evening network programs; offers free time to advertisers during test period of 13 weeks.

**Sept. 13:** General Dwight D. Eisenhower himself broadcasts the news of Italy's surrender, the first such event to be announced by radio.

**Sept. 20:** CBS acts to eliminate "cow-catcher" and "hitch-hike" announcements.

**Sept. 20:** NAB news and public-relations committee adopts resolution on editorializing on air, that management must have final say as it is responsible to public as licensee.

**Sept. 27:** Decca Records and World Broadcasting System sign with AFM, agree to pay royalties direct to union.

**Oct. 11:** CBS President William S. Paley accepts overseas psychological warfare assignment with Office of War Information; board elects Paul W. Kesten executive vice president.

**Oct. 18:** Mark Woods remains as president of Blue Network and Edgar Kobak as executive vice president as Edward J. Noble assumes ownership.

**Oct. 18:** Government drops antitrust suits against networks; MBS dismisses its action against RCA-NBC.

**Oct. 25:** Four transcription firms—Associated Music Publishers, Lang-Worth, C. P. MacGregor and Standard Radio—sign with AFM; NAB denounces principle of direct payment to union as "vicious."

**Oct. 25:** Treasury Department and OWI permit sponsorship of war-bond announcements for first time; OWI rejects idea of government itself buying time.

**Nov. 8:** R. Morrie Pierce, chief engineer of WGAR(AM) Cleveland, on leave with OWI, is revealed as having had major role in surrender of Italian fleet, broadcasting surrender terms from "baling wire" transmitter he built at Algiers.

**Nov. 29:** FCC bans multiple ownership of standard-broadcast stations in same area, effective immediately for new grants, effective June 1, 1944, for existing "overlapping" situations.

**Nov. 29:** Edward Klauber, former chairman of CBS executive committee, becomes associate director of OWI, succeeding Milton S. Eisenhower.

**Dec. 20:** FCC extends broadcast licenses

# 5862 CAME TO DINNER.



Helping WSM RADIO celebrate their 45th Anniversary of the Grand Ole Opry were nearly six thousand music educators, music publishers, DJ's, recording artists and broadcasters from 48 states and 9 foreign countries including 167 from England.

That's quite a crowd to pay tribute to the longest live-performance radio show in broadcasting history. And we're proud of it.

## WSM RADIO

Clear Channel 650

A broadcast service of The National Life and Accident Insurance Company

to a total of three years.

## 1944

**Jan. 17:** FCC decides not to adopt any general rule on newspaper ownership of radio stations but to consider all applications on individual merits; announcement ends three years of uncertainty.

**Jan. 17:** NBC makes its programs available to FM outlets of its AM affiliates without charge to sponsors until increased audience warrants it.

**Jan. 17:** Some 6,000 radio-station and network employes, nearly a quarter of the industry total, are in armed forces, a BROADCASTING survey reveals.

**Jan. 31:** FCC and War Production Board ease construction ban, permitting new stations where such grants would serve an "outstanding public need or national interest."

**Jan. 31:** CBS makes its programs available for FM stations of AM affiliates at no charge to sponsors.

**Feb. 7:** J. Harold Ryan, assistant director of censorship, is elected president of NAB for an interim period.

**Feb. 7:** Television Broadcasters Association, organized in January, elects Allen B. Du Mont as first president.

**Feb. 14:** Governor John W. Bricker of Ohio urges legislation to restrict the FCC and keep radio as free as the press.

**March 6:** MBS restricts commercial religious programs to Sundays before 1 p.m., limits to half-hour, bans fund appeals.

**April 3:** Joske's of Texas, San Antonio, Tex., department store, launches year's campaign, developed in cooperation with NAB, to test value of radio advertising for retailers.

**May 1:** CBS proposes starting off postwar TV with high-definition, full-color pictures, broadcast on 16 mc bands.

**May 8:** Military authorities and radio networks discard traditional taboos to cooperate in providing the American public full and immediate reporting of the invasion of Europe by Allied forces.

**May 22:** Single ownership of five TV stations is permitted by FCC, up from former limit of three.

**June 5:** Purchase by Sol Taishoff and wife of the 50% interest in BROADCASTING owned by Mr. and Mrs. Martin Codel gives the Taishoffs full ownership of the magazine founded by Mr. Taishoff and Mr. Codel in October 1931. Mr. Taishoff becomes publisher of BROADCASTING, post held by Mr. Codel, and continues as editor.

**June 5:** Colgate-Palmolive-Peet Co. notifies stations to suspend all spot and station-break announcements for 24 hours or longer after news of invasion breaks.

**June 12:** Ready for its greatest on-the-spot reporting job, radio gives nation news of the invasion of Europe by Allied forces.

**June 12:** Allied Expeditionary Forces inaugurate a broadcasting service for troops invading Europe, under direction of Colonel Edward M. Kirby, former NAB public-relations director.

**June 19:** National War Labor Board orders prompt settlement of recording dispute between RCA, CBS, NBC and AFM with union to let members resume work for those companies; calls for negotiation of settlement agreement within 15 days; AFM refuses to let members work for those companies until they accept the same terms as other recording firms.

**July 17:** WJR(AM) Detroit bans middle commercials on newscasts.

**July 31:** MBS plans to outlaw hitch-hikes, cow-catchers next year.

**Aug. 14:** NBC announces it has completely eliminated hitch-hikes and cow-catchers

from all programs it broadcasts.

**Aug. 21:** Unable to secure voluntary compliance of AFM with its order to cease strikes against recording companies and KSTP(AM) St. Paul, War Labor Board refers matter to Office of Economic Stabilization.

**Sept. 25:** Chester J. LaRoche, former chairman of Young & Rubicam, is elected vice chairman of the Blue Network board, making him operating head of the network.

**Oct. 2:** FCC opens hearings on postwar allocations with testimony of Radio Technical Planning Board that agreement had been reached to recommend the 41-56 mc band for FM, TV allocations to extend upwards from there.

**Oct. 2:** Democrats begin five-minute broadcasts, using last part of popular half-hour network shows where advertiser will clear them.

**Oct. 9:** CBS, in testimony presented by Paul Kesten, executive vice president, asks for more space for FM, with TV being moved to UHF part of spectrum above 300 mc.

**Oct. 16:** Muzak Corp., now owned by William B. Benton, asks FCC for a "suitable number" of FM channels for a non-commercial subscription-broadcasting service, nonsubscribers to get a "pig squeal."

**Oct. 16:** AFM President Petrillo rejects direct appeal of President Roosevelt to call off recording strike against RCA, CBS, NBC.

**Oct. 23:** Invasion of the Philippines is first announced by radio from a floating broadcasting station off Leyte; Major A. A. Schechter, former NBC news chief, directs radio coverage.

**Oct. 23:** Morris Pierce enlists the cooperation of an armored division to capture Radio Luxembourg intact, giving OWI a 150 kw transmitter to use in support of advancing Allied armies.

**Nov. 6:** Edgar Kobak resigns as executive vice president of Blue Network to become president of Mutual.

**Nov. 6:** Chairman James Lawrence Fly resigns from FCC to open own law office in New York.

**Nov. 20:** Paul Porter, former CBS attorney, wartime government official, publicity director of the Democratic National Committee, is nominated for FCC.

**Nov. 20:** RCA, CBS and NBC give up fight against AFM; submit to royalty payments to union unemployment fund.

**Nov. 20:** Broadcast Measurement Bureau plan is approved by ANA and AAAA; NAB appropriates \$75,000 for first year's operation.

**Nov. 27:** WWJ(AM) Detroit bans all transcribed announcements as of Feb. 1, 1945.

**Nov. 27:** Blocking AFM plans to take over transcription handling, National Labor Relations Board certifies National Association of Broadcast Employes and Technicians, technicians union, as bargaining unit for all NBC and Blue-owned stations outside Chicago (where AFM local already has the contract).

**Dec. 4:** Robert D. Swezey, general counsel of Blue Network, moves to Mutual as vice president and assistant general manager.

**Dec. 18:** First convention of Television Broadcasters Association has attendance of 750; calls for united effort to get TV started properly; elects J. R. Poppele, WOR(AM) New York chief engineer, as president.

**Dec. 18:** FCC adopts rule calling for disclosure of identity of person or organization sponsoring or supplying program; NAB convinces commission words "paid for" are not necessary.

**Dec. 25:** Paul Porter is sworn in as FCC chairman on recess appointment of President when Congress adjourns without con-

firmed him.

**Dec. 25:** FCC transfers owned-station licenses, ratifying change of Blue Network to American Broadcasting Co.

## 1945

**Jan. 8:** NABET walks out of negotiations with NBC, ABC; takes its case to National Labor Relations Board.

**Jan. 8:** Hugh M. Feltis resigns as general manager, KFAB(AM) Omaha, to head Broadcast Measurement Bureau.

**Jan. 16:** FCC announces allocations proposals; TV band is divided; FM moved to 84-102 mc to the disappointment of its advocates who had hoped to keep it in the 50 mc area.

**Jan. 29:** WJZ(AM) New York bans transcribed programs from 8:30 a.m. to midnight.

**Jan. 29:** Cecil B. De Mille, refusing to pay special American Federation of Radio Artists \$1 assessment to oppose a so-called "right to work" proposition on previous November's ballot and failing in his court fight to prevent his suspension by union, can no longer appear on *Lux Radio Theatre* broadcasts.

**Feb. 12:** Liberation of Manila completely covered by radio; highlight is broadcast by Bert Silen, released from Santo Tomas internment camp, who told NBC audience: "As I was saying when I was so rudely interrupted over three years and a month ago . . ." (He had been broadcasting on NBC when Japanese bombs destroyed the Philippine transmitter).

**Feb. 12:** AFM tells members not to appear on television until further notice; stations not notified.

**April 16:** Radio covers death of President Roosevelt; commercial programing discarded for tributes; commercial announcements eliminated; only news and music retained.

**April 23:** Philco Corp. dedicates world's first multirelay network between Philadelphia and Washington, seen as forerunner of nationwide television networks.

**May 14:** Pooled coverage of Nazi surrender brings American people full details of end of war in Europe; for broadcasters V-E Day means end of ban on man-in-the-street programs, request numbers and other wartime program restrictions, but continued demands for men and material mean that freeze on new construction won't be lifted until V-J Day.

**May 21:** FCC allocates spectrum space above 25 mc with exception of 44-108 mc; delays decision as to placement of FM for propagation studies to be made by FCC and industry engineers.

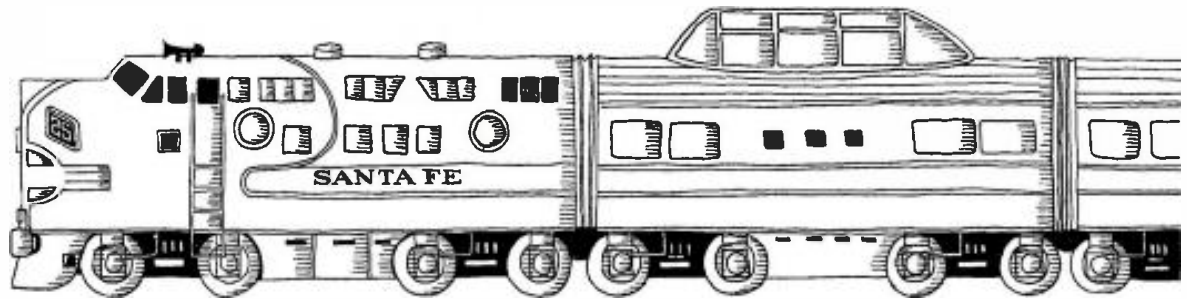
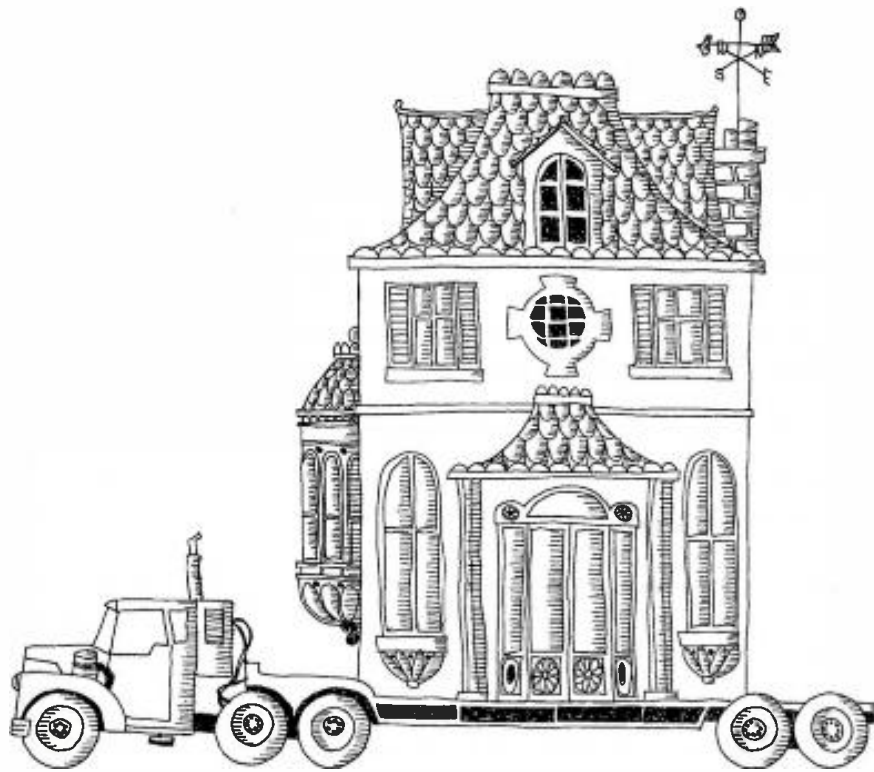
**June 4:** In joint request, FM Broadcasters Inc. and Television Broadcasters Association ask FCC to allocate 44-108 mc immediately: FM to get 50-54 mc for educational use, 54-68 mc for commercial operation; TV to receive 68-74 mc and 78-108 mc.

**June 4:** Stations object to FCC questions on commercial-versus-sustaining time; point out that sponsorship does not prevent a program from being public service and that commercial-sustaining ratio is not a true measure of operation in public interest.

**June 4:** Radio's top client, Procter & Gamble Co., spends \$11 million a year for time, probably the same for talent, BROADCASTING study reveals.

**June 11:** Frank Stanton, vice president of CBS, is elected a director and appointed general manager; Vice Presidents Joseph H. Ream and Frank K. White also elected directors of CBS.

**July 2:** FCC allocates FM to 88-106 mc band; TV: ch. 1, 44-50 mc; ch. 2-4, 54-72



## Two ways to travel to California with all the comforts of home.

There's still a train for people who can afford to be more concerned with the how of getting there . . . than with how fast or how cheaply.

It's the Santa Fe Super Chief. Luxury travel with all the comforts of home. *And more.* Champagne dinners. A Pleasure Dome Lounge Car for spectacular scenery and friendly conversation. And comfortable, private room accommodations.

You'll also enjoy nice extras like a wake-up cup of coffee, radio and recorded music, your favorite magazines, daily newspapers and a special stock market report.

The friendly crew, including a Courier Nurse, will help make your trip a memorable travel experience.

About those two ways to travel to California: We'll always make sure that the Super Chief is the preferred way. And that's a promise.



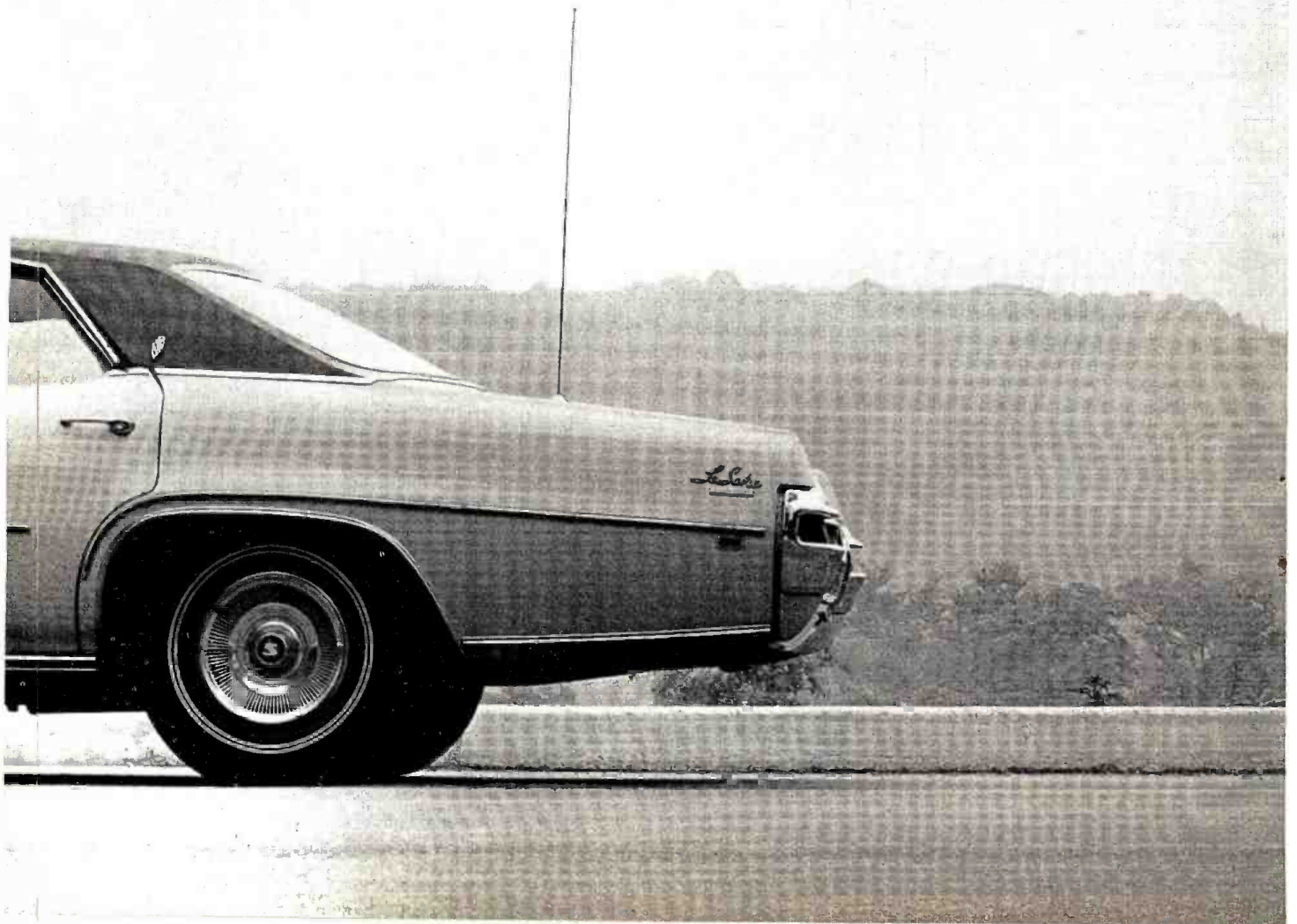
The Turquoise Room, for private dining, is one of the many deluxe features of the famous Super Chief.

*Now you can charge all of your Santa Fe travel costs with Master Charge, an Interbank card, or BankAmericard at Santa Fe or through your travel agent.*

 **Santa Fe**

We helped build America. Now we keep it moving

**There are more car  
combined circulation  
newspaper in the U.S.  
the 70's way?**





# radios than the of every daily Are you using radio

Fifty years ago radio was just beginning. And now there are over 75 million car radios in the country. A whole lot of tuned-in radios. A whole lot of turned on customers.

*But auto radios aren't even a quarter of it.*

There are 320 million radios of all kinds in the United States today. After fifty years of contributions to America, radio has never been bigger. And Blair is proud to have shared in radio's growth.

Now, we have new ways of looking at radio to help advertisers achieve their marketing goals. Among these are new more effective spot plans, and the Blair Represented Network. We believe that 70's radio can give advertisers the best sales results since commercial radio got its start.

For the past 37 years, Blair has devoted its energies to selling the impact of radio.

During the 70's, we will be telling the exciting new radio story to advertisers throughout the United States from each of our ten offices. We're convinced that the next ten years will be the best the radio industry has ever seen.



**BLAIR RADIO**  
A division of John Blair & Company



mc; ch. 5-6, 76-88 mc.

**July 9:** FCC eases rules on transcription identifications, dropping requirement for identifying each record played and leaving language up to broadcaster.

**July 23:** Associate Justice Justin Miller is picked as new NAB president, to assume office Oct. 1 for five-year term.

**Aug. 6:** FCC adopts new provisions requiring licensees to file annual ownership reports, plus interim reports on changes in "policy making personnel"; ownership data to become public record but network and transcription contracts and financial data not to be open.

**Aug. 6:** FCC, by 4 to 3 vote, approves sale of Crosley Corp., including WLW Cincinnati, to Aviation Corp. for \$21 million.

**Aug. 6:** Westinghouse discloses "stratovision" plan for airborne television transmitters to serve as relay stations for TV and FM programs as networks without wire connections.

**Aug. 6:** U.S. Circuit Court of Appeals upholds NLRB ruling in awarding platter-turning jurisdiction at NBC and ABC to NABET, turning down AFM.

**Aug. 13:** FCC decides financial data it collects will be kept confidential or disclosed at commission's discretion; to broadcasters' protests that disclosing their financial affairs would put them at disadvantage with competitive media, Commissioner Clifford Durr replies that newspapers and magazines are private; radio is public.

**Aug. 13:** FCC announces that on Oct. 7 it will start acting on applications in its pending files, presaging radio's greatest construction boom.

**Aug. 13:** NAB chooses A. D. Willard, manager of WBT(AM) Charlotte, N.C., as executive vice president at \$25,000 a year; replaces code with standards of practice that leave vital question of selling time for controversial topics up to individual station operator.

**Aug. 13:** Representative Emanuel Celler (D-N.Y.) demands that FCC "crack down" on broadcasters, pay more attention to renewals of station licenses, order designated hours set aside for sustaining educational and cultural programs, pass on station sales prices; he criticizes programs for having too much "corn," commercial content and boogie-woogie.

**Aug. 20:** Radio tells world of Japanese acceptance of Potsdam terms and end of World War II.

**Sept. 10:** Approving sale of Crosley radio properties to Avco by 4-3 vote, FCC announces "open bid" proposal for future station sales, permitting number of applicants to compete for acquisition of any station put on market with FCC determining the successful buyer on same basis as awarding a new facility.

**Sept. 17:** FCC issues rules and regulations for FM broadcasting.

**Sept. 17:** Associated Broadcasting Corp. puts fifth national network on air.

**Sept. 24:** FCC issues plan for distribution of 13 VHF channels among 140 markets.

**Sept. 24:** Mark Woods, ABC president, resumes active direction of network as Chester J. LaRoche drops executive duties.

**Oct. 1:** Networks sign NABET contract, including recognition of platter-turning jurisdiction.

**Oct. 22:** James C. Petrillo, AFM president, tells networks that dual broadcasting of musical program on FM as well as AM outlets violates their AFM contracts.

**Oct. 22:** FMIB board votes to merge with NAB, which will establish an autonomous FM division.

**Nov. 5:** President Truman opens radio news gallery broadcast room in Senate wing of Capitol.

**Nov. 26:** BROADCASTING becomes BROADCASTING • TELECASTING with first appearance of TELECASTING on cover and masthead.

**Nov. 26:** New FCC television-allocation plan follows proposals of Television Broadcasters Association, assigns seven channels each to New York, Chicago and Los Angeles, gives additional channels for 33 other cities, sets 28 hours a week as minimum operating schedule.

**Dec. 10:** U.S. Supreme Court rules that FCC must hear all mutually exclusive applications before making grants; reverses grant to WJEF(AM) Grand Rapids, Mich., sustains appeal of WKBZ(AM) Muskegon, Mich.

**Dec. 17:** Licensees must retain control of programs, U.S. District Court for New Mexico rules, outlawing contract whereby KOB(AM) Albuquerque, N.M., was to turn over an hour a day of broadcast time to New Mexico College of Agriculture and Mechanical Arts.

**Dec. 24:** FCC announces tentative allocations plan for FM, providing for over 1,500 FM stations; makes 32 more conditional grants, bringing total to 229.

## 1946

**Jan. 14:** William S. Paley is elected board chairman of CBS; Paul W. Kesten becomes vice chairman; Frank Stanton is elected president.

**Jan. 28:** After two days of hearings, FCC denies petitions of Zenith and General Electric, rules that FM will stay at 88-108 mc.

**Jan. 28:** Achievement of John H. DeWitt in "shooting the moon" is sensation of Institute of Radio Engineers convention; report details how the chief engineer of WSM(AM) Nashville, as an Army Signal Corps officer, bounced a radar signal off the earth's satellite some 240,000 miles away and got the echo back.

**Jan. 28:** U.S. Court of Appeals reverses FCC denial of license renewal to WOKO(AM) Albany, N.Y., because of concealed minority stockholdings, holds the commission acted arbitrarily; FCC plans appeal to U.S. Supreme Court.

**Feb. 4:** General Mills allocates \$5 million, half its advertising budget, for radio in 1946.

**Feb. 4:** CBS demonstrates color-television film program broadcast from its new UHF transmitter; says with industry cooperation color for the home can be available within a year.

**Feb. 18:** Charles R. Denny Jr. becomes acting chairman of FCC as Paul Porter is drafted to head Office of Price Administration.

**Feb. 18:** First Washington-New York telecast through AT&T coaxial cable is termed success by engineers and viewers.

**Feb. 25:** House approves Lea Bill to outlaw union excesses, chiefly those of AFM against radio, by a 222-43 vote.

**Feb. 25:** Westinghouse report on Stratovision reveals that usable signals transmitted with 250 w from altitude of 25,000 feet have been picked up 250 airline miles away.

**March 4:** NARBA signatory nations negotiate three-year interim agreement; clear-channel stations protest compromise that gives Cuba right to use five U.S. clear channels, foreseeing damaging interference.

**March 4:** Donald Flamm, former owner of WMCA(AM) New York, wins \$350,000 verdict against Edward J. Nobel, ABC board chairman, in New York Supreme Court; jury upholds Mr. Flamm's charge he was forced to sell station to Mr. Noble in 1940.

**March 11:** FCC issues 139-page report on

"Public Service Responsibility of Broadcast Licensees," soon nicknamed "The Blue Book," which lists carrying of sustaining programs, local live programs and programs devoted to discussion or public issues, along with elimination of advertising excesses, as factor to which FCC will give "particular consideration" when asked to renew station licenses; NAB declares basic freedoms of radio are at stake.

**March 18:** FCC makes first postwar full grants of construction permits for commercial FM stations.

**April 1:** ABC adopts elaborate system for recording and rebroadcasting network programs developed by Charles E. Rynd, network vice president, to keep them on air at same hour locally despite variations in time from city to city as some adopt daylight time, others remain on standard time.

**April 15:** Clear-channel broadcasters ask for more power to improve service to rural areas as hearings resume.

**April 22:** President Truman signs Lea Act, drafted to stop feather-bedding practices of unions; AFM plans court test of law's constitutionality.

**April 22:** If FCC adopts Avco "auction" plan it will also seek control of station sales prices, Charles R. Denny, acting chairman, tells hearing on open-bidding proposal.

**April 22:** CBS color-television program is successfully transmitted over 450-mile coaxial cable link from New York to Washington and back.

**April 29:** Associated Press votes to admit stations as associate members, in recognition of "radio as a great medium for the dissemination of news"; stations to have no vote in AP affairs.

**April 29:** World Wide Broadcasting Corp. wins fight for return of shortwave stations when Board of War Communications rescinds order of Nov. 4, 1942, seizing WRUL and other World Wide transmitters.

**May 6:** ABC buys King-Trendle Broadcasting Corp. (WXYZ[AM] Detroit, wood-[AM] Grand Rapids, Mich., and Michigan Radio Network) for \$3.65 million, subject to FCC approval; sale of network stock to raise \$15 million for this and other expansion planned.

**May 6:** Defying Lea Act, AFM President Petrillo notifies members not to play for combined AM-FM programs.

**April 29:** CBS presents plan for FM network of 200 stations, with five superpower AM stations providing night-time coverage for remote areas; cost put at \$10.8 million to install, with \$4.8 million annual operating expenses.

**May 20:** Census Bureau reports 90.4% of U.S. homes had radios in 1945, up 17.9% from 1940.

**June 3:** AFM strikes WAAF(AM) Chicago over station's refusal to hire three additional "musicians" to work as librarians in move seen as precipitating a court test of the Lea Act.

**June 3:** Proposed amendments to Standards of Good Engineering Practice for FM include designation of community stations as Class A, with maximum power raised from 250 w to 1 kw; metropolitan and rural stations to comprise Class B (adopted June 24).

**June 3:** FCC proposes to deny sale of KQW(AM) San Francisco to CBS, as CBS already owns seven AM stations, of which six are 50 kw clear-channel stations, and "the commission is of the opinion it is against the public interest to permit a concentration of control of broadcasting facilities in any single person or organization . . ."

**June 10:** AFM President James C. Petrillo tells union's convention that if Supreme Court upholds Lea Act as constitutional he

## One of our television stations, spent a lot of time looking for a better way to leave town.

There are two ways to travel between San Diego and Los Angeles: an overcrowded freeway, or a railroad that makes only three trips a day, and that at an average speed of less than forty miles per hour.

The management of KOGO, the TIME-LIFE stations in San Diego didn't think this was much of a choice.

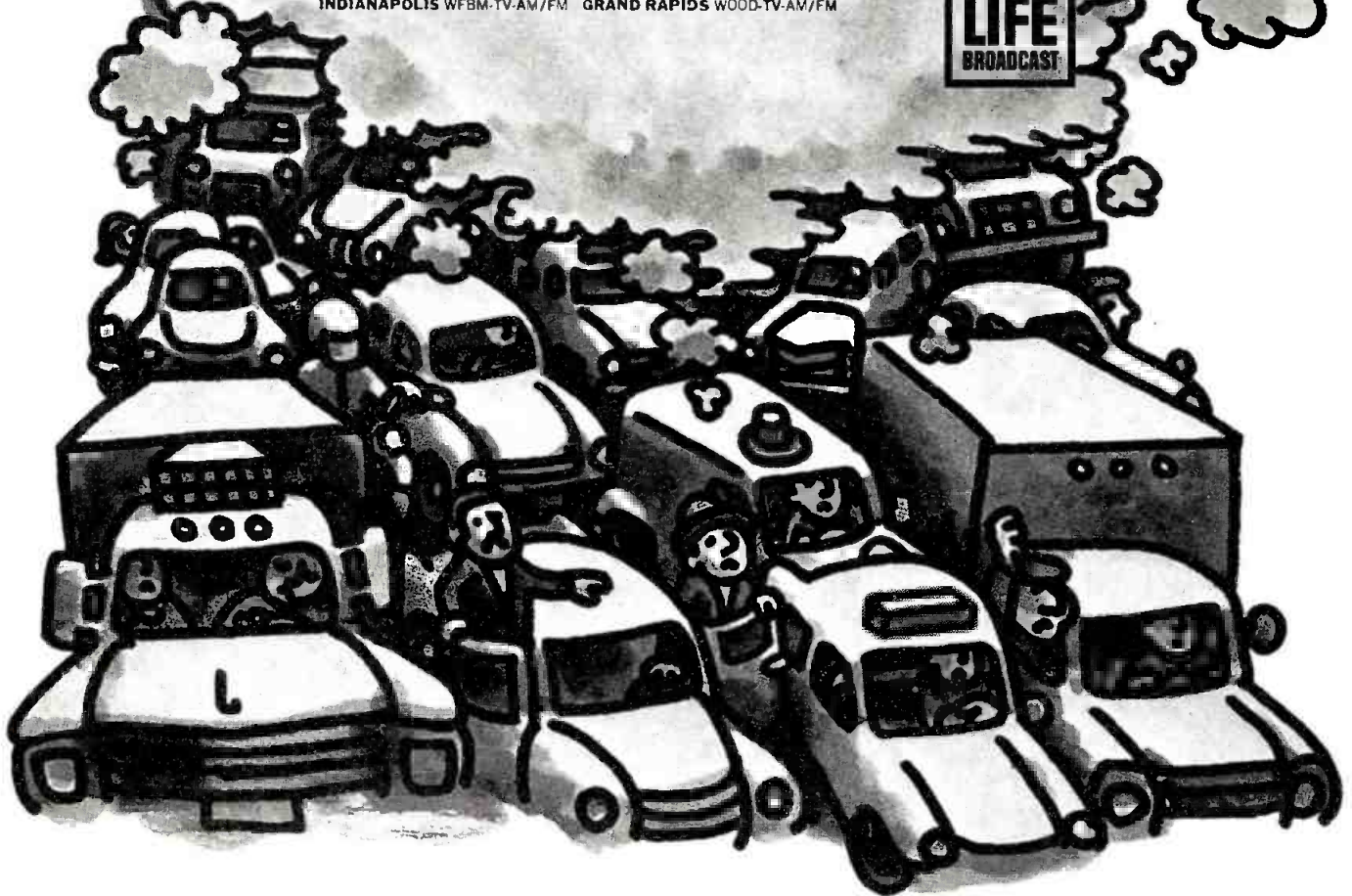
So they conducted a study of the transportation problems of the area, and called, editorially, for steps to be taken to get high speed rail transportation between San Diego and Los Angeles. Then, as president of the San Diego Chamber of Commerce, Clayton Brace, Vice President and General Manager of KOGO AM-FM-TV sponsored a transportation conference to present a more detailed analysis of the problem and proposed solution to the political and business leaders of San Diego.

The upshot was that the Secretary of Transportation included the San Diego-Los Angeles corridor among those to be studied as part of the new Federal high speed surface transportation program.

For this outstanding series, KOGO won the "Editorializing on Television" award of the Radio-Television new Directors Association. But more important, it may get some people moving.

Literally.

DENVER KLZ-TV-AM/FM SAN DIEGO KOGO-TV-AM/FM BAKERSFIELD KERO-TV  
INDIANAPOLIS WFBI-TV-AM/FM GRAND RAPIDS WOOD-TV-AM/FM



will forbid musicians to play on network programs at expiration of present contracts on Jan. 31, 1947.

**June 17:** FCC denies FM license to WWDC(AM) Washington because of plan to duplicate a give-away program which commission holds of questionable legality.

**June 17:** Major Edward Bowes, originator of the radio amateur show, dies after long illness on eve of 72d birthday.

**June 24:** Telecast of Louis-Conn heavy-weight title bout, sponsored by Gillette Safety Razor Co. on four-city hook-up, reaches estimated 100,000 viewers, convinces skeptics that television is here.

**June 24:** E. F. McDonald Jr., president of Zenith Radio Corp., in *Collier's* magazine article, declares advertising alone cannot support television, public must pay for TV programs as it does for movies, magazines, newspapers.

**June 24:** Cooperative Analysis of Broadcasting announces "temporary suspension" of service on July 31 after 17 years; Hooperatings made available to exclusive CAB subscribers.

**July 8:** FCC hearing procedure is radically altered under Administrative Procedures Act, effective June 1947, when hearing examiners responsible to Civil Service Commission instead of FCC will issue initial decisions that, in absence of objections, shall be adopted as final.

**July 22:** Denying petition of Robert Harold Scott for revocation of licenses of three San Francisco stations for refusing him time for talks on atheism, FCC nevertheless warns that "if freedom of speech is to have meaning . . . it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve."

**July 22:** FCC adopts plan to set aside for one year every fifth Class "B" FM channel.

**July 29:** Religious leaders of all faiths denounce FCC opinion in atheism case.

**Aug. 5:** Census Bureau finds that 76.2% of U.S. farms have radios.

**Aug. 5:** NAB membership passes 1,000 mark.

**Aug. 5:** Commission adopts watered-down version of Avco plan lacking features that broadcasters most strenuously opposed.

**Aug. 12:** FCC adopts interim clear-channel policy providing for consideration of some clear-channel applications with mutually exclusive nonclear-channel requests; industry puzzled whether this means breakdown of clears or not.

**Aug. 12:** Paul W. Kesten resigns as vice chairman of the board and a director of CBS because of ill health; to continue to serve as a consultant.

**Aug. 19:** Bing Crosby signs \$30,000-a-week contract to do series for Philco, broadcast on ABC but transcribed in advance; deal is said to stipulate return to live broadcasts if program's rating falls below an agreed-on level.

**Sept. 23:** Drew Pearson, columnist-commentator, and his former partner, Robert Allen, apply for facilities of Hearst Radio's clear-channel station, WBAL(AM) Baltimore, under "comparative consideration" clause of FCC rules.

**Sept. 30:** CBS petitions FCC to adopt standards and authorize commercial operation of color-television stations in UHF frequencies immediately.

**Sept. 30:** Licenses of AM stations pass 1,000 mark.

**Oct. 21:** AFM, after demanding increases ranging from 233% to 566%, accepts record manufacturers' offer of flat 37½% increase in musicians' pay; asks transcription firms for \$50 a man to make commercial disks of one minute or less.

**Oct. 28:** Clear Channel Broadcasting Serv-



*The quiz show began to develop as a radio program form in the mid-thirties, but it didn't become a national phenomenon until Professor Quiz went on CBS on March 6, 1937.*

*Professor Quiz was originated by John Heine, then promotion manager of WJSV(AM) (now WTOP) Washington.*

*The late Jim McWilliams was the first MC. Craig Earl (in photo), a magician, was the second and more prominent professor.*

*The first Professor Quiz question was: "What is the difference between a lama with one "l" and a llama with two "l's"? The contestant missed.*

ice proposes realignment of clear channels whereby 20 stations (five to each network) would get 750 kw power.

**Oct. 28:** Promotional organization (subsequently named FM Association) is organized to foster growth of FM and succeed FMBI, now a division of NAB.

**Nov. 4:** RCA demonstrates all-electronic system of color TV.

**Nov. 4:** National Temperance and Prohibition Council sues CBS for \$33 million for refusing to sell time to the organization, whose spokesmen have rejected free time on CBS.

**Nov. 4:** Transcription firms accede to AFM demands, agree to pay 50% more for musicians or \$27 per man for a 15-minute program rehearsed and recorded in more than one hour (up from \$18).

**Nov. 11:** Bristol-Myers is first advertiser to sponsor a television-network program: *Geographically Speaking*, which started Oct. 27 on NBC-TV's two-station network.

**Nov. 18:** Robert Harold Scott gets time on KQW(AM) San Francisco to argue cause of atheism; more than 5,000 listeners write station to praise or condemn its grant of time for the broadcast.

**Nov. 18:** Robert E. Kintner, ABC vice president in charge of news, special events and publicity, is elected executive vice president.

**Dec. 9:** Charles R. Denny is promoted from acting chairman to regular chairman of FCC.

**Dec. 9:** Federal District Court Judge Walter La Buy rules Lea Act unconstitutional, sustains motion of AFM President James C. Petrillo to dismiss charges of violating Lea Act in calling strike at WAAF(AM) Chicago; appeal to Supreme Court planned.

**Dec. 16:** Supreme Court upholds FCC in denying license renewal to WOKO(AM) Albany, N.Y., for failure to disclose 24% interest held by Sam Pickard, former FCC commissioner and CBS vice president, for

12 years.

**Dec. 23:** FCC orders networks to report on sustaining programs for week of Nov. 17-23, making good on "Blue Book" promise to request this information every quarter.

## 1947

**Jan. 13:** Roy Hofheinz, KTHT(AM)-KOPY-(FM) Houston, is elected president of new FM Association at first general meeting.

**Jan. 27:** Receiver production hit high of 15-million sets in 1946, Radio Manufacturers Association reports.

**Feb. 3:** Competing color systems are viewed by FCC as prelude to direct testimony at hearing on CBS petition for approval of commercial licenses for color-TV stations now.

**Feb. 10:** Climaxing two-year drive, MBS signs 400th affiliate.

**Feb. 17:** Money paid AFM by recording companies will be spent for free public concerts, James C. Petrillo announces; nearly \$2-million already collected.

**Feb. 24:** Tests prove Stratovision feasible, Westinghouse tells FCC.

**March 24:** FCC denies CBS petition for commercial color-TV operation, sends color back to labs for continued search for "satisfactory" system.

**April 7:** Carl Haverlin, MBS station-relations vice president, is appointed first paid president of BMI at salary of \$35,000 a year.

**April 7:** U.S. now has 35.9-million radio families (93% of all homes) who listen a total of 150.8 million hours a day, according to surveys made by Market Research Co. of America and A. C. Nielsen Co. for CBS.

**April 21:** Justin Miller, NAB president, urges stations to editorialize despite Mayflower edict.

**April 28:** Fred Allen uses gag about network vice presidents which NBC had ruled

# Extras.

## Read all about it.

We know our people would do the same great job even without all these awards—more than most of us dream of.

But they do their work in public. So we think it's right to call out a public "Well done!" when they get something extra for it.

Thank you. To those who earned them. And to those who gave them.

**Three First Place Michigan Associated Press Awards:**  
for "General Excellence of Overall News Presentation"  
for "General Excellence of Individual Reporting"  
(Rod Hansen)  
for "Spot News" (coverage of New Bethel shooting incident)

**Two First Place Detroit Press Club Foundation Awards:**  
for "Distinguished Reporting of an Event under Immediate Deadline" (WJR News Staff for New Bethel incident)  
for "Distinguished Presentation of Documentary Material written and produced by Station Personnel" (WJR News Editor Oscar Frenette for "Who Will Listen")

**The Robert F. Kennedy Journalism Award:**  
for "Outstanding Coverage of the Problems of Poverty and Discrimination" (WJR News Editor Phil Jones for documentary—"I Am Not Alone," the problem of race relations among policemen)

**The Freedoms Foundation George Washington Honor Medal Award:**  
for "Portrait of Time and Man" (Mike Whorf's Kaleidoscope program based on the presidency of Abraham Lincoln)

**The San Francisco State College Broadcast Media Award—  
and The Catholic Broadcasters Association Gabriel Award:**  
for "Excellence in Local Programming" ("Quest for Mystique," series about problems of youth in an age of new mores, drugs and changing religions—produced and narrated by Oscar Frenette)

**The Alfred P. Sloan Award:**  
for "Distinguished Public Service in Highway Safety"  
(WJR's Chief Announcer Charlie Park)



out and is cut off air while he tells it; story is front-paged across nation as advertising agency demands rebate for the 35 seconds of dead air.

**May 12:** Senate votes to ban union-controlled "slush funds" in amendment to Labor Bill; would permit payments such as those made to AFM by record manufacturers only if funds are jointly administered by union and management.

**May 26:** WGAR(AM) Cleveland wins grant for 1220 kc and 50 kw after long fight with WADC(AM) Akron, Ohio, whose application was denied solely on program grounds, FCC states.

**June 9:** AT&T files proposed rates for coaxial-cable intercity television program service; base rate of \$40 per mile per month for eight-hour daily service is called exorbitant.

**June 30:** Within an hour, Taft-Hartley Act becomes law and Supreme Court upholds constitutionality of Lea Act ban on featherbedding.

**July 7:** Abolition of federal ban on new construction lets broadcasters go ahead with building plans.

**July 7:** FCC proposes to approve sale of KMED(AM) Medford, Ore., to Medford Radio Corp. which matched prior offer of Gibson Broadcasting Corp.; decision is first under Avco Rule "auction" provision in which approval went to competing bidder rather than to original "purchaser."  
**July 14:** Brigadier General David Sarnoff becomes board chairman as well as president of RCA on retirement of former board chairman, General James G. Harbord.

**July 28:** FCC gets largest peacetime budget as both houses of Congress approve 1948 appropriations of \$6,240,000.

**July 28:** A 15-point plan for permanent continuous operation of Broadcast Measurement Bureau is approved, with ANA, AAAA and NAB support.

**Aug. 4:** Finch Telecommunications demonstrates Colorfax, full-color facsimile process.

**Aug. 18:** Survey of NAB member stations shows average of commercial time is 66%, sustaining 34%, well within "Blue Book" 80-20 ratio.

**Sept. 1:** RCA offers to help other manufacturers get started in production of TV receivers by disclosing complete technical data of RCA's own new model.

**Sept. 22:** FM Association convention plans aggressive promotion of FM in year ahead; Everett L. Dillard, founder and president of Continental (FM) Network, is elected FMA president.

**Sept. 22:** Self-regulation is theme of NAB convention; NBC and CBS affiliated meetings plump for code in pre-convention sessions; convention votes for self-improvement code "to be promulgated as expeditiously as possible"; new NAB board, on day following convention, adopts new standards of practice, to become effective Feb. 1, 1948; move made despite warning by Procter & Gamble Vice President Neil McElroy that radio's biggest customer would not favor any move to limit radio's commercial flexibility.

**Sept. 29:** National Association of Station Representatives is formed at five-hour meeting in New York called by Paul H. Raymer and Edward Petry; goal is promotion of spot radio.

**Oct. 6:** National Association of Station Representatives files complaint with U.S. attorney general and FCC against CBS for assuming representation for nonnetwork sales of affiliates formerly represented by NASR members.

**Oct. 13:** Charles R. Denny Jr. resigns as FCC chairman to join NBC as vice presi-

dent and general counsel.

**Oct. 13:** First telecast from White House is made when President Truman addresses nation on food conservation.

**Oct. 20:** Government renews prosecution of AFM President James C. Petrillo; files amended bill of criminal information in U.S. District Court in Chicago.

**Oct. 27:** AFM orders members to stop making recordings and transcriptions as of Dec. 31 "and never again to make them."  
**Nov. 10:** MBS subscribes to BMB, bringing all networks into industry research organization as earlier subscriptions of ABC, NBC, CBS had been conditional on network unanimity.

**Nov. 17:** Television network service extends to Boston with opening of AT&T radio relay system between that city and New York.

**Nov. 24:** Networks and AFM begin discussions for renewal of contracts after existing pacts conclude Jan. 31, 1948.

**Dec. 1:** AFM President Petrillo calls off ban on performing for network co-op programs.

**Dec. 29:** President Truman appoints Wayne Coy, director of *Washington Post* stations, as FCC chairman.

## 1948

**Jan. 5:** Year begins with AFM President James C. Petrillo pulling all AFM members out of recording studios; companies have two-year backlog of records on hand.

**Jan. 5:** WFIL-FM, *Philadelphia Inquirer* station, starts regular transmission of two facsimile editions a day, an eight-pager at 2:15 p.m., a four-pager at 5 p.m.

**Jan. 12:** NBC plans East Coast microwave relay system for networking TV programs as alternative to AT&T coaxial cable.

**Jan. 12:** Westinghouse breaks with Clear Channel Broadcasting Service, tells FCC that 20 superpower (750 kw) stations will not "adequately or economically solve the issues" of clear-channel proceeding.

**Jan. 12:** Mrs. W. J. Virgin, owner of KMED(AM) Medford, Ore., refuses to sell station to competing bidder selected by FCC in preference to original "purchaser"; asks reconsideration and permission to complete that transfer.

**Jan. 19:** Federal Judge Walter La Buy again finds James C. Petrillo, AFM president, not guilty of violating Lea Act by causing strike of librarians at WAAF(AM) Chicago; Representative Clarence F. Lea (D-Calif.), author of act, calls verdict "unwarranted."

**Jan. 26:** AT&T files FM tariffs; base monthly airline-mile cost for 16 consecutive hours a day is \$10, compared to \$6 for AM.

**Feb. 2:** FCC says programs of horse-race information are all right if they're part of balanced over-all program service.

**Feb. 2:** James C. Petrillo agrees to drop AFM ban against musicians performing for AM programs duplicated on FM; extends network contracts 60 days.

**Feb. 2:** FCC, by 4-to-2 vote in WHLS(AM) Port Huron, Mich., case, holds Section 315 of Communication Act to comprise "absolute" prohibition against a station's censoring political broadcasts; states this federal prohibition will relieve station of responsibility for libelous material in political broadcasts.

**Feb. 2:** RCA announces development of a 16-inch TV picture tube, first metal kinescope, with picture area of 125 square inches.

**Feb. 9:** Western Union reveals plans to enter TV network service, starting with microwave relay between New York and Philadelphia.

**Feb. 23:** FCC assigns band for intercity TV

relays operated by broadcasters for interim period until permanent common-carrier facilities are available.

**Feb. 23:** Following successful test in Cincinnati, Transit Radio plans installation of FM receivers in bus and trolley lines of other cities, to receive special program service, largely music.

**March 1:** Senate Interstate and Foreign Commerce Committee orders FCC to hold up its clear-channel decision as Senator Edwin C. Johnson (D-Colo.), ranking minority member, introduces bill to break down clear channels and limit power to 50 kw.

**March 1:** NAB board approves \$200,000 promotion campaign for radio.

**March 1:** Rural Radio Network, FM project in New York State, financed by 10 farm cooperative organizations and calling for investment of \$400,000 in six outlets, to begin operation with three stations in May.

**March 8:** FCC starts hearings on right of stations to editorialize.

**March 15:** American Jewish Congress petitions FCC for revocation hearing for KMPC(AM) Los Angeles, charging station with "slanting" news comments.

**March 22:** FCC holds three-day hearing on proposed standards for facsimile broadcasting.

**March 29:** AT&T files new tariffs for intercity TV transmission, substantially lower than those proposed year ago.

**March 29:** FCC orders investigation of news policies of KMPC(AM) Los Angeles, WJR(AM) Detroit and WGAR(AM) Cleveland, stations owned by G. A. (Dick) Richards.

**April 19:** Court of Appeals for District of Columbia reverses FCC's nonhearing grant to Joseph P. Stanton of 10 kw daytime station at Philadelphia on WCKY(AM) Cincinnati's 1-B clear channel (1530 kc), rules that when licensee claims a grant would adversely affect him he must be given an opportunity to argue his cause and if the argument indicates that his rights would be adversely affected, a full-dress hearing on the application must be held.

**April 26:** As Senate Commerce Committee closes hearing on Johnson Bill to break down clear channels, Acting Chairman Charles W. Tobey (R-N.H.) issues surprise order for new hearing to investigate broadcast allocations, regulation and patent ownership.

**May 3:** Affirming lower court's denial of an injunction to WSAY(AM) Rochester, N.Y., to keep ABC and MBS from switching affiliations to other stations, U.S. Second Circuit Court of Appeals, New York, holds that network is not a common carrier and can make whatever contracts it wishes for the distribution of its programs.

**May 10:** Texas attorney general notifies FCC that despite its WHLS Port Huron decision, Texas libel laws are still in effect and "stations carrying libelous material will be subject to state laws."

**May 10:** FCC orders into effect earlier proposal assigning TV ch. 1 (44-50 mc) to nongovernment fixed and mobile services, denying FM spokesmen's pleas for that channel for use in FM network relaying; gives FM stations in 44-50 mc band until end of year to move to 88-108 mc; issues proposed new expanded TV allocation table; calls hearing on feasibility of TV use of frequencies above 475 mc; proposes required minimum hours of TV station operation be scaled from 12 hours a week for first 18 months to 28 hours a week after 36 months.

**May 10:** House Un-American Activities Committee to investigate station grants to Edward Lamb, Representative F. Edward Hebert (D-La.) states after speech accusing Mr. Lamb of having "Communist associa-

# 2,579,000 adults listen to WGN Radio every week!

They can be your customers!

In the next twelve months WGN Radio listeners will buy more of these products than will the listeners of any other Chicago radio station:

*STOCKS & SECURITIES  
MEN'S & WOMEN'S TOILETRIES  
NEW TRUCKS & AUTOMOBILES, RENTALS  
AIR TRAVEL  
HOME MAINTENANCE  
CANNED FOODS & PET FOODS  
PAPER & PLASTIC PRODUCTS  
SMALL & MAJOR APPLIANCES  
WOMEN'S BEAUTY AIDS  
SOFT & ALCOHOLIC BEVERAGES, BEERS, WINES  
PHARMACEUTICALS, CIGARETTES & CANDY  
GASOLINE  
TOYS  
MEN'S & WOMEN'S CLOTHING  
AUTOMOTIVE MAINTAINERS  
FRESH MEATS, DAIRY & PRODUCE  
PACKAGED FOODS, DRY & FROZEN  
RECREATION & SPORTING GOODS  
CREDIT CARDS  
& MANY, MANY MORE*



## **WGN Radio Means Business**

2501 Bradley Place, Chicago, Illinois 60618  
Telephone 312 528-2311

A subsidiary of WGN Continental Broadcasting Company

tions and affiliations."

**May 24:** NAB convention approves new code, considerably revamped from original version, as ideal toward which operation should be aimed.

**May 24:** ABC makes public offering of 500,000 shares of voting stock; it is all sold in less than two hours at \$9 a share.

**May 31:** President Truman nominates Miss Frieda Henneck to FCC as first woman appointee.

**May 31:** FCC's denial of an application made by WADC(AM) Akron, Ohio, because it contemplated full-time use of network programs is upheld by U.S. Court of Appeals for District of Columbia, which divides 2-to-1 over whether decision involved censorship.

**May 31:** D.C. appellate court refuses to rehear the WCKY case, in which it rules FCC should have heard WCKY Cincinnati before putting a daytimer on its channel; appeal to Supreme Court foreseen.

**June 7:** Gulf Oil Corp. starts sponsorship of *We the People* on both CBS Radio and CBS-TV; first regularly sponsored simulcast series.

**June 14:** FCC authorizes commercial use of facsimile broadcasting on FM channels as of July 15; adopts rules and standards for printed broadcast medium.

**June 14:** Texas Co. puts old-style vaudeville show on TV; launches hour series on NBC-TV starring Milton Berle and with commercial delivered by Sid Stone, vaudeville pitchman.

**June 28:** TV coverage of GOP convention makes history, reaches 10-12 million persons, costs an estimated \$200,000, is transmitted to Midwest viewers by Stratovision.

**July 5:** FCC officially adopts its "Port Huron" interpretation of political-broadcast law at outset of presidential campaign.

**July 5:** After severe congressional criticism of some *Voice of America* programs, NBC and CBS withdraw from programing activities for VOA.

**July 19:** KPRC(AM) Houston asks court to set aside commission's views on political broadcasting and itself interpret the law.

**July 19:** Inter-American Broadcasting Association, meeting at Buenos Aires, rebukes Argentina for having virtually abolished "liberty of dissemination as conceived by our association."

**July 26:** FCC orders investigation of station representation by networks to see whether it violates commission's network regulations.

**July 26:** Major E. H. Armstrong sues RCA and NBC for alleged infringement of five of his basic FM patents.

**July 26:** Give-away programs on radio networks alone total \$165,000 a week, a BROADCASTING survey reveals.

**July 26:** U.S. District Court of New York orders ASCAP to stop collecting performance fees from motion-picture theaters.

**July 26:** Five Baltimore stations are charged with contempt of court for broadcasting wire-service dispatches of arrest and confession of a man charged with two murders; press associations join NAB in fight against "Baltimore gag" rule.

**Aug. 9:** FCC proposes rules for give-aways which would bar practically all such programs from air.

**Aug. 9:** Frederic W. Ziv buys World Broadcasting System from Decca Records for \$1.5 million.

**Aug. 9:** House Select Committee starts investigation of FCC by questioning commission officials on their stand on political broadcasts.

**Aug. 16:** Westinghouse applies for commercial use of Stratovision.

**Aug. 23:** FCC proposes to limit ownership of AM stations to seven by any entity in line with existing limit of six FM and five

TV stations.

**Sept. 13:** Complaints received from stations by NAB indicate that time chisels and per-inquiry business are at all-time high.

**Sept. 20:** AFM President James C. Petrillo offers to end eight-and-a-half-month-old ban on recordings; proposes royalty payments to be made to a disinterested trustee, who would collect funds from recordings and use them to hire unemployed musicians, avoiding Taft-Hartley ban on direct payments to union.

**Sept. 27:** NBC proposes new TV-affiliation contracts calling for station to give NBC 30 hours of free time a month, while network assumes all connection costs; NBC sets objective of 28 hours a week of network service.

**Sept. 27:** Philco asks court to force AT&T to transmit from New York to Boston TV programs sent via Philco's own relay system from Philadelphia to New York; charges AT&T with insisting its intercity facilities be used all the way.

**Oct. 4:** FCC puts freeze on TV licensing and hearing functions, pending decision of changes in present TV standards.

**Oct. 11:** CBS purchases *Amos 'n' Andy* outright for \$2 million; makes strong effort to get Bergen and McCarthy away from NBC.

**Oct. 11:** Court of Appeals for District of Columbia rules that FCC must grant hearing to any station that claims it will be harmed by a grant of another application, even if interference would occur outside the normally protected contour, in decision reversing a nonhearing grant to put a 1 kw daytime station at Tarboro, N.C., on the 760 kw 1-A clear channel of WJR(AM) Detroit.

**Oct. 11:** Transit Radio opens national sales offices in New York and Chicago to represent four licensees: WCTS(FM) Cincinnati, KPRC-FM Houston, WIZZ(FM) Wilkes-Barre-Scranton, Pa., WPLH-FM Huntington, W. Va.

**Oct. 25:** FCC rules that equal-time provision of Communications Act applies only to candidates competing against one another in the same contest.

**Oct. 25:** Ultrafax, high-speed communications system claimed to be capable of transmitting and receiving a million words a minute, developed by RCA in cooperation with Eastman Kodak Co. and NBC is demonstrated.

**Nov. 1:** Record companies and AFM reach agreement; companies to pay royalties to "public music fund" administered by impartial trustee.

**Nov. 22:** FCC orders hearing on news policies of G. A. Richards, owner of KMPC(AM) Los Angeles, WJR(AM) Detroit and WGAR(AM) Cleveland.

**Nov. 22:** Association of Federal Communications Consulting Engineers is organized by 26 consultants.

**Nov. 29:** CBS gets Jack Benny program; will start Jan. 2 in same Sunday evening period (7-7:30 p.m.) and with same sponsor (American Tobacco Co.) it had on NBC; Edgar Bergen deal awaiting Internal Revenue ruling; Phil Harris-Alice Faye show to remain on NBC for time being.

**Nov. 29:** Bulova Watch Co. introduces plan for combining time signals with TV station-identification announcement; 1949 advertising budget includes \$500,000 for TV, \$3 million for radio.

**Nov. 29:** Negotiations are in progress for sale of ABC to 20th Century-Fox.

**Nov. 29:** U.S. Court of Appeals for District of Columbia reverses FCC on denial of license renewal to WORL(AM) Boston; calls action arbitrary, capricious and without "substantial" evidence.

**Dec. 6:** Frank M. Folsom, executive vice president in charge of Victor Div., becomes

president of RCA, succeeding Brigadier General David Sarnoff, who retains board chairmanship.

**Dec. 6:** Verdi's "Otello" is telecast in full from stage of Metropolitan Opera House in New York on ABC-TV with Texas Co. as sponsor.

**Dec. 20:** Recording peace near as Labor Secretary Maurice Tobin and Attorney General Tom Clark approve "trust fund" plan as within Taft-Hartley Act; Samuel R. Rosenbaum, one-time president of WFIL(AM) Philadelphia, is chosen as impartial trustee and administrator of the fund.

**Dec. 27:** Transcription companies sign five-year agreements with AFM.

## 1949

**Jan. 3:** Affirming FCC's denial of application of Bay State Beacon Inc. for Brockton, Mass., station which would offer 95% of its time for sale, Court of Appeals of District of Columbia rules commission has right to examine percentages of commercial and sustaining time proposed by applicant.

**Jan. 10:** Daytime Stratovision tests deliver good pictures to some areas but in others local-station interference mars reception.

**Jan. 10:** With Jack Benny and *Amos 'n' Andy* in its Sunday night line-up, CBS Radio now tops NBC in ratings in the critical 7-8 p.m. period.

**Jan. 10:** Resisting FCC order to move all FM to 88-108 mc, FM inventor, E. H. Armstrong, wins stay order from U.S. Court of Appeals for District of Columbia permitting his experimental station, W2XMN Alpine, N.J., to continue operating on 44.1 mc pending a hearing.

**Jan. 10:** Admiral Corp. will sponsor hour-long musical-revue series, *Friday Night Frolic*, on combined NBC and DuMont television networks, starring Sid Caesar, Imogene Coca and the Gower and Marge Champion dance team.

**Jan. 17:** John Churchill resigns as BMB research director; NAB lends its director of research, Dr. Kenneth H. Baker, to supervise BMB's second nationwide study of station and network audiences.

**Jan. 17:** Liggett & Myers's contracts for baseball telecasts also include exclusive right to in-park advertising, so that camera in covering games will have only Chesterfield ads in background.

**Jan. 17:** AT&T coaxial cable links East Coast and Midwest television stations.

**Jan. 24:** CBS gets services of Bing Crosby for both radio and television.

**Jan. 31:** Baltimore court finds three stations guilty of contempt for violating court's rule prohibiting publication of crime news, fines WJZ \$500 and costs, James P. Connolly, with commentator, \$100 and costs, WFBR \$300 and costs, WCBM \$300 and costs; WJSD, in suburban Essex, found not guilty in absence of proof its broadcasts were heard in city.

**Jan. 31:** CBS signs Edgar Bergen and Red Skelton; other deals reported near.

**Jan. 31:** Academy of Television Arts and Sciences presents first Emmy awards; KTVL(TV) Los Angeles telecasts ceremonies.

**Jan. 31:** KMED(AM) Medford, Ore., tells FCC its sale to Gibson Broadcasting is off and all because of commission's competitive bidding rule.

**Feb. 7:** Appellate division of New York Supreme Court sets aside award of \$490,419 to Donald Flamm, former owner of WMCA(AM) New York, in suit against Edward J. Noble, ABC board chairman, to whom Mr. Flamm sold WMCA in 1941.

**Feb. 7:** Pennsylvania state board of censors of motion pictures orders censorship of TV films before they are telecast by any Penn-



# We're not only good to listen to, we're good listeners.

It's good business. It's basic business. You can't give people what they want unless you know what that is.

So, for years, we've tuned in to America—to its expectations and desires. And we've responded.

Obviously we've heard right. Because THEY'RE responding.

They've given us network radio's top-rated programs, the top-rated sports personality, News On The Hour leadership and cumulative audience leadership in categories that make advertisers listen.\*

But we're not complacent. Not by a long ear shot.

That's why we've added some new, exciting names to the network line-up: Graham Kerr, The Galloping Gourmet; Curt Gowdy; Ted Brown; Murray the "K";

Cindy Adams; Frances Koltun; Jim Lowe; John Chancellor. And, of course, David Brinkley's back.

That's why we've expanded our news service and increased news content—12% to be exact. (News On The Hour is now broadcast 6 A.M. to 1 A.M. NYT; MONITOR News from 7 A.M. to Midnight.)

And that's why we've made MONITOR's sound contemporary. The music keeps pace with our audience's taste, mixing the latest hits with ever-popular standards.

When you listen, you get listened to.

Isn't two-way communication wonderful?

## NBC Radio Network

\* Source: RADAR August 1969. Audience and related data are based upon estimates provided by the rating service indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.



The late Earle C. Anthony, who founded KFI Los Angeles, monitors the station's signal while traveling with business associates George Burry (standing, right), VP of Mr. Anthony's Los Angeles Packard dealership and (seated) A. P. Blu-

mental, movie executive. The party was aboard Mr. Anthony's private railroad car, attached to the crack night train, the Lark, from Los Angeles to San Francisco. Mr. Anthony died at 80 in 1961.

sylvania station.

**Feb. 14:** NBC rescinds rule against use of transcriptions on network.

**Feb. 28:** Crosley Broadcasting Corp. is left as only bidder for WHAS(AM) Louisville as Bob Hope and Fort Industry Co. drop out.

**March 7:** NBC affiliates give network a vote of confidence at Chicago meeting.

**March 7:** Hugh Feltis resigns as president of BMB to become general manager of KING(AM) Seattle.

**March 21:** Fred Allen signs contract giving NBC exclusive rights to his services for radio and television.

**April 4:** NAB protests limitations on use of 540 kc channel proposed by FCC: to limit power to 1 kw and no use at all within 25 miles of some 224 military installations; points out that 1947 Atlantic City allocations made 540 kc a broadcast channel.

**April 11:** Frank K. White, president of Columbia Records and previously treasurer and vice president of CBS, becomes president of Mutual, succeeding Edgar Kobak, retiring to open office as business consultant.

**April 18:** After stormy debate on convention floor, with expansion of Broadcast Advertising Department of NAB demanded, board creates Broadcast Advertising Bureau, names Maurice B. Mitchell as its director, operating under a board policy committee, and earmarks \$100,000 to get it going.

**April 18:** BMB wins a vote of confidence from convention and a loan of \$75,000 from NAB.

**April 18:** International high-frequency conference at Mexico City comes to stormy end as U.S. delegation refuses to approve a pilot plan giving Russia and other countries a greater share of channel hours; Russia also refuses to sign.

**May 2:** Two New York-Chicago channels added to AT&T coaxial cable service now provide three west-bound and one east-bound channel for television programs.

**May 9:** FCC authorizes NBC to operate a UHF station at Bridgeport, Conn., for experimental rebroadcasts of programs of UHF WNBTV New York.

**May 9:** Arthur Godfrey was top CBS wage-earner in 1948 with pay of \$258,450,

not including the \$123,624 paid by CBS to Arthur Godfrey Productions for "program services" or the \$58,441 AGP got from Columbia Records. Lowell Thomas was top "independent contractor" on the network, getting \$402,300 for program services.

**May 16:** CBS signs Frank Stanton to 10-year contract to continue as president at base salary of \$100,000 a year, followed by 10-year consultant's contract at \$25,000 a year.

**May 16:** Don McNeill, conductor of ABC's *Breakfast Club*, was paid \$180,229 by ABC in 1948, top payment by network for services.

**May 23:** Mark Woods signs five-year contract with ABC to remain as president at \$75,000 a year; Robert E. Kintner as executive vice president at \$50,000 and C. Nicholas Priaux as vice president and treasurer at \$27,500; all provide for increases if earnings improve.

**May 23:** Associated Actors and Artistes of America, parent AFL talent union, sets plans for new branch, Television Authority, to end conflicting claims of Actors' Equity, AFRA, Screen Actors Guild and others.

**May 30:** FCC consolidates all major television problems, including UHF-VHF allocations and color; plans hearings to start in August.

**May 30:** Arkansas Supreme Court upholds Little Rock's city tax on radio stations.

**May 30:** Representative John Rankin (D-Miss.) introduces bill to make networks, stations and broadcasters-commentators liable to suit by a person slandered in district where he resides "at the county seat" by law of Congress; FCC is "too slow," Mr. Rankin states.

**May 30:** Disputing suggestion of FCC Chairman Wayne Coy that FM stations be forced to duplicate AM programs when facilities are jointly operated, FM Association President William E. Ware declares that "such regulations would sound the death knell of FM."

**May 30:** WORL(AM) Boston goes off air after fighting for license renewal since 1945.

**May 30:** Longest direct TV pickup, 129 miles, made by KFMB-TV San Diego during

dedication when it got and rebroadcast salute from KTLA(TV) Los Angeles without special equipment of any kind.

**June 6:** FCC sanctions editorializing by broadcast stations within undefined limits of "fairness" and "balance" by 4-to-1 vote, overriding eight-year-old Mayflower decision; Commissioner Frieda B. Henneck, dissenting, contends majority's standard of fairness is "virtually impossible of enforcement"; CBS announces it will editorialize "from time to time."

**June 13:** FCC repeals Avco rule which for four years had required stations up for sale to be advertised for competing bids; admits rule had failed its purpose and often inflicted "severe economic and other hardships" on buyers and sellers.

**June 13:** Maryland court of appeals reverses lower court ruling that upheld "Baltimore gag" rule, reverses contempt citations against WCBM(AM), WITH(AM) and WFBR(AM) Baltimore and James P. Connolly, former WITH news editor.

**June 13:** NAB TV Music Committee and ASCAP reach tentative agreement on AM formula plus 10% as basis for TV music licenses; stations and ASCAP members asked to approve before July 1 deadline.

**June 27:** Broadcast Advertising Bureau transfers headquarters to New York; plans expanded operations with \$200,000 budget.

**July 4:** CBS, having announced that it would broadcast editorials over its own name, now says it will sell time for "expression of opinion on public issues."

**July 11:** Sylvester L. (Pat) Weaver, vice president and radio-TV director of Young & Rubicam, joins NBC as vice president in charge of television.

**July 18:** NAB board streamlines association organization, establishes an audio division comprising both AM and FM and a video division; A. D. Willard, executive vice president, declines appointment as head of video division and resigns to return to private industry.

**July 18:** FCC announces TV allocations plan: to add 42 UHF channels to the present 12 VHF channels, with another 23 to 28 UHF channels reserved for experimental television, providing for 2,245 TV stations in 1,400 communities.

**Aug. 29:** FCC bans give-aways as violation of criminal lottery laws.

**Sept. 5:** ABC, CBS, NBC seek injunctions to prevent FCC from putting its antigive-away ruling into effect.

**Sept. 12:** AT&T's policy of not connecting its television-network facilities with those of private broadcasters is called "unlawful" in proposed FCC report.

**Sept. 12:** Attempts of TV networks to obtain exclusive rights to World Series end in offer of telecasts to all on "no pay, no charge" terms; Gillette Safety Razor Co. buys rights, gets TV time free.

**Sept. 26:** FCC denies sale of WHAS(AM) Louisville, Ky., to Crosley Corp. because of overlap between WHAS and Crosley's WLW(AM) Cincinnati.

**Sept. 26:** Justice Department files antitrust suit against *Lorain* (Ohio) *Journal*, charging conspiracy to damage WEOL-AM-FM Elyria-Lorain through restraint and monopoly of the dissemination of news and advertising.

**Sept. 26:** FCC suspends ban on give-away programs until court tests decided.

**Sept. 26:** Schenley Distillers, after stirring up broadcasters by proposing to buy time for its hard-liquor products, decides to maintain its "no-radio" policy; reports more than 200 stations were ready to accept hard-liquor commercials.

**Oct. 10:** Niles Trammell becomes NBC board chairman; Joseph McConnell, RCA executive vice president, succeeds him as NBC president.

**Oct. 10:** CBS demonstrates studio, film and outside pickups in color to FCC; observers find quality generally good.

**Oct. 10:** Efforts of Associated Actors and Artistes of America to vest television jurisdiction in new 4-A Television Authority hits snag when Screen Actors Guild refuses to yield any jurisdiction over films.

**Oct. 17:** RCA official demonstration of its color system to FCC, presented in rush, is admittedly disappointing; later informal showings much better.

**Oct. 24:** TV networks sign five-year contracts with ASCAP retroactive to Jan. 1, 1949; work commences on per-program license terms.

**Oct. 31:** U.S. District Court for Eastern District of Pennsylvania rules that attempt of state board of censorship to require censorship of television films is invalid because it infringes on field of interstate commerce.

**Oct. 31:** AFM issues film rates: \$27 a man for 15 minutes or less, compared to live-television network rate of \$16.20 a man for 30 minutes or less; union also proposes that musicians be employed as librarians and film cutters.

**Nov. 7:** Mutual and Gillette Safety Razor Co. sign seven-year, \$1-million contract for radio rights to World Series and All-Star baseball games.

**Nov. 14:** U.S. Supreme Court upholds Little Rock, Ark., city taxes of \$250 a year on generation of radio waves and \$50 on solicitors of local advertisers.

**Nov. 14:** NBC reorganizes into three self-contained operating divisions: television network, radio network, owned-and-operated stations, plus small, high-level management staff.

**Nov. 21:** NAB approves plan to reorganize BMB as independent stock company along line of BMI; extends deadline for dissolution of present BMB to July 1, 1950.

**Nov. 21:** Television Authority is launched as AFL talent union for television, despite opposition of Screen Actors Guild and Screen Extras Guild.

**Dec. 12:** Stalemated when U.S. rejects Cuba's channel demands, NARBA conference at Montreal recesses for four months to give U.S. and Cuba time to work out an agreement.

**Dec. 12:** FM Association votes to disband, merge with NAB.

**1950**

**Jan. 2:** Robert E. Kintner becomes president of ABC as Mark Woods is elected vice chairman.

**Jan. 2:** NBC-TV asks affiliates to clear two and a half hours on Saturday night for network variety series.

**Jan. 9:** DuMont scores NBC Saturday night request as clear attempt to freeze out competition; asks FCC to stop the attempt.

**Jan. 9:** NBC opens UHF TV satellite station in Bridgeport, Conn., for experimental rebroadcasts of WNB(TV) New York programs on 529-535 mc band.

**Jan. 16:** U.S. Supreme Court refuses to review decision of Maryland Court of Appeals invalidating Baltimore court principle that broadcasting or publishing news of an indicted criminal constitutes contempt of court; effect is to extend to Maryland generally accepted rules of free press in crime reporting.

**Jan. 16:** CBS reports 90% of those seeing its demonstration colorcasts in Washington say they find color more enjoyable than black and white; puts on half-hour show twice daily to 300 spectators.

**Feb. 13:** U.S. Supreme Court rules that FCC disapproval of a contract negotiated by a licensee is not enough to invalidate the contract in a decision upholding an

# Back in 1953:

This is how it all started

I'M JOE FLOYD ...



**I CONSIDER MYSELF A HELLUVA SALESMAN!**

And so are the others on my staff here at KELO-TV, Sioux Falls. We'll sell the daylights out of every honest product ever made. We've pretty well proved that already, in our first few months on the air.

True, we've got a lot of things going for us. Great program personalities. Newscasters that are real pros. And you couldn't want a better place to show how television can sell than in this prosperous Sioux Falls trading area. Yes, KELO-TV is going places. Come on along. Believe me, you'll really get a run for your money.

*Joe Floyd*

**KELO-TV**  
SIOUX FALLS, SOUTH DAKOTA

That was back in 1953. And KELO-LAND TV has been giving the advertiser a run for his money ever since. Our three interconnected transmitters now bring KELO-LAND TV programming to all 92 counties in 4 states — the full distribution flow of this large, natural market area. And to give this vast community of viewers television service second to none in the nation, we range KELO-LAND's 74,000 square miles with our 13-vehicle ground fleet, 2 aircraft units, 4 portable videotape units, and 141 correspondents, photographers and news stringers. Come on along.

**kelo·land tv**   
A CBS AFFILIATE

**KELO-TV Sioux Falls, S.D. • and satellites KDLO-TV and KPLO-TV**  
Joe Floyd, Pres.; Evans Nord, Exec. Vice-Pres. & Gen. Mgr.; Larry Bentson, V.P.  
Represented nationally by  — in Minneapolis by WAYNE EVANS

award to Southern Broadcasting Stations in its suit against Georgia School of Technology (WGST[AM] Atlanta).

Feb. 13: FCC approves request of Zenith Radio Corp. for public test of Phonevision in Chicago.

Feb. 20: Finding that NBC's plan for a two-and-a-half-hour Saturday-night TV program violates the FCC's network rules, commission starts issuing temporary licenses to stations that have agreed to take all or part of the program.

March 6: New Mexico appellate court rules all KOB(AM) Albuquerque broadcasts are interstate commerce and therefore not taxable by state; Virginia general assembly passes bill forbidding cities, towns or counties in state from levying license or privilege taxes on broadcasting stations.

March 6: A. C. Nielsen Co. buys national network Hooperatings from C. E. Hooper Inc.

March 20: Broadcast Audience Measurement is formed as successor to BMB; to be financed through sale of stock to broadcasters on BMI pattern.

March 20: Hearing on news policies of G. A. Richards stations opens in Los Angeles.

March 20: Gov. John S. Battle of Virginia signs law prohibiting city, town or county tax on radio or TV stations.

March 20: Forbidden by the FCC from censoring political broadcasts, broadcasters are not liable for defamatory remarks in such broadcasts, Federal District Court Judge Kirkpatrick rules in suit of David H. H. Felix against five Philadelphia stations.

March 27: WFIL(AM) Philadelphia cuts night rates, increases daytime rates, as move to adjust radio price scale to growing audience for television.

April 3: RCA shows its new tri-color picture tube; calls for adoption of compatible color standards.

April 3: WTMJ-FM Milwaukee, first FM station west of the Alleghenies, turns back its license and goes off air after 10 years.

April 17: FCC, interpreting its decision on editorializing, says stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

April 17: Procter & Gamble Co. asks for two-year contracts with no rate increases and a third-year option at not more than a 33 1/3% boost from TV stations to carry its *Beulah Show* on ABC-TV; National Association of Radio Station Representatives protests the proposed rate freeze.

April 24: William B. Ryan, general manager of KFI(AM) Los Angeles, is elected general manager of NAB to direct departmental operations.

May 15: Television does not hurt attendance at sports events after first year of set ownership, when novelty has worn off, according to study conducted by Jerry Jordan.

May 22: CBS and its owned stations withdraw from NAB.

May 22: Color Television Inc. demonstrates its color system to FCC.

May 22: DuMont shows its new three-color direct-view TV receiver tube.

May 29: Chromatic Television Labs and Don Lee Broadcasting System both announce development of new tri-color TV tubes.

June 5: ABC and its five owned stations pull out of NAB.

June 5: NBC starts counter raid for CBS talent; signs Groucho Marx to eight-year, \$3-million capital-gains contract; goes after other name stars.

June 12: NBC signs Bob Hope to five-year contract.

June 12: KFI-AM-FM-TV Los Angeles asks all employees to sign loyalty oaths disclaiming membership in the Communist Party or other subversive groups.

June 12: Radio Manufacturers Association becomes Radio-Television Manufacturers Association.

June 19: ABC signs Don McNeill, conductor of *Breakfast Club*, to 20-year contract; also purchases *Screen Guild Players*; NBC signs Kate Smith to five-year TV contract.

June 19: John Shepard III, founder of Yankee Network, dies of heart attack at 64.

June 19: Skiatron Corp. announces "Subscriber Vision" as its entry in pay-television field.

July 24: Following outbreak of hostilities in Korea, White House calls for formation of all-inclusive Broadcasters Defense Council to organize radio-TV for instant availability for government.

July 24: John J. Gillin Jr., wow(AM) chief, dies of heart seizure at 45.

July 24: FCC upholds right of networks to act as advertising representatives for their affiliates after two-year investigation of complaint of NARSR.

July 31: Association of National Advertisers starts drive for lower radio rates, citing inroads of TV on radio audience.

Aug. 21: Hugh M. P. Higgins, vice president and general manager of WMOA(AM) Marietta, Ohio, is named interim director of Broadcast Advertising Bureau.

Aug. 28: FCC dismisses complaint against KOB(AM) Albuquerque filed in March 1946 by then New Mexico Governor John J. Dempsey accusing the station of broadcasting libelous attacks against him; admonishes station to "reread" the commission's new decision on editorializing.

Sept. 4: FCC states it will adopt the CBS color-television system unless set makers agree to "bracket standards" to enable sets to receive both present 525-line pictures and the 405-line images proposed by CBS; if they agree, commission will adopt "bracket standards" for black-and-white TV, postpone color decision.

Sept. 4: General Foods drops Jean Muir from *Aldrich Family* after protests against her appearance from "a number of groups"; Joint Committee Against Communism claims credit for her removal, announcing a drive "to cleanse" radio and television of pro-Communist actors, directors, writers; Miss Muir denies any Communist affiliations or sympathies.

Sept. 4: U.S. District Court in Cleveland holds that a newspaper which refuses to carry advertisement of local radio sponsors violates the antitrust laws, in deciding government antitrust suit against the *Lorain (Ohio) Journal* for unfair competition with WEOL(AM) Elyria, Ohio.

Sept. 4: Color Television Inc. announces new compatible "dash sequential" system of color TV; petitions FCC to reopen color hearings.

Sept. 4: National Opinion Research Corp. will survey attendance at college football games to determine effect of telecasts; project is jointly sponsored by the TV networks and National Collegiate Athletic Association.

Sept. 11: Three TV networks—ABC, CBS, NBC—agree to pay \$50,000 apiece to Gillette Safety Razor Co. for pooled telecast of World Series, Gillette having paid \$800,000 for TV rights; stations to be paid for one hour's time for each first four games; DuMont refuses to take part, denounces deal as "economically detrimental" to TV.

Sept. 28: Schenley International Corp. buys time on Hawaiian and Alaskan radio station to advertise whiskies.

Sept. 28: Multiplex Development Corp. demonstrates method for simultaneous broadcast of three signals on single FM channel.

Oct. 2: Liberty Broadcasting System starts operating as fifth national network, feeding more than 10 hours of programs a day to 240 outlets.

Oct. 2: Lewis Allen Weiss resigns as board chairman of Don Lee Broadcasting System, ending 20 years with the regional network.

Oct. 2: Set makers tell FCC they can't begin turning out TV sets with bracket standards by proposed November deadline.

Oct. 9: FCC initiates rulemaking proposal to equalize competition among the TV networks and eliminate the alleged domination of NBC-TV and, secondarily, of CBS-TV.

Oct. 16: FCC approves CBS color, effective Nov. 20; CBS promises 20 hours of color programs a week within two months; RCA continues work on its compatible system; manufacturers divided as to whether to make sets and converters to receive CBS colorcasts.

Oct. 16: FCC denies renewal of license to WTUX(AM) Wilmington, Del., on grounds that station, despite due notices, continued horse racing programming that was of a "high degree of aid" to local bookmakers.

Oct. 23: NBC presents four-part radio plan to affiliates: Operation Tandem, rotating participation by six sponsors in five separate hour-long programs on different nights; Night and Day, three-advertiser participation in two daytime and one night-time period on rotating three-week schedule; Sight and Sound, three-advertiser rotating participation on a half-hour radio and half-hour TV program; This Is Television, radio show made up of excerpts from six TV shows to be sold to the TV sponsors.

Oct. 23: Mexico withdraws from NARBA conference, already in difficulty over failure of U.S. and Cuban delegations to agree.

Oct. 23: RCA files suit in federal district court in Chicago asking temporary injunction against FCC's color order being made effective pending determination of suit for a permanent injunction; Pilot Radio Corp. files similar suit in Brooklyn but withdraws it when FCC moves to transfer RCA suit to New York.

Oct. 23: President Frank Stanton of CBS goes on network to "clear up" confusion over FCC color decision created by "the reaction of some of the television set manufacturers"; Robert C. Sprague, president, Radio Television Manufacturers Association, asks for and gets time to reply.

Oct. 30: Reporting on its experience with UHF operation in Bridgeport, Conn., RCA states: "It will be most unfortunate if television expansion has to go into the UHF band."

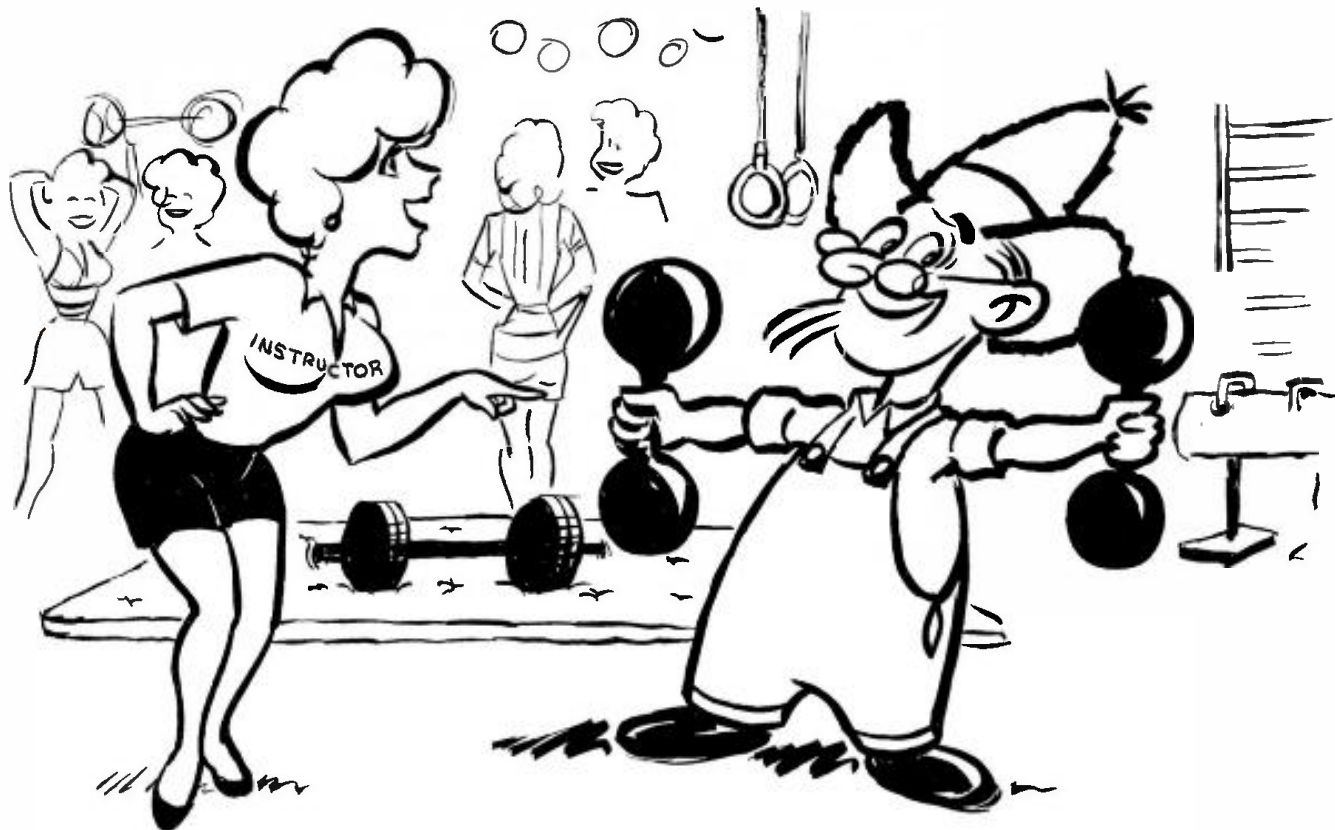
Nov. 20: Cuba gets right to use six U.S. 1-A clear channels and Jamaica two under new five-year North American Radio Broadcasting Agreement signed by United States, Canada, Cuba, Bahamas-Jamaica and Dominican Republic; Mexico, which withdrew from the conference, and Haiti, which did not participate, will be given chance to subscribe.

Nov. 20: Chicago federal court issues temporary restraining order halting FCC from putting its color rule into effect before a final decision is made.

Dec. 11: FCC, by 4-to-2 vote, proposes to renew license of WBAL(AM) Baltimore and deny application of Drew Pearson and Robert S. Allen for the 50-kw, 1-B clear-channel facility.

Dec. 25: Chicago federal court dismisses RCA complaint against FCC adoption of CBS color system but bans commercial op-

# We ain't ever heard of 'Middle Age' spread in Fargo!



**W**E ain't about to admit we're getting old . . . even though we'll be hitting 50 in jist two short years!

Our secret? Waal, our muscle - mediums keep in good shape with a lot of runnin' . . . runnin' scared of ol' man complacency. Folks out here say that's why we keep gettin' them blue-ribbons as 'one of America's great stations!'

Our loyal hayseeds seem to appreciate our constant joggin' — they jist listen . . . and watch . . . and, and keep buyin' what we tells 'em to. Nice and cozy, eh?

*And know what? WDAYs got four warm bodies to sell. And — in the upper midwest,*

*every agency needs some bodies, sometime. Don't be bashful: We have yet to be arrested for selling our bodies in the loam-rich Red River Valley!*

If you'd like a piece of the action, contact PGW for our TV; McGavren-Guild for radio.

In short, if you play our rate cards right, we can be had!



Since 1922, Serving The Red River Valley  
From Fargo, N. D.

eration pending decision by U.S. Supreme Court.

**Dec. 25:** CBS asks all employes to sign loyalty oaths; NBC has inquired as to its employes' Communist Party membership since 1944.

## 1951

**Jan. 1:** FCC approves General Tire & Rubber Co. purchase of Don Lee Broadcasting System for \$12,320,000; company also owns Yankee Network; sells KTSB(TV) Los Angeles to CBS for \$333,765.

**Jan. 1:** New antenna rules call for special study of all towers over 500 feet for air-safety purposes; those under 500 feet need special studies only if located near airports or airway systems.

**Jan. 1:** Gillette Safety Razor Co. buys TV rights to World Series and All-Star baseball games for six years at \$1 million a year; also holds radio rights through 1956 with Mutual.

**Jan. 1:** Zenith Radio Corp. starts Phonevision tests in Chicago; 300 families to get "top-flight" motion pictures which they can see by calling an operator, agreeing to pay \$1; otherwise they, and other viewers, get only a scrambled signal.

**Jan. 8:** William B. Ryan, NAB general manager, is elected president of Broadcast Advertising Bureau.

**Jan. 8:** NBC shelves proposed nighttime rate cut for its radio network after majority of affiliates register opposition.

**Jan. 15:** National Collegiate Athletic Association adopts plan for close control of telecasts of football games.

**Jan. 22:** AFM sets 50% increase in base pay plus employment quotas; seen as tripling music costs as price for signing new contracts at radio-TV network key stations in New York, Chicago and Hollywood.

**Feb. 5:** NAB board revises by-laws to provide a board chairmanship (and elects Justin Miller to the post, relieving him of operating duties), and TV participation; changes name of organization to National Association of Radio and Television Broadcasters; grants active-membership privileges to radio and TV stations and networks; creates autonomous 25-member radio and 13-member TV boards of directors.

**Feb. 5:** Progressive Broadcasting System suspends operation two months and five days after its opening, Nov. 26, 1950.

**Feb. 5:** Clear Channel Broadcasting Service vigorously opposes ratification of new NARBA treaty sent to Senate by President Truman with request for favorable consideration.

**Feb. 12:** Average family sees movies at home slightly better than twice a week in Phonevision test, Zenith Radio Corp. says in report on first four weeks of pay-TV experiment.

**March 5:** Television Broadcasters Association dissolves; Thad H. Brown Jr., TBA counsel, becomes counsel for TV branch of NARTB.

**March 12:** After negotiations of more than a year between ASCAP and the All-Industry TV Per Program Committee fail to produce agreement on per-program license terms, ASCAP mails out license forms calling for payments of 8.5% to 9.5% of card rate for use of its tunes on commercial-TV programs; terms had been rejected by industry committee.

**March 19:** Renewing drive for lower radio rates, ANA asserts that inroad of TV on full networks now amounts to 19.2% for NBC, 19.4% for CBS, compared to 14.9% for both networks in summer of 1950.

**March 19:** ABC offers sponsors of afternoon programs on NBC 45% discounts on one-fourth of full-hour rate, plus \$1,000

a week toward programs costs, to switch those shows to ABC.

**March 19:** National Association of Radio Station Representatives becomes National Association of Radio and Television Station Representatives, changing from NARSR to NARTSR.

**March 19:** Former Federal Judge Simon H. Rifkind is retained as special counsel by All-Industry Television Per Program Committee; Dwight W. Martin, WLW-TV Cincinnati, committee chairman, asks TV stations to contribute four times highest quarter-hour rate to finance whatever action may be called for.

**March 19:** Frank Costello's hands provide television's picture of the week as he refuses to expose his face to the cameras covering the New York hearings of the Senate Crime Investigating Committee whose chairman is Senator Estes Kefauver (D-Tenn.).

**March 26:** FCC reveals proposed allocations plan making full use of UHF band in addition to 12 VHF channels to provide for some 2,000 TV stations in more than 1,200 communities; about 10% of channels are to be reserved for "indefinite" period for non-commercial educational stations.

**March 26:** First multiplex facsimile network is operated as joint venture of Columbia University, Hogan Labs, Rural Radio Foundation, WOR-FM New York, WHVA(FM) Poughkeepsie, N.Y., WQAN(FM) Scranton, Pa., and WHCU-FM Ithaca, N.Y.; newspaper prepared by Columbia Graduate School of Journalism is sent by land-line to the WOR-FM transmitter and relayed in turn by the Poughkeepsie and Scranton stations to Ithaca, using equipment designed by Hogan Labs.

**March 26:** Skiatron Electronics & Television Inc. shows its Subscriber-Vision system of pay-TV to FCC in test broadcast from WOR-TV New York.

**April 9:** Harold E. Fellows, general manager, WEEI(AM) Boston, is chosen as NARTB president.

**April 16:** CBS cuts radio rates 10%-15% as of July 1; ABC says it will match this reduction.

**April 16:** CBS enters manufacturing field with purchase of Hytron Radio & Electronics Corp., tube manufacturer, and its set-making subsidiary, Air King Products Co.

**April 16:** ABC signs its president, Robert E. Kintner, to seven-year contract at \$75,000 a year, with option on three additional years at \$100,000 a year, plus bonuses.

**April 23:** Network affiliates, at special meeting at NARTB convention, elect Paul W. Morency, WTIC(AM) Hartford, Conn., chairman of special committee charged with persuading CBS to rescind its proposed rate cuts and the other radio networks from cutting their rates.

**April 23:** U.S. Supreme Court refuses to review ruling of lower court that Communications Act does not prohibit stations from censoring political talks by persons who are not candidates.

**April 30:** Thomas F. O'Neil, vice president and director of Don Lee and Yankee regional networks, is elected board chairman of Mutual, succeeding Theodore C. Streibert, president of WOR(AM) New York.

**May 7:** NBC announces 10%-15% cut in radio rates, comparable to that of CBS; ABC and MBS plan similar reductions.

**May 14:** Tilting the antenna of a UHF transmitter can double its signal strength, RCA engineers report after Bridgeport experiments.

**May 28:** United Paramount Theaters and American Broadcasting Co. agree on \$25-

million merger; Leonard Goldenson, UPT president, would be president of new company, with ABC President Robert Kintner continuing as president of its broadcasting division and Edward J. Noble, ABC board chairman and chief owner, becoming chairman of the finance committee.

**May 28:** Justice Department starts probe into restrictions placed on broadcasts and telecasts of all professional and amateur sports, with special emphasis on baseball play-by-play policies.

**June 4:** Supreme Court affirms lower-court ruling upholding FCC adoption of color standards; CBS plans to start colorcasting by end of June; RCA says it will continue public demonstrations of its "improved, compatible, all-electronic system."

**June 4:** G. A. (Dick) Richards dies at 62 after suffering for many years from a serious heart ailment; long-standing FCC proceedings for renewal of licenses of his three stations—KMPC Los Angeles, WJR Detroit, WGAR Cleveland—are still not ended.

**June 4:** U.S. Court of Appeals for District of Columbia orders WWDC-FM Washington and Capital Transit Co. to cease commercial announcements in street cars and buses as depriving "objecting passengers of liberty without due process of law"; appeal planned.

**June 11:** General Tire & Rubber Co. buys KFI-TV Los Angeles for \$2.5 million.

**June 18:** Chris Witting, general manager of the DuMont TV Network, becomes director of the network and the three DuMont TV stations—WABD(TV) New York, WTTG(TV) Washington, WDTV(TV) Pittsburgh—succeeding Mortimer W. Loewi.

**June 25:** ABC reorganizes into four divisions with a vice president in charge of each: Ernest Lee Jahncke for Radio Network Division, Alexander Stronach Jr. for Television Network Division, Slocum Chapin for Owned Television Stations and Television Spot Sales, James Connolly for Owned Radio Stations and Radio Spot Sales.

**June 25:** Louis-Savold heavyweight fight, telecast to nine theaters in six cities but not to homes, draws capacity crowds.

**June 25:** After years of hearings, FCC grants renewal of license to WBAL Baltimore, dismissing the application of Drew Pearson and Robert Allen for the facilities.

**July 2:** Mark Woods resigns as vice chairman of ABC.

**July 2:** Sixteen advertisers co-sponsor first commercial colorcast, hour-long program on five-station East Coast CBS-TV hookup.

**July 16:** CBS separates its operations into six divisions, each with its own president: CBS Radio Division, headed by Howard S. Meighan; CBS Television Division, headed by J. L. Van Volkenburg; CBS Laboratories Division, headed by Adrian Murphy; CBS-Columbia Inc. (set manufacturing), headed by David H. Cogan; Columbia Records Inc., headed by James B. Conkling; Hytron Radio & Electronics Corp., headed by Bruce A. Coffin.

**July 16:** Failing in its attempt to raid NBC, ABC introduces its own set of daytime serials.

**July 23:** U.S. Court of Appeals orders FCC to resolve the 10-year-old 770 kc dispute of WJZ(AM) New York and KOB(AM) Albuquerque, N.M.

**July 23:** Failing to agree with ASCAP on proper terms of TV per-program licenses after two years of negotiations, the All-Industry TV Per Program Committee files a petition on behalf of over 50 TV stations asking U.S. District Court in New York to set reasonable fees, as provided in the 1941 ASCAP consent decree.

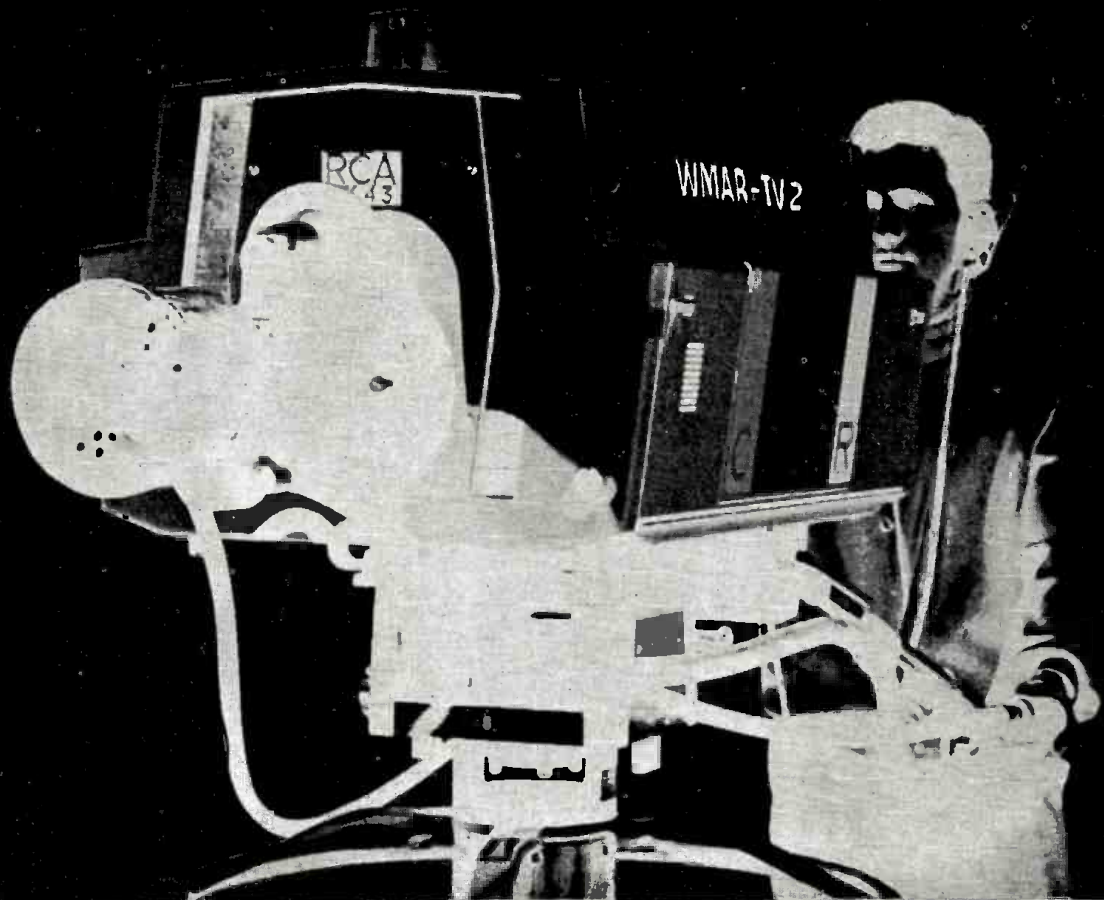
**Aug. 20:** Robert Saudek, ABC vice president, resigns to become director of Ford

**Baltimore's first television station  
is proud to begin its 24th year  
of telecasting and community  
service to Maryland.**

*In Maryland Most People Watch*

**WMAR-TV**   
A CBS AFFILIATE

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION





## Pulpit and politics: a radio cleric's mix

In the early nineteen-thirties, long before the advent of the Rev. Carl H. McIntire or Billy James Hargis, a Catholic parish priest from Royal Oak, Mich.—Father Charles E. Coughlin—made a national name through broadcasts of his own controversial blend of religion and politics.

Supported by his bishop, Father Coughlin's criticism of the New Deal drew national attention when his *Golden Hour* was picked up by the CBS radio network. Moving to an independent network in the summer of 1932, the program was aired by 24 major stations and by 1935 was supported by a \$300,000 kitty for time and telephone lines, one of the industry's major seasonal budgets. By January 1938 *Golden Hour* was carried by 58 stations.

Father Coughlin acquired a radio counsellor, Leo Fitzpatrick, then vice president-general manager of WJR(AM) Detroit, and an agency, Aircasters Inc.

Signs of serious trouble began to appear in late 1937 after a new bishop assumed office. Father Coughlin, in his typically free-swinging style, stated in a news interview that President Franklin D. Roosevelt had demonstrated "personal stupidity" in appointing Hugo L. Black to the Supreme Court. Another blow fell when WOR(AM) New York rejected *Golden Hour* on the ground that it would not sell time for commercial religious broadcasts.

More major stations turned down the show, only to find themselves being picketed by indignant friends of the cleric. The FCC remained silent.

Though Father Coughlin had taken strong stands on religious and political topics, including material that was al-

legedly anti-Semitic, he reached a controversial peak in 1939 when he urged listeners to organize an "army of peace" and march on Washington to protest the liberalization of neutrality laws. Charges followed that the priest was an enemy of democracy, disciple of fascism, advocate of violence and purveyor of hatred.

In August 1939, Elliott Roosevelt, the President's son, criticized Father Coughlin on his MBS program, kindling a fresh feud. The National Association of Broadcasters' new code committee commenced operation Oct. 1 that year, with its compliance group holding that neutrality discussions in sponsored programs were controversial and hence violated the code. The ruling did not specifically mention Father Coughlin, but an additional number of stations promptly canceled his broadcasts. NAB's board endorsed the code interpretation and more stations canceled.

FCC Chairman James Lawrence Fly gave the NAB implied endorsement by saying the code was a manifestation of democratic processes and urging that it be given a chance.

Fatal troubles developed in 1940. A code ruling issued in September was construed as permitting Father Coughlin to be entitled to commercial time, but "only during the period of the [presidential] campaign."

More large stations declined to sign contracts, superiors within the church reportedly disapproved of the radio priest's controversial broadcasts, and Father Coughlin left the air in the summer of 1940.

Financed by an affluent right-leaning faction, programs such as *Life Line* (and its successor *Facts Forum*) have proliferated in recent years, to the consternation of liberal Democratic and Republican groups. Thus far the FCC has remained tolerant of such broadcasts.

Foundation's Television-Radio Workshop. Aug. 20: Screen Actors Guild, opening contract negotiations with motion-picture producers, asks for ban on TV use of pictures made after Aug. 1, 1948, until an agreement is reached on conditions of TV exhibition.

Sept. 10: President Truman's address at Japanese peace-treaty conference in San Francisco is pooled telecast to open \$40-million coast-to-coast television-network facilities of AT&T.

Sept. 10: NCAA announces TV schedule of 19 games featuring 29 teams on nine Saturdays; each city to get seven games with two "blacked out"; Westinghouse Electric Corp. sponsoring on NBC-TV; colleges to get about \$700,000 of \$1.25 million paid for rights plus time.

Sept. 10: Gillette Safety Razor Co., holder of World Series TV rights for six years, signs four-year contract with NBC-TV as network to carry the games.

Sept. 17: Senator William Benton (D-Conn.) proposes that a limited amount of radio and TV time be given free to responsible candidates for federal office as a means of reducing campaign costs.

Oct. 1: Brigadier General David Sarnoff, RCA board chairman, on completion of 45 years in radio, asks RCA scientists for three "gifts" for his 50th anniversary: an electronic amplifier for light for television, a television picture recorder and an electronic air-conditioner for home use.

Oct. 8: Completely revamping its policies, NBC Radio eliminates "must buys" to let advertiser pick the stations he wants; changes network rates of affiliates, some up, some down; adds more stations, possibly as many as 200, to the network; will broadcast *Minute Man* programs with top stars as network sustainers for local sale by affiliates on a "pay as you sell" plan; offers certain network programs to advertisers on a one-time-or-more basis; revises network option time to conform to changed sales requirements.

Oct. 8: Major-league baseball teams drop "territorial" rules cramping radio-TV rights; Department of Justice starts court effort to break down professional football's bans on broadcasting.

Oct. 8: Merger of radio-television properties of General Tire & Rubber Co. and R. H. Macy & Co. combines WOR-AM-FM-TV New York with Don Lee and Yankee Network, giving new firm majority (58%) control of MBS.

Oct. 15: RCA publicly shows its improved color system in New York and Washington; viewers agree quality is excellent.

Oct. 22: Complying with request of Defense Mobilization Chief Charles E. Wilson, CBS agrees to stop color-TV manufacturing and broadcasting for "duration of the emergency"; halts plans of James Lees & Sons Co., carpet firm, to be first regular network color sponsor.

Oct. 22: NARTB TV board approves new and strict TV code with seal which subscribing stations may show; review board to enforce advertising and program provisions and to check unfair competition within the industry; seal may be withdrawn for code violations.

Nov. 5: Judge Ira E. Robinson, one-time chairman of Federal Radio Commission, dies at 82.

Nov. 12: Federal District Court orders KSFO(AM) San Francisco to make time available for campaign broadcast for Communist candidate as refusal would constitute censorship beyond authority of licensee.

Nov. 19: NBC Radio offers to guarantee to deliver 5.3-million messages a week at cost of \$2.75 per thousand for three-program deal; rebate will be made to adver-



tiser if Nielsen audit at end of 13 weeks shows total listener-impressions are below guarantee.

**Nov. 19:** Bing Crosby Enterprises announces development of system for recording sight-and-sound programs on magnetic tape; pictures shown at demonstration described as "hazy" but "viewable."

**Nov. 26:** Transradio Press Service shuts down its news service after 17 years.

**Dec. 3:** NBC affiliates reject its "guaranteed advertising attention plan"; ask network to delay its new rate formula until new research determines present radio values; approves establishment of an NBC merchandising department but turns down its "market-basket plan" of merchandised advertising.

**Dec. 3:** Three-year-old hearing on renewal of licenses of the Richards stations, WJR Detroit, WGAR Cleveland and KMPC Los Angeles, ends with FCC accepting assurances of Mrs. G. A. Richards that the stations would not broadcast biased or slanted news and granting the license renewals.

**Dec. 3:** National Television Systems Committee starts field tests of tentative standards for compatible TV.

**Dec. 17:** Louis G. Caldwell, "dean of radio law," dies at 60.

**Dec. 17:** Upholding lower court, U.S. Supreme Court holds that *Lorain* (Ohio) *Journal* violated antitrust laws when it refused to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio.

**Dec. 31:** Westinghouse Electric Corp. buys \$3-million campaign package on CBS Radio and CBS Television, including conventions, 13-week get-out-the-vote campaign and election-night coverage.

## 1952

**Jan. 7:** Philco Corp. buys NBC radio-TV coverage of political conventions and election night for \$3.8 million.

**Jan. 28:** Admiral Corp. buys convention and election coverage on ABC radio and TV networks for reported \$2 million; DuMont announces its coverage, in cooperation with *Life* magazine, will be available for local sales by affiliates on co-op basis; (offer later withdrawn and Westinghouse buys DuMont as well as CBS coverage).

**Feb. 25:** Wayne Coy resigns as FCC chairman to become consultant to Time Inc.

**Feb. 25:** Liberty Broadcasting System sues 13 of the 16 major-league ball teams for \$12 million, triple the damage allegedly suffered through loss of *Game of the Day* broadcasts; MBS announces that nine teams have contracted for participation in its *Game of the Day* broadcasts.

**March 3:** Speaker Sam Rayburn (D-Tex.) bars radio-television coverage of House committees.

**March 3:** President appoints Commissioner Paul A. Walker FCC chairman.

**March 10:** CBS acquires 45% interest in KQV(AM) Pittsburgh; arranges merger of WCCO(AM) and WTCN-TV Minneapolis-St. Paul, with CBS holding 47%, subject to FCC approval.

**March 10:** CBS demonstrates all-electronic color-TV receiver operating with CBS color system.

**March 17:** Adrian Murphy, president, CBS Labs, becomes president, CBS Radio Division, succeeding Howard S. Meighan, who joins the general executive group of CBS Inc.

**March 17:** Naylor Rogers, executive vice president of Keystone Broadcasting System, who entered radio in 1925 as general manager of KNX(AM) Los Angeles, dies at 66.

**April 7:** Wallace A. White Jr., former Re-

publican senator from Maine, co-author of the Radio Act of 1927 and active in communications during his 32 years in House and Senate, dies at 74.

**April 14:** FCC issues "Sixth Report and Order," lifting freeze on television as of July 1; provides for 2,053 stations in 1,291 cities, 617 VHF and 1,436 UHF, including 242 non-commercial educational stations (80 of them VHF); three zones are established, with different mileage separation and antenna-height regulations; Commissioner Robert F. Jones dissents vehemently to whole report; Commissioner Frieda Henneck objects to "inadequate" educational reservations.

**April 28:** MBS Board Chairman Thomas F. O'Neil assumes presidency as well, following resignation of Frank White.

**May 19:** Liberty Broadcasting System, unable to break broadcasting restrictions of major baseball leagues, suspends operations.

**June 2:** Overruling Court of Appeals finding that transit broadcasts deprived riders of their liberty without due process of law, U.S. Supreme Court holds that D. C. Public Utilities Commission was within its rights in permitting radio programing for street cars and buses in the nation's capital.

**June 2:** Walter Evans, president, Westinghouse Radio Stations, dies at 53.

**June 2:** FCC approves sale of KOB-AM-TV Albuquerque, N.M., to Time Inc. and Wayne Coy for \$600,000.

**June 16:** U.S. Supreme Court, remanding to FCC its grant of a new station to Texas Star Broadcasting Co., states that in considering an application for a new station the commission must weigh the gain of the new proposed service against the loss to be suffered by an existing licensee.

**June 23:** NBC reorganizes with Vice President Sylvester L. Weaver put in charge of both radio and TV networks; Frank White joins NBC as vice president and general manager for radio and TV; Vice President Robert W. Sarnoff heads newly created film division; NBC launches promotion drive for combined use of radio and TV as most effective advertising buy.

**July 7:** CBS Radio affiliates, at crisis conference, adopt resolution asking network to rescind 10% cut of year before and boost daytime radio rates by 20%.

**July 7:** Radio Writers Guild calls strike against ABC, NBC, CBS over issue of extra pay for writers on commercial programs.

**July 28:** President Truman signs McFarland Bill, first major overhaul of Communications Act of 1934, permitting FCC to issue cease-and-desist orders in addition to revoking licenses; prohibiting broadcasters from charging more for political advertising than for normal business ads; requiring FCC to act on a case within three months of filing or six months after a hearing is concluded, or to explain reason to Congress; forbidding staff personnel to recommend actions to commissioners; putting on FCC burden of proof that licensee is not qualified for renewal; permitting protests against grants to be made up to 30 days after grant but requiring FCC to answer protests or petitions for rehearing within 15 days; forbidding commissioners who resign to practice before FCC for one year after resignation; deleting permission to FCC to revoke licenses of those found guilty in federal court of antitrust violations.

**July 28:** Department of Justice files suit against 12 motion-picture producing and exhibiting firms charging conspiracy to restrain interstate commerce in 16 mm films in violation of Sherman Act in move to free films for use in television.

**Aug. 18:** CBS Radio affiliates approve dis-

counts tantamount to a 25% reduction in nighttime rates and accept a 15% cut in network compensation, but win a restoration of the 1951 10% cut for daytime serials and an increase of 5.5% in their pay for carrying these shows; network also gives assurance that its card rates won't be cut for at least a year and that "deals" are out for good.

**Sept. 1:** Empire Coil Co. buys RCA's experimental UHF transmitter for commercial operation in Portland, Ore.

**Sept. 8:** NBC cuts rates through new discounts, an average of 25% at night, with affiliates taking a straight 14% cut in compensation; raises daytime rate 11.1% to restore 10% cut of 1951, but revises discounts so increase to advertisers will be only 4% in morning and none in afternoon.

**Sept. 15:** Standard Radio Transcription Services announces plan to discontinue monthly library releases and offer library, in whole or part, to stations on outright sale basis.

**Sept. 22:** By bridging equipment across country from Bridgeport, Conn., to Portland, Ore., KPXTV(TV) Portland goes on air as first commercial UHF TV station.

**Sept. 22:** ABC Radio revises discounts to lower evening rates an average of 25%, raises morning rates by 5%.

**Sept. 22:** American Federation of Radio Artists and Television Authority merge into American Federation of Television and Radio Artists (AFTRA).

**Sept. 29:** Max Ule of Kenyon & Eckhardt is named head of committee to set up ideal standards for broadcast rating measurements, subcommittee of Advertising Research Foundation's committee on radio and TV ratings methods whose chairman is Dr. E. L. Deckinger of Biow Co.

**Oct. 6:** Merlin H. (Deac) Aylesworth, first president of NBC, dies at 66.

**Oct. 20:** MBS reduces nighttime time costs 30% in TV areas, 10% in areas not yet served by TV.

**Oct. 20:** NARTB and AAAA adopt standard contract form for spot-TV time purchases, make it available to agencies and stations.

**Oct. 27:** Harold A. Lafount, radio consultant to Bulova Watch Co., member of the former Federal Radio Commission, dies at 72.

**Nov. 17:** CBS opens its Television City in Hollywood.

**Dec. 1:** Don Lee Broadcasting System announces single rate, 7 a.m. to 1 p.m.

**Dec. 15:** Niles Trammell resigns as NBC board chairman to become president of Biscayne Television Corp., applicant for channel 7 Miami; Brigadier General David Sarnoff assumes post in addition to remaining RCA board chairman.

## 1953

**Jan. 5:** BBDO has broadcast billings of \$40 million in 1952, making it top agency customer of radio-TV for that year, BROADCASTING survey discloses.

**Jan. 5:** Frank White becomes NBC president, succeeding Joseph H. McConnell; Sylvester L. Weaver is elected to new post, vice chairman of NBC board; John K. Herbert becomes vice president in charge of the radio and TV networks; Mr. McConnell is to be president of Colgate-Palmolive-Peet Co.

**Jan. 5:** Bing Crosby Enterprises demonstrates its magnetic-tape TV recordings, judged "more than 20 fold" improved over demonstration a year before.

**Feb. 2:** FCC revises rules for operating personnel; opens way for remote operation of transmitters.

**Feb. 9:** Both Senate Commerce Commit-

te and FCC investigate TV shakedown racket; applicants whose sole interest is in collecting fancy fees for clearing way for serious applicants.

**Feb. 9:** Federal court in New York, in 2-to-1 decision, says FCC's give-away rules misconstrue the lottery law and represent "censorship" of sort forbidden by First Amendment.

**Feb. 16:** Merger of American Broadcasting Co. and United Paramount Theaters is approved by FCC in 5-to-2 decision, Commissioner Hennock vigorously dissenting, Commissioner Webster wanting further study of UPT's qualifications; Commission also approves sale of WBKB(TV) Chicago to CBS, with move to ch. 2, dismissing Zenith Radio Corp. application for that channel; FCC rules that Paramount Pictures Corp. controls Allen B. DuMont Labs.

**Feb. 23:** Westinghouse Radio Stations Inc. buys WPTZ(TV) Philadelphia from Philco Corp. for record price of \$8.5 million.

**Feb. 23:** Philip Morris & Co. and CBS sign Lucille Ball and Desi Arnez to \$8-million, two-and-a-half-year noncancellable contract.

**March 2:** Special commission on educational TV in New York State finds "no justification" for proposed 10-station educational TV network; states' educators are not using all time available on commercial stations.

**March 2:** Station Representatives Association (formerly National Association of Radio and Television Station Representatives) launches crusade for spot radio; asks stations to underwrite national promotional campaign with fees of one-half one-time one-minute rate per month.

**March 2:** ABC stations in New York drop WJZ call for WABC-AM-FM-TV.

**March 9:** NARTB votes to give first Keynoter Award to Brigadier General David Sarnoff, RCA-NBC board chairman; award, created to honor outstanding service to broadcasting industry, will be presented at NARTB convention.

**March 23:** Both Senate and House Commerce Committees prepare to investigate color-TV situation and whether failure of manufacturers to turn out color sets (under CBS standards) is a result of a conspiracy.

**March 23:** Whitehall Pharmacal Co. (Anacin) offers stations noncancellable April-September contracts for spot campaigns; asks extra 10% discount for summer guarantee.

**March 30:** Empire Coil Co. and Wrathall-Carman-Smith join NBC, CBS and AB-PT as owners of five TV stations, maximum rules permit, as FCC approves construction permits; Storer Broadcasting Co. will be in group if its tentative purchase agreement of WBRC-AM-TV Birmingham, Ala., goes through.

**April 20:** Rosel H. Hyde is given one-year appointment as FCC chairman, first Republican chairman since FCC was created in 1934.

**May 4:** Ending years-old argument, ASCAP accepts broadcasters' position on network co-op programs; agrees on payment at local instead of national rate.

**May 4:** Listener protests over bait-switch advertising on air draw attention of both FCC and FTC.

**May 11:** Expansion of Vitapix Corp. into a nationwide, TV station-owned film distributing syndicate is announced by John E. Fetzter, WKZO-TV Kalamazoo, Mich., board chairman; Frank E. Mullen, former NBC executive vice president, is elected president of Vitapix; 40 stations are goal.

**June 1:** David Sarnoff outlines RCA-NBC history and future plans in two-hour address to NBC-TV affiliates, who reaffirm "complete allegiance to NBC; incipient

revolt seems quelled with no rush to follow WTAR-AM-TV Norfolk to CBS.

**June 8:** Wwbc-FM Washington and Capital Transit Co. discontinue four-year-old service.

**June 8:** Worldwide radio covers Queen Elizabeth's coronation; race of NBC and CBS planes with TV films ends in victory for ABC-TV, which took feed from Canadian Broadcasting Corp. and shared it with NBC-TV.

**June 22:** Two-hour Ford 50th Anniversary program, telecast on both CBS-TV and NBC-TV, makes television history, with Mary Martin-Ethel Merman songfest its high peak.

**June 22:** Lewis Allen Weiss, former MBS board chairman and top Don Lee executive, dies at 60.

**June 22:** James C. Petrillo, AFM president, tells TV networks he will not tolerate AFTRA infringements on his union's domain; AFTRA insists that musicians who sing and act as MC's must be its members.

**June 29:** RCA-NBC asks FCC to approve compatible color standards for the RCA dot-sequential color-TV system on a commercial basis.

**June 29:** FCC denies motion-picture theaters the allocation of special channels; rules that theater-TV transmission should be a common-carrier operation.

**July 6:** MBS executives meet with affiliates committee to plan revision of operations to improve programing, increase sales.

**July 13:** Box Office Television Inc. signs five-year contract for home football games of Notre Dame for closed-circuit theater television.

**July 13:** BROADCASTING survey shows non-network film programs occupying a quarter of the time of TV-network interconnected affiliates, half the time of nonconnected affiliates and three-fifths the time of non-affiliated stations.

**July 20:** NBC separates sales, programing and promotion of its radio and TV networks; Vice President William H. Fine-shriber Jr. heads radio network; Vice President John K. Herbert heads TV network; both report to President Frank White.

**July 20:** FCC revamps its TV processing procedure to give first priority to biggest market with least TV service.

**July 20:** Mutual presents to affiliates plan to cut option time from nine to five hours a day, to stop paying them for network commercial programs in option time in money but to give them 14 hours a week of "highest caliber" programs for local or national-spot sale; majority of MBS affiliates must approve deal by Aug. 1 for it to become effective in October.

**July 27:** FCC proposes extension of television-station licenses from one to three years.

**July 27:** National Television Systems Committee files petition with FCC to establish its compatible color-TV standards to supersede the CBS field-sequential color system approved by the FCC in 1950; CBS-TV announces plan to start colorcasting with the NTSC system in September.

**Aug. 3:** President names Theodore C. Streibert, former WOR-AM-TV New York president, to head the new U.S. Information Agency.

**Aug. 3:** Frank White resigns NBC presidency because of ill health; General Sarnoff will serve as president until new one is chosen.

**Aug. 10:** Four UHF station permittees ask FCC to authorize subscription TV as their only means of meeting strong VHF competition.

**Aug. 10:** Court of Appeals upholds FCC's table of TV allocations, ruling that the commission has the authority to establish a nationwide TV allocations plan.

**Aug. 31:** MBS gets FCC approval for its new affiliation plan; prepares to put it into effect Oct. 1.

**Aug. 31:** Kenyon & Eckhardt survey of merchandising services offered, free or for a fee, by nation's TV stations and networks is published in TELECASTING YEARBOOK; first such study ever made.

**Sept. 7:** Television Programs of America, television-film production and distribution firm, is formed by veteran Hollywood Producer Edward Small, as board chairman; Milton Gordon, financial expert, as president; Michael M. Sillerman, resigned as Ziv TV sales executive, as executive vice president.

**Sept. 21:** General Sarnoff presents NBC's plans to rehabilitate radio and to keep NBC Radio the number-one network; affiliates give NBC a unanimous vote of confidence.

**Sept. 21:** Broadcasters Committee for Subscription TV is formed by group of 20 station operators and grantees.

**Sept. 21:** Sylvania Electric Products Inc. asks FCC for permission to establish satellite TV stations in communities too small to support regular TV service.

**Sept. 21:** Broadcasters protest action of International Boxing Club in restricting blow-by-blow coverage of Marciano-LaStarza fight to newspapers and wire services, prohibiting radio-TV recreations or simulations, exclusive video rights having been sold to Theater Network Television.

**Sept. 28:** William Weintraub Co. queries stations on proposal that they carry *Revlon Theater* film series, with Revlon commercials, free every other week in exchange for right to sell program locally on alternate weeks.

**Sept. 28:** NBC Spot Sales introduces "Electronic Spot Buying," with timebuyers enabled to monitor TV and radio programs on stations represented by NBC via closed circuit.

**Sept. 28:** New York State Supreme Court denies International Boxing Club an injunction to stop wov(AM) New York from broadcasting a summary of action at end of each round of Marciano-LaStarza fight, but forbids broadcasting of present-tense re-creations.

**Sept. 28:** With end of daylight saving time, CBS-TV, NBC-TV inaugurate "hot kinescope" systems to put programs on air on West Coast at same clock hour as in East.

**Oct. 5:** Jack Gross and Phil Krasne become full owners of United Television Programs; buy one-third held by Sam Costello and Ben Frye of Studio Films and one-third held by Milt Blink of Standard Radio Transcription Services and Jerry King.

**Oct. 5:** John L. Sinn, president, Ziv Television Programs, announces sale of Spanish-language versions of five program series to advertisers for use in Mexico as first step in multi-lingual global-TV program-distribution plan.

**Oct. 5:** Emerson Radio & Phonograph Co. exhibits what it calls first compatible color-TV receiver; puts probable price at \$700.

**Oct. 19:** UHF stations form own trade association Ultra High Frequency Association.

**Oct. 19:** FCC rules that examiner has the right to enlarge issues of hearing to determine if the applicant has the financial resources to carry out his program proposals.

**Oct. 19:** FM multiplexing system permitting simultaneous transmission of two programs on a single 200 kc FM band is demonstrated by Dr. Edwin H. Armstrong, inventor of FM.

**Oct. 26:** FCC starts another investigation of Edward Lamb (WTOB[AM] Toledo, Ohio; WKKK[AM] and WICU[TV] Erie, Pa.; WMAC-

# Get it Straight!

from Mutual Broadcasting System . . . The World's largest radio network.

**LISTENERS** get it straight from a *responsible* news service, one that is accurate, objective and free of slant, taint or bias — facts upon which these listeners make their own decisions.

**NATIONAL ADVERTISERS** get it straight through the opportunity for a great buy . . . MBS programs attract and hold more listeners who are also purchasers.

**AFFILIATED STATIONS** get it straight as MBS programming is prestigious and represents a great promotional buy for local advertisers.

It all adds up to an excellent combination mutually productive for listeners, advertisers and affiliated stations.

Get it Straight from **THE RESPONSIBLE NETWORK**



**MUTUAL BROADCASTING SYSTEM, A Subsidiary of Mutual  
Broadcasting Corporation** 135 West 50th Street, New York, New York 10020 (212) 581-6100

TV Massillon, Ohio; WHOO[AM] Orlando, Fla., and purchaser of CP for WTVQ[TV] Pittsburgh, subject to FCC approval); authorship of *The Planned Economy of Soviet Russia* in early 1930's and alleged association with organizations subsequently listed as subversive by attorney general stimulated earlier investigations of his fitness to be licensee.

**Nov. 2:** Extending divorcement of radio and television, ABC names Oliver Treyz director of its radio network; Slocum Chapin, director of its TV network.

**Nov. 9:** MBS executives meet with affiliates advisory committee; agree to drop plan of paying for time in programs rather than dollars at end of year.

**Nov. 9:** Bureau of Budget orders FCC and other licensing agencies to draw up schedules of fees that broadcasters and others should pay for privilege of holding government licenses.

**Nov. 9:** WSM-TV Nashville asks FCC to authorize commercial establishment of booster or satellite TV stations.

**Nov. 9:** FCC finalizes extension of TV license-renewal period from one to three years over renewed protest of Commissioner Hennock.

**Nov. 16:** Dissolution of NARTB, divorcement of BMI from its broadcaster ownership and \$150 million in damages are asked by 33 writer members of ASCAP, banded together as Songwriters of America, in suit filed in federal court in New York.

**Nov. 16:** Federal Judge Allan K. Grim rules a professional football team may ban telecasts of other teams playing in its area when it is playing at home, but not when it is away; ban on radio broadcasts is held completely illegal.

**Nov. 16:** WPIX(TV) New York offers its programs for rebroadcast by UHF stations on edge of its coverage area.

**Nov. 23:** "Sound on Fax," audio transmission of tape recordings of news events together with pictures over International News Service facsimile circuit, is introduced by INS.

**Nov. 30:** FCC sets five TV, seven AM and seven FM as maximum number of stations any one entity can own.

**Dec. 7:** Sylvester L. (Pat) Weaver is elected NBC president, Robert W. Sarnoff becomes executive vice president.

**Dec. 7:** RCA demonstrates monochrome and color-TV programs recorded on magnetic tape; General Sarnoff, RCA-NBC board chairman, reports "principal elements tested and confirmed," expects two years for finishing touches needed before system is ready for market.

**Dec. 7:** International Telemeter Corp. (Paramount Pictures subsidiary) starts Palm Springs, Calif., test of its subscription-TV system.

**Dec. 7:** Bureau of Internal Revenue gives relief to TV broadcasters' tax burdens in new ruling taking into account rapid growth of industry during 1946-49 base period.

**Dec. 21:** FCC approves compatible color-TV standards; manufacturers praise action but warn not to expect sets immediately.

**Dec. 21:** Justice Department investigates network's right to package a program and restrict use to its own facilities.

**Dec. 28:** All-Industry Local TV Music Committee polls stations on submitting to ASCAP proposal for new blanket licenses for TV at roughly radio minus 10% rather than former radio-plus-10% formula.

**Dec. 28:** FCC proposes to amend its multiple-ownership rules to permit single ownership of seven TV stations, provided at least two are UHF.

**Dec. 28:** BBDO and Young & Rubicam are 1953's biggest agency spenders for TV

and radio advertising, BROADCASTING's annual survey of agency time-and-talent expenditures shows.

## 1954

**Jan. 4:** RCA announces first all-electronic color tube, put on market as a commercial product available to set manufacturers.

**Jan. 11:** Kevin B. Sweeney is elevated from executive vice president to president of Broadcast Advertising Bureau (now Radio Advertising Bureau), succeeding William B. Ryan, who resigned the previous month because of policy differences.

**Jan. 11:** Strengthening its claim as largest U.S. independent radio-TV owner-operator, Storer Broadcasting Co. acquires Empire Coil Co. and its two TV stations (WXEL[TV] Cleveland, and KPTV[TV] Portland, Ore.) in \$8.5-million deal.

**Feb. 1:** Robert E. Lee, newly-confirmed for a full seven-year term on the FCC, says he is "sorry so many senators were against the nomination," but "I'm not mad at anybody."

**Feb. 8:** Two separate antitrust probes are under way at Department of Justice—a suit involving alleged monopoly in release of 16 mm movies for TV and the preliminary inquiry into advertising business practices.

**Feb. 8:** Major Edwin Howard Armstrong, who developed FM system of broadcasting, dies at 63, a suicide.

**March 15:** Senator Joseph McCarthy demands equal time of CBS and NBC to answer Adlai Stevenson's March 6 speech, which was carried without charge. The two networks resist and win President Eisenhower's blessing in the face of the senator's condemnation and threat to teach them the law.

**March 22:** The "equal-time" issue continues to plague networks in the wake of tempest stirred up by Senator McCarthy. Having carried a 15-minute talk by President Eisenhower, the networks which failed to give equivalent time to the Democratic National Committee for reply are accused by Democratic National Chairman Stephen A. Mitchell of giving the minority party the "dimout" treatment.

**March 29:** NBC's plans for TV "spectaculars," series of 90-minute programs, are sketched to network's affiliates by NBC President Sylvester L. (Pat) Weaver.

**March 29:** General Foods withdraws nearly all its \$3-million advertising allotment from Foote, Cone & Belding in a move to consolidate its advertising in the company's two other agencies, Young & Rubicam and Benton & Bowles.

**March 29:** RCA begins color-TV receiver production as the first 15-inch, open-face console, to sell at \$1,000, comes off the Bloomington, Ind., factory line.

**April 5:** ABC and Walt Disney sign long-term contract under which Disney studios will produce at least 26 hour-long programs a year for ABC-TV.

**April 12:** By an 8-to-0 ruling, the U.S. Supreme Court turns down an FCC appeal from 1953 three-judge special New York court decision holding that one of the commission's key provisions in its lottery regulations is invalid; court finds the FCC exceeded its authority in attempting to define listening to a radio program or watching a TV show as a "consideration" in the meaning of the lottery statute.

**May 10:** A new TV sales-promotion project, Television Advertising Bureau, promises it will be operating in time to influence fall-winter planning by advertisers and agencies. Richard A. Moore, KTTV(TV) Los Angeles, chairman of organizing committee, announces 38 stations have joined.

**May 24:** Senate subcommittee hears pleas from UHF operators, who ask "hiatus" in VHF grants, other relief, including deintermixture; FCC defends intermixture, says move to all UHF unwise, sees programing help in films and tapes; Commissioner Frieda Hennock calls for VHF freeze, power cutbacks; manufacturers association asks elimination of 10% excise tax on all-channel sets; DuMont submits plans to strengthen DTN and ABC-TV; GE, RCA present UHF data.

**May 31:** CBS Radio reduces nighttime rates about 20%, effective in fall, in effect establishing a single day-night rate for the network; gives affiliates 70-second station breaks in evening hours; agrees not to follow NBC Radio plan to sell spots on the network; affiliates accept proposal.

**May 31:** Mutual proposes to affiliates plan for network to sell spots within a half-hour morning and half-hour afternoon program, affiliates to carry first spot in each period without pay, to be paid for others.

**July 5:** TVAB and NARTB television factions merge to nip intra-industry feud in bud; form TVB.

**July 12:** SRA opposes admission of networks to TVB.

**July 12:** Clear Channel Broadcasting Service opposes FCC's daytime skywave proposal.

**July 19:** Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee said to be readying investigation of TV industry as aftermath of subcommittee hearings on UHF problems.

**July 19:** The Pulse reports new instantaneous radio-TV rating service.

**July 19:** ABC Radio backs music-news formula to bolster radio.

**Aug. 9:** FCC proposes UHF TV satellite and "budget" stations, in move to reduce cost of UHF station operation.

**Aug. 9:** Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee formally announces impending probe of TV networks, UHF-VHF problems.

**Aug. 16:** Quality Radio Group (power radio stations) is organized to produce, sell night radio shows.

**Aug. 23:** House Commerce Committee issues report rebuking broadcasters for beer-wine ads, calls for industry data, report on remedial actions.

**Aug. 30:** CBS President Frank Stanton broadcasts first network editorial, urging radio-TV right to cover congressional hearings.

**Sept. 20:** FCC boosts TV ownership limits; seven TV stations allowed, five VHF, two UHF.

**Sept. 20:** FCC opens license-renewal hearing against Edward Lamb, WICU-TV Erie, Pa., on charges Mr. Lamb lied about Communist affiliations.

**Sept. 20:** Skiatron TV Inc. petitions FCC for approval of its pay-TV system.

**Oct. 4:** George C. McConaughy appointed to FCC as chairman.

**Oct. 11:** CBS sells 45% interest in WTOP-AM-TV Washington to *Washington Post and Times Herald*.

**Nov. 1:** President Eisenhower's cabinet becomes the first to be televised.

**Nov. 1:** WCKY Cincinnati's L. B. Wilson, 63, pioneer broadcaster, dies.

**Nov. 15:** Broadcasters give overwhelming support to FCC's proposal to permit TV stations to build and operate their own inter-city relays.

**Nov. 22:** FCC makes VHF satellite grant to KTRE-TV Lufkin, Tex., extending its satellite policy to VHF.

**Nov. 29:** CBS-TV offers Extended Market Plan service to small-market TV stations. Network will pay affiliates 30% of gross time charges, less BMI and ASCAP deductions, and will offer stations as a group

# It was only a squeak from an oatmeal box, but it was Radio ONE...where it all began!



August 20, 1920: the day broadcasting was born at WWJ . . . the day it all began!

It was only a scratchy, squeaky signal that could be picked up by a handful of "wireless" enthusiasts on their homemade crystal receiver sets, constructed from oatmeal boxes, wood, wire and a few simple fittings.

But, it was WWJ (then 8MK) . . . where it all began. It was Radio ONE!

Since then, the "squeak from an oatmeal box" has been the potent sound of southeastern Michigan.

Today, Radio ONE is as much in tune with the times as it was when it all began.

Carefully planned programming, front-ranking personalities, the best of popular music, award-winning news and sports, special community service presentations — all reflect the *vitality* that is constantly at work at WWJ.

And, Radio ONE continues to set the pace for others to follow.

In Detroit, WWJ is the *only* station to provide three full-half-hour newscasts — including the city's only major morning sportscasts — each weekday morning; the *only* station to broadcast three continuous hours of news and information each weekday afternoon; and the *only* station to air a regular four-hour running report on sports each weekday evening.

Yes, WWJ Radio is where it all began.

WWJ is Radio ONE!

**WWJ RADIO ONE**  
WHERE IT ALL BEGAN

to advertisers with a 10% discount.

**Dec. 6:** Westinghouse Broadcasting Co. buys WPTV(TV) Pittsburgh from Allen B. DuMont Labs for \$9,750,000, all-time high for a TV station.

**Dec. 6:** Zenith Radio Corp. re-petitions FCC on pay TV, asking that 'Phonevision' be authorized without a rulemaking proceeding.

**Dec. 6:** Senator Warren G. Magnuson (D-Wash.) says he will accept chairmanship of Senate Commerce Committee and continue TV networks probe.

**Dec. 13:** Marschalk & Pratt to merge with McCann-Erickson, become division of M-E, effective Jan. 1.

**Dec. 13:** WBRE-TV Wilkes-Barre, Pa. (ch. 28) ready to become first UHF station to use 1,000 kw maximum effective radiated power authorized by FCC.

**Dec. 20:** C. E. Hooper, 56, pioneer in radio-TV ratings, dies in boating accident.

**Dec. 20:** FCC reports 1953 radio-TV gross was \$908 million—\$475.3 million radio, \$432.7 million TV.

**Dec. 27:** Advertising Research Foundation study represents first move to standardize radio-TV ratings among various rating services.

## 1955

**Jan. 3:** DuMont announces it has developed combination live-film network system and predicts it will "set the industry on its ear."

**Jan. 17:** Sen. John O. Pastore (D-R.I.) named to head Senate Commerce Committee's Communications Subcommittee.

**Jan. 24:** President Eisenhower opens his news conference to TV-film coverage for the first time.

**Jan. 31:** Radio's 1954 time sales of \$453,385,000 show 5% decline from previous year; first dip in radio sales since 1938.

**Feb. 7:** Senate Commerce Committee issues counsel Harry M. Plotkin's report calling for radical network restrictions and reduction of multiple ownerships. Senator Magnuson says committee will investigate UHF troubles, network power plays, station ownership and military spectrum use.

**Feb. 7:** CBS's Stanton says if Plotkin proposals are adopted, network TV would be gravely crippled; summons 30 CBS-TV affiliates to plan strategy on Senate probe.

**Feb. 14:** Key witness, Marie Natvig, in license-renewal hearings for WICU(TV) Erie, Pa., states she was "brainwashed" into giving false testimony linking Edward Lamb with Communist party.

**Feb. 21:** Senator John W. Bricker (R-Ohio), ranking Republican member of Senate Commerce Committee, says networks might be made subject to public-utility type regulation in releasing report of minority counsel, Robert F. Jones.

**Feb. 28:** U.S. Court of Appeals, on Storer appeal, rules that FCC cannot set an arbitrary limit on number of stations one entity can own.

**Feb. 28:** Bing Crosby Enterprises demonstrates color video-tape recording system.

**Feb. 28:** Wxix(TV) Milwaukee begins operation as first CBS-owned UHF station.

**March 7:** Hal Roach Jr. buys father's studios in a \$10-million deal.

**March 7:** AT&T lowers its audio tariff by dropping the minimum from 16 to eight consecutive daily hours and reduces the per-hour-per-mile charge from \$5 to \$4.50.

**March 14:** Procter & Gamble leads 1954 radio-TV buyers with \$36 million; Colgate-Palmolive second with \$19 million.

**March 14:** NBC reaches maximum of five V's and two U's with purchase of WBUF-TV Buffalo, N.Y.

**March 14:** An estimated 65 million persons watch *Peter Pan* on NBC-TV, an audience Broadway predicted it would take 65 years to reach.

**March 21:** General Electric and National Telefilm Associates play key roles in formation of first film "network," National Affiliated Television Stations Inc.; will give assistance to ailing TV stations.

**March 21:** NBC-TV's \$3.7-million Color City in Burbank, Calif., opens.

**March 28:** Institute of Radio Engineers convention in New York witnesses disclosure of transistorized radio, tricolor vidicon, improved UHF transmitting antenna and earth satellite relay station for transoceanic TV.

**March 28:** The Simon video-film camera, capable of simultaneous motion-picture filming and live telecasting, completed after four years in development.

**March 28:** DuMont introduces its Electronicam live-film system.

**March 28:** FCC authorizes functional music or other secondary programming via multiplex for FM stations.

**April 4:** NBC Radio announces *Monitor* programming for weekends with time to be sold under magazine concept; beginning of major revision in radio selling, schedules.

**April 4:** Woolworth signs with CBS for its first use of network radio.

**April 4:** FCC makes first move toward deintermixture; asks for comments on making Hartford, Conn.; Peoria, Ill.; Evansville, Ind., and Madison, Wis., all-UHF.

**April 11:** Pay-TV controversy raises more public reaction than any issue since color hearing in 1950; Zenith cancels advertising on CBS-TV charging network censored commercials, which is denied by CBS.

**April 11:** Coty sues Revlon, Weintraub, CBS charging theft of TV commercial copy; Hazel Bishop says same copy was created for its lipstick, not Coty or Revlon.

**April 11:** White House announces President Eisenhower will address May 22-26 NARTB convention in Washington, making him first chief executive to address broadcasters in person.

**April 11:** BROADCASTING survey shows that film now occupies more than a third of total TV broadcast time.

**April 11:** Witnesses appearing before Senate Juvenile Delinquency Subcommittee call for probe to determine if TV is a factor in delinquency.

**April 18:** DuMont switches to film network, using Electronicam, reserving live relays for special events and sports.

**April 18:** NARTB TV board takes strong stand against pay-TV, tower restrictions.

**April 25:** Adrian Murphy retires as president of CBS Radio; replaced by West Coast vice president, Arthur Hull Hayes.

**May 9:** FCC launches probe into KPX(TV) San Francisco damage, reported coincident with a walkout of NABET engineers at station.

**May 9:** Liquidation of DuMont TV Network demanded by group of stockholders, headed by Carl M. Loeb.

**May 16:** RCA-NBC, Minnesota Mining participate in first transmission of color-TV program on magnetic tape over commercial-TV network facilities.

**May 23:** NBC swaps its WNAK(TV) and WTAM-AM-FM Cleveland and \$3 million to Westinghouse for WPTZ(TV) and KYW(AM) Philadelphia.

**May 23:** DuMont unveils Vitascan system for originating live color without use of color-TV cameras.

**May 30:** President Eisenhower nominates Richard Mack to succeed Frieda Henneck on FCC.

**May 30:** Affiliates stymie CBS Radio plan for one-rate structure.

**June 13:** Supreme Court upholds FCC

right to make grants according to the needs of cities involved. Under decision, WHOL(AM) Allentown, Pa., must cease operating to make way for WEEEX(AM) Easton, Pa.

**June 13:** Musicians' 1954 income from radio-TV reaches \$24.7 million, with radio leading TV in employment of musicians.

**June 20:** ABC-TV billings for 1955 are 68% above total gross in 1954, with major reasons Walt Disney and fade-away of DuMont.

**June 20:** Senate unanimously confirms Richard Mack for FCC.

**June 20:** Montana antenna system refuses to stop rebroadcasting KXLF-TV Butte signals.

**June 20:** AB-PT expands into recording field; Sam Clark named to head new subsidiary.

**June 27:** NARTB board strengthens radio code; plans enforcement similar to that of TV.

**June 27:** FCC forbids stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs.

**June 27:** Mutual fixes single rate for day, evening; establishes single discount table. Network also revises program format to "Companionate Radio" plan.

**July 4:** CBS reaches agreement with radio affiliates for a single day-night network rate, affiliates to take a 20% cut in compensation; deal must still be negotiated individually with affiliates.

**July 4:** NBC-TV revamps daytime programming; will have "service" in morning, "entertainment" in afternoon.

**July 11:** Contract between DuMont and Jackie Gleason Enterprises calls for Gleason's *The Honeymooners* to be done as Electronicam film program for CBS-TV 30-minute Saturday night series.

**July 11:** CBS buys second UHF station, WGRH-TV Hartford, Conn., from General Teleradio for \$650,000.

**July 18:** CBS Radio affiliates accept network's single-rate plan.

**July 18:** Paul W. White, former CBS vice president and news chief, dies at 53.

**July 25:** FCC names committee to conduct study of network operations.

**July 25:** FCC Commissioner John C. Doerfer proposes changing New York City's seven TV stations from VHF to UHF and perhaps making some change in other major markets on theory that if UHF is capable of delivering good service the big city is the place to put it to work.

**July 25:** General Teleradio buys RKO Radio Pictures for \$25 million.

**July 25:** House Un-American Activities Committee announces it will hold hearings on alleged Communist infiltration of radio-TV and other entertainment fields.

**Aug. 1:** Westinghouse Electric Co. will sponsor 1956 presidential campaign coverage from conventions to election on CBS Radio and CBS-TV at \$5-million cost.

**Aug. 1:** Combination diary-recorder method of audience measurement comes close to meeting "ideal" established by Advertising Research Foundation's Radio-Television Ratings Review Committee.

**Aug. 1:** WFMZ-TV Allentown-Bethlehem-Easton, Pa., suspended UHF station, offers to serve as pay-TV guinea pig with operation 56% pay-to-see programming, 44% normal TV for three-year test period.

**Aug. 8:** Plan to liberalize TV mileage separation and drop in channels between existing stations, providing for 200 more VHF stations, is proposed by Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullaney.

**Aug. 8:** Aluminum Co. of America buys all availabilities on eight NBC-TV programs for a one-day saturation campaign

on Dec. 6 for \$140,000.

**Aug. 15:** DuMont TV Network to cease operations if stockholders of Allen B. DuMont Labs ratify "spin-off" proposal to separate manufacturing and broadcasting functions into individual organizations.

**Aug. 22:** U.S. Census Bureau says 32 million homes, 67% of all U.S. households, have TV.

**Aug. 29:** Senate Juvenile Delinquency Subcommittee headed by Senator Estes Keafauver (D-Tenn.) recommends that FCC establish program censorship, that all broadcasters join NARTB and all TV film producers be urged to subscribe to the TV code.

**Aug. 29:** TV proves its ability to cover court proceedings unobtrusively and decorously in test performance at American Bar Association meeting in Philadelphia.

**Sept. 5:** Claiming interference in Havana, Cuban broadcaster suggests that Miami be made an all-UHF city.

**Sept. 12:** NBC Radio proposes to extend *Monitor* to weekdays, reduce station compensation by 25% and open up additional evening programs for network sale of participations.

**Sept. 19:** Radio, recovering from the impact of TV competition, is on the way up in audience and sales; medium's 1955 status is examined from all angles in a special 150-page section of BROADCASTING.

**Sept. 19:** Republic Pictures signs government consent decree to make its feature pictures, in 16 mm prints, available to TV and other nontheater purchasers.

**Sept. 26:** FCC Commissioner Robert E. Lee proposes that commission give up on UHF and expand VHF by relaxing rules and getting more spectrum.

**Sept. 26:** Commercial television starts in England as Independent Television Authority puts its London station on air.

**Oct. 10:** FCC asks Office of Defense Mobilization to give some of its VHF channels to broadcasting, take UHF bands in return; CBS proposes drop-in plan to provide at least three competitive TV services for nation's top-100 markets; ABC suggests retaining UHF, deintermixing where practicable and adding VHF frequencies wherever possible to give at least three VHF channels to major markets.

**Oct. 10:** FCC agrees to release financial and operational data obtained from stations and networks to Senate Commerce Committee on confidential basis, after Department of Justice advises such release is legal.

**Oct. 10:** NBC announces Program Extension Plan to build network business for small-market stations by making them available to advertisers on dividend formula that lowers their cost to the sponsor without reducing their rates.

**Oct. 17:** MBS cuts personnel 25% in "belt-tightening" program.

**Oct. 17:** Under present economic conditions 600 TV stations are maximum the nation can support, according to an analysis prepared by Sidney S. Alexander, economic adviser to CBS.

**Oct. 17:** Coca-Cola shifts its \$18-million-a-year advertising budget to McCann-Erickson after 49 years with D'Arcy Agency.

**Oct. 17:** FCC grants first permits for FM stations to engage in functional-music operations to WWDC-FM Washington and WPEN-FM Philadelphia.

**Oct. 17:** U.S. Supreme Court refuses to review decision of New Mexico Supreme Court that state school tax of 2% on gross incomes is legal on local revenues of broadcast stations; KOB(AM) Albuquerque has fought tax for 10 years on basis that broadcasting is interstate commerce and



Messrs. McCarthy and Bergen

## What if they had done an act from 'Hair'?

Tirades against permissiveness may be as old as Adam—well, as old as Eve—but definitions of permissiveness change with the generations. Broadcast fare that today would raise no eyebrow in any seminary could have caused a mass burning of Atwater Kents. Consider the furor that followed a 1937 broadcast in which Mae West traded innuendoes with Edgar Bergen's irrepressible dummy, Charlie McCarthy.

The dialogue, broadcast on Sunday, Dec. 12, 8-8:30 p.m., on NBC Radio, may seem innocent now, but it provoked an official FCC investigation, demands for congressional hearings, cries of outrage from religious leaders and stern editorials from coast-to-coast.

The FCC studied the script and pronounced itself appalled. Chairman Frank R. McNinch (Frank R. McNinch?) described the lines as "a very serious offense against the proprieties." Following, for students of media and morals, are excerpts of the original exchange. Allowance should perhaps be made for the quality of delivery. Miss West, then as now, could read a grocery list with gamy overtones.

West: I like a man that takes his time. Why don't you come home with

me? I'll let you play in my woodpile . . . You're all wood and a yard long. You weren't so nervous and backward when you came up to see me at my apartment. In fact, you didn't need much encouragement to kiss me.

Charlie: Did I do that?

West: You certainly did and I got marks to prove it, and splinters too. Come here, honey—closer—we can talk intimately.

Charlie: If you don't mind, I'd rather keep my distance, Mae.

West: I don't like long-distance conversations. Come here. I thought we were going to have a nice long talk yesterday, in my apartment. Where did you go when the doorbell rang?

Charlie: I went out the back door.

West: Don't tell me you went out through the French windows? I'm on the third floor, you know.

Charlie: I was going to say you were pretty skimpy with the back steps.

West: You look pretty good to me, Charlie. Come here.

Charlie: But I thought you only liked tall, dark and handsome guys.

West: Oh, that was my last year's model. This year I'm on a diet . . .

Charlie: Oh, Mae, don't, don't, don't be so rough. To me, love is peace and quiet.

West: That ain't love—that's sleep.

so exempt from state and local taxes.

**Oct. 17:** ABC Radio affiliates praise network's plan for evening programing based on personalized-listening concept, plan calls for two and a half hours to be programed and sold in five-minute segments.

**Oct. 17:** DuMont Broadcasting Corp. is organized with Bernard L. Goodwin, vice president and general manager of music publishing subsidiaries of Paramount Pictures, as president.

**Oct. 31:** Jack Wrather, John L. Loeb and Richard Buckley buy WNEW(AM) New York for \$4 million, top price to date for a radio station.

**Nov. 7:** NBC board appropriates \$9 mil-

lion for color-TV; to build new studios in Brooklyn, N.Y., and Burbank, Calif., and turn WNBQ(TV) Chicago into world's first all-color station.

**Nov. 7:** Sigma Delta Chi marks KDKA(AM) Pittsburgh as an "historic site in journalism" in plaque presentation on 35th anniversary of station's beginning of regular broadcasting.

**Nov. 14:** FCC denies all deintermixture proposals, pending a full reconsideration of the entire TV allocations plans.

**Nov. 14:** Chris J. Whitting is appointed general manager of Consumer Products Division of Westinghouse Electric Corp.; Donald H. McGannon succeeds him as president of Westinghouse Broadcasting

Co.

**Nov. 14:** U.S. Tax Court rules that sale of Jack Benny's Amusement Enterprises to CBS in 1948 was a capital-gains transaction, not a deal for Mr. Benny's personal services.

**Nov. 21:** Film programs occupy almost half of total TV broadcast time, BROADCASTING's continuing survey shows.

**Nov. 21:** Forward scatter propagation is seen as potential medium for development of intercontinental television by scientists at Washington conference; R. P. Haviland, GE research engineer, suggests use of man-made satellites as TV relay points for transoceanic telecasts.

**Nov. 28:** General Teleradio and RKO Radio Pictures merge as RKO Teleradio Pictures; General Tire & Rubber Co. buys out R. H. Macy & Co.'s 10% interest to become sole owner.

**Dec. 5:** 1954 was first year that broadcasting revenues passed billion-dollar mark, FCC reports, with radio-TV total of \$1,042.5 million; also first year that TV passed radio, with \$595 million for video to \$449.5 million for audio broadcasting.

**Dec. 5:** FCC rescinds decision of July to permit VHF TV stations in Zone I to broadcast with maximum power from antennas 1,250 feet high, setting maximum height for maximum power back to 1,000 feet.

**Dec. 12:** U.S. District Court upholds right of motion-picture companies to withhold films from TV.

**Dec. 12:** ABC-TV buys 100 feature films from J. Arthur Rank for its *Afternoon Film Festival*.

**Dec. 12:** Robert W. Sarnoff is elected NBC president; Sylvester L. Weaver becomes board chairman.

**Dec. 12:** Initial decision favors renewal of license for WICU-TV Erie, Pa., owned by Edward Lamb.

**Dec. 12:** KWTX-TV Waco, Tex., is first TV station to cover a murder trial with live telecasting; wins praise for inconspicuous presence.

**Dec. 19:** Pepsi-Cola moves its \$10.5 million advertising budget from Biow-Beirn-Toigo to Kenyon & Eckhardt.

**Dec. 19:** National Telefilm Associates buys 10 Selznick feature films for over \$1 million.

## 1956

**Jan. 2:** Television breaks into Hollywood vaults. RKO Teleradio Pictures sells 740 feature films and 1,000 short subjects to C&C Super Corp. (which was later to release them, mostly in barter deals, to TV). Columbia Pictures releases 104 features to TV through subsidiary, Screen Gems. CBS negotiates to buy Terrytoons for \$5 million. Paramount Pictures negotiates to sell 1,600 short subjects for TV release.

**Jan. 2:** FCC approves Westinghouse-NBC radio-TV stations swap.

**Jan. 16:** Radio-TV keep department store sales up in Detroit, despite newspaper strike.

**Jan. 16:** NARTB group devises uniform station-film contract.

**Jan. 16:** Congress passes Section 309(c), "economic protest" amendment to Communications Act.

**Jan. 23:** BROADCASTING survey finds agencies want guaranteed radio-TV circulation, but doubt it's possible.

**Jan. 23:** Biow-Beirn-Toigo gives up newly acquired \$9 million Schlitz account.

**Jan. 23:** FCC grants Miami channel 7 to Knight-Cox group.

**Jan. 30:** Democrats name Norman, Craig & Kummel as agency; GOP keeps BBDO.

**Jan. 30:** Magnuson Committee opens TV

hearing with testimony from FCC on allocations, deintermixture, pay TV.

**Jan. 30:** J. Walter Thompson Co. gets Schlitz account to top total \$60 million 1955 radio-TV billings.

**Feb. 6:** AAAA enters consent decree with Justice Department, agrees not to require 15% agency commission.

**Feb. 6:** Biow-Beirn-Toigo loses \$6 million Philip Morris account to N. W. Ayer & Son.

**Feb. 6:** House Transportation and Communications (Harris) Subcommittee opens hearings on several communications bills with testimony from FCC on newspaper ownership of TV stations, equal political time, antenna farms, broadcaster libel relief; from CBS on Stanton proposal to amend Section 315 of Communications Act.

**Feb. 13:** Foote, Cone & Belding gets \$15 million Ford account.

**Feb. 13:** 350 reply comments filed in FCC's TV allocations proceedings.

**Feb. 20:** MBS guarantees circulation to advertisers, based on Nielsen ratings.

**Feb. 20:** NARTB asks FCC for remote operation for all radio stations.

**Feb. 20:** Senate and House Commerce Committees hear usual pro, con testimony on bills to ban alcohol ads.

**March 5:** President Eisenhower uses radio-TV to announce intention to run. Democrats ask for equal time.

**March 5:** PRM, investment firm, buys Warner Bros. library of 850 feature movies, 1,500 shorts for \$21 million.

**March 5:** Long-smoldering revolt by Hollywood AFM Local 47 erupts against parent AFM's \$14-million trust fund; Local 47 moves to impeach its president; AFM orders probe by five-man group.

**March 5:** Colorado Supreme Court favors radio-TV court coverage in historic recommendation.

**March 5:** Magnuson Committee hears Justice Department antitrust head on pending probes of WBC-NBC swap, option time and must buys, network control of programs; UHF's in criticisms of FCC allocations and requests for deintermixture; and others.

**March 5:** House Antitrust (Celler) Subcommittee opens broadcast-industry probe with testimony by Justice Department antitrust head pending probe of WBC-NBC stations swap.

**March 12:** Free & Peters becomes Peters, Griffin, Woodward Inc.

**March 19:** Hubbell Robinson Jr. and Merle S. Jones elevated to CBS-TV executive vice presidents.

**March 19:** House Small Business (Evins) Subcommittee charges that FCC admitted influence by networks.

**March 19:** ANA convention hears 15% agency commission likely to continue.

**March 26:** Evins Subcommittee subpoenas CBS, RCA-NBC records, quizzes two broadcasters on "influence" in FCC decisions.

**April 2:** Magnuson Committee hears Richard Moore, KTTV-TV Los Angeles, charge that TV network option time, must buys, violate antitrust laws: ABC, CBS, NBC testify on allocations.

**April 2:** FCC proposes antenna farms.

**April 2:** ABC breaks into profit column in 1955, AB-PT annual report says.

**April 9:** BROADCASTING survey finds auto advertisers think TV effective—in follow-up of earlier criticism of TV effectiveness by Ernest Jones, president of MacManus, John & Adams (agency for Pontiac).

**April 16:** ODM denies additional VHF spectrum space to broadcasting.

**April 23:** More than 4,500 broadcasters, others attend NARTB Chicago convention, keynoted by ABC President Robert

E. Kintner. Ampex Corp.'s new TV tape recorder (\$4 million in orders) steals show; NBC's WNBQ-TV Chicago goes full color; MBS unveils new sales plan; FM stations plan group separate from NARTB; VHF's plan protective group to maintain maximum power.

**April 30:** Senator John W. Bricker (R-Ohio), ranking Republican on Senate Commerce Committee, reveals confidential FCC figures on CBS and NBC revenues through 1954 in report, "The Network Monopoly."

**April 30:** Crowell-Collier Publishing Co. buys four radio and three TV stations in \$16-million-plus agreement to become third largest nonnetwork multiple owner.

**April 30:** John B. Poor-named MBS president.

**May 7:** FCC reported studying plan to make U.S. west of Mississippi River all-VHF, east of river all-UHF.

**May 21:** National Telefilm Associates buys UM&M Corp., leases 52 20th Century-Fox features.

**May 28:** McCann-Erickson gets \$12 million Chesterfield account.

**May 28:** U.S. Supreme Court upholds FCC's multiple-ownership rule in Storer case decision.

**June 4:** Power TV stations, mostly VHF's, organize Association of Maximum Service Telecasters to resist curbs on maximum coverage.

**June 18:** Magnuson Committee hears testimony against regulation of networks by FCC from network presidents, Frank Stanton of CBS, Robert W. Sarnoff of NBC, Robert E. Kintner of ABC. They defend option time, must-buys and other network practices as wholly legal and not monopolistic; say the present networking system works to the advantage of stations, advertisers and public; that network regulation would endanger networks and television; that present TV allocations should be corrected.

**June 25:** Federal grand jury begins probe of Westinghouse-NBC stations swap, summons NBC and WBC officials for testimony.

**June 25:** Magnuson Committee hears testimony by TV network affiliates in support of option time, must buys; Westinghouse Broadcasting official says NBC "forced" radio-TV stations swap.

**June 25:** Fund for Republic report charges "blacklisting" in radio-TV by powerful individuals.

**July 2:** FCC uncovers plan for long-range shift of TV to all-UHF; for present, proposes deintermixture in 13 markets.

**July 2:** Celler Subcommittee resumes hearings in probe of broadcast industry with testimony from FCC on Westinghouse-NBC swap; reveals FCC staff report indicating possibility of "force" on part of NBC.

**July 16:** Westinghouse Broadcasting Corp. radio stations drop NBC Radio affiliation.

**July 16:** Celler Subcommittee hears FCC on alleged monopoly of TV by networks; reveals confidential FCC figures on TV network returns for 1955.

**July 16:** CBS Inc. shuts down TV set-making division, CBS-Columbia.

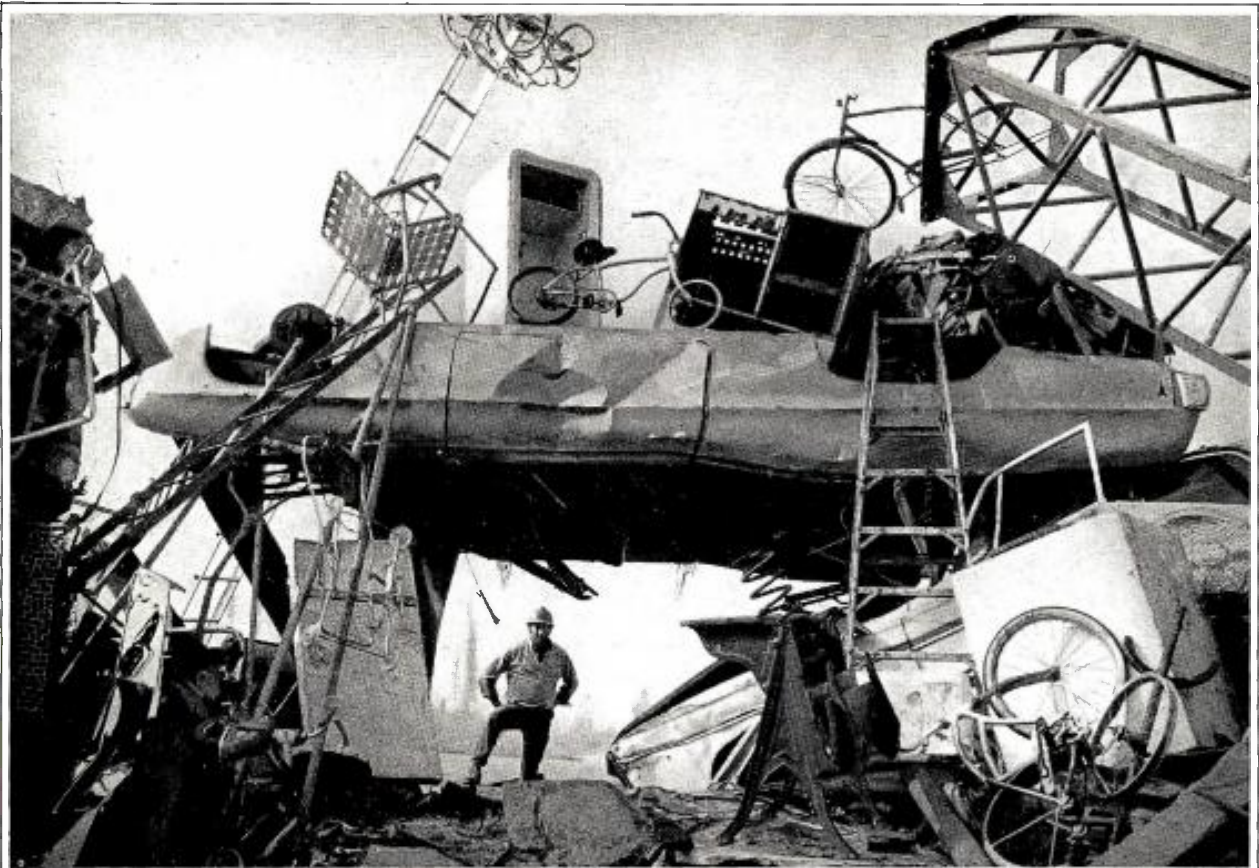
**July 23:** Magnuson Committee issues report supporting FCC on allocation proposals, urges speed to help UHF. Two members of committee dissent, urging FCC to keep present plan.

**July 23:** New Gates Radio Co. tape-disc system promises entirely automatic radio-station operation.

**July 30:** ABC submits plan to FCC and Congress for equal TV facilities in top-200 markets.

**Aug. 27:** 725 MGM features leased to CBS, King Broadcasting Co.'s two TV out-





## These mineral deposits make it important to find new ones.

It used to be that when an automobile hit the scrap heap, two things went with it. Years of service and large quantities of the earth's raw materials.

The years of service cannot be salvaged. But much of the raw materials can.

Even so, reclamation of scrap metal alone cannot meet today's growing global needs.

We're helping in the discovery of new sources of raw materials.

### **Satellite mineral mapping**

One of our companies is at work on an instrument that will provide a new method of mapping the earth's mineral formations. It will measure the heat radiated day and night from the earth's surface.

This instrument will be used aboard NASA's polar-orbiting

Nimbus-E satellite at an altitude of about 600 miles. It will pinpoint infrared radiation—rays emitted with varying degrees of intensity—from basic and acidic mineral deposits within a 650-yard square.

### **Satellite weather reporting**

Another of our space developments is aboard NASA's Nimbus IV meteorological satellite.

It's a daytime space camera system in polar orbit at a speed of 16,380 miles per hour. In a 24-hour period, it collects and transmits images of worldwide weather patterns for a complete cloud cover map of the earth.

### **ITT and you**

Developments like these come about because we are a diversified company, able to afford and manage the cycles of investment and

research. Whether it's developing more nutritious food products for undernourished children. Or helping to find new deposits of raw materials for your 1980 automobile.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

*We've spent the last fifty years getting ready for the next.*

Fiftieth  
Anniversary  
1970

**ITT**

SERVING PEOPLE AND NATIONS EVERYWHERE

lets and Triangle Publications' four TV stations for estimated \$16-\$20 million.

**Aug. 27:** Planned WIND(AM) Chicago sale to Westinghouse Broadcasting for \$5.3 million is record for radio outlet; J. H. Whitney & Co. signs to buy radio-TV properties in both Indianapolis and Fort Wayne for total \$10 million.

**Sept. 3:** Sindlinger & Co. says TV lost viewers because of political-convention coverage; Trendex says TV viewing exceeded that for regular programs.

**Sept. 3:** Network officials say they lost \$4.1-\$5.1 million because of convention coverage.

**Sept. 3:** NBC-TV plans to increase color schedule 500% in fall.

**Sept. 10:** Big push for release of post-1948 movies to TV begins as men from 10 major studios huddle in Hollywood to explore a united plan.

**Sept. 10:** NBC Board Chairman Sylvester L. (Pat) Weaver resigns, leaving President Robert W. Sarnoff in charge. Four executive vice presidents named.

**Sept. 17:** NTA Film Network reports lineup of 104 affiliate TV stations, plans Oct. 15 start.

**Sept. 24:** Celler Subcommittee hears ASCAP witnesses say networks and BMI dominate nation's music. BMI denies and is echoed by ABC President Robert E. Kintner, who also defends network practices. Subcommittee reveals network's affiliation contracts.

**Sept. 24:** FCC meets with industry representatives to discuss "crash" program to save UHF.

**Oct. 8:** RCA scientists present General Sarnoff with "gifts" requested on his 45th anniversary: magnetic-tape player for TV programs, electronic air conditioner and electronic amplifier of light.

**Oct. 15:** Annual Videotown survey show drop in viewing time, first in nine years.

**Oct. 22:** AB-PT President Leonard Goldenson assumes charge of broadcast operations after resignation of Robert E. Kintner as ABC president; Oliver Treyz rejoins ABC as head of its TV network.

**Oct. 22:** Norman Cash is elected president of Television Bureau of Broadcasting to succeed Oliver Treyz.

**Oct. 29:** Association of National Advertisers launches study to analyze agency functions, determine validity of traditional 15% commission.

**Oct. 29:** American Trucking Associations asks FCC to take channel 2 from TV, give it to motor carriers.

**Nov. 5:** Robert F. Kintner joins NBC as executive vice president.

**Nov. 5:** Jack Von Volkenburg resigns as president of CBS-TV; Merle Jones, executive vice president, succeeds him.

**Nov. 5:** National Telefilm Associates acquires TV rights to 20th Century-Fox Film Corp. library of 390 feature motion pictures, sells that film company half-interest in NTA Film Network.

**Nov. 5:** Networks give Adlai Stevenson, Democratic candidate for President, time to answer President Eisenhower's broadcast on Middle East crisis, as FCC delays ruling.

**Nov. 12:** House Antitrust Subcommittee discloses discounts given to individual advertisers by CBS-TV, NBC-TV.

**Nov. 19:** People devote more time to television than to newspapers, TvB research reveals.

**Nov. 19:** Peters, Griffin, Woodward, station representative, installs Univac to provide fast answers to queries about stations' programs, rates, availabilities.

**Nov. 19:** Radio Free Europe denies charges it instigated Hungarian revolt.

**Nov. 19:** Broadcast Promotion Association is organized.

**Nov. 26:** Justify extensions or turn in construction permits, FCC tells 85 non-operating UHF TV grantees.

**Nov. 26:** Crowell-Collier Publishing Co. cancels \$16-million purchase of Bitner stations, forfeits \$100,000 earnest money.

**Dec. 10:** Justice Department files antitrust suit against NBC and RCA, charging coercion of Westinghouse Broadcasting Co. in swap of Philadelphia and Cleveland stations.

**Dec. 10:** NBC celebrates 30th anniversary.

**Dec. 10:** Paul W. Kesten, long-time CBS executive, dies at 58.

**Dec. 17:** Release of \$100-million worth of feature motion pictures to television is called threat to network dominance.

**Dec. 17:** CBS News adopts "magnetic stripe" recording process to upgrade sound quality of newfilm.

**Dec. 24:** Time Inc. buys Bitner stations for \$15,750,000.

**Dec. 24:** AB-PT borrows \$60 million to pay off \$37-million indebtedness and improve competitive position in television.

## 1957

**Jan. 14:** Roscoe L. Barrow, head of FCC's Network Study Staff, warns of growing concentration of control of television.

**Jan. 21:** Philco Corp. files \$150-million triple-damage antitrust suit against RCA, General Electric Co. and AT&T.

**Jan. 21:** John L. Burns is named RCA president.

**Jan. 21:** Arturo Toscanini, conductor of NBC Symphony, 1937-1954, dies.

**Jan. 21:** Colorado moves to improve TV coverage in remote areas by use of boosters, despite FCC opposition.

**Feb. 4:** WDAY-TV Fargo, N.D., complies with federal law forbidding censorship of political candidates, is hit by \$150,000 libel suit.

**Feb. 4:** Political billings, Sept. 1 - Nov. 6, 1956, total \$9,907,006.

**Feb. 11:** William Esty Co. asks radio stations for logs of morning hours, to check on commercial volume.

**Feb. 11:** U.S. and Mexico agree on use of standard frequencies.

**Feb. 11:** American public buys record 8,332,077 radio sets, not counting auto receivers, in 1956.

**Feb. 18:** Video-tape recorders are seen as solution to TV networks' daylight saving time problems.

**Feb. 18:** Oklahoma judges favor admitting TV cameras to courtrooms.

**Feb. 18:** Baltimore TV stations—WAAM, WBAL-TV, WMAR-TV—order first triple "candelabra" tower.

**Feb. 25:** CBS Radio will raise daytime rates 5%, cut nighttime rates one-third, if affiliates approve.

**March 4:** Warner-Lambert Pharmaceutical Co. and P. Lorillard Co. will co-sponsor 90-minute broadcasts of feature films on 128 TV stations of NTA Film Network.

**March 4:** Gene Buck, ASCAP president 1924-1942 and leader in fight for ever-higher revenue from radio, dies at 71.

**March 4:** FCC adds new VHF stations in 10 markets, tells five VHF broadcasters to shift to UHF.

**March 4:** Westinghouse Broadcasting Co. conference on public-service programming wins praise as industry service.

**March 11:** Film bartering is now big business.

**March 11:** Flash spots, about two seconds, developed at KRON-TV San Francisco, sell well locally but arouse little interest on Madison Avenue.

**March 18:** Quiz shows, biggest thing in TV, make money for sponsors by giving it away.

**March 18:** *Play Marko*, questioned by

FCC, is not lottery, says U.S. Court of Appeals.

**March 25:** Du Mont buys WNEW(AM) New York for \$7.5 million, highest price ever paid for radio station.

**March 25:** International Telemeter Corp., subsidiary of Paramount Pictures, demonstrates pay-as-you-see system, invites immediate purchase for wired use, on-air when FCC approves.

**March 25:** FCC bans economic-injury appeals, disclaiming authority to consider effects of broadcast grant on existing station, in reversal of 15-year policy.

**April 1:** Military seeks channels 2-6 from TV; some 200 VHF stations might have to move to ultra highs.

**April 1:** Justice Department sues Loew's for block-booking M-G-M feature films to TV.

**April 8:** Mutual adopts music-news-sports format.

**April 8:** Ten years of FM; special B-T study, analyzes past, probes future.

**April 8:** UHF can be profitable; WWLP-TV Springfield, Mass., opens books to prove it.

**April 15:** Translators take TV to rural areas.

**April 15:** Paul H. Raymer Co. reaches 25th year.

**April 22:** ABC-TV drops must-buy requirements for network-owned stations.

**April 29:** IRS rules network affiliations can't be depreciated; won't allow Westinghouse claim for \$5 million write-off for NBC affiliation of WPTZ-TV Philadelphia.

**April 29:** CBS-TV loses Toni award broadcast in IBEW-IATSE hassle over lighting jurisdiction, may sue IBEW.

**April 29:** Corinthian Broadcasting Corp. is formed to handle Whitney radio-TV properties; C. Wrede Petersmeyer is president.

**April 29:** Judith Waller retires after 35 years, was manager of WMAQ(AM) Chicago in 1922.

**May 6:** J. M. Mathes, agency president, pioneer in sponsored radio programming, dies at 68.

**May 13:** Strong argument for radio-TV access to courts is offered by film of Denver murder trial.

**May 20:** TV commercials that knock competitors bring FTC complaint, \$5-million damage suit.

**May 20:** Stan Freberg's zany radio spots sell Zee towels, start trend.

**May 27:** FCC postpones pay-TV tests until basic questions are answered.

**May 27:** Fur flies when Mickey Cohen, self-styled reformed gangster, blasts L.A. police on ABC-TV's *Mike Wallace Interview*.

**May 27:** Pulse offers all-media yardstick, with cost per rating point for print and broadcast alike.

**June 3:** ABC Radio changes name to American Radio Network, shortens broadcast day.

**June 3:** Los Angeles proposes to tax sales of radio and TV stations.

**June 10:** Celler report finds TV hampered by station scarcity and FCC failure to correct time-option and must-buy practices.

**June 10:** Tobacco advertisers say report of American Cancer Society, linking smoking with death, will have little effect on cigarette advertising.

**June 10:** Everybody's talking about interview with Khrushchev on CBS-TV.

**June 17:** Nine Philadelphia radio stations are fined \$1,000 each for agreeing not to cut rates, held antitrust law violation.

**June 17:** Edward Lamb, cleared of Communist connections after three-year fight, gets renewal for WICU-TV Erie, Pa.

**June 24:** Cy Langlois, early producer of

From a recording studio or a rehearsal or concert hall—from the musical theater—from television and radio—the sound of music written and performed by talented people can be heard everywhere today. *♩* BMI in a little over a quarter of a century has developed an organization through which more than 20,000 writers and 9,000 publishers have chosen to license their music for public performance. And their number is in-

creased every day. *♩* Through BMI new talents have found an audience. New music has been able to gain a hearing. New vitality has been brought to traditional forms of music. The result has been an enrichment of the store of music to which music users and the public have access

ALL THE WORLDS OF MUSIC  
FOR ALL OF TODAY'S AUDIENCE



BROADCAST MUSIC, INC.

*The  
Sound  
of  
Their  
Music  
is in the  
Air*



# The legacy left by Oren Harris

Out of destroyed careers and discredited practices new regulations emerged

Eleven years ago today (Nov. 2), a clean-cut young member of a distinguished family of scholars and writers, himself an instructor in English at Columbia University, appeared in a crowded hearing room on Capitol Hill. He was a witness before a congressional subcommittee investigating allegations of television quiz-show rigging, and his testimony came as a thunderclap: "I was involved, deeply involved, in a deception."

By the time he finished, Charles Van Doren explained in painful detail the fraudulence of his 14 appearances on *Twenty-One*, then carried by NBC. He had won \$129,000, with the aid of the show's producer, who had given him the questions and sometimes the answers, before his appearances. Even the nervousness he exhibited on the air was faked; he had been coached in techniques for building "suspense."

Mr. Van Doren's testimony was probably the single most dramatic moment in the three-and-a-half-year history of the Legislative Oversight Subcommittee of the House Commerce Committee. In his appearances on *Twenty-One*, Mr. Van Doren had become a national figure; on the strength of his demonstrated appeal, NBC had hired him as a \$50,000-a-year regular on the *Today* show. And when he had completed his confession Representative Oren Harris (D-Ark.), then chairman of the subcommittee and its parent committee, helped charge the atmosphere further with an emotional: "God bless you."



Charles Van Doren (l) confessed to quiz rigging. FCC Commissioner Richard Mack was cashiered after checks from benefactor were introduced.



Mr. Harris

Mr. Van Doren and the big-money quizzes were done.

But its exposure of Mr. Van Doren and the quiz-show scandals was not the subcommittee's only accomplishment, nor is the antirigging law the only statute for which it can claim credit. It roamed far and wide, in its three-and-a-half years, in an intensive investigation of all the regulatory agencies. In burrowing into allegations of wrongdoing on the part of broadcasters and of members of the FCC itself, it produced a spate of revelations that had an impact still being felt. Chairman Harris, who later became a federal judge in his

native Arkansas, can be called the source of much present regulation.

For instance:

■ The subcommittee developed evidence that off-the-record efforts to influence the votes of commissioners had been made in six cases in which lucrative television grants were made.

An FCC commissioner, Richard A. Mack, was forced to resign after the subcommittee produced checks paid to him by a friend, Thurman Whiteside, who was alleged to have been acting for National Airlines, the winning applicant of channel 10 Miami. Messrs. Mack and Whiteside later went to federal trial,

syndicated transcribed radio programs, dies at 64.

July 1: Senate Commerce Committee also attacks option-time and must-buy TV network practices.

July 1: American Airlines takes flier in stereo.

July 1: John C. Doerfer moves up to FCC chairmanship; George McConaughy leaves post with parting shot at congressional critics.

July 15: Let Congress decide about pay TV, Representative Celler tells FCC.

July 15: Daytime broadcasters block Senate approval of NARBA.

July 29: Benton & Bowles plan for General Foods and Bristol Myers to share 52-week TV-spot schedule arouses concern.

July 29: Network changes in Stephen Foster song lyrics stir up South.

July 29: California group buys MBS for \$550,000.

Aug. 10: Association of National Advertisers denies 52-week contracts of TV networks.

Aug. 19: Ideal Toy Co. puts Shirley Temple movies on TV to sell Shirley Temple dolls to new generation.

Aug. 19: AT&T scatter circuit jumps 185-mile water hole to take U.S. TV to Cuba.

Sept. 2: Boston broadcasters keep public informed, stores in business, during three-week newspaper strike.

Sept. 9: Test of pay TV starts in Bartlesville, Okla.; theater owner sends movies to home audience via wire for flat monthly fee.

Sept. 9: TV is main source of public knowledge of politics, University of Michigan survey reveals. Newspapers rank second, radio third.

Sept. 16: How well is spectrum being used? Manufacturers and broadcasters urge sweeping study.

Sept. 16: Zenith wins patent suit against RCA after 11 years in five courts; settlement put at \$9-11 million.

Sept. 16: Can state regulate wired pay TV? California legislators hold hearing.

Sept. 23: FCC invites bids for three-year

experiments with on-air pay TV; leaves Congress six months to get into act.

Sept. 23: NARTB presents TV circulation-audit plan at regional meetings.

Sept. 23: Muzak Corp., wired-radio giant, is sold to Jack Wrather-John Loeb for \$4,350,000.

Sept. 30: Wayne Coy, former FCC chairman, dies at 53.

Sept. 30: Community antenna operators look at pay TV, worry about public-utility classification.

Sept. 30: FM broadcasters hold first multiplex meeting, discuss present problems (positively), future profits (perhaps).

Oct. 7: FCC Network Study Staff recommends 37 changes in TV network practice (Barrow Report).

Oct. 7: Automation joins Peters, Griffin, Woodward staff; Univac-type electronic brain expedites time-selling services.

Oct. 14: Sputnik sparks speculation about communication satellites.

Oct. 21: Talent agents get \$50 million a year from TV. A special report on what

which ended in a hung jury. A retrial was scheduled but never held. Mr. Whiteside committed suicide. Mr. Mack died alone of the effects of alcoholism in a cheap rooming house.

Three of the six ex-parte cases turned up by the subcommittee—involving Orlando channel 9 (WFTV-TV) and Jacksonville channel 12 (WFGA-TV), both Florida, and Boston channel 5 (WHDH-TV)—are still being litigated (although four parties contending for the Jacksonville channel have reached an agreement among themselves for setting up joint operation, and Mid-Florida Television Corp., which originally awarded a construction permit for the Orlando channel in 1957, is a hearing examiner's choice in the reopened proceeding).

And the Boston case took an odd bounce to become the focal point in a new controversy over the criteria the commission should follow in deciding comparative hearing cases in which renewal applicants are involved. In January 1969, the commission denied WHDH-TV's renewal application and granted the competitive application of a newcomer, but in doing so it slid over the case's ex-parte origins; its decision rested on grounds of diversification of media control and integration of management and ownership.

A year later, concerned over the implications of that decision, the commission issued a policy statement stressing that WHDH-TV was not to be regarded as a precedent and that the agency will favor renewal applicants in comparative hearings if they can show a record of "substantial" service to their communities. However, both the WHDH-TV decision and the policy statement are under review by the U.S. Court of Appeals in Washington.

■ Bigger game than Mr. Mack was bagged by the Oversight Subcommittee later on. FCC Chairman John C. Doer-

fer resigned at President Eisenhower's request after the subcommittee questioned him about a trip made by him and his wife to Florida as guests on a plane and yacht owned by the Storer Broadcasting Co.

■ The Oversight Subcommittee helped popularize the word "payola" in the course of hearings in which it traced in considerable detail the birth and growth of that unappealing offspring of the age of the disk jockey. In winding up that aspect of its work, the subcommittee reported that during 1958 and 1959, 1,300 record distributors had paid \$263,244 in payola to have their records plugged in 23 cities. Distributors and DJ's engaging in that kind of arrangement today face a fine of up to \$10,000 as a result of legislation enacted in the wake of the subcommittee's findings; and broadcasters must contend with tighter sponsorship-identification rules.

■ A broadcaster who finds himself barred by a commission rule from selling a station less than three years after he acquired it can thank the departed subcommittee for his frustration. Its inquiry covered trafficking in licenses, too.

■ The forfeiture and the short-term license renewal—these punishments of the FCC have their origin in the subcommittee's investigation also. One of the commission's plights in those days was that, short of denial of license renewal or revocation of license, it had no effective sanction to impose on wrongdoers. So Congress approved legislation to give the commission the flexibility it said it needed to keep broadcasters in line. (Actually, the commission could have granted short-term renewals without congressional authorization; the Communications Act simply bars it from granting broadcast licenses for more than three years. The provision for short-term renewals, then, was seen as another sign Congress wanted the commission to apply more muscle.

■ In addition, the commission moved on its own in that regard by setting up the complaints and compliance division to serve as its own investigative arm. (The commission had been as stunned as the rest of the country at the shenanigans the subcommittee kept uncovering.)

■ What's more, the revelations of quiz-show rigging and payola helped propel the commission deeply into programing matters. In November 1959—within days of Mr. Van Doren's testimony before the subcommittee—the commission announced a sweeping inquiry into network and station programing. This led to the commission's 1960 policy statement on programing in which the commission listed 14 "major elements" that it considered necessary for licensees to provide to discharge their public-interest obligations. Broadcasters still hear about the 14 points.

In addition, the findings that developed out of the testimony of the 100 witnesses who contributed to a transcript of more than 5,000 pages were made a part of and provided input for the network programing inquiry which was already in progress—and which led last May to rules aimed at breaking what the commission considers the networks' dominance over prime time.

In tarnishing broadcasting's image, as it did, and in making the commission appear inept, if not venal, the subcommittee did something else. It created an atmosphere in which a new FCC chairman, appointed by a new administration which liked to stress its concern with excellence in all things—could make a lasting imprint on the public's mind by telling the broadcasting industry to its face—as Newton N. Minow did at the 1961 National Association of Broadcasters convention in Washington—that television was "a vast wasteland."

If broadcasting ever had an age of innocence, the age was gone.

they do for it.

Oct. 21: Networks don't want pay TV, but they say if it comes they'll be in it.

Oct. 28: Warwick & Leglar gets court injunction preventing Schick and its new agency from using idea dreamed up by W&L when Schick was its account.

Oct. 28: WFIL(AM) Philadelphia lets panel of representative listeners determine music format.

Oct. 28: RCA shows new color video-tape recorder.

Nov. 4: American Bar Association committee recommends retention of Canon 35, barring cameras and microphones from courtrooms.

Nov. 4: Most advertisers, agencies, favor keeping media commission system, Professor Frey tells ANA.

Nov. 11: Baltimore proposes tax on advertising.

Nov. 11: Subliminal perception, TV presentation of messages at subconscious level, interests advertisers, alarms congressmen.

Nov. 11: NABET-RTDG wrangle over

directing procedures catches NBC-TV in middle.

Nov. 11: ETV's first five years, a BROADCASTING special report.

Nov. 11: Stop triple-spotting now, before it's too late, says Benton & Bowles' Lee Rich.

Nov. 18: Stamps honor broadcast achievements abroad, not in U.S.

Nov. 25: FCC studies subliminal perception as stations experiment.

Nov. 25: Southern Baptists flood BROADCASTING with protests after editorial suggests re-examination of radio-TV taboo on liquor ads.

Dec. 2: St. Louis ponders ad tax as Baltimore broadcasters go to court to fight levy in that city.

Dec. 2: AFL-CIO President George Meany rules program directors can direct technical crew members.

Dec. 16: Kolynos quits Grey Advertising after agency president tells TV interviewer he used another brand of toothpaste.

Dec. 16: FCC approves Conelrad use for storm warnings.

Dec. 23: CBS pays \$20 million for WCAU-AM-FM-TV Philadelphia, biggest price for broadcast property.

Dec. 23: Arbitron, instantaneous electronic rating service, is unveiled by ARB.

Dec. 23: Kudner loses \$23-million Buick account after 22 years.

Dec. 23: Stereo sound is heard all over: FM-FM, AM-FM, AM-TV.

Dec. 30: Chroma Key unlocks TV magic.

## 1958

Jan. 6: Voice of America finds truth best propaganda.

Jan. 13: TV audiences aren't rising with TV prices, agencies complain.

Jan. 20: Invisible (subliminal) TV put under spotlight in Los Angeles and Washington.

Jan. 27: Bernard Schwartz, counsel to House Legislative Oversight Subcommittee, charges FCC commissioners with mal-

feasance.

**Jan. 27:** Barter, blessing or curse, is debated at seminar.  
**Jan. 27:** Dodgers, moving to Los Angeles, permit radio coverage, ban TV.  
**Jan. 27:** Unions protest use of Republic Pictures' films on NBC-owned TV stations without payment to actors, writers.  
**Feb. 3:** Pressure groups, professional and trade as well as ethnic, have forced much comedy off air, Groucho Marx charges.  
**Feb. 3:** WIP(AM) Philadelphia automates administration.  
**Feb. 10:** Paramount Pictures, last holdout from TV, releases pre-'48 library for \$50 million.  
**Feb. 10:** House Commerce Committee tells FCC not to authorize pre-'48 tests until Congress approves.  
**Feb. 10:** "Patron" plan lets business firms underwrite ETV programs without violating no-sponsor rule.  
**Feb. 17:** FBI investigates charges that FCC Commissioner Richard Mack sold vote on ch. 10 Miami grant; Schwartz is fired as Oversight counsel.  
**Feb. 24:** *Burns and Allen* TV series comes to end as Gracie retires.  
**Feb. 24:** Oliver Treyz is elected president of ABC-TV.  
**Feb. 24:** AFM strikes Hollywood movie makers in dispute over fees for release of films to TV.  
**March 3:** Frey Report provides basis for realistic appraisal of agency services, compensation by individual advertisers.  
**March 3:** Lever Bros. drops Pepsodent spot-radio advertising, bulks up spot TV.  
**March 3:** FCC agrees not to act on pay-TV applications until month after Congress adjourns.  
**March 10:** Barrow proposals would not put networks out of business, top executives tell FCC.  
**March 10:** Maryland outlaws city-county ad taxes, ending Baltimore levy at end of 1958.  
**March 10:** Richard Mack resigns from FCC.  
**March 17:** ABC officials ponder dropping radio network.  
**March 17:** CBS divides television operations; Merle Jones heads TV station division; Lou Cowan, TV network.  
**March 17:** DJ's tell how they spin at first national pop-music disk jockey convention.  
**March 31:** High cost of Washington investigations: a special BROADCASTING report.  
**March 31:** Rebel musicians form Musicians Guild of America as competitor of AFM.  
**April 7:** Court dismisses libel suit against WDAY-TV Fargo, N.D., rules station can't be punished for obeying federal law forbidding censorship of political candidates.  
**April 7:** FCC disclaims jurisdiction over CATV.  
**April 14:** Census Bureau finds TV in 83% of U.S. homes.  
**April 14:** Screen Actors Guild and AFTRA disagree over administration of TV tape.  
**April 21:** FCC proposes to duplicate half of 24 Class 1-A clear-channel frequencies.  
**April 28:** Federal court remands ch. 10 Miami case to FCC for rehearing.  
**May 12:** Video tape creates new problems of union jurisdiction.  
**May 12:** CATV is tough competition for small-market TV stations.  
**May 12:** *Naked City*: a pilot-film case history.  
**May 19:** Commander Eugene McDonald Jr., board chairman of Zenith Radio and ardent advocate of pay TV, dies at 72.  
**May 26:** ANA opens war on TV triple-spotting.  
**May 26:** Bartlesville, Okla., experiment in wired pay-TV fails.

**May 26:** Elmer Davis, news commentator, wartime head of OWI, dies at 68.  
**June 2:** FCC studies plan to consolidate TV in one 25-channel band.  
**June 2:** ANA completes three-year, \$200,000 advertising management study.  
**June 2:** United Press and International News Service merge into UPI.  
**June 9:** Justice Department calls option time, program tie-ins illegal; waits for FCC to act.  
**June 9:** House Legislative Oversight Subcommittee looks at *ex-parte* pressures on FCC.  
**June 16:** NBC shuts down Buffalo UHF station, in face of VHF competition.  
**June 23:** CBS-TV acts to end triple-spotting; BAR reports on extent of practice.  
**June 23:** NAB bans "men in white" commercials, subliminal perception.  
**June 23:** Uncooperative witnesses before House Committee on Un-American Activities lose jobs in television.  
**June 30:** Timebuyers say they don't like "top-40" stations, fail to explain why these stations get so much business.  
**June 30:** AFM-Desilu contract boosts employment of musicians on TV-film shows, sets flat rate for re-runs.  
**July 7:** "Modern radio" stations protest NBC's "top-40" poll, charge questions were loaded.  
**July 7:** NBC-TV, CBS-TV affiliates videotape news pictures off network lines.  
**July 14:** Musicians Guild beats AFM in NLRB election, wins right to represent movie musicians.  
**July 14:** FCC must consider economic impact in new-station grants, court of appeals rules.  
**July 14:** Models strike it rich in TV commercials.  
**July 14:** Maryland court rules Baltimore ad tax unconstitutional.  
**July 14:** Court rejects invasion-of-privacy plea of Tony Accardo, lets TV cameras cover his testimony.  
**July 14:** Independent Television Corp. is formed by Jack Wrather Organization, Associated TV Ltd. and others, as international distributor of TV programs.  
**July 14:** Robert Sarnoff is elected NBC board chairman; Robert Kintner succeeds as president.  
**July 21:** "Operation Daybreak," daytime-TV plan developed by ABC-TV and Young & Rubicam, is damned by other networks but accepted by ABC-TV affiliates.  
**July 28:** CBS-TV liberalizes policies on exchange commercials, product protection for daytime advertisers.  
**July 28:** World's first "Telecopter," airborne TV-mobile unit, introduced at KTLA(TV) Los Angeles.  
**Aug. 4:** New federal censorship code, similar to that of World War II, is ready.  
**Aug. 4:** TV stations may operate private intercity relays, regardless of availability of common carriers, FCC rules, reversing previous stand.  
**Aug. 4:** Appeals court upholds FCC grant of ch. 5 Boston to *Herald Traveler* (WHDH) but remands case for investigation of undue influence.  
**Aug. 11:** TV Q-Ratings are offered as measure of program appeal.  
**Aug. 11:** UHF has lost ground in last two years, Nielsen finds.  
**Sept. 1:** New York district attorney investigates *Twenty-One* after contestant claims fakery.  
**Sept. 1:** MGA signs contract with motion-picture producers; AFM charges "sellout."  
**Sept. 8:** Oklahoma court holds radio-TV entitled to same courtroom rights as press.  
**Sept. 8:** Ampex introduces TV tape splicer.  
**Sept. 8:** Ed Craney, Montana broadcaster, goes to court to stop CATV from picking up TV programs off air without permission.

**Sept. 15:** Hal Roach Studios buys Mutual Broadcasting System; A. L. Guterma, chairman of F. L. Jacobs Co., majority stockholder in Scranton Corp., which earlier bought Roach property, becomes MBS president.  
**Sept. 15:** NBC-TV bans network "clipping," eliminating triple-spotting in station breaks.  
**Sept. 22:** Independent Television Corp. buys Television Programs of America for \$11.35 million.  
**Sept. 29:** Federal grand jury indicts former FCC Commissioner Richard Mack, charged with selling vote in ch. 10 Miami grant. Thurman Whiteside accused of buying it.  
**Sept. 29:** BBDO converts live commercials to video tape.  
**Oct. 6:** FCC will re-examine questioned TV grants in Boston, Indianapolis, Miami and Orlando, Fla.  
**Oct. 13:** CBS-TV broadcasts *The Plot to Kill Stalin*; USSR closes CBS News's Moscow bureau.  
**Oct. 20:** WQMT(AM) Manitowoc, Wis., says it will take liquor advertising, shakes up NAB.  
**Oct. 20:** *Twenty-One* is cancelled as ratings drop.  
**Oct. 20:** U.S. Court of Appeals upholds right of Loyola University, New Orleans, to own a TV station, despite ties with Rome.  
**Nov. 3:** CBS Radio offers affiliates pay in programs for local sale instead of cash.  
**Nov. 3:** Videotown viewing is at all-time high, belying leveling-off seen year ago.  
**Nov. 3:** RCA signs consent decree, accepts fine of \$100,000, agrees to set up non-royalty patent pool in color TV, ending four-year antitrust suit.  
**Nov. 10:** Albert Freeman, producer of *Twenty-One*, is indicted for perjury.  
**Nov. 10:** Political-broadcast disputes hit all-time high.  
**Nov. 24:** President Eisenhower names advisory committee in telecommunications, asks for rush report on role of government in spectrum management.  
**Dec. 1:** Option-time question divides FCC.  
**Dec. 1:** Westinghouse forms Television Advertising Representatives to represent its five owned TV stations.  
**Dec. 1:** James Byron, news director of WBAP-AM-TV Fort Worth, is first broadcaster-president of Sigma Delta Chi, national professional journalism society.  
**Dec. 8:** Major leagues reject players' pitch for share in TV profits.  
**Dec. 15:** Twentieth Century-Fox Film Corp. allocates \$15 million for TV films.  
**Dec. 22:** Orbiting Atlas missile relays President's "peace on earth" message from sky to ground.  
**Dec. 22:** MCA takes over Universal Studios.

## 1959

**Jan. 5:** Public describes ideal radio station format in motivational research study for KPRC(AM) Houston.  
**Jan. 5:** Edward J. Noble, who bought Blue Network from RCA, changed name to ABC, merged it with United Paramount Theaters, dies at 76.  
**Jan. 12:** Young & Rubicam combines program and media operations into expanded radio-TV department.  
**Jan. 12:** "Must-buys" now dropped by all TV networks as NBC-TV falls in line.  
**Jan. 12:** FCC invites comments on space-communications allocation.  
**Jan. 12:** Commercial TV broadcasters contribute time, facilities, know-how to ETV.  
**Feb. 2:** TV films; big firms prosper as small ones get squeezed out.  
**Feb. 2:** FCC proposes rule limiting TV-network spot representation to own sta-

# Look what our customers say about the cost of Gates Automation Systems...

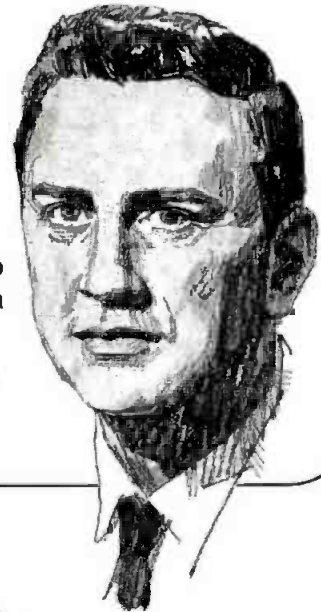
"Our Gates Automation equipment has saved us money since we went on the air with FM. The automation has allowed us to concentrate on programming and sales."

Bill Ryan  
WNFM  
Naples, Florida



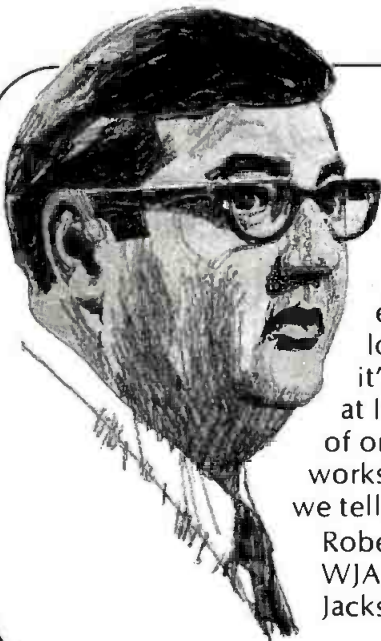
"Automation has allowed us to provide 'big town' programming within a budget we can afford."

Gayle Swofford  
WFYN-FM Stereo  
Key West, Florida



"Our investment in Gates automation equipment may look big, but it's being amortized at less than the cost of one employee and works the hours we tell it to."

Robert Blow  
WJAK  
Jackson, Tennessee



"Automation doesn't cost—it saves! We've been able to use our automation on late night AM as well as FM and give everybody the working hours they like."

Merritt Milligan  
WHQA-TV WTAD  
Quincy, Illinois



If you say you can't afford automation, maybe you're wrong. Gates says it's possible. So do our customers. For more information about "affordable" automation, call us at (217) 222-8200, or write Gates, 123 Hampshire St., Quincy, Illinois 62301.



## **GATES**

A DIVISION OF HARRIS-INTERTYPE

tions.

**Feb. 16:** SEC investigates Guterma stock manipulations; MBS future uncertain.

**Feb. 16:** FCC orders new booster study.

**Feb. 16:** Fund for Republic finds sentiment growing for TV censorship.

**Feb. 23:** Lar Daly, perennial splinter candidate, is accorded equal time under Section 315 of Communications Act.

**Feb. 23:** Supreme Court rules that NBC must stand trial for alleged coercion in station swap with Westinghouse.

**March 9:** Multiple spotting widespread in medium-sized markets, BAR monitors find; Y & R condemns practice.

**March 16:** TASSO conclusion: UHF can't compete with VHF.

**March 23:** FM Association of Broadcasters succeeds FMDA.

**March 30:** Malcolm Smith group buys MBS.

**March 30:** FCC issues new rules for pay-TV test; House Commerce Committee approves action by 11-10 vote.

**April 6:** Plethora of plans for revising allocations of whole radio spectrum emerge as FCC wrestles with UHF-VHF problem and mobile users clamor for more space.

**April 13:** Subliminal advertising works, but not as well as visible ads, Indiana study shows.

**April 13:** FCC lets local stations apply for daytime maximum power of 1 kw; adopts deadline cutoff policy to speed processing of new AM applications.

**April 20:** Fall TV-network programing takes shape early.

**April 20:** FCC agrees to license on-channel VHF boosters if Congress passes enabling legislation.

**April 27:** Sixty-eight TV stations defy code, refuse to drop Preparation H commercials.

**April 27:** News services report they now have more station subscribers than newspaper clients.

**May 4:** NAB TV board revokes code membership of handful of stations that refuse to comply with code rules.

**May 25:** More ex parte charges send Orlando, Fla., ch. 9 case back to FCC.

**June 8:** Record companies spend \$200,000 entertaining disk jockeys at Miami convention.

**June 22:** Radio broadcasters and ASCAP agree on new license terms.

**June 22:** NAB TV code board cracks down on Preparation H; 19 stations are dropped; 17 resign.

**June 22:** NBC-TV broadcasts newsfilm sent from London through undersea cable, using slow-scan process.

**July 6:** FCC rejects plea of daytime stations for extended air time.

**July 6:** Mutual files bankruptcy petition; Robert Hurleigh tries to keep network on air.

**July 6:** Supreme Court ends danger of libel suits arising from broadcasts by political candidates.

**July 6:** Broadcasters urge FCC regulation of CATV, protest unfair competition.

**July 6:** Wall Street investment firms buy 80% of Ziv Television Programs for \$14 million.

**July 27:** Big businessman, Al McCarthy, steps in to rescue MBS.

**Aug. 3:** Congress wants look at quiz-show scandal records held by New York grand jury.

**Aug. 3:** Ampex's Grundy smuggles videotape recording of Nixon-Khrushchev debate out of Russia for broadcast on all three U.S. TV networks.

**Aug. 10:** Prizes for plugs are big business; scores of firms provide merchandise for stations to give away in exchange for mention on air.

**Aug. 31:** How big is payola? Can disk

jockeys be bought? BROADCASTING special report surveys sorry situation.

**Sept. 7:** Congress amends Section 315; exempts newscasts from equal-time requirement, but writes "fairness doctrine" into the law.

**Sept. 7:** Broadcasters fight antitrust exemption for professional sports which would permit blackout of 20 million homes.

**Sept. 7:** Mission of Television Information Office is defined.

**Sept. 7:** Grand jury indicts Alexander Guterma and associate for using MBS as propaganda tool for Dominican Republic.

**Sept. 14:** BBDO blazes trail in daytime TV.

**Sept. 14:** New labor bill protects broadcasters against blackmail picketing, secondary boycotts.

**Sept. 21:** TV Code Review Board issues guide for personal-products advertising.

**Sept. 21:** Federal judge upholds Armstrong patents in FM, finds Emerson Radio guilty of infringement.

**Sept. 28:** NBC signs consent decree, agrees to sell Philadelphia stations acquired from Westinghouse, not to add or exchange stations or increase representation without Department of Justice permission.

**Sept. 28:** FCC proposes to add Class II unlimited stations to 23 of 25 Class I-A clear channels, invites comments.

**Sept. 28:** Special Examiner Horace Stern finds nothing improper in grant of ch. 5 Boston to WHDH (*Boston Herald-Traveler*) and no reason to set it aside.

**Oct. 12:** WJR(AM) drops network, beefs up staff and live programing, increases revenue.

**Oct. 12:** FCC orders TV networks not to represent stations they don't own; 13 stations need new reps.

**Oct. 12:** Quiz contestants tell House Legislative Oversight Subcommittee they got answers in advance; CBS-TV drops big-prize shows.

**Oct. 19:** Timebuyers prefer one-minute TV spots.

**Oct. 19:** Supreme Court upholds lower court ruling that FCC acted illegally in ordering that functional music must be multiplexed.

**Oct. 26:** TV networks start repolishing image as President Eisenhower calls quiz-show rigging "a terrible thing to do to the America public."

**Oct. 26:** Television provides jobs for Hollywood film workers as movie production declines.

**Nov. 2:** RCA color-tape recorder is fully compatible for playback on other VTR machines, company announces.

**Nov. 9:** NBC, CBS move to eliminate all program practices that might deceive public, as Van Doren's confession that his *Twenty-One* performance was rigged causes public outcry and House probe finds other quiz shows fixed.

**Nov. 16:** FCC orders sweeping inquiry into programing and advertising practices of radio-TV.

**Dec. 7:** FCC goes after illegal plugs at stations; FTC charges record companies, distributors with bribing disk jockeys, networks tighten curbs on plugs, payola; NAB toughens code restrictions.

**Dec. 14:** Quiz and payola scandals, government probes haven't hurt time sales, station reps say.

**Dec. 14:** Jim Aubrey succeeds Lou Cowan as president of CBS-TV Network.

**Dec. 14:** NAB forms task force to handle industry's ethical and legal problems.

**Dec. 14:** Judge takes \$150-million damage claim out of songwriters' suit against BMI, lets other charges go to trial.

**Dec. 21:** Public does not condone abuses but has not lost faith in radio-TV, researcher Elmo Roper finds.

**Dec. 21:** RCA signs consent judgment

with FTC, agrees not to pay disk jockeys to play records unless payment is publicly disclosed.

**Dec. 28:** Audio tape cartridge for home use is under development by 3M Co. and CBS Labs.

## 1960

**Jan. 4:** Fees from movies sold to TV loom large in Hollywood-union contract talks.

**Jan. 11:** FTC issues more payola complaints, composers demand stations sell BMI stock or lose licenses.

**Jan. 11:** Attorney General William P. Rogers says FCC and FTC have authority to clean up deceptive broadcasting, should use it more effectively.

**Jan. 11:** ASCAP fees for radio stations drop 9% under new licenses.

**Jan. 11:** FCC proposes reduction of co-channel mileage separation to permit VHF drop-ins.

**Jan. 18:** FCC Chairman Doerfer proposes prime-time cultural programing, rotated among TV networks.

**Jan. 18:** FTC hits TV commercials of Lever Bros., Standard Brands, Colgate-Palmolive, Alcoa as phony.

**Jan. 25:** Networks agree to try Doerfer prime-time culture plan.

**Feb. 1:** Former FCC Commissioner Richard Mack enters psychiatric institute as second trial of him and Thurman White-side pends; first trial ended in hung jury.

**Feb. 1:** NAB President Harold Fellows retreats from historic stand against any FCC invasion of programing; advocates test of public responsibility.

**Feb. 15:** House Legislative Oversight Subcommittee opens payola hearing with KYW(AM) Cleveland and WBZ(AM) Boston as horrible examples.

**Feb. 15:** Telemeter puts coinboxes into 2,000 Canadian homes for pay-TV test in Toronto suburb.

**Feb. 22:** FTC seeks to clarify law on misleading ads on case-by-case basis, exchanges information with FCC on payola.

**Feb. 22:** Alexander Guterma, former MBS president, is sentenced to four years, 11 months in federal prison, fined \$160,000 for stock fraud.

**Feb. 29:** Gillette, NBC tie up radio-TV rights to World Series, All-Star Game through 1966.

**Feb. 29:** NAB stand on FCC program surveillance has not changed, NAB President Harold E. Fellows tells state association presidents.

**Feb. 29:** NBC purchases KTVU(TV) Oakland-San Francisco; KRON-TV, NBC-TV affiliate in San Francisco, protests.

**Feb. 29:** Senate passes NARBA, Mexican treaties.

**Feb. 29:** Universal-International agrees to pay writers a share of proceeds from sale of post-'48 movies to TV.

**March 7:** FCC Chairman John Doerfer admits riding to Florida on Storer plane, spending nights on Storer yacht.

**March 7:** House Legislative Oversight Subcommittee Chairman Oren Harris (D-Ark.) and FCC Chairman Doerfer stage impromptu debate at CBS-TV affiliates meeting.

**March 7:** FCC cites four Boston-area stations for payola offenses.

**March 7:** SAG strikes major movie companies; settles with U-I on fees from sale of pictures to television.

**March 14:** John Doerfer resigns; Frederick Ford is new FCC chairman.

**March 14:** Bulova time signals return to radio.

**March 14:** Harold E. Fellows, NAB president since 1951, dies of heart attack at 60.

**March 14:** Herbert Hoover, after 37 years,



# Does 1790 music belong in 1970 media buys?

*It certainly does in Chicago, where the top-rated FM station is a classical music broadcaster!*

WFMT reaches more persons each week than any other Chicago FM station. Most of them (87%) are young adults (18-49)

(Latest Pulse, July-Aug., 1970)\*

WFMT tops all Chicago AM & FM stations in audience quality, with the highest proportion of men having family incomes of \$15,000 and over (53.7%) and of professional men (55.8%)

(Latest Pulse LQR, Mar.-Apr., 1970)\*

WFMT is a leader in advertising productivity—in fact, the first half million dollar contract in FM history was recently signed when a Chicago savings and loan association—Talman Federal—renewed its WFMT advertising for *five years*

WFMT has a selective advertising environment with a maximum of four commercial minutes an hour (not just four “interruptions”—four *minutes*) . . . with a full hour’s protection!

WFMT is the exclusive outlet for five major symphony orchestras, many European music festivals, Studs Terkel’s award-winning interviews—24 hours a day of fine arts entertainment and news

WFMT is the winner of Peabody, DuPont, Ohio State, Edison, Prix Italia, Armstrong, and other top awards for excellence. Its stereo fidelity was voted the finest in American FM


WFMT publishes Chicago’s best-selling local magazine, *The Chicago Guide* (paid circulation: 47,000)

Our media kit has all the details and statistics. Write or phone us . . . or see your Petry man

**WFMT**  
*Chicago's Fine Arts Station*

500 North Michigan Avenue Chicago, Illinois 60611 (312) 644-1900

\*Radio Pulse reports for Chicago, Illinois-Northwestern Indiana, 8-County Consolidated Metropolitan Areas. Audience estimates based on weekly comes. Subject to limitations stated in the reports.

REPRESENTED BY  
  
EDWARD PETRY & CO., INC.  
THE ORIGINAL STATION REPRESENTATIVE

amends views of advertising on the air.  
**March 14:** United Artists acquires ownership of Ziv Television Programs.  
**March 21:** NBC sells Washington stations to RKO General, exchanges Philadelphia broadcast properties for RKO's in Boston.  
**March 21:** FCC extends sponsor-identification rules to require on-air disclosure of sources of all free program material and details of its acquisition.  
**March 21:** Weather, not re-runs, causes summer viewing slump, Nielsen study shows.  
**March 28:** Shelton Toiletries puts *Race for Space* in prime time on 110 TV stations individually after networks reject Wolper documentary.  
**April 4:** Satellite sends weather reports back to earth from 400-mile-high orbit.  
**April 4:** RKO-Zenith plan \$10 million test of on-air pay television in Hartford, Conn.  
**April 11:** Association of Maximum Service Telecasters denounces FCC VHF drop-in plan.  
**April 11:** Hollywood musicians who protested AFM trust-fund policies agree to drop litigation, accept \$3.5-million settlement.  
**April 25:** Advertisers vie to buy TV entertainment programs, shun public-service shows.  
**April 25:** Minnesota Mining & Manufacturing Co. is new MBS owner.  
**May 2:** BBDO wants TV stations to reduce rates during summer.  
**May 2:** Dick Clark, TV and record star, denies taking payola, claims he didn't know his record company had paid disk jockeys.  
**May 9:** FTC investigates ratings, use in station advertising.  
**May 9:** Philco applies for ch. 3 Philadelphia, now occupied by NBC's WRCV-TV.  
**May 9:** Sam Goldwyn offers movies to television.  
**May 16:** Color commercials have 3.5 times the impact of black-and-white, Cincinnati study finds.  
**May 16:** FCC to establish Office of Complaints and Compliance as watchdog over broadcasters.  
**May 16:** TV networks control 80% of shows for new season, up from 71% in 1959-60.  
**May 16:** KFAZ(AM) San Francisco inaugurates all-news radio format.  
**May 23:** N. W. Ayer joins drive for summer discounts in TV rates.  
**May 23:** TV networks offer free time to major-party presidential candidates as Senate considers bill to require it.  
**May 23:** New York grand jury issues eight payola indictments.  
**May 23:** By single vote, Senate kills bill to put CATV under FCC regulation.  
**May 30:** UPI adds "audio" news reports to radio-station service.  
**June 13:** Station representatives urge stations to clear up rate muddle, after N. W. Ayer threatens to deal directly with stations.  
**June 13:** Broadcasters have no common-law rights in their programs, Montana district judge rules, dismissing infringement suit of KXLF-TV Butte against Helena CATV system.  
**June 20:** Writers Guild of America strike ends after five months.  
**June 20:** McCann-Erickson sets up Jack Tinker & Partners as lab for new ideas in communication.  
**June 27:** Frieda Henneck Simons, only woman ever to be an FCC commissioner, dies at 55, following brain surgery.  
**July 4:** Long-term contracts, tying top talent to one network for many years, are out of date; new contracts reflect changes in economics, public taste.

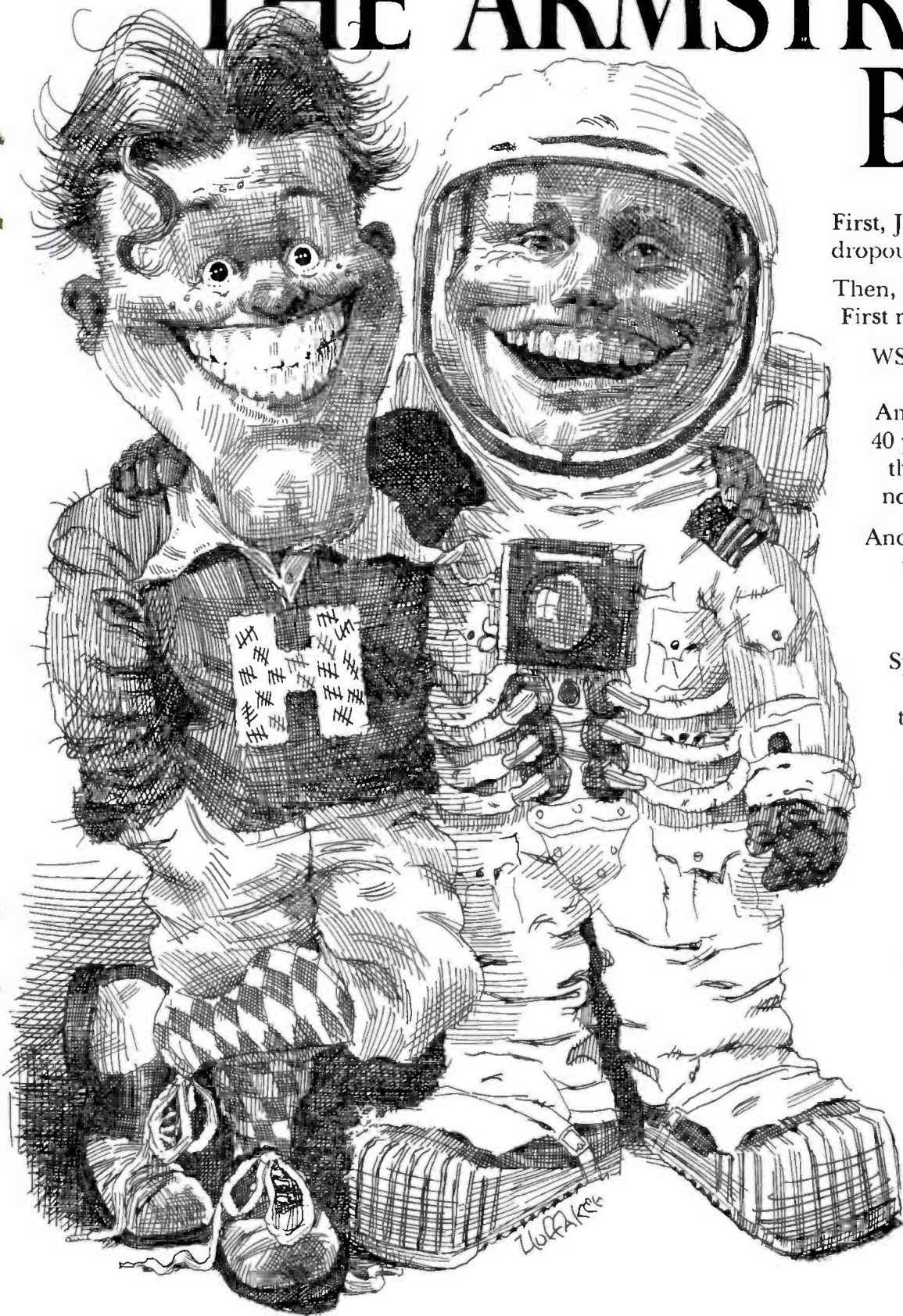
**July 4:** RKO-NBC deal is back in court as KRON-TV San Francisco battles to save its NBC-TV affiliation.  
**July 11:** Product protection dwindles on TV.  
**July 11:** FCC makes Fresno, Calif., an all-UHF market, deletes ch. 12.  
**July 11:** Hughes Aircraft unveils laser (light amplification by stimulated emission of radiation).  
**July 18:** FCC cancels grant of Miami ch. 10 to National Airlines, gives it to L. B. Wilson Inc.  
**July 18:** TV coverage of Democratic convention pleases politicians, bores many viewers.  
**July 25:** TV affiliates want 40-second station breaks.  
**July 25:** Advertisers and agencies tamper with scripts and casting, writers declare.  
**July 25:** Lawrence Tibbett, opera singer, radio star, founding father of AFRA, dies at 63.  
**Aug. 1:** FCC announces new policy of keeping careful watch of station programming and efforts to find and meet needs of community.  
**Aug. 1:** FCC questions "fairness" of Little Rock stations that drop GOP convention to cover local election.  
**Aug. 1:** Storer buys WINS(AM) New York for \$10 million, new high for radio station.  
**Aug. 1:** FCC authorizes VHF boosters.  
**Aug. 15:** CBS Radio plans to cut entertainment programming, bolster news.  
**Aug. 15:** SAG members reject merger with AFTRA.  
**Aug. 15:** Echo I, balloon satellite, relays signals from 1,000-mile-high orbit.  
**Aug. 22:** The end of daytime serials on network radio.  
**Aug. 22:** ABC-TV holds classes for politicians in TV techniques.  
**Aug. 29:** Congress suspends equal-time requirement for presidential candidates.  
**Sept. 5:** TV-network programmers are hard at work on 1961-62 shows, even before 1960-61 season starts.  
**Sept. 5:** KYA(AM) San Francisco institutes single rate, bans multiple spotting, refuses barter and per-inquiry business to test viability of ethical radio.  
**Sept. 12:** AFM wins back right to represent musicians in negotiations with movie producers, lost to MGA two years before.  
**Sept. 12:** Information programs move into prime TV-network time.  
**Sept. 19:** Special FCC examiner recommends disqualifying three applicants for Miami ch. 7, voiding grant to WCKT(TV).  
**Sept. 19:** President signs payola bill into law.  
**Sept. 19:** Federal Aviation Agency claims final say on broadcast towers as hazards; broadcasters favor FCC authority.  
**Sept. 26:** TIO is one year old; special report appraises its performance.  
**Sept. 26:** SAG, AFTRA, team up for network negotiating; five unions agree on united front against broadcast employers.  
**Oct. 3:** Florida ex-governor, LeRoy Collins, is picked as new NAB president.  
**Oct. 3:** Opening Kennedy-Nixon debate gets biggest TV audience ever.  
**Oct. 10:** Advertisers join agencies in "Interchange" program to improve advertising through self-criticism.  
**Oct. 10:** NAB TV code board interprets liquor-ad ban to include any commercials inducing use of liquor; cocktail-mix spots move to noncode station.  
**Oct. 10:** Courier I-B goes into orbit, stimulates talk of stationary satellites.  
**Oct. 17:** TV producers tell FCC they control programs, admit they accede to policy taboos of sponsors, which may be extensive.  
**Oct. 17:** Thurman Whiteside is acquitted in Miami ch. 10 case; former FCC Commissioner Richard Mack is too ill to stand trial.

**Oct. 17:** Crowell-Collier buys WMGM(AM) New York for \$11 million.  
**Oct. 24:** Taft Schreiber refuses to tell FCC which shows MCA has interest in, after William Morris executives explain their company's operation.  
**Oct. 24:** Quiz contestants are indicted for perjury.  
**Oct. 24:** General Mills finances development of new TV series, following Rexall example.  
**Oct. 24:** Plugola experts follow MCA lead, refuse to testify at FCC hearing.  
**Nov. 7:** Debates helped Kennedy, hurt Nixon, Sindlinger study shows.  
**Nov. 7:** Canadian pay-TV families spend 80 cents a week to see movies at home.  
**Nov. 7:** Dr. W. R. G. Baker, noted GE engineer who headed group that set TV standards, dies at 67.  
**Nov. 21:** James Hagerty, White House news secretary, picked to head ABC News, as John Daly resigns.  
**Nov. 21:** FAA chief concedes FCC has final say on tall towers.  
**Nov. 28:** Negotiators for networks, ad agencies, film producers reach agreement with AFTRA-SAG.  
**Dec. 5:** "The Iceman Cometh," to be put into TV syndication, draws rave reviews when shown on WNTA-TV New York, but poses tough problem for NAB TV code board.  
**Dec. 12:** ABC-TV, CBS-TV take 8:30-11 p.m. as evening option time.  
**Dec. 12:** Gene Autry, Bob Reynolds add baseball club to broadcast holdings.  
**Dec. 12:** FCC moves to stop station trafficking, proposes three years as minimum ownership period.  
**Dec. 12:** Richard Eaton stations are first to be given short-time license renewals, under new law establishing that penalty for violations of FCC rules.  
**Dec. 19:** New SAG-AFTRA agreement gives actors equal pay for film and tape commercials.  
**Dec. 19:** AT&T asks FCC to act fast on application for commercial satellite service.  
**Dec. 26:** Airborne TV transmitters are ready to send instruction to Midwest schools.

## 1961

**Jan. 2:** James M. Landis, former dean of Harvard Law School, joins Kennedy staff to study regulatory agencies.  
**Jan. 2:** House Subcommittee on Legislative Oversight comes to end. In three and a half years, it turned spotlight on quiz scandals, payola and ex-parte influence, caused downfall of Doerfer, Mack, Van Doren and cancellation of six TV-station grants.  
**Jan. 2:** "Monitor South" plans economic reprisals against sponsors of programs distasteful to Southerners.  
**Jan. 9:** Fairfax Cone suggests lower prices for public-service shows, since they have lower ratings.  
**Jan. 16:** Newton Minow, law partner of Adlai Stevenson, is picked as FCC chairman.  
**Jan. 16:** New FCC rules tighten restrictions on pay-offs and strike applications.  
**Jan. 23:** FCC must consider programming at renewal time, James Landis asserts.  
**Jan. 23:** President Kennedy's news conference is covered live by radio and television.  
**Jan. 30:** U.S. Court of Appeals approves FCC plan to revoke Boston ch. 5 grant to *Boston Herald-Traveler*, rehear case.  
**Feb. 6:** Repeal of Section 315 urged by NAB, CBS, NBC; modification advocated by ABC, MBS.  
**Feb. 6:** Edward R. Murrow leaves CBS to head U.S. Information Agency.  
**Feb. 6:** Italian-Americans threaten to boycott *The Untouchables* sponsors, picket

# FROM THE STATION THAT BROUGHT YOU THE ARMSTRONG BOYS.



First, Jack, the Hudson High dropout.

Then, Neil, thirty years later.  
First man on the moon.

WSPA has carried the true-life adventures of All-American boys for almost 40 years. Since the days of the "no stoop, no squint, no squat" top tuners.

And we plan to carry many more for a long time to come.

When we do, much of Spartanburg, Greenville and Asheville will be tuned in.

WSPA is kind of a tradition in these parts.

**WSPA**  
AM-FM-TV

Serving the Greenville-Spartanburg-Asheville Market

Owned and operated by  
Spartan Radiocasting Co.,  
Walter J. Brown, President

stations.

**Feb. 6:** IATSE contract with producers adds about \$1,600 to cost of average half-hour film show.

**Feb. 13:** Cartoons invade TV commercials, replace live spokesmen.

**Feb. 13:** Taped radio-TV coverage tried for Kennedy news conference.

**Feb. 13:** NAB radio code sets 18 minutes as maximum commercial time in hour of multisponsor programming.

**Feb. 13:** U.S. district court bans block-booking of feature films to TV.

**Feb. 27:** FCC approves three-year trial of subscription television on WHCT(TV) Hartford, Conn.

**Feb. 27:** 20th Century-Fox sells 30 motion pictures to NBC for \$6 million, plans major expansion of TV film production.

**March 6:** Baseball billings of \$75 million for year estimated by BROADCASTING.

**March 6:** Viewers say they want culture, but it's pure entertainment that they watch, researchers discover.

**March 6:** WBC Productions formed to produce programs for Westinghouse-owned radio and television stations, syndication to others.

**March 20:** Threatened by boycott, picketing, Liggett & Myers drops *The Untouchables*.

**March 20:** NBC-TV cuts product-protection time to 10 minutes.

**March 27:** KDWB(AM) Minneapolis-St. Paul draws first FCC fine, \$10,000 for alleged "wilful and repeated" technical violations.

**April 3:** Powell Crosley Jr., early radio-set manufacturer who established WLW(AM) Cincinnati in 1921, dies at 74.

**April 10:** New FCC Chairman Minow plans strict interpretation of law; stations will be judged on how well they live up to promises.

**April 17:** Political billings of radio and television in 1960 campaign totaled \$14 million.

**April 24:** Kennedy plan to reorganize FCC with added power for chairman is opposed by commissioners.

**April 24:** FCC approves FM stereophonic broadcasting.

**May 1:** Television audience is hard to please, demands better programming, Campbell-Ewald depth study shows.

**May 1:** Young & Rubicam asks NAB, FCC to persuade ABC-TV not to adopt 40-second breaks.

**May 1:** CBS-TV signs two-year, \$9.3-million contract with National Football League.

**May 8:** Kennedy order on ethics for government officials bans gifts, fees, compensation for outside activities.

**May 8:** First-run syndicated film series dwindle to four in 1961; there were 26 five years earlier.

**May 15:** Minow shakes up NAB convention with "vast wasteland" speech, warns broadcasters to improve programs or get off air; Collins urges editorializing as way to attain prestige.

**May 22:** Y & R writes ban on triple-spotting into Gulf Oil contract with NBC-TV.

**June 5:** FM multiplex stereo starts at deadline in Schenectady, N.Y., Chicago, Los Angeles.

**June 5:** WDKD(AM) Kingstree, S.C., disk jockey's earthy humor brings FCC hearing on license renewal.

**June 12:** TV crime and violence increases, so does juvenile delinquency; witnesses at Senate hearing seek to prove connection.

**June 12:** Television Affiliates Corp. formed to make best local shows available to all member stations.

**June 12:** J. Harold Ryan, co-founder of Storer Broadcasting Co., former president of NAB, BMI, assistant director of censorship during World War II, dies at 75.

**June 19:** NAB bans prime-time triple-spotting, cuts commercial time in TV participation shows to four minutes per half-hour, forbids personal product ads on radio as well as TV.

**June 19:** Programers blame networks, advertisers, agencies for violence on television; network executives say no one has proved connection with juvenile delinquency.

**June 19:** House rejects President's plan to reorganize FCC.

**June 26:** Writers tell FCC television's promise of golden age has hit dead end.

**June 26:** ABC-TV National Station Sales will represent network's owned stations.

**June 26:** FCC's Minow, NAB's Collins agree there's too much violence in television, disagree on remedy.

**June 26:** ARB issues county-by-county breakdown on nation's 47.9 million television homes.

**June 26:** Duane Jones, agency executive credited with development of box-top-premium technique in radio advertising of packaged products, dies at 63.

**July 3:** Applicant for new FM station is denied grant for failure to determine local program needs.

**July 3:** President orders Federal Space Council to study ways to develop communications-satellite system.

**July 3:** Federal court tells Salt Lake City stations they can't stop Idaho CATV operators from picking up their programs.

**July 3:** Civic group buys commercial WNTA-TV Newark, N.J., for use as New York-area educational station; New York commercial TV stations contribute \$2 million toward purchase.

**July 10:** FCC's new program-reporting forms require identification of every minute of broadcast day.

**July 17:** Off-network shows become popular TV-syndication fare.

**July 17:** New policy of matching proposals of applicants with their performance is announced by FCC in granting one-year renewal to KORD(AM) Pasco, Wash.

**July 17:** \$11-million sale of WGM New York to Crowell-Collier dies when option expires with no FCC approval.

**July 24:** Game shows come back strong on TV networks, strictly controlled and with smaller prizes.

**July 31:** FCC proposes to abolish UHF allocations table, authorize dual VHF-UHF operation, delete VHF channels from seven intermixed cities, add third VHF channel to 10 cities.

**July 31:** FCC revokes Miami ch. 7 grant to Biscayne TV Corp., disqualifies two other applicants for ex-parte contacts, awards channel to Sunbeam TV Corp.

**Aug. 7:** Broadcast Clearing House is announced as central processing, billing service for spot radio and television.

**Aug. 7:** RKO General sets up own sales force for its radio and TV stations.

**Aug. 14:** 10-second ID's are really 10 seconds with longer station breaks.

**Aug. 14:** WINS to be New York key of MBS as WOR drops 27-year affiliation.

**Aug. 14:** ABC-TV's informational program for youngsters, *Discovery*, stops before it starts; major-market stations won't clear time for it.

**Aug. 21:** Minute participations in nighttime TV-network shows add up to \$3.8 million a week.

**Aug. 21:** Publicker Industries puts hard-liquor ads on air; NAB says code-member stations aren't taking the spots.

**Aug. 28:** Congress passes own FCC reorganization bill.

**Aug. 28:** Senators tell broadcasters to keep liquor ads off air or face new laws.

**Aug. 28:** TV producers cut down on violence.

**Sept. 4:** Tax court tells Westinghouse NBC-

## How top-40 format transformed radio

### Fast pace, tight playlist and management control spelled local success

A substantial number of today's successful top-40 broadcasters can recall a time when their format contributed to a revolution in local radio programming. Many still carry figurative scars, inflicted by members of the radio establishment of the late forties who castigated the innovators as "fast-buck operators" and feared that the new format would turn radio into an "electronic juke box." History, however, has vindicated the vast majority of these top-40 broadcasters; they pumped economic life into radio while assuming an ever-increasing public-service responsibility.

The year was 1949. Since shortly after its inception, radio had been dominated by network programming. Music at the local level was usually blocks devoted to a particular vocalist' or band. Tune selection was mostly made on the intuition of the station program director or disk jockey. Often it involved a broadcaster of the yester-decades who didn't fully understand that the new generation wasn't wowed by Harry Horlick and the A&P Gypsies.

At that time, too, pressures were

TV affiliation contract of WPTZ(TV) Philadelphia can't be depreciated.

**Sept. 11:** Musicians Guild of America, formed three years earlier by Hollywood musicians in protest over AFM trust fund payments, dissolves; MGA members are reinstated in AFM.

**Sept. 18:** FCC ignores House Commerce Committee request to delay decision, breaks down 13 of 25 Class 1-A frequencies, ending 16-year battle.

**Sept. 25:** Sports stars find TV commercials road to riches.

**Sept. 25:** Minow suggests quality children's program, rotated among networks at same time each day.

**Sept. 25:** Celler bill to let professional sports leagues negotiate package-television contracts passes House, Senate.

**Oct. 2:** Sponsors tell FCC how they guide TV-program content to protect image.

**Oct. 9:** FCC kills proposal to charge broadcasters 4% of gross revenue in annual license fees.

**Oct. 9:** Ratings, cost-per-thousand are important considerations in program selection but not final factors, big advertisers tell FCC.

**Oct. 9:** ABC-TV pulls out of joint children's-program plan, will develop own programs.

**Oct. 16:** Advertisers spent \$10.03 per family on TV spot in 1960, TVAR study shows; city expenditures vary from \$12.76 (Chicago) to \$2.73 (Evansville, Ind. - Henderson, Ky.).

**Oct. 16:** Central Media Bureau is third to offer computerized service for spot buyers.

mounting on radio from inside and outside:

Internally, the 1945 radio population of 1,000 stations (about 800 network affiliates) had exploded by 1949 to 2,600 outlets (with no gain in network stations). The demand was growing for better and more workable local programming.

Externally, glamorous television had been upstaging radio, particularly network radio. It was the prelude to a restructuring of network radio that placed greater program demands on the local station.

Even the die-hards could not ignore 1947 industry figures that reported local radio revenues exceeded network radio revenues for the first time, a trend that has never been reversed.

When and where top-40 programming started is not precisely documented. But there is agreement that the first to offer a successful refinement of the basic idea on a group basis was the Storz Stations of the Midwest and South.

The format is based almost entirely on record sales, reports from music dealers, charts of juke-box selections and other documented sources of listener preference. In many cases it was accompanied by a new-type announcer who held to a faster pace, deftly inserting the commercials and promos between the preselected records.

George W. (Bud) Armstrong, executive vice president of the Storz, recalls that when top-40 was started at KOWH-

(AM) Omaha, a daytimer then owned by Storz, it was a well-studied and planned step. The late Todd Storz, Mr. Armstrong and other Storz executives stipulated a policy that selections to be programmed would be based on the popularity indicators, but that final choices would be management-controlled. "We wanted what was really popular and not what the disk jockey liked," Mr. Armstrong explained. The decision, at the Storz stations and elsewhere, invariably led to charges that the creativity of the disk jockey was being stifled. But the policy stood, Mr. Armstrong said.

When the payola scandals erupted a few years later, with charges of pay-offs between record distributors and some disk jockeys, the owners who stuck to management-control policies were further vindicated.

Mr. Armstrong noted that the music has been only one part of top-40 station operation in that a high level of news and public-service programming must be maintained and that the listening needs of the entire audience must be considered. "At our six stations, we don't neglect the higher end of the demographics just to get the kids," he said.

The evolution of top-40 through the years was also traced by another industry veteran, Russ Sanjek, a vice president of Broadcast Music Inc. He pointed out that from its relatively simple beginning, the top-40 idea has proliferated into every conceivable type of music such as gospel, country-and-



By 1958 the tight-board, chart-based radio station had become a national fixture. Todd Storz (seated right) and his station group were sponsors of the first annual disk jockey convention in Kansas City. (The second, held the next year in Miami Beach, was the last. Record-company entertaining got out of hand.) Gordon McLendon (speaking in photo) was also an early innovator in the top-40 format.

western, middle-of-the-road, rock, etc. Where there's a top-40 chart of a particular form of music, there is a growing number of radio stations catering to that segment of the audience, he said.

Oct. 16: Grant of Miami ch. 10 to L. B. Wilson Inc. is final as Supreme Court denies appeal of National Airlines from lower court ruling.  
Oct. 23: All-industry committee proposes new concept of music licensing to reduce ASCAP fees.  
Oct. 23: Frederic R. Gamble retires as AAAA president; John Crichton, editor of *Advertising Age*, succeeds him.  
Oct. 23: Importer of Hankey Bannister Scotch starts radio test.  
Oct. 23: Canadian pay-TV losses are \$3,500 a week, Paramount Pictures president reports.  
Oct. 30: KTVU(TV) San Francisco calls off sale to NBC; NBC-RKO deal may be upset.  
Oct. 30: FCC finds CBS-TV compensation plan violates rules.  
Oct. 30: Indifference of ABC, CBS toward color TV is major deterrent to expansion, BROADCASTING survey shows.  
Nov. 6: GE, Westinghouse are asked to explain why broadcast licenses should be renewed after price-fixing convictions of corporate officers.  
Nov. 6: Rush for VHF drop-ins swamps FCC.  
Nov. 6: Ampex "electronic editor" permits inserts, additions to be made in videotape without physical splices.  
Nov. 13: BBDO uses computer process for media selection.  
Nov. 13: AT&T offers cut rates to ETV, annoys some commercial broadcasters.  
Nov. 20: ABC-TV engineers develop process for immediate playback of videotape recordings in slow motion.

Dec. 4: Set makers oppose all-channel-set law.  
Dec. 11: Transistors boost radio audience by 14.3%, special Hooper study for NBC Radio shows.  
Dec. 11: Average U.S. family can tune in four TV stations, nine radio stations, Nielsen reports.  
Dec. 25: All-industry committee goes to court to get ASCAP music on films cleared at source.

## 1962

Jan. 1: Six European countries permit TV advertising.  
Jan. 8: FTC calls Rapid Shave sandpaper commercial "deliberate fraud" by Colgate-Palmolive and agency, Ted Bates.  
Jan. 8: FCC approves plan to restrict station trafficking.  
Jan. 15: CBS-TV signs new agreement for exclusive broadcast rights to National Football League games in 1962-'63.  
Jan. 15: NASA, FCC differ on satellite ownership, operation, supervision.  
Jan. 22: A. P. Management Corp. sues Young & Rubicam, 15 station representatives, 22 stations for \$16 million, charging conspiracy to destroy APMC service-for-time business.  
Jan. 29: Violence on ABC-TV's *Bus Stop* brings Senate Juvenile Delinquency Subcommittee censure.  
Jan. 29: More advertisers join P&G, General Mills in financing own pilots.  
Feb. 5: NAB Board scuttles reorganization plan, approves study of radio "overpopula-

tion," opposes network licensing, favors all-channel sets.  
Feb. 5: Cost of commercials rises, profits fall; producers blame union scale, agency bidding practice.  
Feb. 12: Public has higher opinion of TV now than two years earlier, Roper survey shows.  
Feb. 12: FCC commissioners blame ABC counterprogramming for many TV program ills.  
Feb. 12: President Kennedy proposes publicly held corporation to own, operate space communications system.  
Feb. 19: FCC proposes application filing fees of \$250 for TV, \$150 for radio.  
Feb. 26: FCC picks Chicago for first hearing on local TV programming.  
Feb. 26: Colonel Glenn's orbital space flight seen by 135 million on TV at cost of \$3 million to networks.  
Feb. 26: Station representatives weather crisis as group owners set up own sales forces: special report.  
March 5: Baseball broadcast billings hit \$83 million for season.  
March 5: Young & Rubicam researchers find no evidence that program content influences commercial recall, impact.  
March 5: FCC wants satellite owned by international common carriers, not public.  
March 5: "Unusually good" programming wins license renewals for 14 Westinghouse stations, despite antitrust violations of parent company.  
March 12: ASCAP offers reduced fees to TV stations if they'll drop BMI ownership.  
March 12: Schwerin Research Corp. says

Y&R is wrong, that program mood does affect commercial recall.  
March 12: A.P. Management Corp. wins preliminary injunction against Y&R, nine station representatives.  
March 12: FCC warns stations on spread of double billing.  
March 12: UHF in Indiana: special report.  
March 19: FCC agrees to hold up deintermixture if all-channel set bill passes.  
March 19: Radio, TV get almost as much music from BMI as from ASCAP.  
March 19: KRLA (AM) Los Angeles, KLFT (AM) Golden Meadow, La., lose licenses for alleged attempts to mislead FCC.  
March 19: FCC finalizes rule requiring hearings on transfers of licenses held less than three years.  
March 19: UHF in Pennsylvania: special report.  
March 26: Witnesses praise, damn Chicago television at FCC hearing.  
March 26: TV negotiators refuse to give up BMI ownership for ASCAP cut rate.  
March 26: Oliver Treyz, for five years head of ABC-TV, is fired, replaced by Tom Moore.  
April 2: ABC-TV promises color programming for fall.  
April 9: NAB, FCC will cooperate to solve radio's overpopulation problem.  
April 9: ABC-TV turns Friday night 10:30-11 p.m. back to stations.  
April 16: Department of Justice files anti-trust suit against CBS on grounds Incentive Compensation Plan forces TV affiliates to carry full network schedule.  
April 30: New AAAA creative code discourages "deliberately irritating" ads.  
April 30: Conelrad ending, outmoded by guided missiles.  
April 30: John Henry Faulk sues Aware Inc. for \$1 million, charges bulletin labeling him as Red sympathizer cost him broadcasting career.  
May 7: A.P. Management Corp. gets permanent injunction against Y&R and nine representatives, no money, as suit is settled.  
May 7: Ziv-UA drops production to concentrate on distribution of TV films.  
May 14: FCC imposes partial freeze on AM applications, reexamines criteria for FM grants.  
May 14: Radio at 40: special report.  
May 21: Network heads deny sex and violence in TV programs for own sake as Senate Juvenile Delinquency Subcommittee hearings goes on.  
May 28: Networks get seats on NAB TV code review board.  
May 28: FCC Review Board established to review examiners' decisions and routine radio hearing cases.  
June 4: Some 300 stations tell Bates they'll provide 15-minute product protection; only seven say no.  
June 4: Possible harm from smoking could endanger television's tobacco billings of \$114.6 million a year.  
June 4: FCC orders CBS-TV to negotiate new affiliate compensation plan.  
June 11: B&B joins Bates in demand for 15-minute protection; Triangle stations back Westinghouse on 10-minute standard.  
June 11: Edgar Kobak, former MBS president and earlier vice president of NBC, Lord & Thomas, Blue Network, dies at 67.  
June 25: American Cancer Society moves to stop tobacco sponsorship of college sportscasts.  
June 25: CBS-TV amends compensation plan to meet FCC objections.  
June 25: Associated Correspondents News Service inaugurates first Negro newswire.  
June 18: Walter J. Damm, head of WTMJ-AM-FM-TV Milwaukee for 36 years, dies at 69; had been president of NAB, FMBI, TBA.  
July 2: Bates-Westinghouse agreement of-

fers formula for product protection.  
July 2: TVB censures ARB plan to add audience age data to local TV reports.  
July 2: FCC stays grant of ch. 10 Tampa-St. Petersburg to WRSP-TV to look at programming of owner's radio station.  
July 2: Jury awards John Henry Faulk \$3.5 million in blacklist libel suit.  
July 9: AAAA asks 15-minute product protection.  
July 9: MCA leaves talent-agency field to stay in TV production, acquires majority interest in Decca Records, which owns majority interest in Universal Pictures.  
July 9: Toll TV starts in Hartford.  
July 9: Ford Foundation gives \$8.5 million to educational broadcasting.  
July 16: Telstar, AT&T's orbiting satellite, provides glamorous debut for global TV.  
July 16: Editorializing improves prestige, stations find: special report.  
July 16: New IRS rules give broadcasters quicker write-offs on equipment.  
July 16: Owen D. Young, founder and first chairman of RCA, GE chairman for 17 years, dies at 87.  
July 23: NBC-TV cuts affiliate compensation 5%.  
July 23: FCC dismisses protests against CBS-TV's "Biography of a Bookie Joint," NBC-TV's "Battle of Newburgh," encourages more controversial programming.  
July 30: Late-night television income triples in five years, accounts for 10% of all national TV billings.  
July 30: FCC revises FM rules, specifies more classes, tightens mileage separations.  
July 30: WKD (AM) Kingstree, S.C., loses license because of "vulgar" programs.  
Aug. 6: Group headed by Alfred Stern, NBC vice president, buys 18 CATV systems for \$10 million, biggest cable sale to date.  
Aug. 13: Ted Husing, pioneer sportscaster, dies at 60.  
Aug. 13: Six Hollywood studios produce 40% of TV's prime-time entertainment shows.  
Aug. 20: TV networks look askance at GOP plans to buy five-minute segments lopped off prime-time programs.  
Aug. 20: Pirate radio ship, charged with beaming contraband commercials into Denmark, is seized by Danish police.  
Aug. 20: IRE, AIEE agree to merge into Institute of Electrical & Electronic Engineers (IEEE).  
Aug. 27: TV networks reject Republican attempt to buy five-minute political ads lopped off prime-time programs.  
Sept. 3: President signs bill creating Communications Satellite Corp.  
Sept. 3: Networks pay \$14.4 million for TV football rights.  
Sept. 3: IRS rules that proceeds from sale of filmed or taped TV show are ordinary income, not capital gains.  
Sept. 10: Payola isn't legal, or tax deductible.  
Sept. 10: Four Minneapolis stations broadcast spots favoring proposed ordinance without identifying sponsoring group, face FCC fines of \$500 each.  
Sept. 17: GE will sponsor Victor Borge in weekly hour on QXR Network of 40 FM stations, biggest buy in FM history.  
Sept. 17: FCC proposes that any TV sets made after April 30, 1964, must be all-channel, calls moratorium on deintermixture plans.  
Oct. 1: FCC reaffirms 1957 grant of Boston ch. 5 to *Herald-Traveler*, issues four-month license.  
Oct. 1: Mobile-radio users seek UHF chs. 14, 15.  
Oct. 1: Texas judge admits radio-TV to Sol Estes trial.  
Oct. 1: Educational Radio Network starts with hookup of eight FM stations.  
Oct. 8: Ayer asks stations to give circula-

tion guarantees for Sealtest spots.  
Oct. 22: Major advertisers use "bulk buying" technique for TV spot.  
Oct. 22: NBC goes ahead with broadcast of "The Tunnel," despite protests from U.S. State Dept., East Germany, West Germany, West Berlin.  
Nov. 5: Network news chiefs charge Pentagon with managing news in Cuban crisis.  
Nov. 5: Networks deny Negro bias as Hollywood Race Relations Bureau prepares to picket Madison Avenue agencies.  
Nov. 12: Supreme Court upholds ban on block booking for feature films to TV.  
Nov. 19: Appearance of Alger Hiss on ABC-TV's Nixon program brings flood of protests; sponsors try to cancel, are told they can't.  
Nov. 26: NAB President Collins expresses personal dislike of cigarette advertising that influences school-age children to start smoking; immediate reaction is negative.  
Nov. 26: Furor over ABC-TV Nixon program simmers down; Minow, ACLU endorse network's right to put Hiss on air.  
Dec. 3: FCC staff wages campaign to force TV stations to schedule local discussion shows in prime time.  
Dec. 17: NAB's Collins suggests restrictions on cigarette commercials designed to appeal to youngsters; code board sends proposal to NAB TV board.  
Dec. 17: Association for Competitive Television opens Washington office as watchdog for member UHF stations.  
Dec. 17: NASA puts RCA-built relay satellite into orbit.  
Dec. 24: FCC releases proposed table of FM allocations.

## 1963

Jan. 7: RCA pays Philco \$9 million for patent rights; Philco withdraws bid for ch. 3 Philadelphia.  
Jan. 7: Major rating firms sign FTC consent order, agree to stop claiming 100% accuracy.  
Jan. 14: AAAA offers pre-emption formula to reduce paperwork in spot buying.  
Jan. 14: FCC got more complaints, took more disciplinary actions in 1962 than in any previous year.  
Jan. 21: NAB board gives LeRoy Collins three-year contract, more money, defers action on cigarette commercials.  
Jan. 21: FCC plans to add 650-700 UHF assignments to TV allocation table.  
Jan. 28: Federal Communications Bar Association starts drive to rewrite Communications Act, replace FCC with new regulatory agency.  
Jan. 28: Country sound puts Nashville right behind New York as source of popular music.  
Feb. 4: FCC knows better than public what good station performance is, Commissioner Henry states at Omaha hearing, as witnesses praise that city's stations.  
Feb. 11: Minow, leaving FCC for Encyclopaedia Britannica post, recommends Henry as new chairman.  
Feb. 11: American Bar Association votes to retain Canon 35, prohibiting broadcast and photography equipment in courtrooms.  
Feb. 18: National Community TV Association board sees federal control necessary to assure orderly growth of CATV.  
Feb. 18: "The People Look at Television" reports key findings of three-year, \$135,000, CBS-financed study: Everybody watches TV; some feel guilty about time "wasted"; commercials are resented chiefly for interrupting program mood.  
Feb. 18: Regional radio broadcasters form Association on Broadcast Standards.  
Feb. 18: Syncom, so-called stationary satellite, goes up, doesn't work.  
March 11: Colgate's Mahoney proposes TV audience guarantee, free time for advertiser

There's more New York in WPIX than  
in any other television station.



WPIX-TV

if minimum not met.

**March 11:** House Special Subcommittee on Investigations hears ratings called "fraud," "absurdity"; network executives say they are only one factor in determining program worth.

**March 11:** FCC tells staff to prepare order denying VHF drop-ins in seven two-station markets.

**March 11:** FCC refuses to approve arrangement for NBC to reimburse Philco for expenses if Philco withdraws application for ch. 3 Philadelphia, says Philco can compete for channel or withdraw without payment.

**March 25:** Methodology of Pulse, Nielsen probed at House subcommittee hearing; Chairman Harris says Pulse service looks like "con game."

**April 1:** House subcommittee tears into Nielsen testimony; agencies wonder how to produce believable ratings.

**April 1:** FCC prepares to adopt license fees of up to \$100 for TV, \$50 for radio.

**April 1:** Industry advisory committee recommends Emergency Broadcasting System, with stations broadcasting on regular frequencies with normal power, as Conelrad replacement.

**April 1:** FCC considers ways to limit amount of time given to commercials.

**April 22:** Pulse's Roslow calls for industry-wide "standards and auditing committee," as researchers, broadcasters seek solution to ratings problem.

**April 29:** AAAA board bans ownership of ad media by member agencies.

**April 29:** Judge rules WDEF Chattanooga can amortize cost of acquiring license, reversing IRS decision.

**May 6:** Broadcasters favor industry audit for ratings; RAB wants radio, TV research separated; FTC charges Nielsen with rating monopoly, asks for surrender of half its clients.

**May 6:** Georgia commercial broadcasters protest pure entertainment on state-owned ETV stations.

**May 13:** New FCC order amends sponsorship rules to implement 1960 legislative ban of payola, plugola.

**May 13:** FCC finalizes license fees.

**May 13:** Telesat II off to good start.

**May 20:** FCC proposes to include NAB codes in own rules.

**May 20:** New rules for radio, proposed by FCC, would break up some AM-FM duopolies, limit FM duplication of AM programs to 50%.

**May 20:** Astronaut Gordon Cooper sends back first TV pictures from space.

**May 27:** Clutter cuts value of TV ad dollar in half, B&W's Burgard tells ANA.

**May 27:** Court of appeals approves FCC refusal of additional facilities to Carter Mountain Transmission Corp., upholding commission's right to use licensing powers over common-carrier relays to protect TV stations from CATV inroads.

**June 3:** FCC outlaws network option time.

**June 3:** FCC finally rejects plan for short-spaced VHF drop-ins; ABC seeks reconsideration.

**June 3:** CBS Radio terminates New York Philharmonic broadcasts after 33 years.

**June 10:** Politicians spent \$20 million for radio in 1962 campaigns.

**June 17:** FCC-FTC tell broadcasters to be ready to prove rating claims; agencies want ARF to have hand in rating audit; Politz enters audience measurement field.

**June 17:** NBC-TV, MCA plan feature films to be shown first on TV, then in theaters.

**June 24:** Cigarette companies halt on-campus advertising; Canadian companies drop TV ads before 9 p.m.

**June 24:** NAB inaugurates Rating Council.

**June 24:** House passes bill to suspend Section 315 for 1964 presidential, vice-presi-

dential elections.

**July 1:** Negroes campaign for more jobs in broadcasting; FCC studies ways to prohibit racial discrimination; Senator Strom Thurmond (D-S.C.) accuses networks of "slanting news" and "following the NAACP line."

**July 15:** Tobacco Institute advises members not to sponsor shows appealing primarily to youthful audience.

**July 29:** When broadcasts deal with racial problems, Negro viewpoint must be presented, FCC declares.

**Aug. 5:** Two IATSE locals reject NAACP demand to add Negro to every crew, call it "featherbedding."

**Aug. 5:** Emergency Broadcasting System replaces Conelrad.

**Aug. 12:** CORE starts drive for use of Negroes in commercials.

**Aug. 19:** NAB's Collins invites network heads to off-record meeting with selected agencies, advertisers, to upgrade TV commercial practices; they say no.

**Aug. 19:** Fall football billings total \$85 million; networks pay \$14 million for rights.

**Aug. 19:** NAACP blasts broadcasters for "flagrantly discriminatory" employment practices at Hollywood meeting.

**Sept. 2:** Civil rights march on Washington gets full radio-TV coverage.

**Sept. 16:** Nine rating services seek Rating Council accreditation; some stations cancel ratings, others use them with disclaimers; NAFMB outlines FM rating needs; FCC, FTC keep heat on but don't specify rules.

**Sept. 16:** Pat Weaver leaves McCann-Erickson to head STV, wired pay-TV enterprise.

**Sept. 30:** FCC Chairman Henry denounces overcommercialization, promises to work to get government to set commercial-time standards.

**Sept. 30:** Screen Gems transfers Negro to Hazel series, avoids clash with NAACP.

**Sept. 30:** Jack Benny, who left NBC for CBS in 1964, returns for NBC-TV series in fall of 1964.

**Sept. 30:** FTC investigates SESAC; Justice Department intensifies probe of BMI.

**Oct. 7:** FCC reserves ch. 37 for exclusive use of radio astronomy for 10 years.

**Oct. 7:** H&B American, RKO plan CATV merger to operate over 50 systems with 100,000 subscribers.

**Oct. 7:** ABC-TV's big-money quiz, *100 Grand*, dies in three weeks for lack of audience.

**Oct. 14:** Westinghouse telecasts play by video tape on five stations, simultaneous with Broadway opening.

**Oct. 14:** John Fetzer plans big-league baseball on network TV in prime time.

**Oct. 21:** California theater owners pledge \$500,000 to fight pay TV.

**Oct. 28:** FCC proposes adding 411 assignments to UHF table, 374 for ETV.

**Nov. 4:** Investors go for pay-TV stock, buy out STV offering first day.

**Nov. 18:** FCC reaffirms drop-in denial.

**Nov. 25:** All commercials, all entertainment banned from radio-TV networks following John F. Kennedy assassination.

**Nov. 25:** First trans-Pacific broadcast via satellite previews live-TV coverage of 1964 Olympics in Tokyo.

**Dec. 2:** President Johnson's wife gives up control of Texas stations, transfers holdings to trustees.

**Dec. 2:** Four Minneapolis-St. Paul stations refuse to pay FCC fines for sponsor-identification omission.

**Dec. 2:** How radio-TV met greatest challenge: special report on broadcasting performance in days following Kennedy death.

**Dec. 16:** P&G won't pay for spots next to piggybacks, representatives are told.

**Dec. 16:** FCC plan to adopt NAB code rules is all but dead.

**Dec. 16:** Broadcast Clearing House stops operations; of three firms started in 1961 to clear timebuying's "paper jungle," only Central Media Bureau is still in business.

**Dec. 23:** Broadcast Rating Council incorporates as nonprofit organization, sends proposed standards to rating services; AAAA is full member.

**Dec. 23:** NCAA sells 1964 football rights to NBC-TV for \$13 million.

## 1964

**Jan. 6:** Milwaukee Advertising Laboratory founded by *Milwaukee Journal*, WTMJ-AM-FM-TV to evaluate advertising effectiveness.

**Jan. 6:** Institutional investments in broadcast stocks rise 73% in 12 months.

**Jan. 13:** Nielsen "reluctantly" stops measuring radio-network audiences.

**Jan. 13:** Williamsport, Pa., CATV system plans to use extra channels for local programming.

**Jan. 13:** FCC denies request of Class IV AM stations for increased nighttime power.

**Jan. 20:** Government, tobacco companies, broadcasters ponder next moves after report to U.S. surgeon general links cigarette smoking to lung cancer.

**Jan. 20:** FCC drops plan to adopt NAB codes into rules.

**Jan. 27:** CBS buys NFL rights for two years for \$28.2 million.

**Jan. 27:** Grand jury indicts Drug Research Corp., agency (Kastor, Hilton, Chesley, Clifford & Atherton) for fraudulent advertising of Regimen, reducing pill.

**Jan. 27:** NAB TV code board bans piggybacks, cigarette commercials appealing to youngsters.

**Jan. 27:** FCC renews licenses of Pacifica stations whose programs had offended some listeners, states that judgment of broadcaster in deciding what public shall see and hear "is entitled to very great weight" and commission will step in only where facts "flagrantly call for such action."

**Jan. 27:** TV is now nation's major news source, Roper researchers find in study for TIO.

**Feb. 3:** American Tobacco drops sports broadcasts; some radio stations ban cigarette ads.

**Feb. 3:** Use of piggybacks upheld by Kenyon & Eckhardt, McCann-Erickson.

**Feb. 10:** Reynolds Tobacco cancels late-afternoon commercials on radio stations popular with teen-agers; CBS-TV orders de-emphasis of cigarette use on programs.

**Feb. 17:** NAB will study ANA plan to reduce clutter.

**Feb. 24:** Baseball rights cost \$13.5 million.

**Feb. 24:** McCann-Erickson initiates "instant upgrading" policy; will cancel TV spot schedule if other stations offer better values.

**March 2:** House passes bill to prohibit FCC from setting commercial standards.

**March 9:** New AFM contract reduces number of staff musicians at networks from 409 to 302, gives them 3% pay boost.

**March 16:** Network affiliations are deductible, U.S. Tax Court rules, giving Corinthian victory over IRS after seven-year fight.

**March 16:** Barter is \$35-million-a-year business; SRA finds direct deals OK but objects to time brokering at cut rates.

**March 16:** Toymakers accept NAB guidelines on TV commercials.

**March 16:** Supreme Court rules public officials can't sue for libel unless malice proved.

**March 23:** NAB code officials explain stand on multiple-product spots to agencies, producers, station representatives; Corinthian stations ban piggybacks.

**March 23:** WQXR(AM) New York accepts liquor ads after 10:30 p.m.; NAB pro-



tests the action.

**March 30:** BBDO "Channel One" on-air experiments show piggybacks effective, billboards helpful, hitchhikes not harmful.

**March 30:** Senate bill would bar liquor advertising on radio-TV; Representative Harris (D-Ark.) tells WQXR has Congress concerned about broadcasting's ability to regulate itself.

**April 6:** McKesson & Robbins switches WQXR spots from scotch to wine.

**April 6:** Twenty applicants seek 1110 kc in Los Angeles, lost by KRLA.

**April 6:** Broadcast Rating Council issues rules, authorizes audit of rating services.

**April 6:** Association of Motion Picture & Television Producers formed by merger of two producers' groups.

**April 20:** United Church of Christ asks FCC to deny renewal to WJTV(TV) and WLBT(TV), both Jackson, Miss., for alleged discrimination against Negroes.

**April 27:** FCC tells Gordon McLendon to give 57 hours of free time on his Texas stations to Senator Ralph Yarborough, his opponent for Democratic nomination to Senate.

**May 4:** Bristol-Myers asks flat negotiated rate for massive summer run-of-schedule TV-spot campaign.

**May 25:** NAB TV code board bans titles, teasers, credits, hopes to knock 30 seconds of clutter out of each half-hour.

**May 18:** ABC-TV, CBS-TV pull out of Emmy awards in hassle over method of picking winners.

**May 25:** AB-PT stockholders re-elect 14 directors, reject financier Norton Simon's bid for place on board.

**June 1:** Common carriers buy 5 million shares of Comsat stock; AT&T gets most, then IT&T, General Telephone, RCA.

**June 1:** Licensees of 19 TV stations attack FCC program policy as unconstitutional in comments on program reporting plan.

**June 15:** Federal court upholds FCC revocation of license of KWK(AM) St. Louis.

**June 15:** ABC, CBS, NBC set up Network Election Service, central vote-counting system; AP, UPI join election-day pool.

**June 22:** House gets bill to prohibit broadcasting of early Eastern election returns while polls are still open in West.

**June 29:** NAB President Collins resigns to accept federal post as conciliator in civil-rights disputes.

**June 29:** FTC orders health warning on all cigarette packages as of Jan. 1, 1965, in all advertising as of July 1, 1965; tobacco men plan court fight, if necessary.

**June 29:** Capital Cable of Austin (Tex.) agrees to purchase TV Cable of Austin, ending CATV dispute in that city.

**June 29:** Closed-circuit pay TV takes a lot of hardware: picture story of STV's Los Angeles set-up.

**July 6:** GE stations get license renewals after General Electric Broadcasting Co. is formed to operate them.

**July 6:** FCC lifts 2-year-old AM freeze; order sets rigid technical standards, limits FM duplication of AM programming to 50% of time in cities of 100,000 or more.

**July 13:** New SAG contracts with movie, TV film producers give actors more residual pay.

**July 20:** STV starts pay-TV service by wire to 2,500 homes in Los Angeles; in Hartford, Conn., RKO General completes two years of on-air pay TV, believes it can be made profitable, has found people most willing to pay for movies, sports, have little interest in culture.

**July 20:** Barry Goldwater, Republican candidate for President, challenges President Johnson to TV debates, is highly critical of CBS News's convention coverage.

**July 20:** San Francisco federal court reverses ruling of Idaho judge that CATV

systems can't duplicate network or film programs of TV stations, suggests that broadcasters seek copyright protection.

**July 27:** Oak Knoll Broadcasting Corp., nonprofit organization, gets grant for interim operation of KLRA(AM) Pasadena-Los Angeles until permanent license is issued to one of 19 applicants.

**Aug. 3:** FCC renews NBC licenses for WRCA-AM-TV Philadelphia, on condition they be exchanged for Westinghouse stations in Cleveland, reversing deal made in 1956.

**Aug. 3:** Roger Mudd, Robert Trout replace Walter Cronkite as anchormen for CBS News at Democratic convention.

**Aug. 10:** SAG negotiates first contract for actors on video-taped shows with Universal; first for performers on pay TV with STV.

**Aug. 10:** Ranger 7 sends back close-up pictures of moon.

**Aug. 17:** Spot billings per TV family average \$11.80, TVAR finds.

**Aug. 17:** More than 300 stations get fallout shelters for transmitter engineers, supplied by federal government.

**Aug. 24:** FCC, tax laws, prosperity spur broadcasters to diversify; BROADCASTING

**Oct. 5:** FCC rules stations carrying presidential news conferences are subject to equal-time demands of other candidates.

**Oct. 19:** ABC urges FCC to regulate CATV.

**Oct. 19:** FCC fines KLTV(TV) Tyler, Tex., \$250 for rebroadcasting football game without consent of originating station, reprimands KSLA-TV Shreveport, La., for refusing permission.

**Oct. 19:** Television Audit Corp. claims to measure audience from planes.

**Oct. 19:** Heart attack kills Eddie Cantor, 72, top radio star of the 1930's.

**Oct. 26:** GOP film, "Choice," depicting crime, mob violence, sex, scandals in government, set to go on NBC-TV, in many localities, when Candidate Goldwater has it dropped as not "appropriate."

**Oct. 26:** Herbert Hoover, 31st President, dies at 90. As secretary of commerce in early 1920's, he guided development of American system of broadcasting.

**Nov. 2:** Campaign costs for radio-TV put at \$40 million.

**Nov. 2:** WIFE-AM-FM draws one-year renewal for "improper use of ratings."

**Nov. 2:** Dodd committee interim report calls relationship between TV violence and



### Champion bond seller

War bonds and Kate Smith turned out to be made for each other during World War II. No one has ever matched her record for mass sales.

In a 20-hour period that started at 6 a.m., Oct. 6, 1942, Miss Smith spoke 30 times on an eight-state hook-up keyed from WABC(AM) (now WCB) New York. She was credited with \$2,013,500

in bond sales. Three weeks later a similar performance at WJSV(AM) (now WTOP) Washington raised \$1,015,950.

On Sept. 21, 1943, Miss Smith spoke 64 times in 18 hours over a national network. Total bond sales were credited at \$39 million, a mere warm-up for her biggest event, on Feb. 1, 1944, when she made 57 appeals during an 18½-hour national broadcast. On that date she raised \$108 million.

lists holdings of some 40 companies.

**Aug. 24:** No "Great Debates" in 1964; Senate kills bill to suspend equal-time law.

**Aug. 31:** Gracie Allen, co-star of *Burns and Allen* on radio-TV for more than 20 years, dies at 58, after heart attack.

**Aug. 31:** Most stations accept piggybacks at regular rates as controversy dies out.

**Aug. 31:** National Association of Radio Announcers encourages Negroes to stand up for rights.

**Sept. 21:** Republicans protest Democratic spots linking little girl and nuclear cloud as unfair scare tactics.

**Sept. 21:** CBS News restores Walter Cronkite to key spot for election coverage.

**Oct. 5:** FCC turns down RKO, Philco pleas for reconsideration, after NBC, WBC file applications to trade back Philadelphia, Cleveland stations.

juvenile delinquency "conclusively established."

**Nov. 9:** STV loses at polls, starts court fight to have California law declared unconstitutional, closes operations in Los Angeles, San Francisco; plans for systems elsewhere held up.

**Nov. 9:** National Election Service works well; networks give fast returns, accurate predictions.

**Nov. 9:** Commercial broadcasters help ETV with cash, equipment, programs, labor.

**Nov. 16:** Television: Giant getting bigger: special report.

**Nov. 16:** Monday-night baseball network on TV loses out; maybe Saturday afternoons.

**Nov. 23:** Emerson Foote, at one time in charge of Lucky Strike advertising at

FC&B, now chairman of National Inter-agency Council on Smoking and Health.  
**Dec. 14:** CBS sues Teleprompter for CATV pickups of CBS-TV programs without permission of copyright owners.  
**Dec. 14:** Presidential commission recommends massive antismoking drive, spearheaded by TV documentaries.  
**Dec. 14:** Justice Department files antitrust suit to require broadcasters to give up ownership of BMI.  
**Dec. 21:** ABC-TV signs 18 major-league ball clubs for 25 Saturday afternoon games, two holiday games.  
**Dec. 21:** Dispute over leapfrogging, CATV importation of distant signals while not picking up stations nearby, upsets NAB-CATV talks.

## 1965

**Jan. 4:** Frederick W. Ford leaves FCC for \$50,000-a-year NCTA presidency.  
**Jan. 4:** Shell Oil "public-service grant" provides two nightly newscasts for WNDT(TV) Newark-New York noncommercial station, each preceded and followed by credit to Shell; commercial broadcasters wonder when a commercial is not a commercial.  
**Jan. 25:** Corinthian stations change policy, will accept piggybacks.  
**Jan. 25:** FCC considers cutting TV network control of prime-time programming to 50%, barring networks from syndication field.  
**Jan. 25:** Some 65 million watch President Lyndon B. Johnson inaugurated on TV.  
**Feb. 1:** Vincent T. Wasilewski, NAB executive vice president, named president at \$50,000 a year; board also votes to have full-time chairman at same salary.  
**Feb. 1:** NAB, NCTA split over CATV protection for local television stations, FCC procedures for insuring it.  
**Feb. 8:** AMST calls on FCC to take immediate jurisdiction over CATV.  
**Feb. 8:** BBDO, SSC&B test new system of agency compensation; formula assures agencies profit on accounts, assures clients that agency profits won't be excessive.  
**Feb. 8:** White House TV studio gets first live use for presidential news conference.  
**Feb. 22:** Texas businessman urges conservatives to buy CBS stock, gain control of network news policies.  
**Feb. 22:** Philip G. Loucks, Washington broadcast-communications lawyer, managing director of NAB, 1930-35, dies at 65.  
**March 1:** Rights to major league baseball rise to \$25 million.  
**March 8:** James T. Aubrey Jr. is suddenly out as president of CBS-TV; John A. Schneider succeeds him.  
**March 8:** Supreme Court won't review award of \$550,000 (reduced from \$3.5 million) to John Henry Faulk in suit against Aware Inc., Vincent Hartnett, award director; also refuses to hear kwk St. Louis appeal for reversal of license revocation.  
**March 15:** Montana bill to have state set performing rights rates for music used in state has broadcasters, licensing organizations in uproar: special report on music for radio-TV, who supplies it and for how much.  
**March 22:** New York State Supreme Court orders Kemper Insurance Group to pay AB-PT for time Kemper tried to cancel following Alger Hiss appearance on news special on Richard Nixon.  
**March 22:** WINS(AM) New York switches to all-news format.  
**April 5:** Film dominates TV network prime time, supplies 84.1% of scheduled shows.  
**April 5:** CBS-TV will have seven one-minute prime time breaks in fall, has two now.  
**April 5:** FCC approves plan of WNDT(TV) New York noncommercial station, for programming underwritten by business organizations that get name credits.

**April 12:** Early Bird, first commercial communications satellite, goes into stationary orbit, opens trans-Atlantic circuits for TV use.  
**April 12:** Supreme Court affirms FTC decision against Colgate-Palmolive, Bates, in "sandpaper" case rules mock-ups OK if it's not implied they're real thing.  
**April 26:** FCC asserts authority over all CATV, proposes requiring cable systems to carry local programs and stop importation of those from distant stations, freezes CATV microwave applications in major markets.  
**May 3:** AAAA offers to help FCC solve problem of overloud commercials.  
**May 3:** Edward R. Murrow, dead of cancer at 57, honored as man who did most to set standards for broadcast journalism.  
**May 10:** Federal court finds Kastor, Hilton, Chesley, Clifford & Atherton guilty of preparing fraudulent advertising for Regimen; it is first agency ever convicted on such charge.  
**May 10:** Early Bird sends TV shows both ways across Atlantic.  
**May 10:** Bell System companies file tariffs for CATV service in 26 states.  
**May 10:** CBS-TV will have nine shows in color this fall, all prime-time shows in 1966-67.  
**May 17:** ABC tells FCC it wants to operate own domestic satellite.  
**May 17:** Financial men seek liberalization of 1% multiple-ownership rule.  
**May 17:** Three surveys show election returns, predictions had no effect on votes of those who heard them before going to polls.  
**May 17:** John F. Dille Jr., Indiana broadcaster-publisher-CATV owner, elected NAB board chairman, now full-time salaried job.  
**May 24:** California superior court finds ban on pay TV unconstitutional.  
**May 31:** Comsat files fee schedules.  
**May 31:** Telemeter ends five-year test of closed-circuit pay TV in Canada, calls it successful.  
**June 7:** Owners of 27 TV stations break with NAB-AMST on CATV, support bill limiting FCC authority.  
**June 14:** Supreme Court, in 5-to-4 decision, rules presence of TV cameras in court prevented fair trial of Billie Sol Estes.  
**June 14:** Gemini 4 flight coverage costs networks \$6 million.  
**June 14:** FCC rejects plea of atheist Madalyn Murray that 15 Honolulu stations be ordered to sell her time at "preferential rates afforded to religion."  
**June 14:** FCC issues new table of UHF assignments, proposes low-powered TV stations for smaller markets.  
**June 21:** P & G drops fight against piggybacks.  
**June 21:** NBC gives Philadelphia stations to WBC, gets Cleveland stations; WBC makes kyw Philadelphia all-news.  
**June 21:** Clutter doesn't seem to hurt commercial recall, Needham, Harper & Steers researchers find.  
**June 21:** H. V. Kaltenborn, dean of news commentators, dies at 85.  
**June 28:** FCC issues proposed rule limiting new group owners to two VHF stations in top-50 markets, makes it effective immediately.  
**June 28:** NAB radio code lifts ban on personal products, if ad's in good taste.  
**July 12:** FTC issues guides on ratings claims by stations.  
**July 19:** Cigarette bill passed by Congress calls for health warning on package, not in advertising.  
**Aug. 2:** FCC decides not to ban TV-CATV crossownership.  
**Aug. 9:** AMST, NAB oppose sharing TV frequencies with land-mobile services.

**Aug. 16:** Broadcasters pay \$37 million for football rights, will get \$92 million from sponsors of gridiron broadcasts.  
**Aug. 23:** Los Angeles broadcasters use helicopters to cover Watts riots, after mobile units destroyed, newsmen beaten.  
**Aug. 23:** Court of Appeals overturns Tax Court ruling, upholds IRS stand that network affiliation contracts are not depreciable assets for tax purposes.  
**Aug. 30:** United Church of Christ asks court to overturn license renewal of WLBT (TV) Jackson, Miss.  
**Sept. 6:** Robert W. Sarnoff named president of RCA.  
**Sept. 13:** FCC considers station income in levying fines.  
**Oct. 4:** KABL(AM) Oakland, Calif. KISN (AM) Vancouver, Wash., face FCC fines for failure to identify properly communities they are licensed to serve.  
**Oct. 11:** FTC orders J. B. Williams Co. to stop misrepresenting Geritol's effectiveness.  
**Oct. 11:** Pope's historic visit to U.S., seen in 90% of nation's homes: Dr. Carl McIntire, radio evangelist, seeks free time to reply to what he calls "religious propaganda."  
**Oct. 18:** Color set sales for first nine months of 1965 double those of same period year before.  
**Oct. 18:** FCC creates new class of service for noncommon-carrier operators serving CATV, Community Antenna Relay, puts it in 12,700-13,200 mc band.  
**Oct. 18:** NCAA drops NBC-TV, signs four-year \$32 million contract with ABC-TV.  
**Oct. 18:** Westinghouse takes 85 media buyers to London, says it's not junket.  
**Oct. 25:** FCC outlaws double-billing.  
**Oct. 25:** NBC gets rights for World Series, All-Star Game, Game of Week for 1967-68 for \$30 million.  
**Oct. 25:** Directors Guild of America absorbs Screen Directors International Guild.  
**Nov. 1:** TV nighttime audience off slightly from previous year, Nielsen reports; TVQ finds interest less.  
**Nov. 1:** Ralph Blumberg sells WBOX(AM) Bogalusa, La., after Klan boycott reduced monthly income from \$4,000 to \$400; receives RTNDA's Paul White award for courageous civil rights stand.  
**Nov. 8:** Four Los Angeles businessmen for Fidelity Television, apply for ch. 9 there, on which RKO General's KHJ-TV has operated since 1951.  
**Nov. 15:** Court upholds FTC complaint against General Motors, Libby-Owens-Ford for misrepresentation in commercials shot through open door, purported to be through safety glass.  
**Nov. 15:** Carnegie Corp. forms blue-ribbon commission to study ETV.  
**Nov. 22:** Dr. Allen B. DuMont, pioneer TV inventor, manufacturer, broadcaster, dies at 64.  
**Nov. 29:** NASA seeks feasibility study of broadcasting satellite radio signals directly to home receivers.  
**Dec. 6:** FCC approves transfer of WLBT (TV) Jackson, Miss., to Lamar Life Insurance Co.; United Church of Christ, arguing for review of WLBT's license renewal, asks appeals court to give aggrieved members of public right to be heard in license-renewal proceedings.  
**Dec. 6:** UPI takes over Radio Press International, chief rival in audio news service field.  
**Dec. 6:** ABC plans merger with ITT.  
**Dec. 6:** New York City issues three CATV franchises: Sterling Information Services gets Manhattan south of 86th St. on East Side, 79th St. on West Side; Teleprompter nets northern Manhattan; CATV Enterprise gets Riverdale.  
**Dec. 6:** ABC-TV breaks with tradition, announces "new season" to start in January.

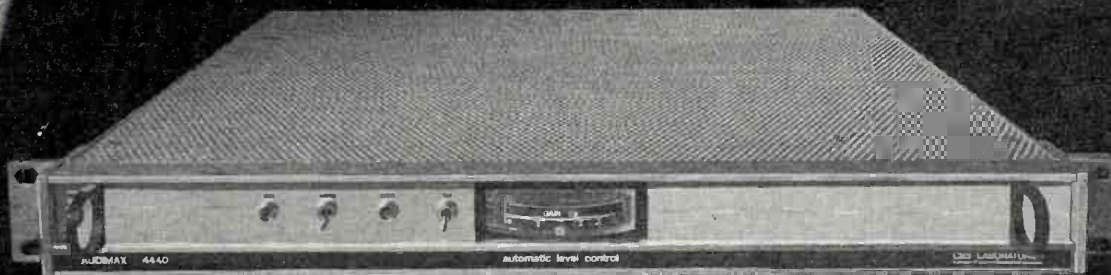
# Gainsmanship

...the art of broadcasting the maximum radiated signal without distortion, thumping, pumping or other undesirable effects. Automatic Level Controllers made gainsmanship possible. CBS Laboratories developed the original Audimax Automatic Level Controller more than 10 years ago and has been the leading supplier to the industry ever since.

Now, the new Audimax 4440—fourth generation Audimax—gives the industry new standards—adjustable recovery time, expanded return-to-zero function, long life Tantalum capacitors, space-saving slimline design and money saving add-on stereo capability.

You can set new standards of gainsmanship—  
increase your market coverage—improve quality.  
Write for full details or call to order (203) 327-2000.

Model 4440—Price \$725    Model 4450 (Stereo)—Price \$1,295



## CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905

**Dec. 20:** NAB TV code board puts new restraints on ads that criticize competitors.  
**Dec. 20:** Five radio stations get short-term renewals for carrying more advertising than they proposed.  
**Dec. 20:** Gordon McLendon asks FCC to approve his acquisition of KGLA(FM) Los Angeles to be used as classified-ad station with no other programming.  
**Dec. 20:** Walter D. Scott named NBC president, chief executive officer; Robert Kintner to become board chairman, duties not defined.  
**Dec. 20:** Gemini 6 splashdown gets live TV coverage; signal is relayed from U.S.S. Wasp via Early Bird to U.S. networks.

## 1966

**Jan. 3:** Color television, after slow start, begins moving: special report.  
**Jan. 3:** Kastor, Hilton, Chesley, Clifford & Atherton gets new president, Emerson Foote; new name, Kastor, Foote, Hilton & Atherton; decides not to appeal Regimen verdict.  
**Jan. 3:** Representative Harley Staggers (D-W. Va.) succeeds Oren Harris (D-Ark.) as chairman, House Commerce Committee.  
**Jan. 3:** Ford Foundation reports gifts of \$16.5 million to ETV in year.  
**Jan. 3:** CBS-TV gets NFL rights for 1966-67 for \$37.6 million, will put some games into prime time.  
**Jan. 10:** Movies for television: a critical look at Hollywood's latest creation.  
**Jan. 10:** CBS-TV prices commercial minutes in football telecasts at \$70,000 each.  
**Jan. 10:** James Lawrence Fly, 67, FCC chairman, 1939-44, dies of cancer.  
**Jan. 17:** People in second-set TV homes don't watch more, do watch differently, McHugh & Hoffman survey shows.  
**Jan. 24:** Some ABC-TV affiliates protest fourth commercial on *Batman*; WJZ-TV Baltimore won't take it.  
**Jan. 24:** Cable-association campaign floods Congress with protests of FCC regulation of CATV.  
**Jan. 24:** Between VHF's and CATV's, life is tough for UHF operator; William Putnam, owner of three UHF's, tells just how tough.  
**Jan. 24:** FCC erred in fining Minneapolis-St. Paul stations for sponsor-identification lapse, U.S. district court rules, dismisses government suit to collect.  
**Jan. 31:** For first time U.S. imports more British films than it sells there.  
**Jan. 31:** Radio is public's main news source in daytime, TV at night, RAB study shows.  
**Feb. 7:** CBS-TV sets flat prices for time, drops all discounts but one for 52-week continuity.  
**Feb. 7:** Ratings provide reasonably accurate audience estimates, Committee on National Television Audience Measurements reports.  
**Feb. 7:** Supreme Court refuses Corinthian petition to review lower-court ruling that TV network affiliations cannot be amortized.  
**Feb. 14:** John A. Schneider named to new post, CBS group vice president for broadcasting; John T. Reynolds succeeds him as president of CBS-TV network.  
**Feb. 21:** FCC sets rules for CATV for systems not using microwave as well as those that do, requiring carriage of all local-station signals, same-day nonduplication, no importation of distant signals by top-market systems except with FCC permission; reaction violent.  
**Feb. 21:** Fred W. Friendly quits as president of CBS News, when new boss Schneider cancels coverage of Senate hearing on Vietnam; Richard Salant named acting

news head.  
**Feb. 28:** Robert E. Kintner leaves NBC.  
**Feb. 28:** Each radio network has cumulative audience of 30 million a week, NBC Radio's new measurement method shows.  
**Feb. 28:** "Overcommercialization" brings short-term licenses to one TV station, six radio stations.  
**Feb. 28:** Broadcasters pay \$27.5 million for baseball rights, expect to get \$95 million from advertisers.  
**Feb. 28:** Court upholds NLRB ruling that under National Labor Act broadcaster is producer of goods advertised on his station, made in union dispute with KXTV(TV) Sacramento, Calif.  
**Feb. 28:** Supreme Court refuses to review 770 kc battle of WABC(AM) New York and KOB(AM) Albuquerque, N.M., returns 25-year-old case to FCC.  
**March 7:** FCC proposal to limit network control of TV programs unneeded, study made by Arthur H. Little asserts.  
**March 7:** Bristol-Myers seeks 15-second spots for Ban.  
**March 7:** California Supreme Court rules measure outlawing pay TV in state is unconstitutional.  
**March 7:** Feature films are best buy for



*Richard Nixon learned a lot about television in 1960 when he met John F. Kennedy in four so-called Great Debates. The joint appearances, which were generally judged to have cost Mr. Nixon the election, were made possible by the one-shot suspension of Section 315, the political-broadcasting law. Broadcasters were under no compulsion to give equal time to the nine other can-*

*advertisers, BBDO study shows.*  
**March 7:** Britain chooses PAL system of color TV.  
**March 14:** FCC gives one-year renewal to WGMA(AM) Hollywood, Fla., provided quiz-tainted owners sell it within 60 days.  
**March 21:** Network coverage of Gemini 8 splashdown brings thousands of calls from angry viewers who missed regular programs.  
**March 21:** George C. McConaughy, 69, former FCC chairman, dies of cancer.  
**March 21:** CBS-TV affiliates have choice of keeping present compensation or switching to new plan.  
**March 21:** Vietnam is hot news source, has 81 accredited radio-TV correspondents from U.S., about 30 from abroad.  
**March 28:** Representatives of audience have right to be heard, court tells FCC in ordering rehearing of license renewal of WLBT(TV) Jackson, Miss., requested by United Church of Christ.  
**March 28:** Rex Sparger, government investigator during 1961-63 ratings probe, admits rigging Nielsen ratings of four network shows.  
**March 28:** S. L. (Pat) Weaver resigns as

head of STV, as company announces plans to acquire Shasta Telecasting.  
**April 4:** FTC announces that cigarette companies may advertise tar, nicotine content; Lorillard withdraws from cigarette-advertising code.  
**April 4:** ABC-ITT merger application filed with FCC.  
**April 4:** All-Radio Methodology Study reports two radio audience measurement techniques come close to ideal standards: personally placed and picked-up diary, yesterday personal recall.  
**April 11:** Chairman E. William Henry resigns from FCC.  
**April 11:** FCC proposes incorporating fairness-doctrine provisions regarding personal attack, editorials for or against candidates into commission rules.  
**April 11:** Fred W. Friendly named Edward R. Murrow professor of journalism at Columbia graduate school of journalism, adviser to Ford Foundation; Richard Salant succeeds him as president of CBS News.  
**April 11:** Appeals court upholds FCC contention that CATV is not common carrier.  
**April 18:** ABC-TV gets rights to summer Olympics for \$4.5 million, already has winter Olympics rights.



*didates who ran for the Presidency that year. In the first three confrontations the two candidates met face to face in the studios of, in order, CBS, NBC and ABC. In the fourth they were on opposite coasts but linked electronically in a broadcast originated by ABC. The audience averaged 70 million. Cumulatively the four broadcasts reached 89.9% of U.S. television homes.*

**April 18:** Westinghouse Broadcasting offers alternate to FCC's proposal for limiting network control of prime-time TV programs to 50%: limit amount of programing affiliates in major markets may take from networks; most advertisers, agencies oppose 50-50 plan.  
**April 18:** ANA finds 15% media commission most popular agency compensation plan, but fee system growing.  
**April 18:** Domestic satellite is technically feasible, could save networks \$20-35 million a year of \$55-million line charges, Comsat hears, but first questions of ownership, operation, service must be answered.  
**April 25:** TV network news, documentary programs, traditional loss leaders, near break-even point.  
**April 25:** Court upholds WHAS Louisville, Ky., refusal to pay FCC fine for failure to identify political sponsor.  
**April 25:** ABC-TV uses *Ben Casey* as example in answering FCC on why shows are dropped: Ratings fell off, so did sponsor interest, so did live station clearance, but costs kept rising.  
**May 2:** FTC plans probe of network rate

structures.

**May 2:** Many off-network TV programs, chiefly monochrome, go into syndication.

**May 9:** NBC affiliates celebrate network's 40th anniversary year at Honolulu meeting.

**May 16:** NAB radio code board bans feminine-hygiene products, adopts rule permitting comparisons of competitive products but banning disparagement.

**May 16:** Mutual Industries Inc. pays \$100,000 for option to buy MBS from 3M Co. for \$3.1 million.

**May 16:** ABC-TV announces new prime-time rate card, with discount only for continuity.

**May 16:** KOB(AM) Albuquerque, N.M., asks FCC to hold up ABC-ITT merger until 770 kc dispute is settled.

**May 23:** NBC-TV goes along, eliminates all prime-time discounts except those for station line-up and year-round use.

**May 30:** U.S. district court finds Fortnightly CATV systems guilty of infringing United Artists' rights in films licensed to five stations picked up by Fortnightly systems.

**May 30:** WNUJ-TV Newark-Linden, N.J., accepts commercials for Rum Superior of Puerto Rico, first hard-liquor advertising on TV.

**June 6:** Network TV audience sees live close-up pictures of moon sent back by Surveyor I as they come into Jet Propulsion Laboratory.

**June 13:** WICU-TV Chicago says it will take liquor ads; senators warn NAB to enforce code or expect legislation.

**June 13:** TV code board relaxes stand on comparative commercials to agree with radio code.

**June 13:** Computers sure to have role in timebuying, selling, but just what's not certain: special report.

**June 20:** WICU-TV Chicago changes mind, won't take liquor advertising.

**June 20:** Twelve broadcast licensees, owners of 49 stations, plus Radio Television News Directors Association, propose to attack constitutionality of FCC fairness rule-making, say they'll push fight to Supreme Court if necessary.

**June 20:** New writers contract with film producers raises minimum payment for scripts, restores rerun system writers struck to change in 1960, eliminates clause denying screen credit to writers taking Fifth Amendment refuge under questioning.

**June 27:** President Johnson reappoints Rosel Hyde to FCC, names him chairman, nominates Nicholas Johnson, maritime administrator, to FCC vacancy.

**June 27:** Common carriers win hard-fought battle as FCC rules Comsat can deal only with them; FCC approves Comsat application to participate in construction of six satellites to be owned by Intelsat.

**June 27:** BMI, radio bargaining committee agree on 12.5% increase in music fees.

**June 27:** President Johnson holds news conference with cameras excluded, does rehash for TV.

**June 27:** NAB board re-elects John F. Dille Jr. as chairman, approves appropriation of up to \$10,000 to help WGB(AM) Red Lion, Pa., in fight against fairness doctrine, rejects proposal to create CATV division of NAB.

**June 27:** Concentration of control does not exist, is not threatened in TV, United Research Inc. tells FCC in preliminary report of study of TV industry structure.

**June 27:** Ed Wynn, 79, vaudeville comic who became Texaco Fire Chief on radio, star in TV, dies of cancer.

**June 27:** Talk radio, newest route to ratings, profits: special report.

**July 4:** FCC gives conditional approval to McLendon application to purchase KGLA-(FM) Los Angeles, turn it into all-advertising station.

**July 4:** CATV operators plan local programming; Dal-Worth proposes three-channel non-broadcast program service for Texas systems.

**July 4:** Universal Studios makes two-hour color movies for first use on NBC-TV; MGM makes three features for ABC-TV.

**July 4:** Hughes Aircraft gets minority interest in Teleprompter New York City CATV project; Hughes, Teleprompter form Theta Communications to make, market electronics equipment.

**July 4:** Appeals court upholds FCC rules on multiple-ownership of major-market TV stations, dismisses appeal of Meredith Broadcasting to declare them invalid.

**July 11:** Mutual Broadcasting Corp. is new owner of MBS.

**July 11:** FTC closes investigation of SESAC following commitment to publish catalogue of compositions so broadcasters can tell if they need SESAC licenses.

**July 18:** Overmyer Network announced as fourth TV network by Daniel H. Overmyer, UHF station owner, Oliver Treyz, former president of ABC-TV; plans eight-hour nighttime service, including two hours of news, two-hour variety show from Las Vegas.

**July 18:** CBS offers old radio serials to stations on syndicated basis.

**July 18:** UPI Audio Network serves 300 radio stations.

**July 25:** Nineteen religious, social, civic groups call on FCC to set license renewal of wxur(AM) Media, Pa., for hearing, charge programming is one-sided.

**Aug. 1:** AT&T proposes rate boosts for radio-TV that would add \$18.4 million a year to broadcast line charges.

**Aug. 1:** Ford Foundation seeks domestic satellite of own, would sell service to networks cheaper than present ground lines, donate profits to educational network.

**Aug. 1:** Country music picks up city ways: special report.

**Aug. 8:** Several Southern stations drop Beatle records over statement of John Lennon that "we're more popular than Jesus now."

**Aug. 8:** Broadcasters pay \$44 million for football rights, except \$100 million for commercials on game broadcasts.

**Aug. 15:** Two-company, two-product, two 30-second commercials combined into one one-minute spot, seek TV time at one-minute rate; some stations take them, some don't.

**Aug. 22:** FCC forms task force to deal exclusively with CATV.

**Aug. 29:** Fulton Lewis Jr., 63, conservative radio commentator, dies of heart attack.

**Sept. 5:** Rex Sparger, ex-investigator for House Investigations Subcommittee, admits Nielsen security system prevented his attempt to rig ratings, signs consent decree ending Nielsen suit.

**Sept. 5:** All-out promotion battle ushers in new TV season.

**Sept. 5:** Captain Max Schumacher, pilot-announcer at KMPC(AM) Los Angeles; Marie McDonald, traffic reporter for WWDC(AM) Washington, die in helicopter crashes on both coasts.

**Sept. 12:** NAB, AMST, Texas stations oppose giving microwave facilities to Dal-Worth to service CATV systems with program material.

**Sept. 19:** Judge Ryan gives ASCAP access to financial reports of TV stations back to 1959.

**Oct. 3:** TV buys \$93-million worth of movies in week: 63 MGM films go to CBS-TV; 17 20th Century-Fox pictures, 32 Paramount features to ABC-TV.

**Oct. 3:** ABC-TV's three-hour broadcast of "The Bridge on the River Kwai" has largest audience of any movie ever shown on TV.

**Oct. 3:** More than 1,500 leaders of industry, government, science, religion honor Brigadier General David Sarnoff, RCA chairman, on 60th anniversary of his entry into communications.

**Oct. 10:** NAB TV code board issues new cigarette-advertising guidelines: will accept nicotine, tar-content statements, ban use of sports themes, athletes, children, implied health benefits from filters.

**Oct. 10:** FCC issues new TV program reporting form, seven years in making.

**Oct. 17:** Matthew J. Culligan, former head of NBC Radio Network, Curtis Publishing Co., named president of MBS, succeeding Robert Hurleigh, resigned.

**Oct. 17:** Supreme Court refuses to review California court ruling that vote outlawing pay TV was illegal, opening way for pay TV to return to state; STV says it's broke.

**Oct. 24:** Overmyer Network claims 85 stations lined up to take Las Vegas nightly shows; TBC, another planned TV network, reports 50 stations ready to carry two-hour late-evening shows.

**Oct. 31:** Taft Broadcasting buys Hanna-Barbera Productions for \$26.4 million.

**Oct. 31:** TV audience likes movies best, TVQ reports.

**Nov. 7:** Justice Department suggests FCC delay action on ABC-ITT merger until Justice study of deal is complete.

**Nov. 7:** KWHY-TV Los Angeles ready for continuous coverage of stock market, Monday-Friday, 7 a.m. to 3 p.m. local time.

**Nov. 14:** Kemper Insurance Group must pay ABC-TV \$298,800 for time unused; Supreme Court refuses to review lower court decision that Kemper had no right to cancel sponsorship of *Evening Report* because it didn't like program critical of Richard Nixon on which Alger Hiss appeared.

**Nov. 14:** TV networks do fast, comprehensive election reporting job, marred by some wrong predictions.

**Nov. 14:** Lani Bird, Pacific satellite, fails to achieve synchronous orbit; is usable at some times.

**Nov. 21:** Fair Campaign Practices Committee reports 68 complaints during campaign, only nine involving broadcasting.

**Nov. 28:** Court of Appeals dismisses petition of WGB(AM) Red Lion, Pa., for reversal of FCC fairness-doctrine notice, but tells FCC letters aren't orders and can't be reviewed in courts, putting a decade of rulings in jeopardy.

**Nov. 28:** ABC-TV, Lani Bird take Notre-Dame-Michigan State football game to Hawaii.

**Nov. 28:** Continental Football League signs with Overmyer Network for three years of broadcasts, starting in 1967.

**Nov. 28:** Blair Television stations test new rate formula making 30-second spot base figure; 60-second spot is priced at 30-second rate plus 40%; 60-second piggyback at 30-second rate plus 60%.

**Dec. 5:** WHEN-TV Syracuse adds 5% extra for color commercials: annoyed timebuyers see no reason for increase.

**Dec. 5:** FCC splits channel assignments in 450-470 mc band to make room for land-mobile services; proposes reallocating UHF's top 14 channels for land-mobile use, sharing of seven lowest UHF channels with land-mobile services.

**Dec. 5:** Lani Bird, usable eight hours a day, goes commercial, has heavy TV traffic both ways across Pacific.

**Dec. 5:** Government suit against BMI ends with consent decree; broadcasters keep their BMI stock.

**Dec. 12:** FCC approves sale of KFVB(AM) Los Angeles to Westinghouse for \$9.1 million, but with stinging letter to Crowell-Collier for laxness in guarding against payola; price had been reduced \$1,650,000

by WBC for C-C's letting station's financial position deteriorate.

**Dec. 12:** American Advertising Federation, formed by merger of Advertising Federation of America, Advertising Association of the West, invites other advertising groups to join AAF in united front against government attacks on advertising.

**Dec. 12:** John F. Banzhaf III, New York attorney, asks WCBS-TV New York for free time for antismoking messages, roughly in proportion to time used for cigarette commercials.

**Dec. 19:** Thomas H. Dawson, senior vice president of CBS-TV, becomes president as John T. Reynolds leaves to return to Los Angeles as president of Paramount Television.

**Dec. 19:** NFL, AFL sell Super Bowl four-year package to CBS-TV, NBC-TV for \$9.5 million; both networks will broadcast 1967 game; CBS-TV gets 1968, 1970; NBC-TV 1969.

**Dec. 19:** Walt Disney, who added TV luster to movie fame, dies at 65.

**Dec. 19:** Cox Broadcasting buys Walter Schwimmer Inc., independent TV program production-syndication firm.

**Dec. 26:** FCC approves ABC-ITT merger, by 4-to-3 vote.

## 1967

**Jan. 2:** Color essential this year: special report on why stations, agencies, advertisers, producers, viewers insist on it.

**Jan. 9:** WCBS-TV New York rejects request of John Banzhaf III for free time to "answer" cigarette commercials; he files complaint with FCC.

**Jan. 9:** American Tobacco puts all its agencies on fee basis.

**Jan. 9:** CBS News admits paying over \$1,000 for maintenance for three TV newsmen aboard Haiti invasion boat.

**Jan. 9:** Stimson Bullitt, president, King Stations, personally broadcasts editorials opposing U.S. policy in Vietnam.

**Jan. 16:** NET has first live coast-to-coast broadcast.

**Jan. 16:** U.S., Mexico extend agreement on use of AM radio band to end of year.

**Jan. 23:** NAB radio code board removes 18 minutes per-hour ceiling on commercials, permits stations to exceed it for "good cause," in "special circumstances."

**Jan. 23:** Justice Department asks FCC to reopen ABC-ITT merger case, hold hearing; ABC stock drops 14 points on news.

**Jan. 23:** TVB challenges Harris-poll claim that television is losing appeal for better-educated more-affluent viewers; NBC says viewing up, not down.

**Jan. 23:** Wisconsin bill would ban election-day broadcasts predicting winners before 8 p.m.

**Jan. 30:** Carnegie Commission on Educational Television calls for expansion of present 124 ETV stations to 380 by 1980, supported by federal funds, tax on TV sets, supervised by "Corp. for Public Television," nonprofit, nongovernmental body.

**Jan. 30:** FTC charges Bristol-Myers with misleading claims for Bufferin.

**Jan. 30:** Wisconsin state senate judiciary committee kills bill to bar early election predictions.

**Feb. 6:** Cost of participating commercials in TV-network programs, estimated by BAR, shows NBC-TV's *Bonanza* highest, \$55,000 per commercial minute.

**Feb. 6:** WHEN-TV Syracuse rescinds extra charge for color commercials.

**Feb. 6:** Yankee Network ends operations after 38 years.

**Feb. 6:** WTTV(TV) Bloomington-Indianapolis offers \$250,000 gift to local ETV group if allowed to move transmitter to Indianapolis; stations there say they'll match

offer if WTTV is kept out of town.

**Feb. 13:** Frank Stanton, CBS president, signs new 21-year contract to 80th birthday, five more years active service, 16 as consultant.

**Feb. 20:** ABC gets \$25 million loan from IIT to meet "critical cash shortage."

**Feb. 20:** American Television Relay Inc. seeks FCC permission for point-to-point microwave relay to carry Los Angeles signals to Texas CATV systems.

**Feb. 20:** Baseball rights cost \$29 million, sponsors' bill will be \$105 million.

**Feb. 20:** Gulf & Western Industries buys Desilu productions.

**Feb. 27:** CBS buys Republic Studio, Hollywood, 70 acres, 17 sound stages, for \$9.5 million, renames it CBS Studio Center.

**Feb. 27:** Technicolor shows new tape-to-film transfer method, claims full broadcast quality.

**March 6:** President sends toned-down version of Carnegie "public-television" plan to Congress, asks aid for education radio, too.

**March 6:** FCC adopts NAB code commercial time limits as benchmarks for license-renewal applicants.

**March 6:** Justice Department sues General Tire & Rubber Co. on charge of trying to coerce suppliers into buying time on RKO General stations.

**March 6:** Recording artists, companies want fees for broadcasts of records, hope to get them from new copyright law.

**March 6:** NBC-TV gets nine-year rights to 94 United Artists features.

**March 13:** Overmyer Network is now United Network, as western syndicate takes control.

**March 13:** Only 7% of FM stations have classical-music formats, NAB survey shows; 61% feature middle-of-the-road tunes.

**March 20:** FCC orders rehearing of ABC-ITT merger.

**March 20:** ABC Radio West, formerly Don Lee Broadcasting System, will fold July 1.

**March 27:** Agreement reached on new ASCAP radio rates calls for 6% drop in commercial fees, 10% reduction in sustaining fees.

**March 27:** Petry proposes TV commercial time limit of 12 minutes per hour day and night; to recoup lost revenue, networks could sell extra 30 seconds in each evening half-hour show, affiliates would get 92-second breaks.

**March 27:** Connecticut Public Utilities Commission issues CATV grants, bans crossownership with TV stations.

**April 3:** AFTRA strikes networks; all live talent leaves; nonunion employes, reruns keep networks going; Brinkley, most others leave, Huntley, some others stay on ground union dominated by entertainers cannot properly represent newsmen.

**April 10:** Television is major news source for 64% of adults, TIO-sponsored survey shows; majority favor editorializing, feel commercials are fair price to pay for TV, but opinion of entertainment programming has noticeably declined in past year.

**April 17:** House passes copyright bill with no exemptions for CATV.

**April 17:** Supreme Court holds P&G acquisition of Clorox violated anti-trust laws because P&G's large advertising expenditures with resulting media discounts form effective bar to new entrants into bleach field.

**April 17:** Talent, newsmen return to networks after 13-day AFTRA strike; Oscar broadcast gets on, but barely, as strike ends less than two hours before air time.

**May 1:** United Church of Christ agencies ask FCC to deny license to any station engaging in discriminatory employment practices.

**May 8:** Stations must make run-of-schedule

announcements available to political candidates on request, FCC rules.

**May 8:** New CBS-TV rate card has simpler price structure, higher rates.

**May 8:** Senate subcommittee approves bill to subsidize educational radio, TV, changes name of Corp. for Public Television to Corp. for Public Broadcasting.

**May 8:** United Network begins operations, sends nightly two-hour *The Las Vegas Show* to about 125 stations; 13 advertisers participate.

**May 22:** Senate passes bill establishing Corp. for Public Broadcasting.

**May 22:** Station that broadcasts attack must inform person or group involved that attack has been made or is about to be, include transcript or tape with invitation to reply on air, FCC tells KTYM(AM) Inglewood, Calif.

**May 29:** U.S. Appeals Court confirms CATV liability for copyright infringement, upholding lower court ruling that Fort-nightly's West Virginia cable systems violated United Artists' rights in films licensed by UA to TV stations picked up by Fort-nightly systems.

**May 29:** UHF broadcasters form own organization, All-Channel Television Society (ACTS), independent of NAB.

**June 5:** FCC denies request of John F. Banzhaf, III, for "roughly" proportional time to that used for cigarette spots on WCBS-TV New York, but tells station that antismoking proponents must be given chance to rebut cigarette advertising on radio-TV. FCC General Counsel Henry Geller gives personal view that three-to-one ratio of cigarette commercials to antismoking messages would be acceptable.

**June 5:** United Network quits after 31 nights, can't raise money for line charges.

**June 5:** U.S. district judge awards \$96,000 to WEOL(AM) Elyria, Ohio, in triple-damage antitrust suit against *Lorain* (Ohio) *Journal*; action was started 17 years earlier on charges newspaper tried to persuade advertisers to boycott WEOL.

**June 5:** John Charles Daly, former ABC vice president in charge of news, named director of Voice of America, succeeding John Chancellor, who returns to NBC News as correspondent.

**June 19:** Court of Appeals upholds FCC's fairness doctrine as "completely legal."

**June 26:** ABC-ITT merger gets FCC approval for second time, but applicants agree to wait 30 days before consummating merger to give Justice Department time to decide on appeal.

**July 3:** Federal court affirms FCC jurisdiction over CATV, upholds cease-and-desist order issued to Buckeye Cablevision of Toledo, Ohio, to prevent importation of distant signals without hearing.

**July 3:** NAB board elects Grover Cobb, KTVB(AM) Great Bend, Kan., chairman; appropriates up to \$25,000 to fight fairness doctrine in courts.

**July 3:** FCC adopts rules permitting daytime-only stations authority to start broadcasting at 6 a.m. with 500 watts.

**July 3:** International Artists offers recent motion pictures to CATV operators for presentation on video tape.

**July 3:** Producers, TV networks, Screen Actors Guild sign four-year contract giving actors 20% pay increase.

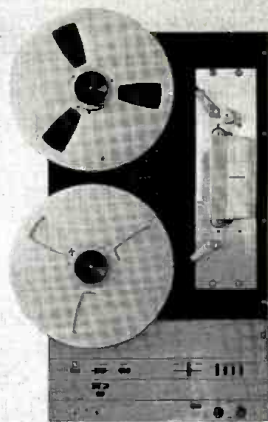
**July 10:** FCC adopts fairness doctrine on personal attacks, editorials for or against political candidates as formal rules.

**July 24:** Justice Department appeals FCC approval of ABC-ITT merger, gets stay order preventing consummation for week.

**July 31:** Radio Television News Directors Association, eight broadcast licensees, ask U.S. Court of Appeals in Chicago to review FCC order adopting fairness-doctrine provisions as commission rules; CBS files



## Put it all together with our ABR series broadcast recorders



Now you can get a tape recorder that fits the exact demands of your station. With our ABR series, the choice is yours. Install as much or as little reproducer or recorder/reproducer as you need. You'll have a broadcast recorder put together the way you want it, not the way someone else thinks it should be.

If yours is an automated station, you'll probably want a bidirectional, continuous-play, fully automatic ABR reproducer. Live... a 10½ inch unidirectional recorder/reproducer. Bidirectional or unidirectional manual ABRs can be put together full-track, two-track or quarter-track. Playback only or recorder/reproducer. Speed pairs from 15/16 ips to 15 ips. And reel sizes from 5 inches to 10½ or 15 inches.

From Ampex you expect more than just design flexibility. And you get it. Every ABR comes with Ampex quality and experience. Quality and experience that provide a combination of features and easy maintenance found in no other broadcast recorder.

Servo-controlled capstan motors for constant capstan speed—standard. Servo-controlled reel motors that spell exceptional through-the-reel timing accuracy (our conservative engineers specify  $\pm .08\%$ )—standard. "Joystick" control for fast forward/reverse tape search and cueing. Fast start/stop. Digital tape counter. An uncluttered design so neat that rack-mounted electronics and control modules are each only 1¾ inches high. All standard!

Put it all together with the ABRs. Contact your nearest Ampex ABR series Distributor. He's ready to help.

**AMPEX**

Ampex Corporation, Professional Audio Products Division  
M.S. 7-13, 401 Broadway  
Redwood City, California 94063





The world's great went to Washington for the funeral of the assassinated John F. Kennedy. Nikita Khrushchev, still premier of USSR, stood next to ex-Pres-

ident Dwight D. Eisenhower, whose own funeral was to command full radio and television coverage in March 1969. At left rear is Henry Cabot Lodge.

## A terrible test professionally met

At 1:40 p.m. (EST) Nov. 22, 1963, the first news from Dallas was flashed: President John F. Kennedy had been shot. For almost four days the U.S. radio and television systems abandoned regular programming and advertising to report the assassination, the capture of a suspect, the killing of the suspect, a state funeral and the beginning of a new administration. There has never been another broadcast experience to match it.

NBC-TV was on the air with the continuing story for 71 hours, 36 minutes; NBC Radio, 68 hours, 11 minutes; CBS-TV, 55 hours; CBS Radio, 58 hours, 12 minutes; ABC-TV, 60 hours; ABC

Radio, 80 hours; Mutual, 64 hours. Stations augmented network programming with originations of their own and material from other sources.

Out-of-pocket expenses plus losses in revenue were put at \$32 million. The A.C. Nielsen Co. reported that 96.1% of all TV homes watched at least part of the coverage. No other broadcast had commanded as high a tune-in.

NBC-TV viewers on Nov. 24 saw a homicide live when the suspected assassin, Lee Harvey Oswald, was shot by Jack Ruby as the prisoner was being taken from the Dallas jail for transfer to the county jail. CBS-TV had video-tape coverage on the network within a minute; it had not been taking a live feed from the jail when the fatal shot was fired.

similar appeal in circuit court in New York. July 31: FM: special report of medium that's found itself at long last.

Aug. 7: Football rights cost over \$48 million this year, but advertisers are expected to pay \$105 million to get in on such popular broadcasts.

Aug. 7: The larger the revenue, the more likely a station is to editorialize, NAB survey finds.

Aug. 7: Newscasts are exempt from personal-attack provision of fairness doctrine, FCC tells NBC after complaint of former employe of Senator Thomas Dodd (D-Conn.) that he was attacked by Senator Russel B. Long (D-La.) in film clip used on Huntley-Brinkley news program.

Aug. 14: All three TV networks reject recommendation of Senator Hugh Scott (R-Pa.) that networks, wire services adopt "code of emergency procedure" to govern

news coverage of racial riots.

Aug. 21: President appoints task force to study national, international communications policy.

Aug. 21: Classified-ad station, KADS(FM) Los Angeles, can't make it; Gordon McLendon seeks license renewal, new format.

Aug. 21: ABC Radio has radical plan: four networks in place of one, each tailored to suit different station format; Walter A. Schwartz replaces Robert R. Pauley as ABC Radio network president.

Aug. 28: NAACP finds Negroes used in only 5% of commercials on TV sports shows, asks FCC to investigate "possibility of bias."

Aug. 28: CBS introduces EVR, electronic recording-playback system for TV using low-cost film cartridges.

Sept. 4: ABC Radio plan is OK with FCC; rules ban "simultaneously" operated net-

works of same owner; ABC's four network services will operate consecutively within hour.

Sept. 18: NAB, WTRF-TV Wheeling, W. Va., file suit in federal court in Richmond, Va., asking overturn of FCC rule requiring broadcasters to give time for antismoking spots: John F. Banzhaf III, instigator of rule, asks federal court in Washington to tell FCC its rule doesn't go far enough.

Sept. 18: Red Lion Broadcasting Inc. (WGCB-AM-FM Red Lion, Pa.) asks Supreme Court to review personal-attack section of FCC fairness rule, reverse lower court decision upholding it.

Sept. 25: Cox Broadcasting Corp. buys Bing Crosby Productions.

Sept. 25: TVB offers System of Spot (SOS) plan to standardize forms, cut paper work, costs of spot-TV buying.

Sept. 25: House passes Public Broadcasting Act.

Sept. 25: Martin Block, creator-host of *Make-Believe Ballroom* on WNEW(AM) New York, 1934-54, dies following surgery. He was in mid-60's.

Oct. 9: NAB television board revises TV code, divides broadcast material into program, nonprogram, limits latter to 10 minutes an hour in prime time, 16 minutes at other times, restricts program interruptions to two per half-hour in prime time, four at other times.

Oct. 23: Thirty-second spots are as effective as full minutes, study made by Yankelevich for Corinthian shows.

Oct. 23: Middle-of-the-road radio: special report on successful formula.

Oct. 30: NBC retires from radio-station representation, names Eastman, Katz, Christal to handle its six owned stations.

Nov. 13: President signs Public Broadcasting Act into law, names educators Dr. James R. Killian Jr., Dr. Milton Eisenhower as first members of CPB board, accepts \$1-million gift from Carnegie Corp.

Dec. 4: CBS Laboratories demonstrates Broadcast EVR to agency commercial-production executives.

Dec. 11: Hill Blackett, founder of Blackett, Sample & Hummert, advertising agency that pioneered radio daytime serials, dies at 75.

Dec. 11: First spot in commercial cluster is most effective, Canadian study shows.

Dec. 25: Kemper Insurance Group suit against ABC ordered tried in district court by Court of Appeals in ruling reversing lower court dismissal of Kemper charges of antitrust violations.

Dec. 25: ARB revision of October TV rating reports brings wave of complaints from broadcasters.

## 1968

Jan. 1: NCAA football stays with ABC-TV for two years more at cost of \$16.5 million.

Jan. 8: ITT cancels merger agreement with ABC after two years of government obstruction.

Jan. 15: American Bar Association committee on fair trial-free press, headed by Judge Paul Reardon of Supreme Judicial Court of Massachusetts, submits report for action by ABA's house of delegates in February; recommendations would sharply restrict news coverage of criminal proceedings.

Jan. 15: WBBM-TV Chicago denies charge that *Pot Party* at a University was staged.

Jan. 15: ABC appoints Thomas Moore, ABC-TV president, to new post as vice president of reorganized grouping of broadcast departments; brings Elton Rule, vice president, general manager, KABC-TV Los Angeles, to New York as Mr. Moore's successor; buys KXYZ-AM-FM Houston.

Jan. 29: NAB television board adopts new



time standards for maximum of four consecutive commercial announcements in any program interruption, maximum of three in any station break; radio board approves elimination of time standards for single sponsors of programs longer than 15 minutes; for single-sponsored radio program five-minutes-long, limit is minute and a half; for shorter single-sponsored radio shows the approved commercial times are: five-minute program, one and a half minutes commercial; 10-minute program, two and a half minutes commercial; 15-minute program, three minutes commercial.

**Feb. 12:** Lorillard drops sports sponsorship, all nonnews programs before 9 p.m.

**Feb. 12:** FCC abandons two-to-a-customer policy for VHF stations in top-50 markets after two-and-a-half years.

**Feb. 19:** Frank Pace Jr., one-time secretary of the Army, director of the budget, former president, chairman, General Dynamics, is named chairman of Corp. for Public Broadcasting.

**Feb. 19:** Baseball rights for radio-TV climb to \$31.7 million, sponsors will pay \$107 million for play-by-play coverage, associated programs.

**Feb. 26:** American Bar Association adopts Reardon report, tightening restrictions on news media trial, pre-trial coverage.

**Feb. 26:** ABC plans public offering of \$75 million in convertible debentures to pay back loans to banks and ITT of about \$53 million, add rest to working capital.

**March 4:** Use of 30-second commercials grows.

**March 11:** Department of Justice asks FCC not to grant sale of KDFM-TV Beaumont, Tex., to Enterprise Co., publisher of only two daily newspapers there, without hearing.

**March 18:** General Artists Corp., Creative Management Associates merge into possibly world's biggest talent agency.

**March 25:** Children's Television Workshop created by Ford Foundation, Carnegie Corp., Office of Education to develop 26-week hour-long color series for pre-school children.

**March 25:** Daytime stations want rule changes to specify starting time as 6 a.m. "local time" instead of current 6 a.m. "local standard time," as regional stations take whole matter to court.

**March 25:** House passes bill authorizing HEW to set, enforce radiation standards for electronics; action stems from last year's discovery that many color-TV receivers exceeded maximum standards for X-radiation.

**April 1:** Plan to curtail clutter by banning all station-break commercials, putting all TV advertising within programs, network, spot, local, under development by leading station representative.

**April 1:** FCC proposes rule to prohibit licensee of any full-time station from acquiring another full-time station of any type in same market.

**April 8:** FCC tells WAME(AM) Miami to stop political announcements aimed at Bahamas.

**April 15:** Broadcasters win wide acclaim for coverage of racial outbreaks across nation in wake of Martin Luther King assassination.

**April 22:** ABC asks FCC to help keep ABC-TV affiliates in markets with fewer than three stations from switching to NBC-TV.

**April 1:** New York state supreme court rules CATV system operating in New York City with underground telephone wires does not need city franchise, refuses to enjoin Comtel.

**April 22:** FCC Commissioners Johnson, Cox send own questionnaire to Oklahoma stations; Oklahoma Senator Monroney

wants to know why.

**May 13:** House Investigations Subcommittee opens hearing on WBBM-TV Chicago pot-party broadcast; charges that party was arranged are made, denied.

**May 20:** Teleprompter gets FCC OK for wire-less CATV.

**May 27:** Paul Segal, pioneer communications attorney, assistant general counsel to Federal Radio Commission before entering private law practice in 1931, dies at 68.

**May 27:** Broadcast Media Corp. formed to handle spot-TV, radio buying for agencies.

**June 3:** Madalyn Murray O'Hair buys time on KTBC(AM) Austin, Tex., for series of lectures, *The American Atheist*; she instigated ban on Bible reading in public schools; KTBC is owned by President Johnson's family.

**June 3:** Senate suspends equal-time requirement for presidential, vice-presidential campaigns.

**June 10:** Murder of Senator Robert F. Kennedy given heaviest broadcast coverage since his brother's assassination; regular schedules scrapped, commercials dropped.

**June 17:** Supreme Court gives FCC jurisdiction over all CATV systems.

**June 17:** Networks pledge cooperation with new Commission on the Cause and Prevention of Violence.

**June 3:** Mutual funds can own up to 3% of publicly held broadcast group owners without being subject to multiple-ownership rules, FCC decides.

**June 24:** Frank J. Shakespeare Jr., president, CBS Television Services Division, takes leave to join Nixon campaign staff.

**July 1:** FCC gives full renewal to WLBT(TV) Jackson, Miss.

**July 1:** FCC takes CATV control; tells phone companies to get approval to build, lease cable systems; rules that proof of economic damage not needed, restricts importation of Los Angeles TV signals by San Diego CATV systems.

**July 1:** Negro militants protest inadequate program attention by St. Louis radio stations, ask FCC to investigate.

**July 8:** Howard Hughes offers \$50 million for working control of ABC.

**July 15:** Outside firms who do media buying for agencies, with promises of saving time costs, become important factor in advertising picture; billings may total \$40 million this year.

**July 15:** McCall Corp. asks FCC for exclusive use of color TV channel in domestic satellite.

**July 22:** NBC cuts prices of prime time in half for political advertising from Aug. 1 to election day.

**July 22:** FCC puts new freeze on AM applications, considers revising allocation rules.

**July 22:** ABC seeks merger after Howard Hughes abandons fight for control.

**July 29:** General Foods tells agencies to steer clear of violence on TV, puts 57 syndicated programs off-limits.

**Aug. 5:** Westinghouse proposes merger with MCA; Department of Justice, IRS take close looks.

**Aug. 5:** Federal court sets aside FCC approval of sale of WFMT(FM) Chicago to WGN, says FCC should have given hearing to protestors despite late filing of objections.

**Aug. 5:** Signal Companies offers \$25 million for 49.9% of Golden West Broadcasters; Gene Autry to retain control.

**Aug. 12:** Networks pay \$55 million for football rights, expect \$107 million from advertisers.

**Aug. 12:** NBC and CBS give GOP convention gavel-to-gavel coverage; ABC has late-evening summary, gains rating advantage with early-evening entertainment.

**Aug. 12:** Thirty-second commercial use has 12-fold growth in year; piggybacks have

slight gain, all other lengths decline.

**Aug. 12:** Sale of KFDM-TV Beaumont, Tex., to city's newspapers called off because hearing on transfer, requested by Department of Justice, would run beyond contract termination date.

**Aug. 26:** Basic agreement reached on new ASCAP pact for TV, ending six-year-old lawsuit, saving 12% in first-year fees, more later.

**Aug. 26:** Negro activist group, Fair Play for Black Citizens Committee, moves into convention of National Association of Television and Radio Announcers, claims 500 signed pledges from NATRA members.

**Aug. 26:** Norton Simon Inc. acquires Talent Associates.

**Aug. 26:** AT&T gives lower rates to ETV, but circuits can be pre-empted for commercial users.

**Sept. 2:** Battles inside Democratic convention hall, battles in Chicago streets outside, feud between politicians and broadcast newsmen add up to vivid contrast to Republican's Miami meeting.

**Sept. 2:** FCC modifies sunrise rule, changes starting time from 6 a.m. "local standard" time to 6 a.m. "local" time.

**Sept. 2:** Blair Represented Network offers up to 1,058 stations (Blair list plus Keystone Network affiliates) in business pitch competitive to radio networks.

**Sept. 9:** Washington rings with Chicago echoes; Congress denounces TV reporting; broadcasters protest police harassment.

**Sept. 9:** Report of staff on President's Task Force on Telecommunications sees cable systems supplementing broadcast television, not supplanting it, subject to FCC duopoly rule, other restrictions now applied to broadcasting.

**Sept. 9:** FCC rejects ABC-TV plea for help against raiding by other networks, emphasizes it won't allow incentive-compensation features in affiliation contracts, revives rulemaking to require affiliation contracts to be made public.

**Sept. 16:** Court of Appeals in Chicago says FCC fairness rules are unconstitutional, contradicting earlier decision of Court of Appeals in Washington; Supreme Court appeal foreseen.

**Sept. 16:** Hughes Tool Co. acquires Sports Network Inc.

**Sept. 16:** Agencies, representatives concerned at rise of independent buying services as middlemen between buyer and seller.

**Sept. 23:** Broadcasters call BMI demands exorbitant, break off negotiations for new licenses.

**Sept. 23:** Mexican-American Anti-Defamation Committee protests Frito-Bandito commercials, Bill Dana's Jose Jimenez performances as degrading stereotypes.

**Oct. 14:** Transamerica Corp., Metromedia plan merger in a \$300 million stock deal; FCC approval is needed because both companies have broadcast holdings.

**Oct. 14:** No "Great Debates" this year; House votes to suspend equal time for presidential candidates but includes George Wallace; Senate fails to pass amended bill.

**Oct. 21:** Pictures taken inside Apollo 7 in flight, sent back to earth, revive public interest in space program.

**Oct. 28:** Producers Guild of America wins recognition as collective bargaining agent for movie, TV producers, who gain health, pension benefits under 10-year contract.

**Oct. 28:** ABC seeks broadcaster participation in ownership of domestic satellite.

**Nov. 4:** AAAA chairman attacks "middlemen," defends timebuying skills of agencies in speech to ANA.

**Nov. 4:** Republican campaign spot alternating still picture of grinning Hubert Humphrey with scenes of poverty, war, riots is called "smear" by Democrats, cancelled

by Nixon-Agnew committee.

**Nov. 4:** NBC requirement for news personnel to furnish reports of financial investments, outside employment brings acceptance, resentment.

**Nov. 4:** U.S. Tax Court approves proportional write-offs of feature films, overrules IRS demand for straight-line depreciation.

**Nov. 11:** Networks distinguish themselves in longest, costliest election coverage.

**Nov. 18:** Iowa Supreme Court upholds state 3% tax on advertising, reversing lower court finding.

**Nov. 18:** FCC affirms earlier decision to ban CATV import of Los Angeles programs into San Diego, except in areas served before Oct. 24, 1966.

**Nov. 25:** FCC rule that stations must carry antismoking spots upheld by Court of Appeals.

**Nov. 25:** NBC-TV starts *Heidi* on schedule, loses Raiders' two-touchdowns-in-nine-seconds defeat of Jets, rouses ire of fans; tape of game ending shown on affiliates' late-news programs, on next morning's *Today*.

**Nov. 25:** TV commercials are prime source of actors' incomes; SAG credits them as source of some 40% of members' earnings.

**Dec. 2:** BMI, radio-music committee agree on new pact, boosting fees 10% immediately, more later.

**Dec. 2:** U.S.-Mexican treaty for use of AM broadcast band completed after two years of talks; 260 U.S. daytimers to get presunrise time after pact is ratified.

**Dec. 16:** FCC proposes new rules for CATV, would limit importation of distant signals into all markets, require program origination; authorize tightly controlled on-air pay TV.

**Dec. 16:** President's Task Force on Communications Policy recommends single carrier for all types of international communications, create super federal agency to allocate radio spectrum among government, nongovernment users.

**Dec. 16:** CBS demonstrates EVR (electronic video recording); Motorola will build players for industrial, educational use; home use seen three to five years away.

**Dec. 23:** Microwave Communications offers plan for ETV interconnection service at rates lower than AT&T's.

**Dec. 23:** Television blasted as corrosive force at hearing held by President's Commission on the Causes and Prevention of Violence; ABC's Goldenson, CBS's Stanton report steps to reduce violence in programs, deny staging incidents for TV cameras during Chicago disturbances.

**Dec. 23:** Fifth global satellite, Intelsat III-A, launched for synchronous orbit over east coast of Brazil.

**Dec. 30:** Christmas broadcast from Apollo space capsule orbiting moon with three astronauts reading opening verses of Book of Genesis, successful splashdown, end eventful year.

**Dec. 30:** TWA underwrites Newsfront, nightly newscast on Eastern Educational Network of 17 educational TV stations for six months for \$150,000, gets 4,550 on-air mentions.

**Dec. 30:** Sales of U.S.-made color TV sets top those of black-and-white receivers for first time, EIA reports, about 6 million for year, versus 5.5 million monochrome sets.

**Dec. 30:** Raymond Swing, radio news commentator with following in nineteen-thirties and forties, dies at 81.

## 1969

**Jan. 6:** Justice Department asks FCC to break up media "monopoly" in Cheyenne, Wyo., by ordering Frontier Broadcasting Co. to sell KFBC-TV. Frontier also owns

city's only full-time AM station, only CATV system, has CP for city's second FM station; Frontier's principals also own Cheyenne's only morning, evening, Sunday newspapers.

**Jan. 6:** RKO General announces termination of Hartford pay-TV test after six and a half years; Zenith seeks "showcase" Phonevision operation in major market.

**June 6:** Federal court in Nevada holds CATV systems are essentially local, subject to state regulation.

**Jan. 20:** NAB code boards loosen personal-product restrictions, approve feminine-spray ads on TV, tampon ads on radio.

**Jan. 20:** Frank J. Shakespeare, president, CBS Television Services, named to head U.S. Information Agency.

**Jan. 20:** More than 60 congressmen join in introducing legislation directing FCC to conduct comprehensive investigation of effects of violence on TV.

**Jan. 27:** FCC decides to take ch. 5 Boston away from WHDH Inc., give it to Boston Broadcasting Inc.; WHDH Inc. operates WHDH-AM-FM-TV Boston, is owned by *Boston Herald-Traveler*, publisher of two daily newspapers, Sunday paper; BBI is virtually free of media connections.

**Feb. 3:** Radio doctors, expert diagnosticians of station ailments, especially in program area, ready with prescriptions for fast, fast rating recovery, are in great demand; special report.

**Feb. 10:** *Turn-On*, rejected by number of ABC-TV affiliates after first broadcast, has second show pre-empted by network.

**Feb. 10:** FCC proposes rule to prohibit broadcasters from accepting cigarette advertising unless Congress says "no" or broadcasters voluntarily surrender billings that totaled \$236 million in 1968.

**Feb. 10:** Bills for city, state advertising taxes multiply as Iowa tells media first payments are due.

**Feb. 10:** Local Los Angeles businessmen's group, Voice of Los Angeles, applies for ch. 4, occupied by NBC's KNBC-TV for past 20 years; William G. Simon, lawyer active in forming group, is president of Fidelity Television Inc., applicant for ch. 9 Los Angeles, currently used by RKO General's KHJ-TV.

**Feb. 10:** John H. Macy, chairman of U.S. Civil Service Commission under Presidents Kennedy, Johnson, elected president of Corp. for Public Broadcasting.

**Feb. 10:** WTOP(AM) Washington expands news staff from 13 to 67, going all-news March 3.

**Feb. 10:** Television rates of Atlantic satellites are cut 40%, color charges dropped.

**Feb. 17:** Westinghouse stations withdraw from NAB TV code as too weak, call lifting ban on personal product ads "last straw."

**Feb. 17:** Baseball gets 100th birthday present of \$37.2 million from broadcasters for rights to carry games on radio-TV.

**Feb. 17:** FCC starts investigation of conglomerate ownership of broadcasting stations.

**Feb. 17:** Land-mobile space trouble due to inefficient use of space it has, Stanford Research Institute finds.

**Feb. 24:** Advertisers, agencies active in buying TV series, specials for placement in special markets.

**Feb. 24:** Comsat cuts Pacific satellite rates.

**March 3:** IRS ponders Supreme Court appeal of Court of Claims decision upholding right of Meredith Broadcasting Co. to amortize network affiliation contracts of KPHO-TV Phoenix.

**March 10:** Senator John O. Pastore (D-R.I.) asks U.S. surgeon general to make study of violence on TV and its effects on viewers.

**March 10:** Top price of commercial min-

utes in prime-time TV network programs is \$65,000 asked by *Laugh-In, Mission: Impossible, Mayberry RFD*.

**March 10:** Reno CATV system has 19 hours local origination per day, names sales representative, solicits national business.

**March 10:** Boston businessmen's group, Community Broadcasting of Boston, files for ch. 9, used by RKO General's WNAC-TV.

**March 10:** Apollo 9's intricate space maneuvers provide exciting week for earth-bound audience.

**March 17:** New group, Civic Communications Corp., challenges WLBT-TV Jackson, Miss., for ch. 3, asks for competitive hearing.

**March 24:** FCC adopts rule to permit public inspection of network affiliation contracts.

**March 24:** House publishes report of Investigations Subcommittee on pot party, recommending government controls over broadcast news.

**March 31:** Public watches TV more, trusts it more as news source, likes program mix better, Roper survey shows.

**March 31:** Preplanned network coverage goes into action with notice of death of former President Dwight D. Eisenhower, time pre-empted for funeral, memorial broadcasts, obituaries, but normal schedules not completely abandoned.

**April 7:** CBS-TV fires Smothers brothers after hassles over performers' failure to comply with network's program standards, or to meet deadline for delivery of program to network for preview by affiliates.

**April 7:** Another applicant wants WNAC-TV's Boston ch. 7, Dudley Station Corp., representing "black community of the Boston area."

**April 7:** TV rights to 1972 summer Olympics in Munich, Germany, go to ABC-TV for \$12 million.

**April 14:** Local TV business grows as department stores lead other retailers into video advertising.

**April 14:** Post-Newsweek Bonneville station groups take no new cigarette business, won't renew present contracts.

**April 14:** Corp. for Public Broadcasting plans creation of Public Broadcasting System to distribute programs to ETV stations.

**April 21:** NAB drive for legislative relief against competing applications filed at license renewal time gets several bills introduced in House.

**April 28:** NBC-TV adds three 30-second antismoking spots to weekly prime time schedule; Westinghouse stations drop all cigarette ads.

**April 28:** MCA, Westinghouse drop merger plans.

**May 5:** Media Information Services formed to handle media buying for five Interpublic agencies.

**May 5:** Consumer benefits from television worth \$100 billion a year, economic consulting firm estimates in appraisal for AMST.

**May 5:** Broadcast reformers, third force in TV regulation: special report.

**May 12:** New ASCAP TV contracts finished after eight years, could mean \$53 million savings to stations over 10-year period.

**May 19:** FCC says WBBM-TV Chicago should not have put pot-party program on air because it involved "inducements of the commission of crime" (smoking marijuana), urges guidelines for investigating reporting, but station's license not jeopardized.

**May 19:** Television election broadcasts have "no detectable influence on voting behavior," NBC researchers state, after analysis of 1964, 1968 elections.

**May 19:** Station rep shake-out: special re-

port on mergers, drop-outs.

**June 2:** Plan for settling differences over cable regulation reached by staffs on NAB, NCTA, accepted "in principle" by NCTA board, to be considered by NAB board in mid-June. Agreement proposes joint support of legislation to protect broadcasters' program rights, give CATV chance to grow.

**June 2:** ABC-TV gets Monday-night pro football for reported \$8 million a year.

**June 2:** Apollo 10 is color spectacular: first color pictures of moon, of earth from moon, of splashdown.

**June 9:** AMST, ACTS, attorney for motion picture firms objects to NAB-NCTA agreement.

**June 9:** FCC gets tough on equal-employment opportunity, orders broadcasters to establish programs "designed to assure equal opportunity in every aspect of station employment policy and practice."

**June 9:** Automated radio: special report.

**June 16:** Supreme Court holds FCC's fairness doctrine, personal-attack rules "enhance rather than abridge the freedom of speech and press protected by the First Amendment."

**June 16:** KTAL-TV Texarkana, Tex., promises specific steps to insure equal service to all viewers; Negro groups withdraw protests to license renewal.

**June 16:** Metromedia, Transamerica call off merger.

**June 23:** NAB board scraps staff agreement on cable TV as broadcasters demand more protection.

**June 23:** FCC sets aside license renewal of WPIX(TV) New York, paving way for comparative hearing with new group seeking to take channel; dispute rages on responsibility for commission's delay in acting on complaint.

**June 23:** ABC-TV signs for two more years of NCAA games, at \$12 million a year.

**June 30:** Court of Appeals takes license from WLBT(TV) Jackson, Miss., orders FCC to invite new applicants for ch. 3, castigates commission for its handling of case.

**June 30:** NCTA convention seethes over NAB rebuff but can't decide on next move.

**July 7:** Johnny Carson, Joey Bishop prepare to slug it out with Merv Griffin for late-night viewers.

**July 14:** NAB proposes phase-out of all cigarette advertising on code stations, with total elimination by Sept. 1, 1973.

**July 28:** Cigarette companies offer to cancel all radio-TV advertising by September 1970.

**July 28:** Man walks on the moon and world watches TV.

**July 28:** Football rights go for \$53 million, less than 1% above last year's price.

**Aug. 4:** KTAL-TV Texarkana, Tex., gets license renewal.

**Aug. 11:** Rock's new respectability; special report on pop music field.

**Aug. 25:** More satellites, lower costs, broadcasters think of global line-ups: special report.

**Sept. 1:** Politicians spent \$59 million for radio-TV during 1968 campaign, up 70% from 1964.

**Sept. 8:** More challenges for licensees: Black group files against WMAL-TV Washington; former state official bucks WHTN-TV Huntington, W. Va. renewal; lawyers seek channel occupied by WTAR-TV Norfolk, Va.

**Sept. 8:** Standard 15% commission for station reps no longer standard, IBFM survey reveals.

**Sept. 8:** NAB, NCTA can't agree on CATV, break off talks.

**Sept. 8:** AT&T proposes new broadcast tariffs, seeks \$90 million a year for lines.

**Sept. 22:** President names Dean Burch, former chairman, Republican National

Committee, Robert G. Wells, Kansas broadcaster, to FCC.

**Sept. 22:** NCTA survey shows 98 cable systems carry ads; 329 originate programs.

**Sept. 22:** Rising cost of TV programming shown by record of *Bonanza*, entering 11th season on NBC-TV, with 1969-70 production budget nearly double that of 1959-60: special report.

**Sept. 29:** Middlemen proliferate as more agencies, advertisers use independent buying services.

**Oct. 6:** Twentieth Century Fund proposes prime-time half-hours for presidential candidates for 35 days before election, broadcast on all stations, CATV systems, priced at 50% normal rate, with government paying bill.

**Oct. 6:** FCC gives Bartell heaviest fine, \$30,000, for allegedly unauthorized transfer of control of three radio stations.

**Oct. 13:** Avco stations will ignore NAB TV code, use live models in lingerie commercials.

**Oct. 20:** U.S. Supreme Court upholds FCC cigarette fairness rule.

**Oct. 20:** Victor C. Diehm, WAZL Hazelton, Pa., elected president, chief executive officer of MBS, replacing Robert R. Pauley.

**Oct. 20:** Three-network consortium to own, operate \$100-million satellite system, proposed by CBS's Stanton.

**Oct. 27:** FCC requires program origination by CATV systems with over 3,500 subscribers, permits commercials at natural breaks.

**Oct. 27:** Collections slow in TV spot; paperwork, high interest blamed.

**Oct. 27:** James T. Aubrey Jr., former president, CBS-TV network, named president, chief executive officer, MGM.

**Nov. 3:** Electronic Industries Assn. forecasts multichannel wiring of whole country.

**Nov. 3:** House Commerce Committee cites FCC chairman Hyde for contempt of Congress for refusing to produce confidential documents on case still open.

**Nov. 3:** WGN gives WFMT(FM) Chicago to Chicago Educational Television Assn.

**Nov. 3:** Movies' track record on TV networks spelled out in special survey.

**Nov. 17:** Vice President Agnew charges networks with biased reporting; broadcasters fume; new FCC chairman defends Agnew's right to "express views on objectivity of network news coverage."

**Nov. 24:** Agnew, threat or nuisance? News-men refuse to be cowed by his continued attacks, try not to let them influence objective reporting: special report.

**Dec. 8:** Blacks, churches, liberals protest Pastore bill to protect broadcasters from irresponsible applications for their facilities as racist measure to guaranty licenses in perpetuity.

**Dec. 8:** New merger in works: Dun & Bradstreet would acquire Corinthian broadcasting-publishing interests for \$134 million.

**Dec. 15:** Senate approves ban of broadcast cigarette advertising by Jan. 1, 1971.

**Dec. 15:** Vincent T. Wasilewski signs two-year contract to stay on as NAB president.

**Dec. 22:** CBS-TV seeks music licenses on per-piece basis.

## 1970

**Jan. 5:** CBS sues ASCAP, BMI under antitrust laws in new attempt to get per-use music licenses.

**Jan. 5:** American Brands fails in attempt to get court order forcing TV networks to accept advertising for Silva Thins, Pall Mall Golds which violate NAB code guidelines.

**Jan. 12:** Ailing Brigadier General David Sarnoff, 78, key figure in RCA since its origin, resigns as board chairman, direc-

tor, is elected honorary board chairman; Robert W. Sarnoff, RCA president, chief executive officer, elected to additional post of chairman.

**Jan. 12:** Committee to study feasibility of VHF channel-sharing with land-mobile users completes task, dividends on results; broadcasters say it's not feasible, land-mobile users say it is.

**Jan. 12:** Competitive groups seek ch. 10 Miami occupied by WLAW-TV, (Washington Post-Newsweek) ch. 2 Orlando now held by WESH-TV (Cowles).

**Jan. 12:** Civil-rights group charges all Atlanta radio-TV stations with discrimination against blacks, asks FCC to defer license renewals until it investigates.

**Jan. 19:** FCC eases broadcaster fears aroused by WHDH-TV decision by adopting policy statement asserting it will favor incumbent broadcaster over rival applicants if he can show his programming "has been substantially attuned to the needs and interests" of his area.

**Jan. 19:** AT&T rejects CPB request for free interconnection service, tells FCC 40% reduction is best it will do.

**Jan. 19:** Cypress Communications Corp., Harscope Cable Corp. plan merger of CATV operations into one company serving 165,000 subscribers.

**Jan. 19:** Frank Folsom, RCA president, 1949-57, chairman of executive committee until 1966, dies at 75.

**Jan. 26:** Nixon administration recommends FCC establish interim domestic satellite policy permitting any one with proper financial, technical resources to own, operate its own system.

**Jan. 26:** Fidelity Television Inc. denies forgery charges, argues against reopening hearing of Los Angeles ch. 9 case.

**Feb. 2:** ABC, CBS, NBC agree to underwrite study of feasibility of jointly operating own satellite system to distribute TV radio programs; AT&T says it will seek right to use satellites in its domestic-communications service.

**Feb. 2:** Total of 22.6 million U.S. homes have color TV sets.

**Feb. 2:** Pro football contracts add up to four-year three-network total estimated at \$184 million.

**Feb. 2:** U.S. government serves subpoenas on CBS for all film taken for Black Panther segment of CBS-TV Jan. 6 *60 Minutes* broadcast, including footage not used on air, all correspondence, paperwork in connection with show.

**Feb. 2:** President Nixon uses TV to explain his veto of controversial health-and-education bill, signs veto message during broadcast.

**Feb. 2:** FCC investigates charges of talent agent that some TV shows require performers to kick back part or all of their fees, naming the *Della Reese Show* produced by RKO General and *Joey Bishop Show*, produced by ABC.

**Feb. 2:** Ampex claims new duplicating process for color video tape 10 times faster, less expensive than current methods.

**Feb. 2:** TV set-makers offer to inspect color-TV sets in homes of viewers after National Commission on Product Safety reports some sets had caused fires.

**Feb. 9:** Repeals, stations, agencies question ARB November 1969 report showing decline in TV audience from year before; ARB stands by figures.

**Feb. 9:** Baseball rights top \$38 million.

**Feb. 9:** Supreme Court upholds Nevada statute giving public utilities commission regulation of Nevada CATV systems as legal, although federal government already regulates some aspects of cable operations.

**Feb. 9:** Local group applies for facilities of WIFE Indianapolis, already under inves-

# Endless growth of broadcast codes

Six revisions have made documentation so massive that guidelines are needed

Seven times in the 50-year history of broadcasting a creed for broadcasters has been written. It never seems to be completed.

Broadcast codes have spanned the simple standards of good practice, established in 1923 when the National Association of Broadcasters was founded, to the present detailed rules for both TV and radio and a formal Code Authority staffed by more than 30 persons with offices in New York, Hollywood and Washington.

As of Oct. 1, membership was at an all-time high. There were 409 commercial-TV stations out of 694 on the air and 2,462 radio stations out of 6,458 adhering to code standards.

What had been a simple list of principles has now become a roster of precepts and prohibitions, of interpretations and guidelines. So massive has the documentation become that the Code Authority is preparing a master work on the codes, the interpretations and the guidelines to be sent to members soon.

That first policy for maintaining pro-



Robert D. Swezey (c), who was named first director of the NAB Code Authority in 1961, is shown welcoming his suc-



cessor, Howard H. Bell, in 1963. Stockton Helffrich (l) took over for Mr. Bell in 1968.

gram and advertising standards was in the form of rules of conduct for broadcasters. A revised version was adopted in 1929. As broadcasting burgeoned, a new, 10-point code was adopted in 1935 that included, for example, a ban on per-inquiry business. Four years later, a revision was put into effect, spelling out rules for children's programs, controversial issues, education, news, religion.

It is interesting to note, in view of the controversy raging over "clutter" today, that the proper proportion of commercial copy to programing ranged from

2½ minutes per nighttime quarter hour to six minutes for a prime-time hour.

One of the intriguing sections of that old code, and one of its most controversial at the time, was a flat prohibition on the sale of time in programs that discussed controversial issues. The FCC took care of that provision in 1944 when it ruled, at the request of the United Automobile Workers (CIO), that stations could not refuse to sell time for the presentation of controversial issues.

In 1945, following the FCC's UAW

titigation by FCC, House Investigations Subcommittee, operating on short-term renewal for contest fraud; file applicants seek facilities of WLBT(TV) Jackson, Miss.

Feb. 9: BMI files antitrust suit against CBS, NBC, ASCAP alleging conspiracy to destroy BMI, asks \$59 million treble damages.

Feb. 9: Orrin E. Dunlap, former vice president in charge of advertising, publicity for RCA; earlier for 18 years radio editor of *New York Times*, dies at 73.

Feb. 16: President asks Congress to let him establish White House Office of Telecommunications Policy.

Feb. 16: "Frito Bandito" pulled off air after complaints of Mexican-American group, will be replaced by new Fritos campaign.

Feb. 16: FCC writes stations proposing to carry more than 18 minutes of commercial time per hour in more than 10% of their weekly hours asking justification for license renewals, indicating FCC adoption of NAB code standards.

Feb. 23: FCC proposes fee boosts for all licensees, with broadcasters paying largest part; TV filing fee would rise from \$150 to \$5,000 for VHF in top-50 market, \$45,000 if application is granted, plus annual fees of 12 times highest 30-second spot announcement rate.

Feb. 23: Court of appeals upholds FCC refusal to set KSL-TV Salt Lake City renewal application for hearing, as no violation of rules had been alleged; notes with approval FCC proposed rulemaking on concentration-of-control-of media questions.

Feb. 23: Triangle Publications plans to sell all broadcast properties.

Feb. 23: FCC looks at network affiliate agreements on absorbing costs of AT&T rate increases.

Feb. 23: ABC-TV gets National Basketball Association games for three years for \$17.5 million.

Feb. 23: FCC gives KRAB(FM) Seattle one-year renewal for use of obscene language.

March 2: FCC sets up spectrum management task force to develop, carry out decentralized frequency-management program.

March 2: Minute commercial asking prices for 1970-71 prime time TV network shows have wide range, with CBS-TV's *Mayberry RFD* the highest—\$69,000, NBC-TV's *Laugh-In* close behind—\$68,000.

March 2: Pay TV gets green light; Supreme Court refuses review of lower court ruling upholding FCC's order authorizing such service.

March 2: ABC-TV terminates affiliation with WKTR-TV Dayton, Ohio, after network station-relations man is charged with accepting a bribe for recommending that WKTR-TV get the affiliation.

March 2: State utility commissioners move quickly into CATV after Supreme Court Nevada decision: National Assn. of Regulatory Utility Commissioners decides to recommend model CATV statute for use in all states.

March 2: CBS News denies financing plot to invade Haiti in 1966, admits assigning reporter-director to penetrate Caribbean exile groups for investigation of activities.

March 9: House, Senate conferees agree on legislation to outlaw cigarette advertising on radio-TV, change date from Jan. 1, 1971, to Jan. 2, to let commercials appear on New Year's Day football bowl games.

March 16: WBC asks FCC to prohibit major-market stations from taking more than three hours of network nonnews programming between 7 and 11 p.m., preserve station time that still exists, establish reasonable limits on commercial content in television.

March 16: NAB asks FCC to liberalize rules for operator requirements for radio stations, cites severe shortage of trained technical personnel, says change would permit hiring more applicants from minority groups.

March 23: RKO denies charges of artist kickbacks, but says some record companies reimbursed RKO for payments to talent they have under contract who appeared on *Della Reese Show*.

March 23: Do-it-yourself commercials help local advertisers, local TV stations: special report.

March 30: Elton H. Rule, president, ABC-TV, named to new post, president of American Broadcasting Co., broadcast division of ABC Inc.

March 30: FCC tentatively votes to limit amount of programing TV networks may supply in prime time and to take networks completely out of domestic syndication, largely out of foreign sales.

March 30: FCC adopts proposed rule barring owner of any full-time broadcast sta-

decision, the entire code was rewritten, eliminating the controversial-issues clause, but also tightening up on commercial time limits—to six minutes per hour, day or night. Two years later the code was again rewritten.

The advent of television in 1946 opened up a new category not covered in the radio-oriented standards then in existence. This omission was rectified in 1951, following an outcry about “plunging necklines” and “violence” from Congress and the public, with the establishment of a TV code. This was based principally on the radio code but contained elements of the existing motion picture code. A TV “Seal of Good Practice” was inaugurated as an enforcement device.

The codes continued to be administered by the NAB, but in 1961 a Code Authority was established to care for the problems that were mushrooming. At the same time, each of the two NAB boards established code panels to recommend actions in their respective spheres. Robert D. Swezey, a veteran broadcaster, was named first director; he was followed in 1963 by Howard H. Bell, then an NAB staff executive.

Since then the Code Authority, now directed by Stockton Helffrich who became director in 1968, has functioned as a court, facing what seems to be an unceasing number of crisis. Some examples: Toy advertising was under attack in the 1960's, so the code instituted

new guidelines including a central clearing system in 1961. The growing use of “men in white” on TV, simulating professional medical authority, began to be attacked by the public and consumer groups; this was nipped when the TV code banned such use in 1963. That same year limitations were placed on advertising for arthritis and rheumatism aids. In 1964, the first limitations on cigarette advertising (prohibiting the glamorizing of the weed) was instituted. This problem culminated, of course, in congressional action early this year that banned all cigarette advertising on the broadcast media after Jan. 1, 1971.

It was in 1964, also, that the code authority enpaneled a medical and science advisory group to advise it on those claims in TV and radio advertising. This panel was first used in constraining over-the-air advertising of weight reducing aids in 1968 and more recently in over-the-counter drug advertising.

A watershed action during the last few years was the acceptance for TV and radio advertising of personal hygiene products, culminating early this year in the acceptance of feminine vaginal sprays.

The whole issue of the time standards in the NAB codes flared in 1963 when the FCC, at the insistence of some of its more liberal members, suggested that it adopt the industry's own provisions as an official rule. Broadcasters balked,

and managed to stir enough opposition so that the House of Representatives passed a resolution that forbade the commission from going forward with its plan.

Although the work of the code authority is primarily related to commercials, there have been significant actions on the programing side. Perhaps the most representative of these moves came in 1962 when broadcasters accepted the reality of changing mores. It came about when plans were made to broadcast Eugene O'Neill's classic “The Iceman Cometh” on TV, a play that obviously ran afoul of a number of code proscriptions.

The code was amended to insert this clause:

“It is in the interest of television as a vital medium to encourage and promote the broadcast of programs presenting genuine artistic and literary material, valid moral and social issues, significant controversial and challenging concepts and other subject matter involving adult themes.” The O'Neill play was broadcast.

Today code issues still arise. Many sound familiar. Violence in programing, for example, is now the subject of a Surgeon General's study through the National Institute of Mental Health. A new one is the increasing use of dramatizations in political commercials: this is due to be considered by the TV Code board next month.

tion—AM, FM, TV—from acquiring another station in same market; issues notice of proposed rulemaking to break up existing multimedia combinations, including newspapers, in same market, excepting only AM-FM combinations.

**March 30:** ARB reports for February-March continue to show less viewing than year ago.

**March 30:** FCC opens door to all comers interested in domestic satellite operation, who have ability, money, need for service.

**April 6:** Anti-pollution group complains to FCC that WNBC-TV New York failed to fulfill fairness doctrine obligations when it refused to carry rebuttals to gasoline and automobile commercials, messages dealing with air pollution they cause.

**April 6:** American Bankers Assn. asks 1% rule be changed to 10% for bank-trust departments.

**April 6:** Justice Dept. announces agreements with TV networks, motion picture producers, associated unions intended to insure 20-25% of daily craft employment going to minority workers.

**April 6:** FCC rejects plan to open UHF channels 14 through 20 to land-mobile radio operators in top-25 markets.

**April 6:** NBC-TV asks ASCAP for license to use some 2,200 specific tunes and no others, except for certain specified background music libraries.

**April 6:** CBS opposes FCC one-to-a-customer proposal; feels loss of CBS-owned outlets could seriously hurt radio network news.

**April 13:** Minority voices ring loud, clear,

sobering note at NAB convention, disturbing the usual self-congratulatory atmosphere of annual reunion.

**April 20:** FCC approves inclusion of coded patterns in TV video signals to identify programs, spots electronically.

**April 20:** Government has power to cut clutter out of TV, FCC Commissioner Robert E. Lee tells ANA; he would prefer to have broadcasting deal with the matter, but if industry doesn't act “the commission has ample authority.”

**April 20:** Senate passes bill repealing equal-time requirement for presidential, vice presidential candidates, enabling candidates to buy time at lowest rate for commercial advertiser for same period, limiting amount any candidate for national office can spend for broadcast time.

**April 20:** Appeals court holds municipal CATV ordinances invalid, unconstitutional.

**April 20:** House Investigations Subcommittee holds hearings on CBS's role in abortive attempt to invade Haiti; network officials deny encouraging project.

**April 20:** Apollo 13 mishap catches networks off-guard; ABC-TV first to realize gravity of situation; NBC-TV, CBS-TV chided for slow response.

**April 20:** Revenues of TV networks, owned stations for 1969 up 12.2%, advertising up 10.6%, income before taxes up 26.5% over 1968, FCC reports.

**April 27:** AAAA lifts ban on media ownership by member agencies.

**April 27:** After over 20 years of sharing two channels, 820 kc, 570 kc, WFAA Dallas, WBAP Fort Worth go separate ways; WBAP

gets 820 kc, WFAA 570 kc.

**May 4:** FCC orders AT&T, Western Union to end preferential private-line rates for press users, including broadcasters.

**May 4:** House Commerce Committee approves bill to prohibit pay-TV stations from devoting more than 45% of time to movies and sports, from taking any programs from standard television, from broadcasting any commercials, from broadcasting any feature film that has had general release on nonreserved seat basis for more than a year; no station licensed before enactment of bill could engage in pay-TV operation; all pay-TV stations would have to operate at least eight hours a day.

**May 11:** Richard A. Moore, West Coast broadcaster, recently consultant to HEW Sec. Robert Finch, named special assistant to Atty. Gen. John N. Mitchell.

**May 11:** FCC adopts rule prohibiting TV affiliates in top-50 markets from accepting more than three hours of network programing between 7, 11 p.m., bar networks from domestic syndication, let them sell abroad only programs they produce themselves, all effective Sept. 1, 1971; after Sept. 1, 1970, networks barred from acquiring subsidiary rights in independently produced programs. Only on-the-spot, fast-breaking news, political broadcasts are exempt.

**May 11:** BMI files \$6-million copyright infringement suit against NBC.

**May 11:** WKCF(TV) Dayton, Ohio, gets court order for ABC-TV to reinstate pre-1969 affiliation, switching from WKTR-TV.

More adults, 18 to 49 years, spend more time listening to WJW RADIO than to any other Cleveland area radio station, 6 A.M. to 7 P.M. WJW Radio is #1 in CPM with adults, 25 to 49.\*

**WJW  
Radio  
850**

Phone—  
Major Market Radio, Inc.  
or Storer Radio Sales

\* ARB April/May, 1970 Cleveland Metro Average ¼ hour 6 A.M. - 7 P.M., M-F. SRDS, June 1, 1970. Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.

## Biggest Radio Shows For Local Programming

HALF-HOUR DRAMAS!  
THE LONE RANGER  
THE SHADOW

**SHERLOCK  
HOLMES**



AND NOW...

THE ORIGINAL  
**GANGBUSTERS**

Radio station managers in the "know" know there's no mystery about the success of our great adventure, drama and mystery radio series.

All top favorites, supplied on tape, each half-hour episode allows for five commercial breaks.

Many stations schedule an hourlong mystery bloc weekly. Consistently sold out!

Write for complete series list and price and availabilities in your market.

**CHARLES MICHELSON, INC.**  
45 West 45th St., New York, N. Y. 10036  
Phone: PL 7-0695

**May 11:** Triangle Publications, having sold nine radio-TV stations to Capital Cities Broadcasting, agrees to sell remaining broadcasting properties, retire from radio-TV.

**May 11:** CBS-TV offers affiliates plan to change 42-second station breaks up to 62 seconds, down to 32 seconds, total break time remaining same.

**May 11:** Ford Foundation gives ETV \$1 million for program promotion by newspaper ads in key cities.

**May 18:** MBS affiliates ask other networks, NAB, to join in test of law banning cigarette commercials.

**May 18:** Sen. Frank E. Moss (D-Utah) introduces resolution directing FTC to study possible connection between advertising, drug abuse.

**May 18:** Metromedia donates KNEW-TV San Francisco, UHF, to Bay Area Educational Assn.

**May 18:** ARB finds 59.3 million TV homes in U.S., 25.3 million with color TV.

**May 25:** New FCC rules require broadcasters to adopt, report to commission, detailed equal-employment opportunity programs.

**May 25:** FCC formulating plan for new CATV rule dropping local station protection against importation of signals from overlapping markets, permitting importation of at least four nonnetwork station signals plus whatever affiliated-station signals needed for full network service, requiring deletion of commercials from imported programs and permitting voids to be sold to advertisers by local TV stations, requiring copyright payments, requiring payment of 5% of gross subscription charges to CPB, other changes.

**May 25:** FCC amends double-billing prohibition rule to ban any kind of misrepresentation in station billing.

**May 25:** NBC-TV affiliates pledge all-out fight against prime-time curtailment rule.

**May 25:** Merger of Teleprompter Corp. and H&B American Corp. approved by stockholders, would make Teleprompter largest CATV operator in nation.

**June 1:** ASCAP asks court to order CBS-TV, NBC-TV to dispose of owned stations, to enjoy them from producing, selling, distributing programs.

**June 1:** Appeals court hears fourth oral argument of WHDH-TV Boston case.

**June 1:** Three Shreveport, La., stations agree to reforms in programming, employment practices, escape license challenges by church-community group.

**June 1:** Merger of Harriscope Cable Corp. into Cypress Communications is completed, makes Cypress third largest CATV firm in country.

**June 1:** Nielsen report locates nation's 3.7 million CATV homes.

**June 8:** FCC warns that kickbacks to networks or producers as reimbursement for talent fees must be fully disclosed to audience or be counted payola violations.

**June 8:** Examiner recommends awarding license of Orlando, Fla., ch. 9 to Mid-Florida Television Corp., major victory in 13-year battle.

**June 8:** FCC turns down request of equal time by antiwar groups.

**June 8:** BMI asks court to order CBS-TV to pay it 70% of what network pays ASCAP.

**June 8:** Former Sen. Edwin C. Johnson (D-Colo.), chairman of Senate Commerce Committee, 1949-54, dies at 86.

**June 15:** Edward Petry, founder of station-sales representation as it is today and leading figure in field for over 30 years, dies at 73.

**June 15:** How to program, how to make it

pay: CATV's biggest problem concerns cable operators at NCTA convention as FCC Chairman Burch tells them 1971 origination deadline still stands.

**June 15:** Department of Justice tells FCC it should deny license renewal to KHJ-TV Los Angeles if examiner's finding that General Tire & Rubber Co. had engaged in anticompetitive practices benefiting station is upheld.

**June 22:** If station sells time to political candidate it must sell reply time to opponents but it doesn't have to give them free time to answer paid announcement, FCC explains.

**June 22:** House Investigations Subcommittee censures CBS for part in Haiti invasion plot, charges network with staging scenes for presentation in documentary, encouraging illegal invasion scheme, recommends new legislation specifically to outlaw such practices.

**June 22:** NAB plans all-out fight against FCC move to end media crossownership, asks for more time to make extensive study, seeks to hire former FCC member Lee Loevinger as special counsel.

**June 22:** Examiner recommends renewing WCCO-AM-TV Minneapolis licenses without hearing.

**June 22:** Federal court in San Francisco reverses FCC order requiring Cable TV of Santa Barbara to afford KCOY-TV Santa Maria, Calif., exclusivity in Santa Barbara; directs commission to hold hearing on whether KCOY signal on cable is comparable to Los Angeles signals the CATV system would otherwise be free to carry.

**June 29:** Nixon picks Dr. Clay T. Whitehead, special assistant to President, as first director of new Office of Telecommunications Policy.

**June 29:** FCC releases package of CATV actions, proposals anticipate future role of cable television in nation's communications system.

**June 29:** CBS President Frank Stanton announces that the opposition party will be given several opportunities a year to present its views on CBS in free program time, agrees to paid political fund-raising appeals of up to one minute's length between campaigns.

**June 29:** Campaign of blacks to require broadcasters to change hiring, program practices moves to Nashville, Memphis.

**June 29:** Formation of National Black Network to furnish news, information service to black-oriented radio stations, announced by Robert R. Pauley, former president of ABC, Mutual radio networks, Murry Woroner, head of Woroner Productions.

**June 29:** ABC-TV affiliates resent acquiescence to FCC prime-time rule of ABC Inc. President Leonard Goldenson, tell him so.

**June 29:** Michael H. Dann resigns as CBS-TV senior vice president, programming, to join Children's Television Workshop; Fred Silverman, vice president for programming and development, CBS-TV, succeeds Mr. Dann.

**July 6:** Triggys next? Alberto-Culver sounds stations out on acceptability of three 20-second spots in single minute.

**July 6:** Competing applicant will withdraw bid for NBC's KNBC-TV Los Angeles under agreement approved by FCC for NBC to repay expenses incurred in prosecuting application, about \$102,400.

**July 6:** FCC denies renewal application of WXUR-AM-FM Media, Pa., orders stations off air by Sept. 1, 1970.

**July 6:** FCC adopts \$20-million increase in fees from broadcasters, other licensees; station fees vary with market location,

# yesterday, today and tomorrow



Photo courtesy KDKA



It has been a great first 50 years for broadcasting! It seems like only yesterday KHJ went on the air in Los Angeles . . . in reality it was 1922, 48 years ago. Since the early twenties, broadcasting has grown as an industry and KHJ has grown as a station. Today, Los Angeles is the Nation's Number One Radio Market and KHJ is the leader in contemporary radio in that market.

We are looking forward to tomorrow . . .

# 93/KHJ

type of service, hours of operation power.

**July 6:** CBS spins off program-syndication, domestic CATV operations in independent company, names Clark B. George as president; Sam Cook Digges, executive vice president, CBS-owned AM stations, succeeds Mr. George as president, CBS radio division.

**July 6:** Consolidation of WNDT(TV) New York, National Educational Television into Educational Broadcasting Corp. provides expanded center of educational-TV programming or national distribution by Public Broadcasting Service.

**July 6:** FCC renews eight ETV licenses of Alabama Educational Television Committee. Rules state ETV system has right to reject black-oriented, Vietnam protest programming as matter of "licensee taste or judgment."

**July 13:** Democratic broadcast in CBS-TV free time sets off outbursts of political demands.

**July 13:** Blacks ask FCC to deny license renewals to WREC-TV, WHBC-TV, both Memphis.

**July 20:** Football rights go up to \$66 million, cost of minutes rises to \$200,000 each.

**July 20:** Blacks add WMC-AM-FM-TV to list of Memphis stations whose license renewals they want denied; others feel stations have been too black.

**July 20:** WCCO-AM-TV Minneapolis get renewals; FCC ducks mass-media-control issue.

**July 20:** Court sets interim ASCAP fees of \$4.3 million a year for NBC-TV; CBS-TV rejects same fees as too high, still wants to buy music on per-use basis.

**July 20:** Thomas H. Dawson, assistant to CBS executive vice president, leaves to become director of TV and radio for major league baseball.

**July 20:** FCC approves use of quasi-laser airlink system of program delivery for CATV.

**July 20:** George V. Allen, former director of U.S. Information Agency, dies of heart attack, was 66.

**July 27:** Nixon appoints FCC Commissioner Robert Wells, now serving term ending June 30, 1971, to full seven-year term succeeding Kenneth Cox; Sherman E. Unger, general counsel, Dept. of Housing and Urban Development, named to serve out 11 months of Commissioner Wells's present term.

**July 27:** More than dozen broadcast groups maintain Washington news bureaus; special report tells why.

**July 27:** Herman D. Kenin, 69, president of American Federation of Musicians, dies at 69.

**Aug. 3:** Hal C. Davis, vice president, American Federation of Musicians, president of Pittsburgh local, named AFM president.

**Aug. 3:** New York City grants 20-year CATV franchises to Teleprompter Corp., Manhattan Cable Co., both operating for past five years under temporary franchises.

**Aug. 10:** Food and Drug Administration acts to stop advertising of eight toothpastes, eight mouthwashes as medically effective in combating bad breath, germs and sore throats, common cold symptoms; claims, FDA says, are false; cereal makers defend their products against "empty calorie" charges.

**Aug. 10:** TVB plans to act as clearing house for information about slow-paying spot TV advertisers.

**Aug. 10:** FCC approves merger of Teleprompter, H&B American Corp.; merger will form nation's largest cable system if SEC, Justice Dept. also approve.

**Aug. 10:** Two UHF operators seek right

to start pay-TV service.

**Aug. 17:** Two-year agreement of AFM and TV networks gives staff musicians weekly wage of \$300, but reduces number to 95, all in New York.

**Aug. 17:** Miles W. Kirkpatrick, chairman of American Bar Assn. committee that was critical of FTC, appointed FTC chairman.

**Aug. 17:** Atty. General Mitchell tells newsmen he alone will authorize subpoenas for sensitive information.

**Aug. 17:** Group opposing Post-Newsweek for Miami ch. 10 willing to drop out if they can get back out-of-pocket expenses.

**Aug. 17:** WREC-TV Memphis settles with blacks.

**Aug. 17:** CBS agrees to pay ASCAP interim fees of \$4.3 million a year while court settles per-use license dispute.

**Aug. 17:** KTAR-TV Phoenix documentaries lead to four indictments for drug-related murder.

**Aug. 17:** Networks, stations use EIA signal in tests seeking color consistency.

**Aug. 17:** Farm audience changes, so do broadcasters who serve it: special report.

**Aug. 24:** AAAA wants electronic logging to verify broadcasting of commercials, done at broadcasters' expense.

**Aug. 24:** Times change: FM stations have highest audience share in Grand Rapids, West Palm Beach, ARB reports.

**Aug. 24:** CBS takes loyal opposition off air after FCC orders network to give Republicans time to reply to Democrats, who were replying to Nixon, plans to appeal.

**Aug. 24:** TV programs use drug-addict themes in response to President's appeal for help in dealing with drug-abuse problem.

**Aug. 24:** WMCA New York drops pop music format to go all-telephone talk, "dial-log radio 57," they call it.

**Aug. 31:** KNBC-TV Los Angeles gets renewal.

**Aug. 31:** Subscribers squawk about ARB rate increases, findings, techniques, service promises larger sample size, faster delivery, stands firm on price.

**Aug. 31:** Women's Lib boycotts Silva Thins, Ivory Liquid, Pristine, *Cosmopolitan Magazine*, calls advertising "offensive, insulting to women."

**Aug. 31:** Kenneth A. Cox leaves FCC at end of term, will be senior vice president of Microwave Communications of America, also counsel to communications law firm.

**Aug. 31:** Did D. H. Overmyer actually have out-of-pocket expenses he claimed in transfer of 80% interest in UHF CP's for \$1 million? FCC starts probe to get answer.

**Aug. 31:** FCC OK's Zenith's Phonevision, first pay-TV technical system to get approval.

**Aug. 31:** Networks give prime time to critics of President Nixon's Indochina policy.

**Sept. 7:** Nonprofit group gets custody of WLBT(TV) Jackson, Miss., until permanent licensee selected.

**Sept. 7:** Blacks challenge renewals of eight Columbus, Ohio, stations.

**Sept. 7:** George R. Katz, former president of the Katz agency, dies at 97.

**Sept. 14:** Plans for agency-owned computer-services center are announced by AAAA.

**Sept. 14:** Young & Rubicam barbers country-folk-western musical series after success of *Galloping Gourmet* program-for-spots offer.

**Sept. 14:** Tax audit holds up Senate hearing on Sherman Unger's appointment to FCC.

**Sept. 21:** TV commercials miss audience

completely 4% of time, hit only 27% sometime, FC&B study reveals.

**Sept. 21:** Teleprompter, H&B American sign agreement that merges H&B into Teleprompter.

**Sept. 21:** Twenty-three research projects probing impact of televised violence on child behavior are in work, funded by HEW.

**Sept. 28:** Vice President Agnew, FCC Commissioner Johnson poke at each other.

**Sept. 28:** FCC denies payment by KTAL-TV Texarkana, Tex., of expenses of Church of Christ in aiding blacks to petition for denial of station's license, withdraw petition when station agreed to follow programming-employment practices they urged.

**Sept. 28:** FTC calls Enzyme cleaner claims deceptive.

**Sept. 28:** NAACP studies TV commercials, finds more black faces but still not enough.

**Sept. 28:** Theodore Granik, veteran moderator of panel discussion shows for over 30 years, lawyer, owner of WGSP-TV Washington, dies of heart attack at 63.

**Oct. 5:** United Church of Christ, black broadcasting coalition of Youngstown, Ohio, come to terms with WFMJ-AM-TV, ask FCC to deny renewals to other Youngstown stations.

**Oct. 5:** FTC proposes tough choice to advertisers who break its rules: stop advertising for year or include in all advertising sins attributed to them by FTC; Chevron gasoline with F-130, HI-C are test cases.

**Oct. 5:** WPix(TV) New York executives admit judgment errors, deny deliberate misrepresentation in license-renewal hearing.

**Oct. 5:** Major movie companies file anti-trust suits to stop ABC, CBS from producing entertainment programs for themselves, for theaters, for anyone else.

**Oct. 5:** ETV could take heat off commercial television by becoming political forum, Hartford Gunn, president, Public Broadcasting Service, proposes.

**Oct. 5:** Closed-circuit showing of Broadway sex-and-nudity show, "Oh! Calcutta!" blocked before start by FBI, D.A.'s, politicians, in some cities, gets on elsewhere; Justice Dept. ponders prosecution.

**Oct. 12:** FCC starts work on standards to measure station performance, for reference at renewal time; test work being done on top-50 market stations.

**Oct. 12:** Frontier Broadcasting Co. offers to drop coownershipship if FCC renews license of KFBC-TV Cheyenne, Wyo.

**Oct. 12:** NAB hunts for top-level executives to implement top-to-bottom shake-up.

**Oct. 12:** FCC orders CATV firms franchised by New York City not to work in areas which telephone company is equipping for Comtel service, pending outcome of Telco proceeding.

**Oct. 12:** Merger planned by cable companies of Denver, Colo., State College, Pa.

**Oct. 12:** CATV programming; equipment is ready, creativity is needed.

**Oct. 19:** Time-Life negotiating sale of stations to Combined Communications Corp.

**Oct. 19:** President vetoes political broadcasting bill.

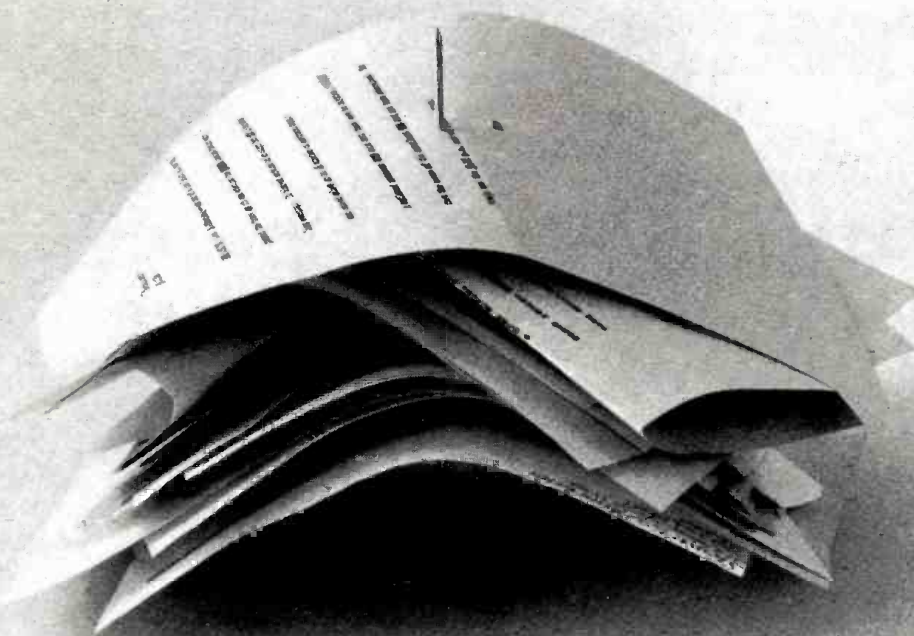
**Oct. 19:** FCC invites comments about anti-smoking spots when cigarette advertising goes off air.

**Oct. 19:** FCC has best chance of all federal agencies to play key role in promoting civil rights, U.S. Commission on Civil Rights report asserts.

**Oct. 19:** FCC probes financial ability of WPix(TV) New York challenger to raise initial million needed to take over station.

**Oct. 19:** Midwest Video Corp. asks court to tell FCC it has no right to order cable





## Spiked!

You wince at the possibly wasted staff time and expense when a story must be spiked or discarded.

We at Lederle do our own "spiking" too. Because pharmaceutical excellence is our job, we "spike" many, many prospects for every product that gets on the pharmacist's shelf.

Medicines to prevent and cure disease have to fight their way past our "spike."



**LEDERLE LABORATORIES**

A Division of American Cyanamid Company, Pearl River, New York 10965

For information about Lederle, call Public Relations Dept. 914-735-5000.

Looking  
Forward to  
The Next

50

KV00

1170



2



Radio and  
Television

Tulsa  
Port City  
of the  
Midwest

systems to originate programming.

**Oct. 19:** WRC-TV Washington arouses wrath of FCC Commissioner Johnson by clipping remark, "she's gonna get laid," from taped discussion show; he calls act "censorship."

**Oct. 19:** AMST asks FCC to form industry advisory committee to help solve problem of FM interference with TV channels 6

through 13.

**Oct. 26:** Networks, affiliates have to start planning how to handle shorter network nights, as appeals court refuses to stay Oct. 1, 1971, effective date of FCC's prime time rules.

**Oct. 26:** Middle-of-the-road music ten times as popular FM format as classical, NAFMB survey reveals.

## The TV's that blazed the trail

A look at the 108 stations that got on air while others were still caught in freeze

The old adage that "everything comes to those who wait" has come true for the 108 TV pioneers who were on the air or had a construction permit Sept. 30, 1948 when the FCC imposed its "freeze" on all new or pending TV applications. The order was issued because the difficulty of meting out TV channels in a rational and orderly manner was becoming increasingly obvious. Although the original allocation plan was only two-and-a-half years old the commission wanted to study a revision.

The industry pioneers greeted the freeze with understandable apprehension and fear that their headstart in this new industry, and their apparently inevitable growth, would be slowed, even stunted.

But, by the time the freeze was lifted in April 1952, many of the pioneers were turning a profit.

The industry as a whole surmounted a \$25-million loss in 1949, turned the profit corner in 1951, and, in 1952, was being bombarded with newcomers clamoring for a piece of the action.

A history of those pioneers follows:

■ **WAPI-TV** (ch. 13) Birmingham, Ala.—Licensed to Newhouse Broadcasting Corp., which bought newspaper, the TV station (then **WABT(TV)**) and two radio stations (**WAPI(AM)** and **WAFM(FM)**) from the Birmingham News Co. for \$18.7 million in 1956. Station went on the air May 22, 1949 as **WAFM-TV**, licensed to Voice of Alabama. Its radio affiliates were **WAPI-AM** and **WAFM(FM)**. It was owned by Ed Norton and Thad Holt. In 1952 the licensee name was changed to The Television Corp. In June 1953 stations were sold to the Birmingham News Publishing Co. for \$2.4 million and the TV calls were changed to **WABT(TV)**. Call letters were changed in 1958 to **WAPI-AM-FM-TV**.

■ **WBRC-TV** (ch. 6) Birmingham, Ala.—Owned by Taft Broadcasting Co. since 1957 following purchase for \$6.35 million of **WBRC-AM-TV** from Storer Broadcasting Co. Station went on the air July 1, 1949 on channel 4, licensed to Birmingham Broadcasting which owned **WBRC-AM**. Eloise S. Hanna was principal owner. In 1953 the station was moved to channel 6 and in May the TV and radio stations were purchased for \$2.4 million by Storer Broadcasting Co. The Taft purchase was made under the name of **WBRC Inc.** The licensee name was changed to Taft Broadcasting in 1959.

■ **KPHO-TV** (ch. 5) Phoenix—Owned since 1952 by Meredith Broadcasting Corp. Meredith bought station and its radio affiliate for \$1.5 million. **KPHO-TV** went on air Dec. 4, 1949, licensed to Phoenix Television Inc., owned by John C. Mullins and associates who also had **KPHO-AM**.

■ **KABC-TV** (ch. 7) Los Angeles—Owned by group owner ABC since it went on air Sept. 16, 1949 as **KECA-TV**. Licensee name first changed to **ABC-Paramount Theaters** after ABC merged with United Paramount Theaters in 1953 and later changed to **ABC Inc.**

■ **KCOP(TV)** (ch. 13) Los Angeles—Owned by group owner Chris Craft Industries since 1960. Station began on Sept. 17, 1948, as **KLAC-TV**, licensed to **KMTR Radio Corp.** owned by Dorothy Schiff, publisher of *New York Post*. **KLAC-TV** was sold to Copley Press, group newspaper publisher, in 1953 for \$1.3 million; and call letters changed to **KCOP**. In December 1957, **KCOP** was sold to Kenyon Brown, Bing Crosby, George L. Coleman and Joseph A. Thomas for \$4 million; and in January 1960 sold to Chris Craft, then **Nafi Corp.** for 44,000 shares of **Nafi** stock (worth about \$1.5 million at the time).

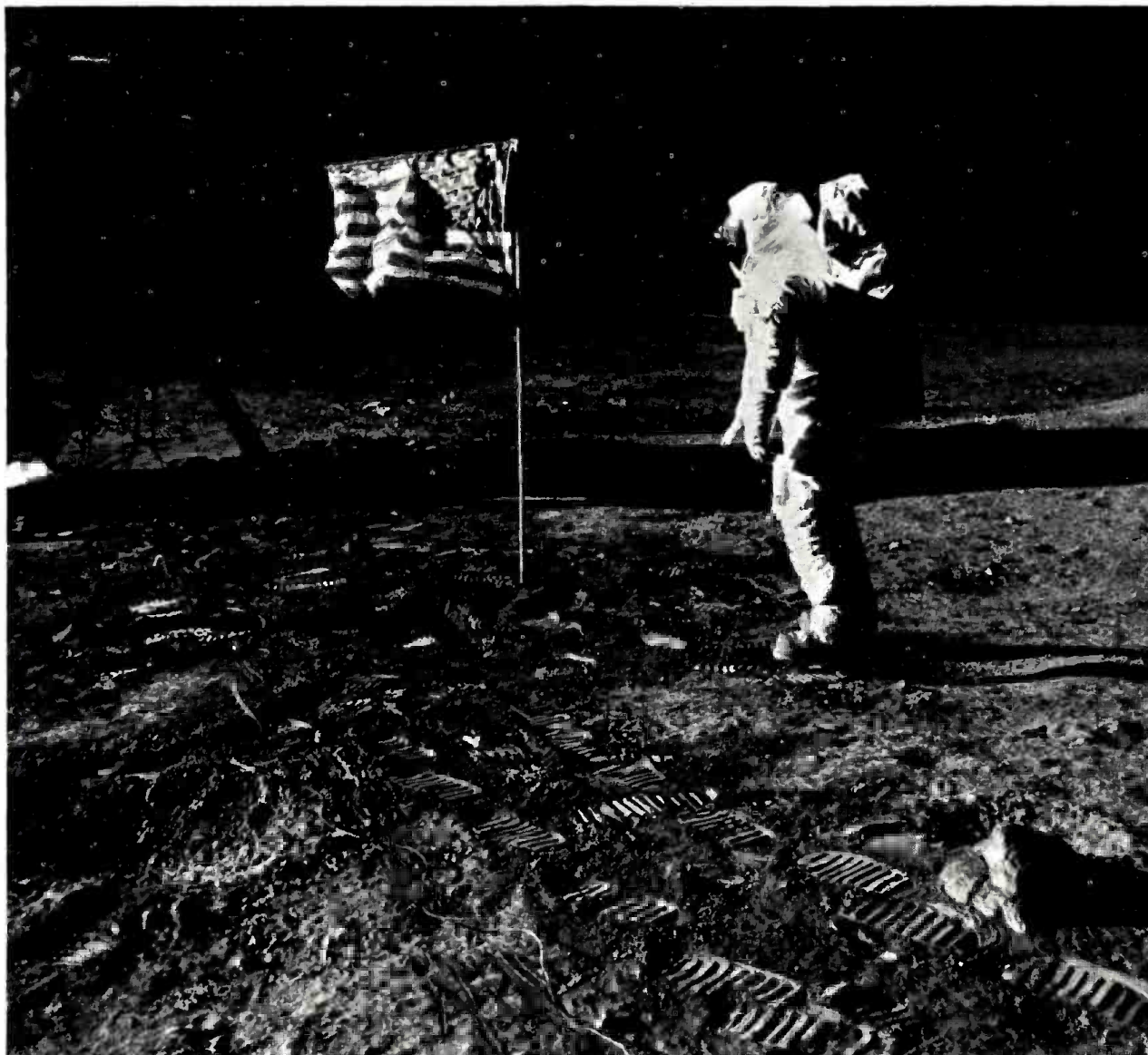
■ **KHJ-TV** (ch. 9) Los Angeles—Owned since 1951 by group owner, **RKO General**. Began on Oct. 6, 1948, as **KFI-TV**, owned by and licensed to Earle C. Anthony Inc.; sold in 1951 to **Don Lee Broadcasting System**, division of **General Tire & Rubber Co.** for \$2.5 million. In 1952 the licensee was changed to **General Teleradio**; in 1955 to **RKO Teleradio Pictures** and in 1959 to **RKO General Inc.**

■ **KNBC(TV)** (ch. 4) Los Angeles—Owned by **NBC** since it went on air on Jan. 16, 1949 as **KNBH(TV)**. Call letters were changed to **KRCA(TV)** in 1954 and to **KNBC** in 1962.

■ **KNXT(TV)** (ch. 2) Los Angeles—Owned by **CBS** since 1950. Started Oct. 4, 1939, as **W6XAO**, licensed to **Don Lee Broadcasting System**, division of **Thomas S. Lee Enterprises**. Call letters changed in 1949 to **KTSL(TV)**. All **Don Lee** stations were sold to **General Tire & Rubber Co.** in 1950 for \$12.3 million. In spinoff, **General Tire** sold **KTSL** to **CBS**, which already owned **KNX-AM-FM**, for \$3.6 million. Calls changed to **KNXT** in 1951.

■ **KTLA(TV)** (ch. 5) Los Angeles—Licensed to **Golden West Broadcasters** which bought station in 1964 for \$12 million. **Golden West** already owned **KMPC(AM)**. Station began on Jan. 22, 1947, licensed to **Paramount Television Productions Inc.**

■ **KTTV(TV)** (ch. 11) Los Angeles—Owned by **Metromedia** since 1963 when station was bought for \$10.39 million from **Times-Mirror Broadcasting Co.** Went on air Jan. 1, 1949, licensed to **KTTV Inc.**, which was owned by **Times-Mirror** (51%)



## Here's a significant view of the "vast wasteland."

When man first set foot on the moon, the drama was witnessed by 200 million Americans sitting in their homes over a quarter million miles away.

More recently—in a single day of broadcasting—these same 200 million Americans thrilled to the action of a sporting event . . . appraised the views of political candidates . . . sniffled through a poignant drama . . . enthralled to an operatic aria . . . learned how to make a soufflé . . . became thoughtfully involved in a documentary . . . an editorial and a panel discussion . . . laughed at a comedian

. . . expressed concern over events in the news . . . and relaxed to the sound of music.

In its 50 years of existence broadcasting has provided for millions a front row center seat in the theater of arts, sports and world events—and so has become the universal mind-stretcher of our time.

But with this power to shape and influence also goes an enormous responsibility—a responsibility to maintain and further the achievements of free broadcasting through vigilant policing of our own industry.

Let's just make sure we do it.



BIRMINGHAM  
WBRC  
TV-AM-FM

BUFFALO  
WGR  
TV-AM-FM

CINCINNATI  
WKRC  
TV-AM-FM

COLUMBUS  
WTVN-TV-AM  
WBUK

KANSAS CITY  
WDAF  
TV-AM-FM

PHILADELPHIA  
PENNSYLVANIA  
WTAF-TV

SCRANTON  
WILKES-BARRE  
WNEP-TV

HOLLYWOOD: HANNA-BARBERA PRODUCTIONS, INC. • CINEMOBILE SYSTEMS, INC. • CINCINNATI: CONEY ISLAND

and CBS Inc. (49%). In December 1950 CBS sold its interest to Times-Mirror for \$450,000.

■ **KFMB-TV** (ch. 8) San Diego—Licensed to Midwest Television Inc., which bought station in February 1964 for \$10.08 million from Transcontinent Television Corp. Station began on May 16, 1949, licensed to Jack Gross Broadcasting; later being sold in 1951 to Kennedy Broadcasting Co. for \$925,879, in 1953 to Wrather-Alvarez Broadcasting Inc., for \$3.15 million, in 1959 merged into Transcontinent and finally to Midwest.

■ **KGO-TV** (ch. 7) San Francisco—Licensed to ABC Inc. and owned by ABC since it went on air May 5, 1949. Licensee name was changed in February 1963 to ABC-Paramount Theaters after ABC merged with United Paramount Theaters; and in 1965 to ABC Inc.

■ **KPIX-TV** (ch. 5) San Francisco—Owned by Westinghouse Broadcasting Co. since July 1954. Station began on Dec. 22, 1948, licensed to Associated Broadcasters, owned principally by Wesley J. Dumm, which sold station (and KFO-AM) to Westinghouse in 1954 for stock worth \$7.66 million.

■ **KRON-TV** (ch. 4) San Francisco—Licensed to Chronicle Broadcasting Co. Station went on air Nov. 15, 1949, licensed to Chronicle Publishing Co. Licensee name was changed in 1967 to Chronicle Broadcasting Co.

■ **WNHC-TV** (ch. 8) New Haven, Conn.—Owned by Triangle Publications Inc. since 1956. Station began on June 15, 1948, on channel 6, licensed to Elm City Broadcasting, principally owned by Patrick J. Goode and Aldo De Dominicis. It moved to current channel in 1954 and was sold along with radio affiliates WNHC-AM-FM to Triangle for \$5.4 million in 1956.

■ **WMAL-TV** (ch. 7) Washington—Owned by current licensee, Evening Star Broadcasting Co., since it went on air Oct. 3, 1947.

■ **WRC-TV** (ch. 4) Washington—Owned by NBC since it went on air on June 27, 1947, as WNBW-TV. Calls were changed to WRC-TV in 1954.

■ **WTOP-TV** (ch. 9) Washington—Owned since 1950 by Washington Post Co. and licensed to Post-Newsweek Stations, Capital Area Inc. Station began on Jan. 16, 1949, as WOIC-TV, licensed to Bamberger Broadcasting Service, division of General Teleradio, owned by R. H. Macy Co. Sold in 1950 for \$1.4 million to WTOP Inc., owned by the Washington Post (55%); CBS, (45%). WTOP Inc. was licensee of WTOP-AM-FM and WOIC call was changed to WTOP-TV. Post bought out CBS interest in stations in 1954 for \$3.5 million.

■ **WTTG-TV** (ch. 5) Washington—Licensed to Metromedia Inc. since 1961. Station began in January 1947, licensed to Allen B. DuMont Laboratories Inc., operator of later-defunct DuMont Television Network. Licensee name changed in 1958 to Metropolitan Broadcasting Corp.

■ **WJXT-TV** (ch. 4) Jacksonville, Fla.—Licensed to Post-Newsweek Stations, Florida Inc., and owned by Washington Post interests (Post-Newsweek Stations group owner) since 1953. Station began on Sept. 15, 1949, as WMBR-TV. Sold in January 1953 along with WMBR-AM-FM, for \$2.47 million to Post. Call changed in 1958 to WJXT-TV and radio stations were sold to WMBR Inc. for \$375,000.

■ **WTVJ-TV** (ch. 4) Miami—Owned by Wometco since it went on air on March 21, 1949, when it was licensed to Southern Radio and Television Equipment Co., owned by Wometco Theaters Corp. In 1960 licensee became Wometco Enterprises.

■ **WAGA-TV** (ch. 5) Atlanta—Licensed to Storer Broadcasting Co. and owned by that group owner since it went on air March 8, 1949. First licensee was Liberty Broadcasting Co., owned by George B. Storer. Licensee changed to Storer Broadcasting Co. in 1953.

■ **WQXI-TV** (ch. 11) Atlanta—Licensed to Pacific & Southern Broadcasting Co. and owned by P&S since January 1968. Station began on Oct. 1, 1951, as WLTV-TV on channel 8, licensed to Broadcasting Inc. In January 1953 station sold to Crosley Broadcasting Corp. for \$1.5 million and moved to channel 11. Later sold to WIBC Inc. for \$2.25 million plus book value of working capital, and calls changed to WATV-TV. Finally, in January 1968, sold for \$12.89 million to Pacific & Southern and calls changed again to WQXI-TV.

■ **WSB-TV** (ch. 2) Atlanta—Licensed to Cox Broadcasting Corp. and owned by Cox since it went on air Sept. 29, 1948, on channel 8, licensed to Atlanta Journal Co., owned by Cox. With merger in 1951 of Atlanta Constitution into Atlanta Journal, Cox took over the ch. 2 facility of Constitution and sold channel 8 to Broadcasting Inc. (see WQXI-TV Atlanta).

■ **WBBM-TV** (ch. 2) Chicago—Licensed to CBS Inc. and owned by CBS since 1953. Station began on Sept. 6, 1946, as WBBK-TV on channel 4, licensed to Balaban & Katz, subsidiary of United Paramount Theaters. Station and its radio affiliate WBIK(FM) were sold to CBS Inc. in February 1953 for \$6 million; sale being result of ABC's merger with United Paramount Theaters. CBS already owned WBBM-AM. CBS changed calls to WBBM-TV and station

moved to channel 2. WBIK(FM) was changed to WBBM-FM.

■ **WLS-TV** (ch. 7) Chicago—Licensed to ABC Inc. and owned by ABC since it went on air on Sept. 17, 1948, as WENR-TV, licensed to ABC which also owned WENR-FM, and 50% of WENR-AM. Licensee changed to ABC-Paramount Theaters when ABC merged with United Paramount Theaters in February 1953. WENR-AM changed calls in 1954 to WLS-AM and ABC purchased the remaining half of the station. WENR-FM calls were changed to WLS-TV in January 1966. Licensee name changed in 1966 to ABC Inc. and calls changed to WBBK-TV. Calls of WBBK-TV were changed to WLS-TV in 1969.

■ **WGN-TV** (ch. 9) Chicago—Licensed to WGN Continental Broadcasting Co. and owned by Tribune Co., publisher of Chicago Tribune, since it went on air April 5, 1948, licensed to WGN Inc. Licensee name changed in 1967 to WGN Continental Broadcasting Co.

■ **WMAQ-TV** (ch. 5) Chicago—Licensed to NBC Inc. and owned by NBC since it went on air on Sept. 1, 1948, as WNBQ-TV. Calls changed in 1964 to WMAQ-TV.

■ **WHBF-TV** (ch. 4) Rock Island, Ill.—Licensed to Rock Island Broadcasting Co., and owned by Rock Island since it went on air on July 1, 1950. Rock Island was owned by J. W. Potter Co., publisher of The Rock Island Argus.

■ **WTTV-TV** (ch. 4) Bloomington-Indianapolis—Licensed to Sarkes Tarzian Inc., and owned by Sarkes Tarzian since it went on air on Nov. 11, 1949. First assigned to channel 10 and moved to channel 4 in 1954.

■ **WFBM-TV** (ch. 6) Indianapolis—Licensed to Time-Life Broadcast Inc. and owned by Time-Life since 1957. Station began on May 30, 1949, licensed along with WFBM-AM to WFBM Inc. Owned by Harry M. Bitner. Licensee changed in 1954 to Consolidated Television and Radio Broadcasters. Stations were sold to Time-Life in April 1957, with WTCN-AM-TV Minneapolis-St. Paul and WOOD-AM-TV Grand Rapids, Mich., for \$15.75 million. WFBM-FM went on the air in 1959. Licensee name changed in 1962 to Time-Life Broadcast Inc.

■ **WOI-TV** (ch. 5) Ames, Iowa—Licensed to Iowa State University and owned by university since it began on Feb. 21, 1950. First assigned to channel 4, moving to channel 5 in 1954.

■ **WCC-TV** (ch. 6) Davenport, Iowa—Licensed to Woc Broadcasting Co. Owned by Palmer interests since it went on air Oct. 31, 1949, on channel 5, licensed to Central Broadcasting Co. Station moved to channel 6 in 1954. Licensee name changed in 1960 to Tri-City Broadcasting and in 1965 to Woc Broadcasting.

■ **WAVE-TV** (ch. 3) Louisville, Ky.—Now licensed to Orion Bcstg., station was owned by Norton stations group owner since it went on air Nov. 24, 1948, on channel 5. Original licensee was WAVE Inc. Station moved to channel 3 in 1954.

■ **WHAS-TV** (ch. 11) Louisville, Ky.—Licensed to WHAS Inc. and owned by Barry Bingham and family since it went on air March 27, 1950, on channel 9. Station moved to channel 11 in 1953.

■ **WDSU-TV** (ch. 6) New Orleans—Now licensed to Royal Street Corp. and owned by Edgar Stern interests since it went on air Dec. 18, 1948, station originally was licensed to Stephens Broadcasting Co. In 1951, licensee was changed to WDSU Broadcasting Corp., and in 1963 to Royal Street Corp.

■ **WBAL-TV** (ch. 11) Baltimore—Licensed and owned by Hearst Corp. since it went on air March 11, 1948. In 1952, licensee name was modified to Hearst Corp., Radio



**Congratulations to Radio  
on its 50th Anniversary**

An RKO Radio Station 

& TV Division.

■ **WJZ-TV** (ch. 13) Baltimore—Licensed to Westinghouse Broadcasting Corp., it has been owned by Westinghouse since 1957. Station began on Nov. 2, 1948, as WAAM-TV, licensed to Radio-TV of Baltimore. In 1951, licensee name was changed to WAAM Inc. Westinghouse bought it in June 1957 for \$4.4 million and call was changed to WJZ-TV.

■ **WMAR-TV** (ch. 2) Baltimore—Licensed to and owned by A. S. Abell Co. (Baltimore Sunpapers group owner) since it went on air Oct. 27, 1947.

■ **WBZ-TV** (ch. 4) Boston—Licensed to Westinghouse Broadcasting Corp. and owned by Westinghouse since station went on air June 9, 1948, licensed to Westinghouse Radio Stations Inc. Licensee name changed in 1954 to Westinghouse Broadcasting Co.

■ **WNAC-TV** (ch. 7) Boston—Licensed to and owned by RKO General since it went on air June 21, 1948, licensed to Yankee Network, owned by General Tire & Rubber. Licensee name changed in 1951 to Yankee Division of Thomas S. Lee Enterprises; in 1952 to Yankee Network Division of RKO Teleradio Pictures; in 1955 licensee name made RKO General Inc.

■ **WJBL-TV** (ch. 2) Detroit—Licensed to Storer Broadcasting Co. and owned by Storer since it went on air Oct. 24, 1948, with licensee then being Fort Industry Inc., principally owned by George B. Storer.

■ **WWJ-TV** (ch. 4) Detroit—Licensed to Evening News Association, owner since station went on air March 4, 1947, as WWDT(TV). Call letters changed in 1948.

■ **WXYZ-TV** (ch. 7) Detroit—Licensed to WXYZ Inc. and owned by ABC Inc. since it went on air Oct. 9, 1948. WXYZ-AM-FM radio affiliates.

■ **WOOD-TV** (ch. 8) Grand Rapids, Mich.—Licensed to Time-Life Broadcast Inc., it has been owned by Time-Life since 1957. Station began on Aug. 15, 1949, as WLAV-TV on channel 7, licensed to and owned by Leonard A. Versluis. It later was sold to Harry M. Bitner for \$1.3 million and, in September 1957, to Time-Life for \$15.7 million. The Bitners owned WOOD(AM) and call was changed to WOOD-TV. Name changed in 1960 to Time-Life Broadcast.

■ **WKZO-TV** (ch. 3) Kalamazoo, Mich.—Licensed to and owned by Fetzer Broadcasting Co., since it went on air June 1, 1950.

■ **WJIM-TV** (ch. 6) Lansing, Mich.—Licensed to Gross Telecasting Inc., it has been controlled by Gross interests since it went on air May 1, 1950. Licensed to WJIM Inc. Licensee name changed to Gross Telecasting Inc. in 1956.

■ **WCCO-TV** (ch. 4) Minneapolis-St. Paul—Licensed to Midwest Radio-Television Inc., it has been principally owned by *Minnesota Tribune* and *Ridder Newspapers* interests since it went on air July 1, 1949, as WTCN-TV, when it was licensed to Minnesota Broadcasting Corp., owned by Northwest Publications (*Ridder Newspapers*) and *Minnesota Tribune Co.* Licensee name was changed to Mid-Continent Radio Television in 1951. In 1952 CBS traded WCCO-AM and \$302,000 for 47% of the new licensee, Midwest Radio & Television. WTCN-TV became WCCO-TV and Midwest became licensee of WCCO-AM-TV. In 1954 CBS sold its 47% of the stations to *Minnesota Star Tribune Co.*

■ **KSTP-TV** (ch. 5) St. Paul-Minneapolis—Licensed to Hubbard Broadcasting Inc., it has been owned by Hubbard interests (*Gold Seal Stations* group owner) since it went on air April 27, 1948, when it was licensed to KSTP Inc. Licensee name changed in 1960 to Hubbard Broadcasting.

■ **WDAF-TV** (ch. 4) Kansas City, Mo.—

Licensed to Taft Broadcasting Co., it has been owned by Taft since 1964. Station began on Oct. 16, 1949, licensed to The Kansas City Star Co. which also owned WDAF-AM. In April 1958 stations sold for \$7.6 million to National-Missouri TV Inc., subsidiary of National Theaters Inc. In July 1960 Transcontinent Television Corp. bought the stations for \$9.75 million. WDAF-FM went on the air in 1961. In April 1964, Taft bought the package [plus WGR-AM-FM-TV Buffalo, N.Y. and WNEP-TV Scranton, Pa.] for \$26.9 million.

■ **KSD-TV** (ch. 5) St. Louis—Licensed to Pulitzer Publishing Co. and owned by Pulitzer since it went on air Feb. 8, 1947.

■ **KMTV(TV)** (ch. 3) Omaha—Licensed to May Broadcasting Co., it has been controlled by May since it went on air Sept. 1, 1949. Originally 75% owned by May and 25% by Central Broadcasting, Central sold its 25% to May for \$42,250 in 1960.

■ **Wow-TV** (ch. 6) Omaha—Licensed to Meredith Wow Inc., it has been owned by Meredith since 1951. Station began on Aug. 29, 1949, and along with wow(AM) was bought from Francis P. Matthews and associates by Meredith in September 1951 for \$2.52 million.

■ **KOB-TV** (ch. 4) Albuquerque, N.M.—Licensed to Hubbard Broadcasting Inc. and owned by Hubbard interests (*Gold Seal Stations*) since 1957. Station began on Nov. 29, 1948, licensed to Albuquerque Broadcasting Co. along with KOB-AM. Licensee sold stations to Time Inc. and former FCC Chairman Wayne Coy, each 50%, for \$900,000 in May 1952; sold in March 1957 to KSTP Inc. for \$1.5 million. Licensee name was changed to Hubbard Broadcasting in 1967.

■ **WBNF-TV** (ch. 12) Binghamton, N.Y.—Licensed to Triangle Publications and

owned by Triangle since 1955. Station began on Dec. 1, 1949, licensed to Clark Associates. Triangle bought station (plus WBNF(AM)) in May 1955 for \$3 million.

■ **WBEN-TV** (ch. 4) Buffalo, N.Y.—Licensed to WBEN Inc. (*Buffalo Evening News*), owner since station went on air May 14, 1948.

■ **WABC-TV** (ch. 7) New York—Licensed to ABC Inc. and owned by group owner ABC since it went on air Aug. 10, 1948, as WJZ-TV. Licensee name changed in February 1953 to ABC-Paramount Theaters following merger with ABC; calls changed to WABC-TV. Name of licensee changed in 1966 to ABC Inc.

■ **WOR-TV** (ch. 9) New York—Licensed to RKO General Inc. and owned by RKO since 1952. Station began on Oct. 5, 1949, licensed to Bamberger Broadcasting Service Inc., division of General Teleradio Inc., which was owned by R. H. Macy Co. and which also owned WOR-AM-FM. In January 1952, Macy sold stations to General Tire & Rubber Co.'s Thomas S. Lee Enterprises Division for \$4.5 million-plus. In 1953, Macy sold its shares in General Teleradio for \$2.25 million and the licensee name was changed to RKO Teleradio Pictures Inc. And, in 1960, licensee name finally changed to RKO General.

■ **WPIX-TV** (ch. 11) New York—Licensed to WPIX Inc. Station owned by News Syndicate Co., (*Tribune Co.* group owner) since it went on air June 15, 1948, when it was licensed to News Syndicate Co., publisher of *New York Daily News*, current operator. In 1951 licensee name was changed to WPIX Inc.

■ **WRoc-TV** (ch. 8) Rochester, N.Y.—Licensed to Rust Craft Broadcasting Inc. and owned by Rust Craft since 1965. Station began on June 11, 1949, as WHAM-TV

**WAPI**  
BIRMINGHAM, ALABAMA

**st**  
FIRST IN ALABAMA

**AM** WAPI-AM  
1922

**FM** WAPI-FM  
1946

**TV** WAPI-TV  
1949

**STILL FIRST  
IN ALABAMA**

WAPI-TV Represented by  
Harrington, Righter & Parsons, Inc.

WAPI AM & FM Represented by  
Henry I. Christal Company, Inc.

on channel 6, licensed to Stromberg-Carlson Co., division of General Dynamics Corp. which also owned WHAM-AM and WHFM(FM). In 1953 the station was moved to channel 5. In 1956 the stations were sold to Transcontinent Television Corp. for \$5.1 million. In November 1961 TTC sold WROC-TV to Veterans Broadcasting Co. and WHEC Inc. for \$6.5 million. After the sale Veterans turned over its license to share channel 10 (WHEC-TV) to WHEC Inc. and WHEC Inc. turned over its share of WROC-TV to Veterans which also owned WVET-WVET-TV and WROC-AM-FM. In 1963 the calls were changed to WROC-AM-FM-TV and the TV station moved to channel 8. In February 1965 Veterans sold WROC-AM-FM-TV to Rust Craft for \$7 million.

■ WRGB(TV) (ch. 6) Schenectady, N.Y.—Licensed to General Electric Broadcasting Co. and owned by GE since it went on air Nov. 10, 1939, as W2XD on channel 8. In 1942, TV became WRGB on channel 3 and, in 1954, moved to current channel.

■ WHEN-TV (ch. 5) Syracuse, N.Y.—Licensed to Meredith Syracuse Television Corp. and owned by Meredith since it went on air Dec. 1, 1948, on channel 8. Moved to channel 5 in July 1961.

■ WSYR-TV (ch. 3) Syracuse, N.Y.—Licensed to Newhouse Broadcasting Corp. and owned by Newhouse since it went on air Feb. 15, 1950, on channel 5, when it was licensed to Central New York Broadcasting Corp., owned by S. I. Newhouse and family. Moved to channel 3 in 1954. Licensee name was changed to Newhouse Broadcasting Corp. in 1960.

■ WKTU(TV) (ch. 2) Utica, N.Y.—Licensed to Mid-New York Broadcasting Corp. since 1958. Station began Dec. 1, 1949, on channel 13, licensed to Copper City Broadcasting Co. which also owned

WKAL-AM Rome, N.Y. They were sold in December 1958 to Mid-New York for \$4 million-plus.

■ WBTU(TV) (ch. 3) Charlotte, N.C.—Licensed to and owned by Jefferson Standard Broadcasting Co. since it went on air July 15, 1949.

■ WFMV-TV (ch. 2) Greensboro, N.C.—Licensed to Greensboro News Co. since it began Sept. 22, 1949; and owned by Norfolk-Portsmouth Stations (Landmark Communications group owner) since 1964 when that company purchased the newspapers (*Greensboro Daily News and Record*) and station for \$17.18 million.

■ WCPO-TV (ch. 9) Cincinnati—Licensed to Scripps-Howard Broadcasting Co. and owned by Scripps-Howard since it began July 26, 1949, on channel 4, licensed to Scripps-Howard Radio Inc., owned by Scripps-Howard Newspapers. In 1954 station moved to channel 9.

■ WKRC-TV (ch. 12) Cincinnati—Licensed to Taft Broadcasting Co. and owned by Taft interests since it went on air April 4, 1949, on channel 11. At time it was licensed to Radio Cincinnati Inc. Station moved to channel 12 in 1953; in 1959, licensee name changed to Taft.

■ WLWT(TV) (ch. 5) Cincinnati—Licensed to Avco Broadcasting Corp. and owned by Avco since it went on air Feb. 9, 1948, on channel 4, when it was licensed to Crosley Broadcasting Corp., Avco subsidiary. Moved to channel 5 in 1953; licensee name changed in 1966.

■ WCBS-TV (ch. 2) New York—Licensed to CBS Inc. and owned by CBS since it went on air July 1, 1941, as WCBW(TV). Calls changed in 1946 to WCBS-TV.

■ WNBC-TV (ch. 4) New York—Licensed to NBC Inc. and owned by NBC since it went on air July 1, 1941, as WNB(TV). Call letters changed in 1955 to WRCA-TV;

and in 1960 to WNBC-TV.

■ WNEW-TV (ch. 5) New York—Licensed to Metromedia Inc. and owned by Metromedia (originally DuMont Broadcasting Corp.) since 1955. Station began on May 2, 1944, as WABD(TV), licensed to Allen B. DuMont. In January 1959, John W. Kluge and associates bought out Paramount's interest in Metropolitan Broadcasting Co., the successor to DuMont Broadcasting for \$4 million, with call changed later that year to WNEW-TV. Corporate and licensee names changed in March 1961 to Metromedia Inc.

■ WEWS(TV) (ch. 5) Cleveland—Licensed to Scripps-Howard Broadcasting Co. and owned by S-H since it went on air Dec. 17, 1947.

■ WJW-TV (ch. 8) Cleveland—Licensed to Storer Broadcasting Co. and owned by Storer since 1954. Station began on Dec. 19, 1949, as WXEL(TV) on channel 9, licensed to Empire Coil Co. sold to Storer along with KPTV(TV) Portland, Ore., in October 1954 for \$8.5 million. Call changed to WJW-TV and moved to channel 8 in 1954.

■ WKYC-TV (ch. 3) Cleveland—Licensed to NBC Inc. and owned by NBC since 1965. Station began on Oct. 31, 1948, as WNBK(TV) on channel 4, licensed to and owned by NBC. In December 1955 NBC traded WTAM-AM-FM Cleveland and WNBK and \$3 million to Westinghouse Broadcasting for WPTZ(TV) and KYW(AM) Philadelphia. Cleveland licensee became Westinghouse Broadcasting. calls were changed to KYW-AM-FM-TV. In February 1965 FCC ordered the trade canceled and properties were returned to original owners with NBC paying an additional \$150,000. Calls were changed to WKYC-AM-FM-TV.

■ WBNS-TV (ch. 10) Columbus, Ohio—Licensed to WBNS-TV Inc. (*Columbus Dispatch*) and owned by Dispatch since it went on air Oct. 5, 1949.

■ WLWC(TV) (ch. 4) Columbus, Ohio—Licensed to Avco Broadcasting Corp. and owned by Avco since it went on air April 3, 1949, on channel 3, when it was licensed to Crosley Broadcasting Corp., Avco subsidiary. Station moved to channel 4 in 1953.

■ WTVN-TV (ch. 6) Columbus, Ohio—Licensed to Taft Broadcasting Co. and owned by Taft since 1953. Station began on Aug. 30, 1949, licensed to Picture Waves Inc., owned by Edward Lamb; and sold to Taft for \$1.5 million.

■ WHIO-TV (ch. 7) Dayton, Ohio—Licensed to Miami Valley Broadcasting Corp. and owned by Miami parent company, Cox Broadcasting Corp., since it went on air Feb. 23, 1949, on channel 13. Moved to channel 7 in 1953.

■ WLWD(TV) (ch. 2) Dayton, Ohio—Licensed to and owned by Avco Broadcasting Corp. since it went on air March 15, 1949, on channel 5, when it was licensed to Crosley Broadcasting Corp., Avco subsidiary. Moved to channel 2 in 1953. Licensee name changed to Avco in 1966.

■ WSPN-TV (ch. 13) Toledo, Ohio—Licensed to Storer Broadcasting Co. and owned by Storer since it went on air July 21, 1948, as WTVT(TV), licensed to Fort Industry Co., owned by George B. Storer. Call letters changed in 1949 to WSPN-TV and licensee to Storer in 1953.

■ WKY-TV (ch. 4) Oklahoma City—Licensed to Wky Television System Inc. (Oklahoma Publishing Co.) and has been owned by Oklahoma Publishing since it went on air June 6, 1949, licensed to Wky Radiophone Co. Licensee name changed to current name in 1958.

■ KOTV(TV) (ch. 6) Tulsa, Okla.—Li-



on Florida's West Coast

**WFLA Stations**    
**Television-Radio 97-Stereo FM**  
 Tampa / St. Petersburg

censed to Corinthian Television Corp. and owned by Corinthian since 1954. Station began on Oct. 22, 1949, licensed to and owned by George Cameron. In 1952 it was sold to J. D. Wrather (Wrather-Alvarez) for \$2.5 million and, in May 1954, to Corinthian for \$4 million when licensee name changed to Korv Inc. In 1962 licensee's name was changed to Corinthian.

- WICU-TV (ch. 12) Erie, Pa.—Licensed to Lamb Communications Inc. and owned by Lamb since it went on air March 15, 1949, as WICU(TV), licensed to Dispatch Inc. Call changed in 1958. Licensee, previously also called Air-Way Inc., Gibraltar Enterprises and back to Dispatch Inc.
- WJAC-TV (ch. 6) Johnstown, Pa.—Licensed to WJAC Inc. and owned by Johnstown Tribune Publishing Co. since it went on air Sept. 15, 1949, on channel 13. Moved to channel 6 in 1953.
- WGAL-TV (ch. 8) Lancaster, Pa.—Licensed to WGAL Inc. and owned by Steinman family since it went on air March 18, 1949, on channel 4. Moved to channel 8 in 1953. Licensee name changed to WGAL-TV Inc. in 1963.
- KYW-TV (ch. 3) Philadelphia—Licensed to Westinghouse Broadcasting Co. and owned by Westinghouse since 1965. Station began in September 1941 as WPTZ(TV), licensed to and owned by Philco Corp. Westinghouse bought it in 1953 for \$8.5 million. After trade and FCC-ordered re-trade with NBC (see WKYC-TV Cleveland), Westinghouse got station back and changed calls to KYW-TV.
- WCAU-TV (ch. 10) Philadelphia—Licensed to CBS Inc. and owned by CBS since 1958. Station began on March 15, 1948, licensed to WCAU Inc., owned by Bulletin Co. along with WCAU-AM-FM (publisher, *Philadelphia Bulletin*). Stations were sold to CBS for \$15.6 million-plus \$4.4 million for land and real estate.
- WFIL-TV (ch. 6) Philadelphia—Licensed to Triangle Publications and owned by Triangle since it went on air Sept. 13, 1947. Triangle has filed application with FCC for sale of station, plus other TV's and radio outlets, to Capital Cities Broadcasting Co. for \$110 million. Capacities, in turn, plans to spinoff WFIL(AM) to Lin Broadcasting Co. for \$11.5 million, and WFIL-FM to John Richer, station manager, for \$1 million.
- KDKA-TV (ch. 2) Pittsburgh—Licensed to Westinghouse Broadcasting Co. and Westinghouse-owned since 1955. Station began on Jan. 11, 1949, on channel 3 as WDTV(TV), licensed to DuMont. Moved to channel 2 in 1953. Westinghouse bought station in January 1955 for 9.75 million and changed call.
- WJAR-TV (ch. 10) Providence, R.I.—Licensed to and owned by The Outlet Co. since it went on air July 10, 1949, on channel 11. Moved to channel 10 in 1953.
- WMC-TV (ch. 5) Memphis—Licensed to and owned by Scripps-Howard Broadcasting Co. since it went on air Dec. 11, 1948, on channel 4 as WMCT(TV). First licensee was Memphis Publishing Co., owned by S-H. Moved to channel 5 in 1953. In 1960 the licensee name was changed to WMC Broadcasting Co. and in 1963 to S-H.
- WSM-TV (ch. 4) Nashville—Licensed to WSM Inc. (National Life & Accident Insurance Co.), owner since it went on air Sept. 30, 1950.
- KDFW-TV (ch. 4) Dallas-Fort Worth—Licensed to Times-Herald Printing Co. and owned by T-H interests (*Dallas Times-Herald*) since it went on air Dec. 3, 1949, licensed to KRLD Radio Corp. Original call KRLD-TV, was changed in 1970.
- WFAA-TV (ch. 8) Dallas-Fort Worth—Licensed to A. H. Belo Corp. and owned

by A. H. Belo Corp. (*Dallas Morning News*) since 1950. Station began on Sept. 17, 1949, as KBTW(TV), licensed to Lacy-Potter Television Broadcasting Co. Belo bought station in March, 1950, for \$612,774 and call letters were changed to WFAA-TV.

- WBAP-TV (ch. 5) Fort Worth-Dallas—Licensed to Carter Publications Inc. and owned by Carter (*Fort Wayne Star-Telegram*) since it went on air Sept. 29, 1948.
- KPRC-TV (ch. 2) Houston—Licensed to and owned by Houston Post Co. since 1950. Station began Jan. 1, 1949, as KLEE-TV, licensed to W. Albert Lee. Post bought station in May, 1950, for \$740,000.
- KENS-TV (ch. 5) San Antonio—Licensed to Express Communications Inc. and owned by Harte-Hanks Newspapers since 1962. Station began Feb. 15, 1950, as KEYL(TV), licensed to San Antonio Television Co. Later sold to Fort Industry (owned by Storer) in 1951 for \$1.05 million. Storer then bought KABC(AM) in 1953 from Texas State Network for \$70,000 and calls were changed to KGBS-AM-TV. Storer sold stations in October, 1954, to Express Publishing Co. (*San Antonio Express and News*) for \$3.5 million. KGBS-TV became KENS-TV and the radio affiliate KENS(AM). In 1962 a transfer of control of Express Publishing Co. from Frank G. Huntress Jr. and the estate of George W. Brackenridge and others through sale of stock to Harte-Hanks Newspapers for \$6.2 million. In 1967 the licensee was changed to Express Communications.
- WOAI-TV (ch. 4) San Antonio—Licensed to Avco Broadcasting Corp., and owned by Avco since 1965. Station began on Dec. 11, 1949, licensed, along with WOAI-AM, to Southland Industries Inc. owned by Hugh Half and family, 76%. Avco (through Crosley) bought stations in 1965 for \$12 million.
- KCPX-TV (ch. 4) Salt Lake City—Licensed to Screen Gems Broadcasting Corp., and owned by Columbia Pictures (Screen Gems group owner) since 1959. Station began on July 1, 1948, as KDYL-TV, licensed to Intermountain Broadcasting & Television Corp. and owned by S. S. Fox and associates along with KDYL-AM-FM. Time Inc. and G. Bennett Larson bought them in 1953 for \$2.1 million. In December 1959, the stations were sold to Columbia Pictures Electronics Co., owned by Columbia Pictures, for \$3.1 million. The calls were changed to KCPX-AM-FM-TV. In January 1963 the stations were sold to Screen Gems Broadcasting for \$2.4 million.
- KSL-TV (ch. 5) Salt Lake City—Licensed to KSL Inc. and owned by Mormon Church since it went on air June 1, 1949, licensed to Radio Service Corp. of America. In 1964 licensee name changed to KSL Inc.
- WTAR-TV (ch. 3) Norfolk, Va.—Licensed to WTAR Radio-TV Corp. (Norfolk Newspapers Inc.) and owned by Norfolk (Landmark Communications group owner) since it went on air April 2, 1950, on channel 4, licensed to WTAR Corp. In 1954 WTAR-TV moved to channel 3. The licensee's name was changed in 1960.
- WTVR-TV (ch. 6) Richmond, Va.—Licensed to Roy H. Park Broadcasting of Virginia Inc., owner since 1965. Station began on April 22, 1948, as WTVR(TV), licensed to Havens & Martin Inc. It was sold along with WMBG(AM) and WCOD(FM) to Mr. Park for \$5.017 million in November 1965. Calls changed to WTVR-AM-FM-TV.
- KING-TV (ch. 5) Seattle—Licensed to King Broadcasting Co. and owned by King since 1949. Station began on Nov. 25, 1948, as KRSC-TV, licensed to Radio Sales Corp. along with KRSC-AM-FM. King bought stations (in July 1949) for \$375,000, and

**Delta is an  
air line run by  
professionals.  
Like George  
Ross, Captain.  
19 years with  
Delta. 17,000  
hours, over 6  
million miles  
in a Delta  
cockpit. When  
you're flying  
it's nice to  
know there's  
a George Ross  
up front.**



**Delta is ready  
when you are.**



We applaud the broadcasters of America on their 50th Anniversary.

We give a special hand to the networks and individual stations which—from time to time—have presented our spokesmen and public service messages over the airways. Particularly the Mutual Broadcasting System, which has featured our weekly "What's The Issue?" radio program over the past decade.

As American broadcasting moves into its next golden era—we say: Encore.

## Chamber of Commerce of the United States

Washington, D.C. 20006

"The Voice of Business"

Any broadcaster who'd like to use our public service spots, or our issue specialists for actualities, interviews or background is invited to get in touch with our News Department. Call 202-659-6232.

calls were changed to KING-AM-FM-TV. King sold 25% of TV station to Hearst Broadcasting in 1951 for \$375,000 and repurchased it in 1953 for \$450,000.

■ WSAZ-TV (ch. 3) Huntington, W. Va.—Licensed to Capital Cities Broadcasting Corp., owner since 1964. Station began on Nov. 15, 1949, on channel 5, licensed to WSAZ Inc. owned by Huntington Publishing Co. and John A. Kennedy. In 1952 Mr. Kennedy sold 37% of WSAZ-AM-TV to Huntington Publishing Co. for \$385,000

and 11% to Florine Katz, wife of Eugene Katz, head of the Katz agency for \$114,000. In March 1961 the stations were sold to the Goodwill Stations for \$6.1 million. In July 1964 WSAZ-AM-TV were sold, along with WJR-AM-FM Detroit, to Capital Cities Broadcasting Corp. for \$15.1 million.

■ WTMJ-TV (ch. 4) Milwaukee—Licensed to The Journal Co. and owned by Journal (Milwaukee Journal) since it went on air Dec. 3, 1947, on channel 3. It moved to channel 4 in July 1953.

## TV follows man into the unknown

### Words 'live from the moon' capped a historic decade of spectacular transmissions

The nineteen-sixties witnessed the entry of television into the space age.

By linking up with communications satellites, the networks were able to provide viewers around the world instantaneous coverage of such events as man's first landing on the moon, the Olympic games in Mexico and Japan, world leaders conducting international dialogues, and President Nixon conversing with Britain's Queen Elizabeth.

Television coverage first followed man into space in May 1963 when Gordon Cooper transmitted the first live telecast from orbit. The pictures, showing Major Cooper at his controls in the space capsule, were not of high quality, but were still impressive.

Astronaut Cooper transmitted 11 telecasts during his 34-hour, 22-orbit ride around the earth, using a 2½-pound, slow-scan vidicon camera. The pictures, which included shots of the earth taken from the capsule's window, were received at Mercury Control in Cape Canaveral, where they were video-taped and fed to all networks.

Network television and radio costs of presenting the 1963 space flight to the U.S. audience were approximately \$2,150,000, representing combined coverage and pre-emption expenses.

But the 1963 feat of telecasting from space was spectacularly eclipsed six years later on July 20-21, 1969, when television viewers around the world sat before their sets and watched the electrifying sight of men stepping out onto the powdery surface of the moon.

Of remarkably clear quality and superimposed with the eerie words "live from the moon," the telecast of Apollo 11 astronauts Neil Armstrong and Edwin Aldrin walking on the lunar surface lasted five hours and six minutes. Viewers saw the astronauts descending from the spacecraft, making tentative bounces off the unfamiliar terrain, and collecting

numerous rock specimens.

By the afternoon of July 24, they were safely on board the aircraft carrier Hornet in the mid-Pacific, and eight days of exhaustive television coverage had ended.

It took an estimated \$11 million in expenditures and in revenue loss and some 1,000 personnel for the networks to produce what is generally conceded to be one of the biggest shows in broadcast history.

Most of the world received the moon telecast through an intricate interconnection of world communication satellites, 20 earth stations, microwave relays, cables and TV broadcasts. The coverage—notably free of technical snafus—followed the now-established pattern of cutting in and out live and continuing for major events throughout the flight as they occurred. An estimated 70 million people watched the Apollo 11 launching, lunar landing, walk on the moon, rendezvous with the Apollo capsule and splashdown.

One highlight was President Nixon talking by telephone from the White House, with astronauts Armstrong and Aldrin on the moon.

The \$453,000 Westinghouse black-and-white TV camera used by the astronauts was left behind on the moon.

Ahead? Color telecasts—from the moon, and in all likelihood, other celestial spheres.



Shortly after astronauts Neil Armstrong and Edwin (Buzz) Aldrin landed on the moon, they received a congratulatory telephone call from President Richard M. Nixon. The conversation—like nearly every other aspect of the moon voyage—was televised around the globe.



## 'New York Times' buys first TV

### In \$50-million deal for Cowles properties it gets VHF in state where it has ties

The *New York Times* plans to acquire a number of Cowles Communications Inc.'s properties, including WREC-TV Memphis; *Family Circle*, monthly consumer magazine, and three Florida daily newspapers. The announcement last week followed by three weeks reports of Times-Cowles negotiations (BROADCASTING, Oct. 12).

The transaction is subject to federal tax rulings and approval by stockholders of both companies. The transfer of WREC-TV is subject to approval by the FCC.

Cowles will receive 2.6-million shares of the *Times*' Class A common stock, worth more than \$50 million at the current market price. Properties will be acquired by a wholly-owned *Times* subsidiary subject to \$15 million of long-term debt, formerly a Cowles Communications obligation. Interest rate on the debt is 6½%.

Value of the Memphis channel 3 property was not divulged, although it is evident that when the transfer application is filed for FCC approval, some figure must be given—if only to permit the commission to calculate the grant fee. This, under the FCC's new tariff of charges, amounts to 2% of the sale price.

However, it is calculated by brokers and others who are familiar with the market that the purchase price of WREC-TV could be between \$12 million and \$15 million. Cowles bought the CBS-affiliated TV station in 1963 for \$8 million (with WREC[AM]) from its founder, the late Hoyt Wooton.

Richard S. Collins, vice president and corporate public relations director of Cowles, declined to speculate on the station price. "This is a total package deal," he said. "Everything is in proportion to profits and properties. It is an indivisible sort of package. We won't reveal anything on the components of it."

As to why the *Times* plans to acquire the Memphis television station, rather than Cowles's WESH-TV Daytona Beach, Fla., or KRNT-TV Des Moines, Mr. Collins replied: "We did not offer the others for sale. It did not come into the discussion." Controlling owners of the *Times*, it was noted, have long owned

the *Chattanooga* (Tenn.) *Times and Post*, and this relationship to Tennessee might have influenced the purchase.

The acquisition also includes these other Cowles properties: Cambridge Book Co., which specializes in educational reading materials, and the Modern Medicine Group of magazines serving the medical and dental fields. The three Florida newspapers are the *Lakeland Ledger*, the *Gainesville Sun* and the *Ocala Star-Banner*.

Revenues for the properties the *Times* hopes to buy for the nine months ended Sept. 30, 1970, were about \$36,278,000. Net income was approximately \$3 million. Cowles reported an operating loss of \$1.2 million in the first half of 1970, compared to a profit of \$622,000 for the same period in 1969. In the past two months it has sold two profitable properties, *San Juan* (P.R.) *Star* and *Magazines for Industry Inc.*, publisher of food-industry trade publications. Earlier this year it disposed of its stock in Television Communications Corp., a CATV firm. And last year, Cowles suspended publication of the *Suffolk* (N.Y.) *Sun* due to operating losses.

Cowles will continue to own and operate its other television stations, plus KRNT-AM-FM Des Moines; WREC-AM-FM Memphis; *Look* and *Venture* magazines; Cowles Book Co.; Xograph, three-dimensional printing process; publication sales subsidiaries, and Creative Marketing Services Division.

Arthur Ochs Sulzberger, president and publisher of the *Times*, termed the proposed sale "an important step toward the diversification the *Times* is seeking. The properties are profitable." The *Times* owns WQXR-AM-FM New York.

Gardner Cowles, board chairman of Cowles Communication, will join the *Times* board of directors, Mr. Sulzberger said. Under the terms of the agreement, Cowles will have a 23% interest in the *Times*, but the Class A stockholders elect only three of the newspaper's nine directors. Trustees under the will of Adolph Ochs own 49.99% of the Class A stock, and 65.2% of the Class B stock. The agreement also provides that the Cowles groups can sell 25% of its *Times* stock each year beginning a year after closing.

## A PIONEER BROADCASTER

# WJMC AM-FM

RICE LAKE, WISCONSIN

serving the Dairyland  
since 1938

# WHSM

HAYWARD, WISCONSIN

serving Vacationland  
U.S.A. since 1957

Dedicated to Public Service in  
a Nine County Area of  
Northwestern Wisconsin.

The Voice of Westchester

"WVOX is like the west wind. It's an elegant radio station with just a touch of ragtime in its soul" ... JIMMY BRESLIN

Locally-owned and locally-operated.

"Happy and I often enjoy your exciting radio station" ... NELSON A. ROCKEFELLER

America's most influential radio station.

"Suburban radio attracts big city ad revenue. Outstanding success: Bill O'Sheughnessy's WVOX" ... THE GALLAGHER REPORT

Vox Populi

"The attractive and dedicated young men at WVOX are real pros. Frankly, I've never heard another station quite as concerned about the interests of the people they serve" ... JACOB K. JAVITS, Senior Senator of New York

Winner of the Radio-Television News Directors International Award (RTNDA) for broadcast journalism.

"WVOX certainly deserves its recognition and success" ... SOL TAISHOFF, editor and publisher, *Broadcasting Magazine*

Westchester's famous local station.

"WVOX Editorials often make their New York TV counterparts look like so much mish-mash" ... JACK GOULD, Radio-TV Editor, *New York Times*

Now the exclusive buy in the nation's most exclusive area — The Wonderful World of Westchester.

"As I campaigned in New York State, I found Westchester's WVOX to be one of the most effective and progressive radio stations" ... HOWARD J. SAMUELS

# WVOX

WESTCHESTER  
PERSHING SQUARE, NEW ROCHELLE, N.Y. • (914) 636-1460



In picture at left, Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, addresses a luncheon session of last Monday's conference. At right are Charles Benton (l), son of William Benton, the owner of

Encyclopaedia Britannica Inc., and generous contributor to Mr. Hoving's committee, and FCC Commissioner Nicholas Johnson who wore a lapel button (partly hidden in picture) that read: "TV is America's consumer product."

## Seldom was heard an encouraging word

### Hoving committee sets a stage for TV critics and finds itself charged with dilettantism

Wide-ranging criticism of commercial television—with a few darts thrown at noncommercial TV for good measure—was presented to an estimated 1,800 persons at last week's "national conference on citizens right in broadcasting," held in New York.

Sponsored by Thomas P. F. Hoving's National Citizens Committee for Broadcasting, the sessions on Oct. 26 at New York's Americana hotel featured six panels, three running concurrently in the morning and another three in the afternoon, with a luncheon in between.

Admission was \$5 per person for the panel sessions alone, \$15 for the panels and luncheon. Some 1,000 were said to be at the luncheon and another 600 at the panels.

The conference had been heavily promoted in a national direct-mail campaign that has been going on for months. (The conference was postponed at least once while the fund-raising effort went on.) The same campaign has been soliciting contributions to sustain the Hoving committee itself. Committee sources said last week that 14,000 persons had responded to the numerous mailings, but they refused to say how much money had been raised.

It was learned, however, that the committee has been running in the red. Its deficits have reportedly been made up by contributions from Charles Benton of Chicago, son of William Benton,

wealthy businessman whose properties include Encyclopaedia Britannica Inc. The younger Mr. Benton is vice chairman of the Hoving committee.

The all-day program served generally as a sounding board for politicians, citizens' groups and special interests seeking access to TV. Some of the criticism was directed at the Hoving committee for talking instead of acting.

Senator Birch Bayh (D-Ind.) had been billed in advance as the principal luncheon speaker, but he was campaigning for Democrats in California. His address was delivered by closed-circuit television, arranged—as Mr. Hoving described it—by the "herculean" efforts of Irving Kahn and the Teleprompter Corp.

Senator Bayh talked about television as a political instrument. He saw the noncommercial system as having larger potentials than so far realized in that specialty. The noncommercial system could be the vehicle to carry great national debates, he said. The commercial system, he said, was the "ideal means of stimulating the brain or hitting below the belt."

At another point in the luncheon program Mr. Hoving presented a plaque to Kenneth A. Cox for "outstanding service" as an FCC commissioner. Mr. Cox has recently entered private law practice in Washington after leaving the FCC upon expiration of his term.

When formal speeches at the lunch-

eon were concluded Mr. Hoving offered the microphone to unscheduled speakers. There had been reports of plans to seize the podium.

William D. Wright, national coordinator for Black Efforts for Soul in Television, accused the Hoving committee of being guilty of the same charges it has hurled at commercial television. "After two years of existence," he said, "the NCCB has failed to live up to its potential." He said: "We're intellectualizing to the point where there is no action."

Mr. Wright proposed active support of changes in broadcasters' programming practices dealing with minorities, in their employment of members of minority groups and in minority participation in station ownership (also see story, page 166). Mr. Wright asked for a system of monitoring station practices as protection of minority interests. He urged the committee to expand its board to include blacks and other minorities. Mr. Hoving said the committee would respond to Mr. Wright's proposals within a month, but in the meantime he could pledge an immediate expansion of the board's membership.

Other unscheduled speakers included Lucy Komisar of the National Organization for Women (NOW); Barry Schwartz of the Art Workers Coalition; Ken Marsh of People's Video Theater; Charles (Charlie) Bonum, who objected to the use of "that moron, Charlie"

in a television commercial; Mrs. Ethel Untermeyer, who asked for television programs for deaf children; John Charney, of the University of Pennsylvania, who asked people to attend a forthcoming conference on broadcasting at the school; a man saying he represented Mexican-Americans; a woman saying she represented Puerto Ricans ("they don't even have the status of being mocked in commercials"), and William Larkin, Yale School of Divinity student, who denounced Betsy Palmer, who had been chairman of an earlier panel on children's television. She had asked him at the panel session to relinquish the floor after speaking for at least 10 minutes.

In the panels:

Representative Emanuel Celler (D-N.Y.) said TV networks are all-powerful in prime hours, but the FCC is ineffective in regulation because of its "close ties" to the industry.

Charles Cline Moore, communications lawyer (whose firm represents challengers of KRON-TV San Francisco's license renewal), urged the public to petition the FCC to deny license renewals of stations it feels are not operating in the public interest. It is particularly opportune to do this today, he said.

Stimson Bullitt, president of King Broadcasting, Seattle, emphasized the need for diversity in communications programming and voiced opposition to conglomerate ownership of media. He defended, however, group ownership of stations (King Broadcasting owns and operates nine AM, FM and TV outlets). To promote diversity, he suggested that stations set up "nonestablishment enclaves"—time periods that would be assigned to appropriate groups for programming.

Nat Hentoff, music critic-writer, denounced noncommercial television, which he said should be programmed for and by such minority groups as the blacks, the Mexicans, women and high-school students. He said noncommercial stations respond to pressures from establishment groups.

Enrique (Hank) Lopez, executive director of the National Chicano Media Council, said that in TV and radio Mexican-American participation is virtually nonexistent, and he asked the industry to hire qualified Chicanos and train others. Grace Olivarez of the National Urban Coalition charged that TV has portrayed women in a demeaning way and employed them largely in menial capacities.

Ossie Davis, actor and writer, said that blacks are getting "sick and tired" of broadcasting's lack of recognition of their plight.

FCC Commissioner Nicholas Johnson decried the rising costs of TV political advertising and equated the present

system of political campaigning with an auction. Mr. Johnson advocated, among other things, a ban against political commercials.

Joe McGinnis, author of "The Selling of the President," said an ad agency handling politicians on TV "often creates whole personality qualities that never existed before, because they think this is what the viewers want."

John Stewart, Democratic National Committee's director of the office of communications, criticized President Nixon's veto of the bill that would have limited political spending in broadcasting. He suggested TV networks shift news-interview programs into primetime and that networks pay the parties to cover national political conventions. The money, he said, could be made available as a TV fund for candidates' use.

Sig Mickelson, formerly with CBS News and Time-Life Broadcast, suggested the government purchase broadcast time to be made available to both political parties.

Edward P. Morgan of ABC News called for "moral responsibility" of the broadcast media.

Former Attorney General Ramsey Clark said television has cheapened life and added to violence in society.

Robert B. Choate carried on his campaign against cereal advertising in television programs for children. He said advertisers should convey facts about nutrition and damage done by excessive use of sugar and over-consumption. If advertisers balk at this, Mr. Choate said, commercials could be framed upon the screen and the phrase, "this is an advertisement and hence may be misleading," superimposed.

Dr. W. Walter Menninger, Menninger Clinic, said blaming the "black box" for a child's behavior was a "cop-out." Rather, he said, models for behavior were set by real persons in the child's life. But too often, he said, television depicts a fantasy of family life.

## Harley set as keynoter for NAEB convention

FCC Chairman Dean Burch, National Public Radio President Donald Quayle, and National Association of Educational Broadcasters Chairman Warren Kraetzer and President William C. Harley are featured speakers for NAEB's annual convention, opening in Washington next week.

The convention gets under way Sunday, Nov. 8, and runs through Wednesday the 11th at the Sheraton-Park and Shoreham hotels.

On Monday Mr. Kraetzer—who is also executive vice president of WHY Inc., licensee of educational WHY-TV Wilmington and WUHY-TV Philadelphia

—will deliver opening remarks. Mr. Harley will speak on "The Challenges to Educational Communicators" at the keynote general session. Mr. Quayle will address an association luncheon hosted by National Educational Radio.

Of special interest will be programs scheduled on "Fund-raising/Public Relations in Public Broadcasting: The Challenges," with speaker G. Parke Gibson, author of "The 30-Billion Market"; "Television Cartridge Systems: Service Expanders for Educational Broadcasting"; "The Audience of Public Television—Another Look"; "Minority Programming" and "Minority Affairs in Educational Broadcasting" with William Mason, producer of "Right On"; and Tony Brown, president of the National Association of Black Media Producers and executive producer of "Black Journal"; description of a new Children's Television Workshop series for fall 1971 for children ages seven to 10 (with CTW President Joan Ganz Cooney); "Radio's Role in Campus Unrest"; "Program Control and Responsibility"; "What Do the Sesame Street Results Mean?"; and "What Do Students Have to Say to Public Broadcasters?"

Mr. Burch will address a luncheon on Tuesday hosted by Educational Television Stations.

Some 70 broadcast equipment and software companies will have representatives on hand to exhibit their wares and answer questions.

## Group sings the blues over change in format

A California civic group last week requested a federal investigation into the format change at KSOL(AM) San Francisco and the firings of seven employees at the station. The station changed from rhythm and blues to middle-of-the-road music on Sept. 21, explaining it was done for competitive reasons (BROADCASTING, Oct. 5). At the same time, seven black employees—six air personalities and a newsmen—were fired.

Tom Henry, ex-program director, charged that the seven were fired without reason or prior notification. Last week the Northern California Joint Strategy and Action Commission (JSAC) filed complaints with the FCC and U.S. Commission on Civil Rights, charging that the station "eliminated its programming for the black community without determining whether community needs would be served" and that KSOL(AM) "fired seven employees because they were black."

JSAC also alleges that two of its staff members, seeking to determine if any survey of community needs had been made before the format was changed were denied access to the public file of KSOL.

# AT&T tries to rid itself of Johnson

It charges him with bias, asks that he disqualify himself in all Bell cases

For the second time in 14 months, FCC Commissioner Nicholas Johnson is pondering a request that he disqualify himself from certain FCC proceedings. The request last week came from AT&T, and was directed at all matters involving the Bell System. AT&T based its request on what it saw as the commissioner's "deep-seated bias and prejudice" against the company.

In August 1969, the Chronicle Publishing Co. asked the commissioner to remove himself from participation in the hearing on its license-renewal applications for KRON-FM-TV San Francisco. The Chronicle, which said he had engaged in improper off-the-record contacts with persons involved in the case and, through his writings and speeches, had demonstrated prejudices against multiple owners like itself, said the commission should disqualify Mr. Johnson if he did not step aside (BROADCASTING, Aug. 25, 1969).

The commissioner did not step down

in that proceeding, and the commission voted 6-to-0 (Mr. Johnson did not participate) to reject the request that he be disqualified (BROADCASTING, Sept. 20). The Chronicle did not appeal the decision, but it will presumably cite the commissioner's participation in the case if it should find itself appealing a commission order denying the KRON renewals.

AT&T's petition for disqualification, addressed to Mr. Johnson, was based on a speech he gave in New York on Oct. 19. In it, the commissioner accused the company of following policies that not only produced higher prices for consumers but lower profits for shareholders.

"It is apparent from the speech that your bias against the Bell System is so pervasive and your mind is so closed as to render useless any demonstration to you on our part that your specific accusations and charges are without merit and factually unsupportable," AT&T said.

It added that the speech reflected "a prejudgment" of many matters that are pending before the commission. Accordingly, it said, "your further participation in commission decisions involving the Bell System in the wake of your publicly demonstrated bias cannot be reconciled with the minimum requirements of substantive and procedural due

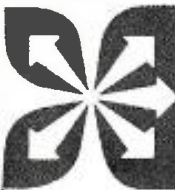
process which the law guarantees to all parties in administrative proceedings."

In support of its position, AT&T cited a decision of the U.S. Court of Appeals in Washington overturning a Federal Trade Commission order because then Chairman, Paul Rand Dixon, in a speech, had touched on an issue involved in the case while it was pending before the commission. The court had held that commissioners have no "license to prejudge cases or to make speeches which give the appearance that the case has been prejudged."

However, the AT&T statement did not refer to any specific cases now pending that it felt the commissioner prejudged.

Mr. Johnson issued a statement in response to the petition promising "a legal opinion as promptly as possible" and adding: "It is understandable why Bell management would wish to silence me."

It seemed unlikely last week that Mr. Johnson would agree to Bell's request. AT&T matters make up a large bulk of the commission's responsibilities. His refusal to step down would still leave the company the option of appealing to the commission or, in cases where the commission reached decisions adverse to the company, to cite Mr. Johnson's alleged bias in any court appeal.



**FEATURED BY  
AMERICA'S OUTSTANDING  
MEDIA BROKER**

## *Southeast:*

**AM DAYTIMER . . . \$400,000**  
Profitable AM daytimer in three station growth market. Well equipped.

**AM DAYTIMER . . . \$150,000**  
History of profits. Pending CP for FM. Small, fast-growing market. Real estate. Excellent equipment.

*Contact Bob Marshall or Clifford  
Marshall in our Atlanta office.*

# **BLACKBURN & COMPANY, INC.**

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 333-9270	CHICAGO 60601 333 N. Michigan Ave. (312) 348-6460	ATLANTA 30309 1655 Peachtree Road, N.E. (404) 873-5626	BEVERLY HILLS 90212 9465 Wilshire Blvd. (213) 274-8151
--	---	---	--

70-36

## Changing Hands

### Announced:

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

- WREC-TV Memphis: Sold by Cowles Communications Inc. to New York Times Co. for an estimated \$12-15 million (see page 161).
- KFWT-FM Fort Worth: Sold by W. C. Windsor Jr. to Marsh Media Ltd. for \$315,000 in liabilities. Mr. Windsor also owns KFWT-TV there. The channel-21 facility has been dark and \$342,182 worth of mortgaged equipment has been "abandoned back to RCA," but no attempt is now being made to sell the station, it was reported. Buyers of KFWT-FM are Stanley, Tom, Michael and Estelle Marsh and John S. Tyler, owners of KVH-TV (ch. 7) Amarillo, Tex. KFWT-FM operates on 102.1 mhz with 100 kw and an antenna 960 feet above average terrain.
- KVOY (AM) Yuma, Ariz.: Sold by Neil Sargent, William Lindsey and others to Casey Meyers and others for \$300,000. Mr. Sargent is a stockbroker and has real-state interests. Mr. Lindsey is employed by KMBY (AM) Monterey, Calif. Mr. Meyers, 80%-owner of newly formed broadcast concern Magnemedia Inc., owns an automobile dealership in St. Joseph, Mo. KVOY is full time on

1400 khz with 250 w. Broker: Chapman Associates.

■ **KTCH(AM)** Wayne, Neb.: Sold by Melville L. and Tommy L. Gleason to Wyman N. Schnepf for \$85,000. Messrs. Gleason own **KAWL-AM-FM** York, Neb., and have CATV interests. Mr. Schnepf formerly held interests in **KABI(AM)** Abilene and **KNDY(AM)** Marysville, both Kansas, and is now a school teacher. **KTCH** is a daytimer on 1590 khz with 500w. Broker: Chapman Associates.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 177).

■ **KGA(AM)** Spokane, Wash.: Sold by Liddie Broadcasting Corp. to Monroe Broadcasting Co. for aggregate of \$1,040,116, which includes payment of \$618,116 in debts. William J. Liddie heads Liddie Broadcasting and Wesley L. Monroe is president and 17%-owner of newly formed Monroe Broadcasting. **KGA** is full time on 1510 khz with 50 173).

■ **WCTW-AM-FM** New Castle, Ind.: Sold by WCTW Inc. to Hall Communications of Indiana Inc. for \$225,000 (see page 173).

## FBI will probe Pacifica bombings

### KPFT says aid is coming from bumper stickers, Houston-area stations

The Justice Department last Thursday (Oct. 29) opened the door for a full investigation by the FBI of the bombings that have silenced Pacifica Foundation-owned **KPFT(FM)** Houston twice in the past six months.

In an official statement issued in Washington, Justice noted: "Evaluation of the situation by the criminal division and civil-rights division, both of which have jurisdiction in this matter, has led to a request today [to the FBI] for a full and complete investigation to determine whether federal, civil or criminal laws have been violated."

The station was bombed on May 12 causing \$25,000 damage to the transmitter and other equipment and again on Oct. 6, causing damage estimated at \$35,000 (**BROADCASTING**, Oct. 12). The station is still off the air.

"I'm delighted that they've seen fit to take action," commented Rudy Hurwich, Pacifica president, upon learning of the intention of the FBI, which earlier had agreed only to offer "coopera-

tion and assistance" to local authorities probing the bombings (**BROADCASTING**, Oct. 26).

Pressure for full federal intervention into the bombings at the publicly supported Texas station had been building since Representative George Bush (R-Tex.), GOP senatorial candidate, first urged action in a letter to FBI Director J. Edgar Hoover immediately after the Oct. 6 bombing. The FBI had refused any intercession until its offer of "cooperation" a couple of weeks ago.

Following the bid by Representative Bush, **KPFT(FM)** was joined in its drive for federal intervention by, among others, the National Association of Broadcasters, Corp. for Public Broadcasting, FCC Chairman Dean Burch and, only last week, by CBS.

Dr. Frank Stanton, CBS president, on Tuesday (Oct. 27) wired Attorney General John Mitchell: "So serious and so basic a question of violation of the First Amendment is raised by the recent bombing of **KPFT** Houston," Dr. Stanton noted, "that CBS urges you to direct an FBI investigation of the incident. So barbarous and venal as the act of violence was per se, the more important issue is whether the unlawful silencing of an organ of the free press voids one of the most precious freedoms guaranteed by the Constitution.

"Even if the bombings were merely

the work of vandals, intent upon mischief other than suppressing a voice of the free press, the end result is the same and, therefore, it is the duty of the federal government, we submit, to intercede. . . ."

**KPFT** Station Manager Larry Lee reported that about 60 area residents also had written the Justice Department asking for action. In letters to each of the 60, Will Wilson, assistant attorney general, criminal division, Justice reported that "the two separate incidents are currently being investigated by the FBI under federal statutes prohibiting coercive practices which affect broadcasting. You may be assured that a full investigation of these incidents will be properly conducted by the FBI." The replies were dated Oct. 21, 22 and 23, but no investigation was ordered until last Thursday's official Justice Department announcement.

"We knew they'd come around," said Mr. Lee, still a bit puzzled with the chronology of events.

Mr. Lee earlier had reported that Houston-area broadcasters—commercial and noncommercial—have rallied to the side of the stricken station and to the realization of common peril. He reported that negotiations are under way with commercial stations in Houston on the possibility of sharing a tower.

Mr. Lee also said commercial sta-

## EXCLUSIVE LISTINGS!

### SOUTHWEST:

—Daytimer in major market with good dial position. August billings \$11,000. Since change of format, billings have increased consistently. Gates equipment. Price \$190,000—\$50,000 down, balance 5 years at 6% interest.

Contact Don C. Reeves in our San Francisco office.

**ROCKY MOUNTAIN:**—UHF C.P. available in city of 70,000 with no other television channel available. Present owners unable to provide adequate financing for construction. Must sell for expenses to date. Price \$33,000 cash.

Contact George W. Moore in our Dallas office.

*Hamilton-Landis*  
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties  
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.  
1100 Connecticut Ave., N.W.  
20036 202/393-3456

CHICAGO  
1507 Tribune Tower 60611  
312/337-2754

DALLAS  
1234 Fidelity Union Life Bldg.  
75201  
214/748-0345

SAN FRANCISCO  
111 Sutter St. 94104  
415/392-5671

tions, through public service messages, are helping to raise funds to get KPFT back on the air and to find an insurance company. Area support also is being bolstered by bumper stickers that hit the streets last week, reading: "Bucks

beat bombs—your dollars will help rebuild Pacifica."

Mr. Lee added that lawmen in Houston last Thursday arrested two men, reportedly members of the Ku Klux Klan, following a bomb threat phoned

into KNUZ(AM) Houston early Thursday morning. Police confiscated three rifles, a combustible liquid and KKK literature, according to Mr. Lee. However, the suspects were later released and no charges were filed against them.

## Stiffer demands on black employment

### Choice given broadcasters: make jobs now or face renewal challenges before FCC, courts

Communications attorneys attending a Federal Communications Bar Association-sponsored briefing seminar on the FCC's equal-employment rules in Washington last week heard the usual talk of legal requirements and moral obligations—but with a leavening of angry rhetoric from a black, impatient for action.

"My position is that this [jobs in broadcasting] is something we should have been given a long time ago," said panelist Absalom Jordan, chairman of Black Efforts for Soul in Television, which sees its job as making television more relevant to blacks.

Mr. Jordan, who was addressing a question to the panel on whether stations should rely on "normal attrition" of existing staffs or take other means to hire minority-group members, said, "To tell blacks, you're going to have to wait five years to get jobs—we're not going to do it."

And to those who expressed concern about the economic problems involved in hiring and training blacks, he offered no sympathy. "If [licensees] find it not economically feasible," he said, "let 'em sell." That would be one way blacks could get into station ownership, he added.

"We're going to get some jobs," he said.

And he promised license-renewal protests in areas where blacks, Mexican-Americans and other minority groups constitute sizable minorities of the population but are not employed by stations. Broadcasters, alarmed by the recent rash of renewal protests, he said, "ain't seen nothing yet."

Mr. Jordan indicated that he was not interested in jobs in broadcasting simply as a source of employment. If there are minority-group members in the community, he said, they must be represented on the station's payroll, in policy-making positions, among others. "How else is the station going to represent the needs and interests of the community—and I mean the whole community?" he asked.

The commission's equal-employment



Mr. Holman

rules prohibit broadcasters from discriminating in employment and require them to adopt and implement affirmative programs for hiring minority-group members. The rules also require the filing of annual statistical reports on minority-group employment.

The FCC is alone among the regulatory agencies in promulgating such rules. Yet the commission won no plaudits from Mr. Jordan. He doubted that the action stems from a concern for "racial justice"—he noted that there are no blacks on the commission and that the highest grade achieved by a black staffer is a GS 15; the highest civil service grade is GS 18—and he stood by his characterization of FCC Chairman Dean Burch as "racist" that he made last year, at the Senate confirmation hearing on Mr. Burch's appointment to the FCC (BROADCASTING, Oct. 20, 1969).

Despite the rhetoric, Russell Specter, former deputy general counsel of the Equal Employment Opportunity Com-

mission, another panelist, described Mr. Jordan as "a nonmilitant man" ("he is working within the system") whose words should be heeded (broadcasters should stop thinking of the economic aspects of the problem; "that's not the issue any more.").

And in providing underpinning for Mr. Jordan's views, Mr. Specter moved to a position more advanced than that occupied by FCC Deputy General Counsel Daniel Ohlbaum, in backgrounding the commission's action in adopting the rules. Mr. Ohlbaum had warned of the risks of denial of license renewals broadcasters run in permitting a "pattern of flagrant violation" of the rules to develop. He cited broadcasters' "moral," as opposed to legal, duty to train minority-group members if they are not otherwise qualified for employment, and said that communications attorneys and their clients must demonstrate "good will" if the rules are to work.

Mr. Specter warned the lawyers that it wouldn't take "a pattern of flagrant violations" to get a client in trouble. And he suggested that what is involved is not morality or good will but the law, and that on this point the broadcaster has more than the FCC to satisfy. "You must satisfy the community that you are enforcing an equal-employment opportunity program," he said, for the commission's actions can be appealed to the courts.

And the courts, Mr. Specter said, "have no patience with employment discrimination." The federal government "is obliged" to lift the license of any broadcaster who engages in discrimination, he said. "It cannot underwrite discrimination." And if the commission does not enforce its antidiscrimination rules vigorously, he predicted, community groups "will sue the commission."

Another panelist, N. Thompson Powers, a Washington attorney, agreed that the courts are "impatient with discrimination in employment." But he offered the hope, at least, that the commission would be more interested in future compliance with its rules than in denying

renewal applications of licensees who have been guilty of discrimination in the past. "What is important is not penalties but the degree of compliance achieved," he said.

The only panelist who was an outright opponent of the commission's venture into the equal-employment field was a labor lawyer, Warren Woods, counsel for the National Association of Broadcast Employees and Technicians. He said the commission has not gone after unfair labor practices under the National Labor Relations Act, despite requests by labor unions that it do so. And, in undertaking to enforce equal-employment rules, he said, the commission is "going into an area where it doesn't belong."

But broadcasters and their lawyers looking for some help in dealing with the problems generated by minority groups' growing demands for changes in stations' employment—and programming—practices got an offer of assistance during the luncheon address that concluded the seminar.

The speaker was Ben Holman, former newsman for both CBS and NBC, who is now director of the Justice Department's Community Relations Service. He pointed out that CRS—which was established to help ease race-related frictions in communities but which has no enforcement powers—has aided groups in Atlanta and Nashville in negotiating a series of demands with stations in those cities, though it did not participate in the talks ("Closed Circuit," June 22).

And he said the CRS is prepared to aid stations in dealing with local groups. He said the agency has received numerous requests for assistance from stations—for advice on programming that would be relevant to blacks, on how to recruit minority-group members, and for help in "pinpointing" those in the community who are "legitimate" leaders. CRS representatives have also participated in seminars with station personnel and minority-group members on the station's responsibilities.

Mr. Holman, in addition, offered advice to the lawyers on helping their clients stay out of trouble; keep them informed on projects under way at stations around the country to train and provide programming for minority-group members. (He cited Boston University's WBUR-FM Boston's program *The Drum*, which CRS helped to develop.)

Mr. Holman said he is not surprised when a "frustrated and irritated minority community" petitions the FCC to deny the license renewal of a station lacking such a program. "It is surprising, to me, when these petitions come as a shock to station owners and managers who thought they had been doing right by the minority community."

## Words to the wise newspapermen

### Loevinger says all media may soon face same government threat that now haunts broadcasters

Newspaper publishers were told last week that any controls that are now imposed on broadcast news "will be imposed on newspaper journalism in the next decade." The warning was sounded by Lee Loevinger, a Washington lawyer and former FCC commissioner, speaking to broadcasters attending the Philadelphia regional conference of the National Association of Broadcasters.

Noting that the broadcast medium is under greater attack from the government than ever before, Mr. Loevinger declared that "print journalism is remarkably complacent." There are, he observed, many legal controls that can be applied against the press, such as second-class mailing privileges, "if the people decide that controls should be established. . . ." Mr. Loevinger was chief of the antitrust division of the Department of Justice in the Kennedy administration.

He also termed unfair much of the reporting of broadcast matters in the print media, citing specifically the *New York Times*, *Harper's* and the *Saturday Review*.

Unwarranted, Mr. Loevinger said, is the optimism of print-media representatives that they won't be hurt by the imposition of restrictions on broadcasting.

"The power motive is to government what the profit motive is to business,"



Mr. Loevinger.

he said. "The only monopoly in the United States is the government monopoly of power, and it is the business of media to check that power."

Broadcasters must, he said, ascertain and respond to community needs "by producing a good product and telling the public that the product is good."

Echoing CBS News President Richard S. Salant, Mr. Loevinger urged broadcasters to seek "a 'broadcasting bill of rights.'" Mr. Salant, in a speech to the Tennessee Association of Broadcasters on Oct. 16, called for development of such a "bill" which would determine—if not limit—government's role in electronic journalism (BROADCASTING, Oct. 19).

Mr. Loevinger zeroed in on this notion last week. "Let's go to Congress," he suggested, "to get them to say that the First Amendment does apply to broadcasting. . . ." And, he added, ". . . Let's find out who truly are liberals. Let's see the liberals stand up and be counted."

Earlier, the broadcasters heard Jerry Lee, WTVR(FM) Philadelphia, a member of the radio board of the NAB, warn that, unless the new NAB executive vice presidents are the "right" people, there will be little improvement in the industry's position vis-a-vis the government or the public. Early last month, the NAB boards approved a reorganization of the association that would provide for three major departments (government relations, public relations and industry relations) each to be headed by an executive vice president.

Broadcasters, Mr. Lee charged, have become accustomed to "losing." They must set out to "win," he said.

The Philadelphia meeting also heard Daniel W. Kops, Kops-Monahan Communications Inc., call for more effort to preserve freedom in broadcast news "because we are custodians of the people's right to know. If we fail to meet our challenges, one of the most basic freedoms will be eroded." Broadcast news must be covered "aggressively and objectively," Mr. Kops said, and broadcast newsmen must not be intimidated.

But, he went on, "it doesn't mean, however, turning a deaf ear to our critics—whoever they are. I think it important to assure that no one has any basis in fact for suggesting that you overplay news that is incidental, or favor any segment of society. . . ."

# Renewal protests swamp the FCC

## Commission defers over 60 radio-TV renewals; many of protests recite similar complaints

The steady stream of license-renewal protests that have been spawned by the still-new phenomenon of citizen participation in the FCC's license-renewal process are building into a dam that is slowing that process appreciably.

Officials report that renewal applications of more than 60 radio and television stations have been deferred as a result of petitions to deny or citizens' complaints raising questions that must be resolved before action on applications can be taken.

And the 60 include only applications filed through Oct. 1, when the renewals of stations in Ohio and Michigan were due. Additional petitions and complaints are being received in connection with the Dec. 1 renewal group which includes stations in Illinois and Wisconsin.

If citizens groups in Chicago are successful in persuading the commission to extend the deadline for filing denial petitions against the stations in that city (BROADCASTING, Oct. 26), the total number of deferrals because of citizens' complaints will top 100.

Staff members badgered by station lawyers urging action on their clients' applications say they simply lack the

manpower to do the analyses and write the letters the protests require. The renewal branch has a force of 20, but only six are lawyers, including the chief.

With the routine processing of renewal applications that must be done—checking commercialization practices, promise-versus-performance, and the like—"we can't shake anyone loose" to work on the deferred applications, one official said.

Complicating the problem is the massive study of the program service provided by all top-50 market television stations over the past three years that is now underway as a first step in the commission's plan to overhaul its license-renewal procedure (BROADCASTING, Oct. 12). This is taking the full time of a number of application analysts and other renewal-branch staff members.

Many of the petitions and complaints that have been filed against stations in the deep South, Tennessee, Ohio, Michigan, Illinois and Wisconsin, are the product of black groups complaining that their needs are being ignored.

But the pattern is sometimes broken. Along with complaints against the renewal of WMC-TV Memphis filed by blacks, the commission has received

protests from members of the Memphis Citizens Council, who claim the station is, in effect, problack (BROADCASTING, July 20). In all, hundreds of Memphis-area residents have expressed their views, favorable and unfavorable, on the station's performance.

And sometimes a protest fits no pattern. A college student in Urbana, Ill., who did a statistical study of the performance of the three television stations in Rockford—WCEE-TV, WREX-TV and WTVO(TV)—for work toward his degree, sent a copy of it to the commission—along with a request that it be considered a petition to deny the stations' license-renewal applications.

As one staffer put it: "This stopped the presses," so far as action on the stations' renewals were concerned, until the issues raised could be resolved. As of last week, the renewal applications had not been granted.

The latest formal petitions to deny to be filed were aimed at WWJ-TV Detroit, and WISC-TV Madison, Wis., and were submitted by essentially the same groups that had filed informal protests against them earlier (BROADCASTING, Oct. 5).

The WWJ-TV opposition was signed by 16 individuals representing civil

## WPIX gave false data, Forum says

### Charges station with providing FCC phony newsfilm information

Forum Communications Inc., which is challenging WPIX(TV) New York's license-renewal application, directed another charge at the *New York Daily News*-owned station last week.

Lawrence K. Grossman, president of Forum, said during the seventh week of the FCC hearing that after the commission began an investigation into news-distortion charges, WPIX provided the agency with false information about films used on disputed news programs.

WPIX, Mr. Grossman charged, gave the FCC "spot sheets" describing films taken by United Press International of news events described on shows broad-

cast in late 1968. But, the former NBC vice president added, WPIX had broadcast "generic film" obtained from the UPI library. "Generic film," it was explained, is old film taken at the site of the news event, but not of the actual event.

Michael Finkelstein, Forum's attorney, questioned Leavitt Pope, WPIX vice president, about answers he had given to FCC inquiries into films used on news shows.

Mr. Pope replied: "There are some situations among the hundreds I investigated where it is not humanly possible to know which piece of film was used. I can only assume that, if the proper film was available, it was used."

Late last Wednesday (Oct. 28), Mrs. Nancy McCarthy, whose letter to a friend alleging news distortion precipitated the FCC investigation, took the stand. The former WPIX newswriter said Walter D. Engels, then news director of the station, told her in 1968 that he was under pressure from top manage-

ment to create a show that "was jazzy, fast-paced and highly competitive."

She said Mr. Engels also told her a top executive wanted to hire a correspondent in Miami, who would telephone reports from that city, as though he were in South America. She assumed, Mrs. McCarthy said, that the top executive Mr. Engels referred to was Fred M. Thrower, WPIX president. (Mr. Engels was shifted to his present post of special assistant in the station's news department after a reported misrepresentation of news film by WPIX.)

Distortions on the station's news programs, Mrs. McCarthy testified she told Mr. Engels, were so bad "you never knew where the film came from or where the voice came from, or for that matter if they had any relation to each other."

She said Mr. Engels asked for three weeks to make changes but none came. He later denied ever having discussed it, Mrs. McCarthy told the hearing.

Mrs. McCarthy blamed most of the



rights and religious groups, who make the kind of charges that have come to be familiar in license-renewal protests—that the station has failed to ascertain and meet the needs of area blacks and to hire a significant number of blacks, particularly in policy-making jobs. It also accuses the station of “misrepresenting blacks and the idea of blackness in a derogatory and insulting manner.”

Seven of those signing the petition are affiliated with the Interfaith Centers for Racial Justice Inc., which in August filed informal complaints against all Detroit television stations, whose renewals were due Oct. 1. (The complaint against ABC's WXYZ-TV was withdrawn last week.) A member of the centers' staff said the organization lacked the resources to develop more than “one petition at a time” and that WWJ-TV was selected because it was found to be “one of the most flagrant violators.”

WWJ-TV has filed a point-by-point rebuttal in response to the petition, contending that it has determined the needs of blacks and others in its viewing area and is serving them. The station, owned by the Evening News Association, called the attack on its programming an “unprincipled effort” to discredit its proposals to meet the needs of blacks.

The petition to deny WISC-TV, whose license expires Dec. 1, represents something new—an effort to persuade the commission to judge the station's news and public affairs programming, which the petition maintains is poor, with its profits, which the petition says are high. The petition was filed by a group of journalism and radio-television film teachers at the University of Wisconsin organized as Better Television for Medi-

news distortions on Ted Kamp, then producer-director of WPIX's evening news show. Mr. Engels also told her, Mrs. McCarthy said, that he wanted to replace Mr. Kamp.

She later had a meeting with Mr. Thrower, where Mrs. McCarthy said she related instances of alleged news distortion. The WPIX president told her, she recalled, “I think it only fair to tell you that Mr. (Lee) Nelson (anchorman) and Mr. Engels are calling you a disruptive person.”

She was the last to deny it. “I told him,” she said. “I certainly had been and I would continue to be so on that specific issue.”

Earlier in the week, Colin Gibson, another news writer who originally had accused WPIX of mislabeling news, said stories for the nightly programs were “selected like cards from a deck.” He described watching the programs as “a bitter comedy of errors. The director submitted himself to a nightly nightmare.”

son.

During the period 1962-65, the group says, the station had yearly gross revenues of about \$1,400,000 to \$1,600,000 with an average profit of from \$600,000 to \$1,000,000. And over the last 15 years, the group estimates, it earned profits of \$10 million.

The group says the commission should compare such profitability with the station's “marginal performance” in serving the public interest, and deny WISC-TV's license renewal. The group says that, in the judgment of “professional journalists,” the station's work in local news and public affairs “has been of low quality and quantity.”

Ralph O'Connor, general manager of the station, in commenting on the petition, said: “We feel confident that when all of the complete facts are set forth before the commission that they will again renew the license as they have without question or incident since we first went on the air in 1956.”

## 26.2 million color sets in use in U.S., NBC says

There were 26.2 million color-TV sets in the U.S. as of Oct. 1, according to NBC's latest quarterly estimates released last week. This total represents a gain of 4 million households, an increase of 18% over the same period 1969, when the figure reached 22.2 million (“Closed Circuit”, Oct. 26).

Allen R. Cooper, VP, planning, NBC, said, “the anticipated improvement in color set sales during the second half of 1970 is occurring, . . . sales to dealers during the last two weeks of September exceeded year-ago levels.”

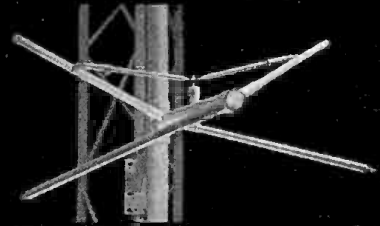
The NBC quarterly estimates are based on a variety of industry source data, including reports of color-set production, sales, imports and dealer inventories.

## Bell, Hyde on tap for NAB regionals

Howard H. Bell, president of the American Advertising Federation, will be featured speaker at the fourth regional conference of the National Association of Broadcasters in New Orleans next week (Nov. 12-13). Mr. Bell was director of the NAB Code Authority before becoming AAF president in 1968.

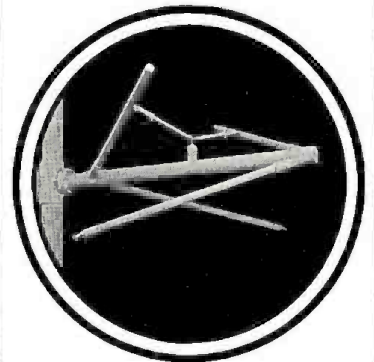
Rosel H. Hyde, Washington lawyer and former FCC chairman, will be principal speaker at the fifth NAB regional conference, in Denver (Nov. 16-17). NAB President Vincent T. Wasilewski will address the sixth meeting, in San Francisco (Nov. 19-20). Mr. Wasilewski was the main speaker at the first NAB conference in Atlanta last month. (BROADCASTING, Oct. 26). Other meet-

trade in  
YOUR OLD FM ANTENNA  
ON A NEW



**JAMPRO**  
**CIRCULARLY**  
**POLARIZED**  
**PENETRATOR**

Your old outdated FM antenna does have trade-in value when you apply it toward the purchase of the newest, most effective FM antenna ever designed—the Jampro PENETRATOR!



### NEW PATENTED DESIGN

Exclusive FIELD TUNING STUBS  
GUARANTEE LOWER VSWR.

Only the PENETRATOR offers FM stations VSWR's as low as 1.08 to 1 for best stereo broadcasting. Find out how little it costs to transmit better market penetration when you trade antennas with Jampro. Call today!

PHONE (916) 383-1177

**JAMPRO**

ANTENNA COMPANY  
A DIVISION OF COMPUTER EQUIPMENT CORP  
6939 Power Inn Road  
Sacramento, California 95828

# FCC's cable plan gets its lumps

## Parties filing comments have disagreements, but nearly all reject 'Public Dividend Plan'

The FCC's package of proposed regulations for CATV, designed to promote diversity in programming, has been the object of a wide diversity of viewpoints from broadcasters, cable operators and other interested parties. That much is clear from samples of the 60-odd comments received thus far—the bulk of them filed after the commission announced deadline extensions for comments and reply comments (BROADCASTING, Oct. 26).

There was general agreement, among those commenting, that the Public Dividend Plan should not be adopted and that the industry should be locally regulated and conform to a system of technical standards. However, conflict arose among those expressing their views on such aspects of the proposals as multiple ownership and crossownership, distant-signal importation, commercial substitution and limitation of franchise fees.

Under the commission's proposals for distant-signal importation, CATV's in the top-100 markets could carry four independent signals in addition to locals. However, they also would be required to substitute commercials in distant signals for those provided by local UHF's or VHF's that could prove their survival was threatened. In addition, cable systems would have to make payments equal to 5% of their subscription revenues to the Corp. for Public Broadcasting—the so-called public-dividend aspect of the proposals.

The city of San Diego, the New York State Cable Television Association and Rust Craft Broadcasting Co. contended that distant-signal importation is necessary to make CATV economically viable. Without such service, Rust Craft said, "cable could only support itself with program charges and become completely a pay-TV system." Hughes Aircraft said the service would foster program diversity. The proposal also was favored by a group of cable operators including Cox Cable Communications and Jerrold Corp., and Cable Information Systems Inc.

Black Efforts for Soul in Television told the commission that, without importation, CATV could not expand into the "core cities." It said cable's impact on local UHF's should be determined on a case-by-case basis and that the diversity of programming provided by CATV may well increase rather than decrease total viewing.

However, Storer Broadcasting Co. said the commission should abandon the

proposal if it wants to preserve existing free over-the-air broadcasting service. CBS maintained the commission should adopt its December 1968 proposal that was based on the rationale that importing CATV's would compete unfairly with TV stations in their service areas, because CATV systems stand outside the competitive TV-program distribution market. It proposed to eliminate this competition by permitting distant-signal importation only when cable systems have obtained retransmission consent from originating stations. United Artists said importation "will fractionalize the audience of local UHF's and it is highly doubtful if they will be able to sell sufficient additional commercials—to be substituted for commercials of distant stations—to offset the adverse economic effect of the fractionalization."

"The commercial-substitution scheme"—which is the heart of the commission's CATV plan—"represents an unworkable scheme which will neither promote the development of CATV service in the major markets nor achieve the commission's objective of aiding the development of independent UHF stations." That was the comment from group cable operator Midwest Video Corp. It favored implementation of the idea in copyright legislation now pending in Congress which embodies a compulsory license approach to payment of copyright fees by CATV systems. United Artists pointed out that the practical problems of substitution are sizeable and broadcaster-cable operator Bonneville International Corp. also opposed the plan, contending cable should be given the status of common carriers. However, the Cox-Jerrold group felt that commercial substitution would ease any

audience fragmentation caused by distant-signal importation. They added that substitution also should be available for educational-TV stations to the extent that distant ETV signals are carried.

The group also said the FCC should seek congressional authorization for its Public Dividend Plan and undertake a study to determine CATV's proper payment level to noncommercial broadcasting and its ability to make such a contribution. It added that if CATV is granted distant-signal importation authority, CATV would need only three to five years to establish operations enabling it to make its fair contribution to noncommercial broadcasting.

Midwest Video maintained the commission lacks jurisdiction to require systems to make Public Dividend payments and to dedicate channel capacity to local government, local citizens groups, common carriers and instructional groups. And Hughes Aircraft said the commission should consider other financial burdens on cable systems before determining such payments, suggesting that at least VHF stations should also be required to contribute to CPB.

According to BEST, the public broadcasting subsidy places a burden on the poor since it is based on subscription revenues and poor families would be assessed a higher proportion of their income than those in middle-income or high-income brackets. The federal government is obligated to support CPB since it created the organization, BEST said, adding that under federal appropriations taxpayers would be assessed according to their income. The Office of Economic Opportunity agreed that CPB financing should be derived from public revenues and stated that if cable

## Columbia, Md., gets latest Time-Life CATV

Time-Life Broadcast Inc. last week announced plans to build a cable-TV system in the planned city of Columbia, Md., with connection in the first homes scheduled for January 1971. According to Time-Life officials, the CATV system will offer 18 channels, including all Washington and Baltimore VHF and UHF channels.

Time-Life also reported that the system would function as a laboratory for experimental programs, services and

technology. Other channels in the Columbia system will be reserved for community and special-interest programming, Time-Life said.

Richard Krolik, vice president for programming, Time-Life Broadcast, will be managing director of Time-Life/Columbia Cable TV Inc. Columbia has a population of 9000, with 110,000 expected by 1980.

Time-Life Broadcast has an interest in 16 CATV systems in the U.S., including Manhattan Cable in New York. It also owns and operates commercial TV and radio stations in California, Colorado, Michigan and Indiana.

were forced to bear the brunt of financing, it would raise franchise fees.

The Suffolk County (N.Y.) Organization for the Promotion of Education suggested that 2½% of Public Dividend payments go to CPB; the remaining 2½% to be distributed through the Office of Education to state education departments, which would make the funds available to public school systems. The schools would use the funds to produce, procure and transmit programming to homes or to other schools via CATV.

Comments by the cities of Los Angeles; Buffalo, N.Y.; San Diego, and Chicago concurred with previous filings by municipalities that local governments should have broad authority to regulate CATV systems in their communities (BROADCASTING, Oct. 12).

The National Association of Regulatory Utility Commissioners said the FCC lacks jurisdiction under the Communications Act of 1934 to intrude into regulation of local aspects of CATV.

Most cities thought the proposal to limit franchise fees to 2% of a system's revenues from subscribers were unrealistic in relation to the actual costs involved. BEST said CATV should be required to prepay annual fees of 2% to 3% and that the funds should be used for local regulation rather than pooled with a city's general revenues. OEO advocated limiting fees to a "realistic sum" related to costs incurred by cities and said cable regulation should fall under a public utility-common carrier classification through authorization from Congress. The New York State Cable Television Association maintained that state legislation may stifle CATV growth, may "include regulation more exactive, restrictive or at odds with the FCC's parallel regulations, or preclude CATV growth by regulating it as a public utility."

With respect to multiple-ownership of CATV, the FCC has proposed a limit of 50 systems with 1,000 or more subscribers each in the 100 biggest population centers. For CATV owners who also own more than one TV, two AM's, two FM's, or two newspapers, the CATV group limit would be reduced to 25 systems. As an alternative, the FCC invited comments on a limit of two-million subscribers for all CATV systems in a group. It also requested comments on whether there should be restrictions in crossownership of CATV with radio stations, weekly newspapers, microwave carriers, CATV equipment manufacturers, national news magazines and advertising agencies. The commission will consider crossownerships of CATV and daily newspapers in a pending inquiry into newspaper-broadcasting crossownerships (BROADCASTING, June 29).

The Justice Department agreed with the commission's view that radio-CATV

## Storer ads to its Florida CATV holdings

Storer Broadcasting Co., Miami-based owner of six radio and six television stations, announced last week it has agreed to purchase the Florida CATV properties of GT&E Communications Inc., wholly owned subsidiary of General Telephone and Electronics Corp. The purchase price was not disclosed.

The systems involved serve approximately 10,000 subscribers in the cities of Bradenton, Lake Wales and Bartow and portions of Sarasota, Manatee and Polk counties.

The agreement was announced jointly by Paul Raymon, Storer vice president for CATV, and Wenton Stewart, vice president and general manager of GT&E Communications.

After consummation of the purchase, Storer—which already owns systems in Sarasota and Venice, Fla.—will serve more than 55,000 subscribers on its systems in California and Florida.

GT&E owns CATV's in California, Illinois, Indiana, Michigan, North Dakota, Pennsylvania, Texas and Washington.

crossownerships pose no competitive problems in major markets, but said such combinations raise questions "in smaller communities where alternatives are fewer." It suggested banning crossownerships between fulltime AM or AM-FM's and CATV's serving the same community where there are five or fewer radio stations (counting AM-FM's as a single station).

Justice said common ownership of cable systems and small-market weekly newspapers poses similar problems, and from the standpoint of promoting economic competition, such combinations are least desirable when the weekly paper is the principal local printed news medium. It concluded that limits on the number of areas served by CATV systems would be preferable to limiting the total number of subscribers, since the former approach has less potential for discouraging full development of CATV at the local level.

BEST contended that the majority of stock in a cable system should be owned by persons registered to vote in the community served by the system.

Cox Cable, Jerrold and other system owners proposed a limitation of 10% of a nation's TV homes for any CATV system and a statewide limitation equivalent to the number of TV homes per state divided by the number of markets per state to arrive at a maximum number of homes CATV's could serve in the state.

Storer told the FCC it should not adopt a total ban on radio-CATV cross-

ownership or adopt multiple-ownership rules based on the number or location of systems owned. If any such rules are adopted, Storer said, they should be based only on the total number of subscribers served.

There is no legal or factual basis for limiting multiple ownership of CATV, said Teleprompter Corp. It added such action would impede CATV development as an alternative source of programming and opinion, and suggested that if any ownership limitations are adopted, they should limit only the number of systems that a CATV operator could own.

Another aspect of the FCC's plan for cable involves an inquiry into technical standards for the industry.

The New York State Cable Television Association asserted that, unless the commission promulgates such standards, "it will be unable to achieve the development of its national communications policy and find that state regulations will stifle the promise that CATV holds for the public interest."

Zenith Radio Corp. asked the FCC to adopt CATV engineering standards equal to broadcast requirements to protect the public investment in receivers and assure easy transition to new home electronic services such as two-way communications.

Storer felt that 12-channel capacity is sufficient to meet most existing and anticipated needs. However, at the same time it asked the FCC to set a 12-channel minimum capacity for major markets and provide that new systems be capable of converting to 20-channels in the future. It added that because of the expense involved systems with 200 subscribers or less should be exempt from making annual certifications of technical compliance.

Jerrold Corp. supported technical standards for the industry, but added that they could burden some systems and asked the commission to endorse a liberal waiver policy in individual circumstances.

The city of San Diego suggested the commission should allow state and local governments to regulate the industry's performance standards until uniform standards are made necessary by national or national and international cable grids. When such grids are established, state and local authorities should be allowed to enforce the standards, San Diego said.

However, Sterling Information Services Ltd., operator of Manhattan Cable Television, maintained it was too early in the development of converters to impose technical specifications. Its principal objections to such standards were that they would hinder the ability of systems to raise investment capital and would hamper research.

# Burch defends no-policy policy

## All-options-open procedure speeds the day of space-communications service, he says

By refusing to commit itself in advance to firm policy on domestic communications satellite ownership and operation, the FCC, in the view of Chairman Dean Burch, has hastened the day of actual service. "A bird in the hand," he told a luncheon meeting in Washington last week, after apologizing for the pun, "is worth several lost in the administrative thicket."

The commission in March, after several times approaching a decision to establish a pilot program in which Communications Satellite Corp. would play a dominant role, chose instead to make policy based on concrete applications for domestic satellite service.

By Dec. 1, the deadline for filing applications (except in the case of the three television networks, which have been given an additional 15 days to file), the FCC "will be in a position to proceed toward a final decision with dispatch," Chairman Burch said, in his appearance before the Electronics and Aerospace Conference, in Washington.



Chairman Burch

The commission has been pondering the question of domestic communications satellites since 1966 (BROADCASTING, March 7, 1966), a year after ABC applied for authorization to launch a satellite of its own, and appears to have been influenced by the White House under two administrations.

A task force on telecommunication policy, appointed by President Johnson had suggested a pilot program much like one the FCC was understood to have been considering. After President Nixon took office, a White House study of the matter produced a recommendation that the commission adopt an "open-skies" policy with only technical limits on the number and kinds of systems to be authorized.

Chairman Burch said the all-options-open procedure the commission is following will facilitate its resolving a number of problems. One involves the question of whether domestic satellites can be accommodated in the 4 and 6 ghz bands, where they are now assigned, because of the heavy existing and potential terrestrial use of those bands. The chairman said the question cannot be resolved until the precise location of earth stations and the length and cost of terrestrial interconnection facilities are known.

Another problem is in finding enough orbital locations to accommodate all potential applicants, assuming each proposes two to three satellites or a total of 18 to 27. (Nine parties, including the networks, have indicated an interest in applying). The chairman said there are an estimated 16 ideal orbital locations in the 4 and 6 ghz bands—and Canada, he noted, has already reserved two and may require more, while other

Western Hemisphere nations must be considered.

Another imponderable is the position to be taken by the television networks. If they decline to use satellites to transmit their programs, or decide to go into the satellite business themselves, or select one of the potential applicants as their carrier, the chairman noted, "various applicants might find it difficult to proceed on the basis of the other potential business initially available." The networks are engaged in talks with Comsat.

Local distribution of communications satellite service raises other questions. What role will CATV play as a local outlet for services other than television program distribution, and what technical standards would be necessary to make such use of the cable possible? Should satellite applicants build new intra-city distribution facilities making partial use of microwave? And what of interconnection with new or existing local carriers, like telephone companies?

The chairman also had words of sympathy for applicants attempting to decide when to enter the domestic-communications satellite field. He noted that a "sizable portion" of the "substantial cost" of any domestic system will be for the construction (\$6 million) and launch (also \$6 million) of a communications satellite which will have a useful life of only five to seven years.

Such a short life expectancy, he said, creates pressure to find business fast. "On the other hand," he added, "there is the risk that, if any applicant waits until the technology has been successfully demonstrated and the business is proved, then he may have lost out on any realistic opportunity for entry or find new entry much more difficult."

Thus far, applications have been filed by Western Union, AT&T and Comsat—the last two for a joint system in which Comsat would lease all of the space on two satellites to AT&T, which would construct and operate five earth stations (BROADCASTING, Oct. 26).

But last week, the commission informed AT&T and Comsat that their applications are incomplete and unacceptable for filing because they do not include applications for terrestrial interconnection between the earth stations and existing or new terrestrial facilities.

Bernard Strassburg, chief of the Common Carrier Bureau, in letters to the parties, said Comsat had not submitted "full information as to the location and

"A monumental work . . . perceptive, thoughtful, and thorough."

—NEWTON N. MINOW

## The Image Empire

A HISTORY OF  
BROADCASTING IN  
THE UNITED STATES  
FROM 1953

By Erik Barnouw

"The wondrous detailing of a complicated medium crowded into the two first volumes (A TOWER IN BABEL and THE GOLDEN WEB) has been excitingly climaxed . . . almost reads like a political novel. Here is a book both to read for entertainment and to preserve for invaluable reference." —ROBERT J. LANDRY,  
Editor, *Variety*

24 pages of halftones • \$9.75

OXFORD  
UNIVERSITY  
PRESS / New York

site clearance for the station for tracking, telemetry and control," and that AT&T had not provided "full data" as to the call signs and link information of its terrestrial microwave stations.

Mr. Strassburg said the application will not be processed until the requested information is supplied. The parties have until Dec. 1, the deadline for filing applications, to provide the data.

## Employe dispute over, WLIB returns to air

WLIB-AM-FM New York resumed broadcasting last Thursday (Oct. 29) after a dispute with some employes had prompted management to take the FM outlet off the air on Oct. 13 and the AM station off on Oct. 17 (BROADCASTING, Oct. 26).

Harry Novik, general manager of the black-oriented stations, said all employes had returned to work and had agreed to comply with negotiation clauses in their contracts. The dispute began when a woman employe was dismissed. Some employes rallied to her support and set up picket lines, and some groups in the Harlem community, where the stations are located, reportedly made demands regarding programming and policy. The stations' management decided to close down temporarily.

Mr. Novik said the unions involved in the grievances would discuss them with management, and failing an agreement, they would be submitted to arbitration.

## Indiana AM-FM sale to Hall approved

The FCC has granted the sale of WCRW-AM-FM New Castle, Ind., from Scott B. and Walter Chamber Jr. to Robert M. Hall for \$225,000. Last week's action included the condition that Mr. Hall divest himself of either the AM or FM facility within one year.

The commission added that, if an application for authorization to sell one of the facilities is not filed within one year, Mr. Hall must submit "a full statement describing in detail all negotiations with all parties, the price asked by the seller, the prices offered and why each transaction fell through, if such is the case."

Messrs. Chambers have interest in the *New Castle Courier-Times*. Mr. Hall owns WMMW(AM) Meriden and WICH-AM-FM Norwich, both Connecticut; WNBH-AM-FM New Bedford, Mass.; WBVP-AM-FM Beaver Falls, Pa., and WUSJ(AM) Lockport, N.Y. Mr. Hall is also president of Publishers-Hall Syndicate, New York, which markets newspaper features.

## NAB to huddle on government liaison

### Broadcasters gear for opening of Congress; CATV will top agenda

Broadcasting's congressional liaison corps—50 state chairmen plus 10 regional directors—is to meet with the policy heads of the National Association of Broadcasters in Washington Thursday (Nov. 5).

The meeting, taking place at the same time (and in conjunction with) a meeting of the association's executive committee, is designed to prepare for the opening of the 92d Congress, early next year. First order of business is expected to be CATV, principal responsibility of the NAB's Future of Broadcasting Committee (formerly the CATV Negotiating Committee) that spawned the congressional shock troops (BROADCASTING, Oct. 5).

The legislative-action group, however, is organized to perform for more than cable TV; it is expected to spring into action whenever broadcasting is threatened in Congress by prospective legislation considered inimical to the industry, or, conversely, to favor matters beneficial to TV and radio. The operating thrust of the group is local contact with congressmen and senators.

The one-day meeting this week of the government relations task force, which will begin at a breakfast session, is to hear from Willard E. Walbridge, NAB chairman; Vincent T. Wasilewski, NAB president; and Dale G. Moore, KQVO-TV Missoula, Mont., who is chairman of the parent Future of Broadcasting Committee. Major governmental problems facing the industry will be explored, as well as means of coping with them.

On CATV, the NAB's principal focus is to persuade Congress to issue guidelines that will force the FCC to impose

more-or-less restrictive jurisdiction over cable television.

Besides Mr. Moore, other members of the Future of Broadcasting Committee are Jack Harris, KPRC-TV Houston; David M. Baltimore, WBRE-AM-FM-TV Scranton/Wilkes-Barre, Pa.; Richard D. Dudley, Forward Communications Inc., Wausau, Wis.; Terry Lee, Storer Broadcasting Co., and Fred Weber, Rust Craft Broadcasting Co. The six are also regional directors of the legislative action group; four other broadcasters make up the team of 10 regional coordinators: Hamilton Shea, Gilmore Broadcasting Co., Harrisonburg, Va., who is also chairman of the TV Board; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., who is chairman of the Radio Board; A. Louis Read, WDSU-TV New Orleans, who is vice chairman of the TV board, and Carl Fisher, KUGN(AM) Eugene, Ore. State chairmen were named by each of the regional directors (BROADCASTING, Oct. 26).

### Media notes:

**New ABC affiliate** ■ KPRI(FM) San Diego has affiliated with ABC Radio's American Contemporary Network. The station, owned by Southwestern Broadcasters Inc., was an independent. KPRI operates with 25 kw at 106.5 mhz.

**New ABC affiliate** ■ WMIL-AM-FM Milwaukee will join ABC's American Entertainment Network on Jan. 1, it was announced by the station's general manager, William H. Luchtman. WMIL-AM-FM are currently affiliated with Mutual. Both stations are licensed to Malrite of Wisconsin, Milwaukee. WMIL(AM) is a daytimer on 1290 khz, with 1 kw. WMIL-FM is on 95.7 mhz, with 25.5 kw and an antenna 280 feet above average terrain.

**Applied media techniques** ■ Herschel Shosteck, formerly of Cedar Rapids, Iowa, has opened a Washington-area office to supply applied research services in media and politics. Address: 10 Old Post Office Road, Silver Spring, Md. 20910.

## WHY NOT BUY THE BEST CARTRIDGE MACHINE?

If you're looking for a mediocre cartridge machine then don't buy the TAPECASTER. TAPECASTER is the No. 1 cartridge machine because its superb performance is insured by the use of ONLY the highest quality components.



TAPECASTER TCM, INC.  
Box 662 — 12326 Wilking Avenue, Rockville, Maryland 20851  
Phone: 881-8888 Area code 301



MODEL 700-RP

# Senator urges broadcast freedom

## Cook of Kentucky says First Amendment can't be denied 'electronic press'

Senator Marlow Cook last week unsheathed a two-edged sword, asserting first that broadcasters—not politicians—should control the amount and nature of radio and TV coverage in Congress and then roundly criticizing the vetoed political broadcasting bill which, he said, would “definitely create new inequities” in campaign spending.

He told a Kentucky Association of Broadcasters meeting in Lexington that, while no one would seriously doubt the broadcasters' obligation to give fair and adequate coverage to congressional thinking, the question is whether the obligation should be resolved by legislation or by the industry itself.

“The only reason for the present government regulation [of broadcasting] is the limitation of the broadcast spectrum,” Senator Cook (R-Ky.) commented. “However, this by no means deprives the electronic press from basic First Amendment protections.” The broadcasters, he said, must determine their coverage of various branches of government on significant national issues.

Senator Cook, a member of the Senate Commerce Committee, warned that, should Congress decide to legislate the matter as was suggested in the Fulbright Amendment, “we may find ourselves in the situation where in the words of CBS President Dr. Frank Stanton, ‘The broadcast press would be converted into little more than an official conduit of controlled information.’”

The Fulbright Amendment (SJ Res 209), which sparked hearings by the Senate Communications Subcommittee

(Broadcasting, Aug. 10), would have directed broadcasters to make prime time available at least four times yearly to authorized spokesmen for Congressional points of view.

The senator next told the Kentucky Broadcasters that the vetoed political broadcasting bill—another congressional foray into radio and TV legislation—was, like the Fulbright resolution, wide of its mark.

While he voiced support for the political broadcasting bill's provision permanently suspending the equal-time law as it relates to the President and Vice President, he had harsh words for the two remaining sections—a ceiling on political spending for broadcast time and a limitation on the rates which broadcasters could charge for political advertisements.

The suspension of equal opportunities would allow broadcasters to present confrontations by major candidates for the two offices without an obligation to give equal time to candidates from fringe parties.

Senator Cook saved his heaviest criticism for the provision limiting political-campaign spending for radio and TV. A candidate could spend seven cents for each vote cast for that office in the last general election or \$20,000—whichever is greater. The limit for primaries would be exactly half that amount, three-and-a-half cents per vote or \$10,000.

The seven-cents-per-vote formula, Senator Cook said, does not take into account the problem of multistate media costs. A candidate in New Jersey—

which has no commercial TV stations—cannot reach the constituents in his state unless he goes to stations in New York and Philadelphia, he commented, and he must then pay the highly inflated costs of time in these big-city markets although his spending limit is based on the number of voters in New Jersey. He added that the problem exists to a lesser degree in a number of other states.

The Kentucky legislator commented further that the spending limitation is “virtually meaningless” as an equalizer of candidates' financial resources because it fails to control other facets of campaign spending. He cited travel expenses, other forms of advertising, including newspapers and direct mail, and campaign organizing costs. He also charged that the bill would give the incumbent—who has access to free time through news and public-affairs shows—a further advantage over the lesser-known challenger who is limited to the seven-cents-per-vote spending rule.

He singled out the spending limit on primaries as an example of overlooking “both the obvious and the sublime.” He said that where the incumbent has little or no general-election opposition “the primary is the election.” In this case, a lesser known challenger to the incumbent in such a primary is doubly damaged because his spending is limited to three-and-a-half cents.

During the Kentucky Broadcasters Association meeting, Bob Doll, WFKY (AM) and WKYW (FM) Frankfort, was elected president.

## Equipment & Engineering

### GE takes step forward in satellite technology

Two General Electric scientists have come up with a new device that may one day permit direct and simultaneous nationwide telecasting from a high-powered communications satellite.

Dubbed an “electrostatic collector,” the cake-shaped device can increase the efficiency of klystron broadcast tubes by more than 20 percentage points—from 45 to 67%—and permit reducing the size of the tube's heat-rejection system and the satellite's solar cells to a point where a high-power orbiting transmitter becomes practical, it is said.

The collector is the product of re-

search conducted by Wendell Neugebauer of GE's Microwave Tube Operation and Dr. Theodore G. Mihran of the company's Research and Development Center, both Schenectady, N.Y.

The klystron tube converts direct current (DC) from the satellite's solar cells to radio frequency (RF) used for TV broadcasting. Only limited success has been achieved heretofore in boosting the efficiency of klystron collectors.

The development effort involved the first extensive use of a computer to “prove the idea of depressed collectors and then predict the performance over a wide range of tube efficiencies,” according to Dr. Mihran.

Although the work at GE centered around use of a three-foot-long klystron

at a frequency of 750 mhz, there are reportedly no major obstacles to reducing the size of the tube and collector by a scale of 20, while extending frequency to 12 ghz for TV transmission service.

The FCC has proposed satellite frequency allocations in the 7 to 12 ghz band (as opposed to the presently utilized 4 to 6 ghz band). Some groups have objected that transmitting on the higher frequencies would necessitate new equipment that would take several years to develop.

Dr. Mihran said the combination of increased tube efficiency and small solar cells should permit the use of smaller communications satellites; thus, less rocket power would be needed for

launching. "The savings in satellite launch costs alone could be noteworthy," he added.

The research project was sponsored by the Lewis Research Center of the National Aeronautics and Space Administration, Cleveland.



"Electrostatic collector" and developers Wendell Neugebauer (l) and Dr. Theodore G. Mihran, with GE's Microwave Tube Operation and Research and Development Center, respectively.

## FCC is asked to okay STV scrambling system

Artisan Inc. last Tuesday (Oct. 27) filed with the FCC a request for approval of its Artifax technical system for scrambling and unscrambling TV signals to be used in pay-TV operations. Artisan is a companion company of Vue-Metrics Inc., which on June 30 became the first applicant for an over-the-air subscription-TV station (BROADCASTING, July 6). It proposes to use channel 23 in Philadelphia.

The technical system is based on a patent issued on Sept. 8 to Harold R. Walker of Charger Electronics Inc., New York, and acquired by Artisan and Vue-Metrics for stock (BROADCASTING, Sept. 21). It provides for coding both video and audio portions of a TV program at the studio and for restoration of both color and black-and-white programs for subscribers.

Each subscriber would get a decoder which attaches to the antenna terminals of his TV set, converting scrambled pictures for the channel being used—either channel 3 or 4, whichever is vacant in the market. Nonsubscribers would see an unrecognizable picture and hear wobbling tones.

STV customers would be furnished billing cards and program schedules

monthly. Removal of the billing card would render the decoder inoperative and a fail-safe accounting circuit prevents accidental charges from being registered on the customer's card, according to Sanford C. Curcie, Artisan president. Artisan and Vue-Metrics are based in Philadelphia.

Zenith Radio Corp.'s Phonevision system for pay-TV won FCC approval in August (BROADCASTING, Aug. 31). Teleglobe Pay-TV System Inc. is awaiting approval of its system.

## Technical topics:

**Vicon introduces pannex** ■ Vicon Industries Inc., Huntington Station, N.Y., has introduced a new heavy-duty automatic pannex, priced at \$275, which can be programmed to sweep any indoor or outdoor area on a horizontal plane. The new Vicon Auto-Pan (model 310-AP) can support television cameras weighing up to 100 lbs.

**Phasing out** ■ Sylvania Electric Products Inc., New York, will gradually phase out most of its semiconductor manufacturing operations over the next two-and-a-half months. According to Sylvania President Garlan Morse, the decision stemmed from the chronic and continuing "disorderly conditions that have characterized this branch of the electronics industry.

## Fates&Fortunes

### Broadcast advertising

**Joseph T. Shaw Jr.**, director of television-commercial production department, Dancer-Fitzgerald-Sample, New York, named senior VP.

**Joel Baumwoll** and **Edward Lambek**, associate directors of research, Grey Advertising, New York, elected VP's.

**George R. Pryde**, account supervisor, Benton & Bowles, New York, named VP.

**Robert P. Clark**, senior VP, financial management and treasurer of SSC&B, New York, elected member of board.

**George A. Preston**, VP and account supervisor, Albert Frank-Gunther Law, New York, named senior VP.

**Harold I. Weinsheim**, administrative assistant to director of marketing, Miller Brewing, Milwaukee, appointed assistant to director of marketing.

**Phil White**, account supervisor, Herbert Arthur Morris Advertising, New York, named VP.

**Lee Leicinger**, with WXYZ-TV Detroit, appointed national sales manager of

WXYZ-AM-FM.

**Richard Robertson**, with NBC Spot Sales, San Francisco, named local sales manager, WKYC-TV Cleveland.

**John W. Rhea**, with WMPS-AM-FM Memphis, appointed sales manager.

**Edward J. Doherty**, with John C. Butler, New York, joins HR Representatives there as Eastern sales manager.

**Zetelle Guerra**, media director, Media

Purchasing, New York, also named VP.

**Gilbert Rivera**, head of audio-visual department, Wells, Rich, Greene, New York, joins Kenyon & Eckhardt, New York, as art director on Lincoln-Mercury account.

**Jerry Policoff**, media planner, Ted Bates, New York, joins Metro TV Sales, New York, as senior research analyst.

**Roy White**, member of New York Yan-

### New ANA slate chosen

**William A. Bartel**, vice president for communications and merchandising, Celanese Corp., was elected chairman of the board of the Association of National Advertisers last Monday (Oct. 6) at ANA's 61st annual meeting at The Homestead, Hot Springs, Va. (see picture, p. 29). He succeeds **John P. Kelley** of Goodyear Tire & Rubber Co.

**Marvin H. Koslow** of Bristol-Myers was elected vice chairman, and **Peter W. Allport** was re-elected president.

Six new directors were elected: **Bruce R. Abrams**, Continental Insurance Co.'s;

**Thomas R. Chadwick**, Admiral Corp.; **Earl A. Clasen**, Pillsbury Co.; **Thomas E. Drohan**, Foremost-McKesson Inc.; **Rodman W. Moorhead**, Brown-Forman Distillers Corp., and **Paul W. Sheldon**, Gulf Oil Corp.

They succeeded six directors whose terms expired: **H. Walton Cloke**, North American Rockwell Corp.; **William H. Ewen**, Borden Inc.; **Walter M. Harrison**, Travelers Insurance Co.'s; **Howard M. List**, Kellogg Co.; **Roland G. Saysette**, Del Monte Corp., and **George W. Sisler**, Ashland Oil & Refining Co.

kees baseball team, also joins CBS Spot Radio Sales as account executive.

**Warren B. Lee**, associate creative director and copy chief, Friend-Reiss Advertising, New York, joins Ross Roy, New York, as copy supervisor.

**James J. Franck**, formerly with U.S. Army, joins Griswold-Eshleman, Chicago, PR and advertising firm, as producer-director in audio-visual division of agency's creative department.

**William Lunn**, account executive, Leo Burnett, Chicago, appointed account supervisor.

## Media



**Marshall Pengra**, former executive VP and general manager, KLTV-TV Tyler, Tex., and long-time broadcaster, resigns to become consultant. His interest in KLTV has been purchased by Channel Seven Inc., licensee of station, but he remains as director. He began broadcasting career in 1934 at KSLM(AM) Salem, Ore., was involved with stations KFLW(AM) Klamath Falls, Ore., and WATO(AM) Oak Ridge, Tenn., before going to Tyler. He is succeeded as general manager at KLTV by **Robert Buford** (BROADCASTING, Oct. 4). Mr. Pengra will operate his consultancy at his home, 1814 MacDonald Rd., Tyler.

Mr. Pengra

**Martin S. Pollins**, general manager, KEMO-TV San Francisco, named VP. **Samuel Feinberg**, general sales manager, WPHL-TV Philadelphia, appointed general manager, succeeding **Robert L. Bryan**, who resigns to go into agency business in New York. **James D. Boaz**, general sales manager, WXIX-TV Cincinnati, appointed general manager succeeding **R. Douglas McLarty**, who resigns. **Robert C. Rohde**, general sales manager, WPGH-TV Pittsburgh, appointed general manager, succeeding **Richard C. Rawls**, who retires. All are U.S. Communications stations.

**Clyde W. Johnson**, WFIN-AM-FM Findlay, elected president, Ohio Association of Broadcasters. **Dick James**, WBBW-AM-FM Youngstown, elected first VP, and **Robert Pricer**, WCLT-AM-FM Newark, second VP.

**Oran D. Gough**, with WEAT-AM-FM-TV West Palm Beach, Fla., appointed operations manager.

**Joseph A. Barlock**, assistant general counsel, Westinghouse Electric, New York, named VP-broadcasting of company's learning and leisure time industries, in area of business development

and evaluation of growth opportunities.



Mr. Krolik

**John Latta**, assistant treasurer, International Basic Economy Corp., New York, joins CBS, New York, in similar capacity. He will be responsible for world-wide cash management, financing and bank relations.

**James P. Jimirro**, international sales manager, CBS Enterprises, New York, appointed director, international sales development, CBS Enterprises. New responsibilities will include development of marketing programs for cassette and cartridge systems.

**Hoyle Broome Jr.**, formerly in U.S. Army, joins WUTR-TV Utica, N.Y., as business manager.

**Harry R. Shriver**, VP and general manager, WFBR(AM) Baltimore, named president and general manager. He succeeds **Robert S. Maslin**, who retires.

**Bill Biggerstaff**, sales manager, WEGO(AM) - WPEG-FM Concord, N.C., appointed general manager, WMDE(FM) Greensboro, N.C. **Donnie Goodale**, general manager, WFCM(AM) Winston-Salem, N.C., succeeds Mr. Biggerstaff at his former position. All are Suburban Radio Group stations.

**Robert L. Fox** and **Ira Laufer**, owners, KVEN-AM-FM Ventura, Calif., assume additional duties as VP-sales and VP-station operations respectively of KPRO(AM) Riverside, Calif., succeeding **Dave Taylor**, general manager, who retires.

**Steve Streeter**, chief engineer and plant manager, Malibu Communications, CATV operator, Malibu, Calif., named acting system manager following merger with Cypress Communications, Los Angeles.

## Programming



Mr. Ringquist

**Lennart Ringquist**, executive VP, Metromedia Producers Corp., New York, appointed director of syndicated sales, MGM Television, New York.

**Alan E. Perris**, program director, WHTN-TV Huntington, W. Va., joins

WKBW-TV Buffalo, N.Y., in similar capacity.

**Paul Strok Adler**, with ASCAP, New York, appointed distribution manager. He succeeds **Paul Marks**, appointed director of operations.

**William H. Siemering**, manager, non-commercial WFBO-FM Buffalo, N.Y., appointed director of programming, National Public Radio, Washington, new networking and programming service for noncommercial radio.

**Gene H. Samuelsen**, design and marketing consultant in graphics field, joins Association-Sterling Films, New York, distributors of public-service films, as VP, sales, Western division.

**Dave Brin**, with WEEF-AM-FM Highland Park, Ill., joins WLS-FM Chicago as production director.

**Phil Arenson**, production manager, KCST-TV San Diego, Calif., joins KHJ-TV Los Angeles as producer-director.

**Barney Glazier**, program supervisor, daytime programming, ABC-TV, Los Angeles, and **Judy Price**, producer, KHJ-TV there, join Dick Clark Productions, Los Angeles, as executive producer-director and producer. **Francis LaMaina**, controller, Dick Clark Enterprises, Los Angeles, named secretary-treasurer.

**Dave Williams**, music director, WUBE(AM) Cincinnati, joins WDEE(AM) Detroit in similar capacity.

**Tom Naud**, writer-producer, joins Ralph Andrews Productions, Los Angeles, as executive VP in charge of production and development.

**Jack Hand**, formerly sports writer, AP, New York, joins NFL Films, New York, as director of information and promotion.

**David Silvian**, with Hawaii Educational Television Network, Honolulu, named executive producer-director. **George Hooper**, production manager, KHON-TV Honolulu, joins Hawaii ETV as operations supervisor and acting production manager. **Nino J. Martin**, commercial producer-director, KGMB-TV Honolulu, joins HETV as senior producer-director.

**Marcella Braun**, assistant program director, WFLD-TV Chicago, joins WMAQ-TV there as assistant producer.

## News

**Charles Jones**, with *Baltimore News American*, joins WJZ-TV Baltimore, as news producer.

**Barry Hohlfelder**, news writer-producer, WBBM-TV Chicago, appointed news producer.

**Bill Wasinger**, news director, KCRG-TV Cedar Rapids, Iowa, joins WKBW-TV.



Buffalo, N.Y., as newsman.

**John North**, reporter, WLWC-TV Columbus, Ohio, joins WKBS-TV Philadelphia as managing editor for news. **Stephen Gary**, reporter, KYW(AM) Philadelphia, joins news department of WKBS-TV.

**John Sheahan**, reporter-producer, CBS News, New York, appointed CBS News correspondent.

**Ernest Jarman III**, newsman, KDIA(AM) Oakland, Calif., joins KCBS(AM) San Francisco as reporter.

**Ann Medina**, with NBC News Chicago bureau, joins NBC News bureau in Cleveland as housing and transportation reporter.

**John Lindsey**, newscaster, WFLD-TV Chicago, joins KGO-TV San Francisco as weekend anchorman and field reporter.

**Charles Stubblefield**, assistant news director, KHON-TV Honolulu, joins Hawaii Educational Television Network, Honolulu, as news and public affairs supervisor.

### Equipment & engineering

**Duane M. Weise**, VP-director of engineering, Reeves Telecom, New York, named director of engineering-television, Pacific and Southern Broadcasting. He will have headquarters at P&S's WQXI-TV Atlanta.

**Donald Amell**, engineering supervisor, WABC(AM) New York, named chief engineer, WLS(AM) Chicago succeeding **Roy Huberty**, who resigns.

**Fred Nassar**, formerly corporate director of contracts, Gilbo Systems Inc.,

Rome, N.Y., joins CBS Laboratories, Stamford, Conn., in newly created position of director of contracts.

**Donald L. Oswald**, formerly manager, subcontracts, Philco-Ford, Palo Alto, Calif., and **B. Ronald Russell**, accounting manager, Raytheon Corp., Mountain View, Calif., join International Video Corp., Sunnyvale, Calif., as manager, material, and controller respectively.

### Promotion

**Ron Fagan**, director of promotion and merchandising, KFI(AM) Los Angeles appointed administrator, advertising and promotion, KNBC(TV) there.

**Tim Perrin**, formerly with KPRO(AM) Riverside, Calif., joins KFMS(FM) San Francisco as promotion director.

### International

**Peter D. Warburton**, marketing executive, Industrial Electronics Division, Thorn Bendix Ltd., Nottingham, England, named managing director of Bendix-TVC International, joint venture of Bendix International and Television Communications Corp., to study international market and investment opportunities in CATV. He will have headquarters in Manchester, England.

**William S. McCalmont**, with European headquarters, Memorex Corp., Santa Clara, Calif., named VP. He will continue to work out of Hounslow, England, office while assuming responsibility for European operations including

video-tape manufacturing plant in Liege, Belgium.

**Ed Hall**, CJCH(AM) Halifax, N.S., elected president, Atlantic Association of Broadcasters. He succeeds **A. R. W. Lockhart**, CFBC-AM-FM St. John, N.B. **William Winton**, CKBC(AM) Bathurst, N.B., elected first VP; **Bill Williamson**, VOCM(AM) St. Johns, Newfoundland, second VP; **Arnie Patterson**, CFDR(AM) Dartmouth, N.S., elected secretary; and **Georges Lebel**, CJEM(AM) Edmunston, N.B., reelected treasurer.

### Allied fields

**Elton H. Rule**, president, ABC, named to serve as national vice chairman for broadcasting for 1971 American Red Cross campaign for members and funds.

**Cornelius F. Keating**, president, CBS Direct Marketing Services division, New York, named member of business-industry council for White House Conference on Children and Youth, to be held in December and February.

### Deaths

**F. Ward Just**, 64, editor and publisher of *Waukegan* (Ill.) *News-Sun*, which owns WKRS(AM) Waukegan, died in Libertyville, Ill., Oct. 24. He is survived by his wife, Elizabeth, son and daughter.

**Urlin F. Whitman**, 54, mid-central district manager, Gates Radio Co., with headquarters in Tulsa, Okla., for past 12 years, died of heart attack Oct. 26 in Gunnison, Colo. He joined Gates Radio in 1953 from position as chief engineer, WTAD-AM-FM Quincy, Ill.

## ForTheRecord®

As compiled by BROADCASTING, Oct. 20 through Oct. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mbz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.), TV proceeding, dismissed supplement to petition for leave to further amend filed by Alabama Television, Inc. (Docs. 15461, 16760-1, 16758.) Action

Oct. 19.

Other actions

■ Review board in Homewood, Ala., TV proceed-

ing, granted to extent indicated and denied in all other respects petition to enlarge issues, filed Aug. 14 by Birmingham Television Corp.; granted motion to strike, filed Oct. 7 by Birmingham Tele-

	<b>EDWIN TORNERG &amp; COMPANY, INC.</b>
	<b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b> New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

## Summary of broadcasting

Compiled by FCC, Oct. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,289	2	10	4,301	74	4,375 <sup>1</sup>
Commercial FM	2,114	0	43	2,157	131	2,288
Commercial TV-VHF	496	2	14	512	14	526
Commercial TV-UHF	149	0	33	182	109 <sup>2</sup>	296
Total commercial TV	645	2	47	694	123	822
Educational FM	405	0	22	427	44	471
Educational TV-VHF	76	0	8	84	5	89
Educational TV-UHF	100	0	11	111	12	123
Total educational TV	176	0	19	195	17	212

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

vision Corp. (Docs. 15461, 16760-61 and 16758.) Action Oct. 26.

■ Review board in Jackson, Miss., TV proceeding, granted petition for leave to file supplemental material and second petition for leave to file supplemental material, filed June 17 and 22, respectively, by Civic Communications Corp.; granted to extent indicated and denied in all other respects petition to enlarge issues against Civic Communications Corp., filed May 22 by Dixie National Broadcasting Corp.; granted to extent indicated and denied in all other respects petition to enlarge issues against Civic, filed May 22 by Jackson Television Inc.; denied petition to enlarge issues against Channel 3 Inc., filed May 22 by Jackson Television Inc.; granted to extent indicated and denied in all other respects petition to enlarge issues, filed May 22 by Channel 3 Inc. (Docs. 18845-18849.) Action Oct. 19.

### Rulemaking action

■ Chief, Broadcast Bureau in Kerrville-Fredricksburg, Tex., granted request of Channel Twenty-four Corp. and extended through Nov. 3, time to file comments and through Nov. 13, time to file reply comments in amendment of TV table of assignments (Kerrville-Fredricksburg, Tex.) (Doc. 18979). Action Oct. 22.

### Call letter application

■ Liberty Television, Medford, Ore.—Requests KSYS(TV).

## Existing TV stations

### Final actions

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted CP to install aux. trans. on San Bruno Mountain, near Oakland. Action Oct. 19.

■ WTTV(TV) Bloomington, Ind.—Broadcast Bureau granted license covering utilization of former trans. as aux. trans. at main trans. location. Action Oct. 16.

■ \*KOET(TV) Ogden, Utah—FCC denied joint petition by Board of Education of Ogden City, licensee of \*KOET(TV) and Utah Television Corp., commercial interest, to delete reserved status of station to permit joint educational and commercial operation on the ch. Action Oct. 21.

### Actions on motions

■ Acting Chief, Office of Opinions and Review in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted motion by Department of Justice and extended to Oct. 22, time to file response to Frontier Broadcasting Co.'s petition for reconsideration, conditional grant and other relief (Doc. 18797). Action Oct. 16.

■ Hearing Examiner Lenore G. Ehrig in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, on motion by applicant, postponed prehearing conference and hearing until dates to be set by subsequent order after disposition of Indiana Broadcasting's pending petition for reconsideration and motion for enlargement (Doc. 18983). Action Oct. 19.

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted request of Civic Communications Corp. and extended to Jan. 21, 1971, date for notification of witnesses desired for cross-examination (Docs. 18845-49). Action Oct. 16.

### Other actions

■ Review board in Jackson, Miss., TV proceeding, denied petition to enlarge issues against Lamar Life Broadcasting Co. filed May 22 by Dixie National Broadcasting Corp. (Docs. 18845-18849.)

Action Oct. 20.

■ WOR(TV) New York—FCC Complaints and Compliance Division Chief William Ray informed WOR(TV), in response to complaint by Steve Beren of Socialist Workers 1970 New York State Campaign Committee against WOR(TV), that it must allow equal time for Miss Eva Chertov, Socialist Workers Party write-in candidate for office of United States Representative from 19th Congressional District of New York. Action Oct. 21.

### Call letter action

■ WKHN-TV, Jackson Television Corp., Jackson, Mich.—Granted WWLD-TV.

### Network affiliations

#### ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KREX-TV Grand Junction, Colo. (XYZ Television Inc.) Contract dated Sept. 4, 1970, replaces one dated Nov. 29, 1967; effective Nov. 1, 1969, to Sept. 6, 1971. First call right. Programs delivered to Denver AT&T test board. Network rate, \$300; effective Jan. 1, 1971, \$281; compensation paid at 30% prime time.

■ KMYT-TV Twin Falls, Idaho (KLIX Corp.) Amendment dated Sept. 1, 1970, increases network rate from \$250 to \$242 on Jan. 1, 1971, and to \$267 on Jan. 5, 1971.

■ WJZ-TV Baltimore (Westinghouse Broadcasting Inc.) Contract dated Aug. 17, 1970, replaces one dated May 8, 1968; effective Oct. 1, 1970, to Oct. 1, 1972, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,750; effective Jan. 1, 1971, \$1,636; compensation paid at 30% prime time.

■ KMTC(TV) Springfield, Mo. (Midland Television Corp.) Contract dated Sept. 10, 1970, replaces one dated July 9, 1968; effective Jan. 3, 1971, to Jan. 3, 1973. First call right. Programs delivered to KODE-TV Joplin, Mo. Network rate, \$74; compensation paid at 30% prime time.

#### CBS

■ Formula: Same as ABC.

■ WHNT-TV Huntsville, Ala. (North Alabama Broadcasters Inc.) Amendment dated Oct. 2, 1970, increases network rate to \$339; effective Feb. 1, 1970.

■ KTVU(TV) Oakland, Calif. (San Francisco-Oakland Television). Contract dated Sept. 10, 1970; effective Sept. 13, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$2,500; compensation paid at 30% prime time.

■ KTVO(TV) Ottumwa, Iowa (KTVO Inc.) Contract dated Sept. 10, 1970; effective Sept. 13, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$400; compensation paid at 30% prime time.

■ KXLF-TV Butte, Mont. (Garryowen Butte TV Inc.) Amendment dated Dec. 30, 1969, reduces network rate to \$327, effective Feb. 1, 1970.

■ KIRO-TV Seattle (KIRO Inc.) Contract dated April 1, 1970; effective April 1, 1970. First call right. Programs delivered to station. Network rate, \$1,029; compensation paid at 32% prime time.

## New AM stations

### Application

■ Morganton, N.C.—Brentwood Associates Inc. Seeks 1580 khz, 500 w. P.O. address: 1651 45th Avenue, Drexel, N.C. 28619. Estimated construction cost \$29,388; first year operating cost \$35,000. Revenue \$52,000. Principals: Robert E. Chandler, president (29.4%), James D. Clawson, vice president (29.4%), Ernest O. Clarke, secretary-treasurer (29.4%) and Douglas F. Powell (11.8%). Mr. Chandler was previously with WSVN(AM) Valdes, N.C.; Mr. Clawson is vocational rehabilitation aide; Mr. Clarke is plant foreman; Mr. Powell is attorney and instructor in law, Campbell College, Buies Creek, N.C. Ann. Sept. 21.

### Start authorized

■ WARR Warrenton, N.C.—Authorized Program operation on 1520 khz, 1 kw-D. Action Oct. 12.

### Final action

■ WLAS Jacksonville, N.C.—FCC denied request by Seaboard Broadcasting Corp., licensee, for review of review board action released July 8, which denied portion of Seaboard's petition to add misrepresentation issue against SENCLAND Broadcasting Systems Inc., applicant for new station at Jacksonville. Action Oct. 21.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted motion by Jud Inc. and rescheduled hearing for Dec. 1 (Docs. 18768-9). Action Oct. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Winona, Miss. (Tri-County Radio Inc. and Southern Electronics Inc.), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer and scheduled prehearing conference for Dec. 1 and hearing for Jan. 11, 1971 (Docs. 19051-2). Action Oct. 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp. et al.), AM proceeding, designated Hearing Examiner James F. Tierney as presiding officer and scheduled prehearing conference for Dec. 2 and hearing for Jan. 11, 1971 (Docs. 19055-7). Action Oct. 16.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, scheduled further prehearing conference for Oct. 23 (Doc. 18852). Action Oct. 16.

### Other actions

■ Review board in Shenandoah, Iowa, AM proceeding, granted petitions for leave to amend, filed Aug. 31 by Shenandoah Broadcasting Co. and Buddy Tucker Evangelistic Association Inc. on Sept. 3; granted joint request for approval of agreement, filed Aug. 4 by Shenandoah Broadcasting Co., Sandern of Iowa Inc. and Buddy Tucker Evangelistic Association Inc. (Docs. 18746-18748.) Action Oct. 19.

■ Review board in Henrietta, N.Y., AM proceeding, granted petition for change of procedural date, filed Oct. 15 by Oxbow Broadcasting Corp., rescheduled oral argument before panel of review board for Nov. 17, commencing at 10 a.m. (Docs. 17571-17573.) Action Oct. 19.

■ Review board in Youngstown, Ohio, AM proceeding, granted petition for extension of time, filed Oct. 9 by Media Inc. (Docs. 18768-18769.) Action Oct. 19.

■ Review board in Chattanooga, AM proceeding, granted to extent indicated and denied in all other respects motion to enlarge issues filed July 30 by Rock City Broadcasting Inc. (Docs. 18901-18902.) Action Oct. 20.

### Call letter application

■ 222 Corp., Garyville, La.—Requests WKQT.

### Call letter action

■ Bethel Broadcasting Inc., Bethel, Alaska—Granted KYUK.

### Designated for hearing

■ Owensboro and Hawesville, both Kentucky—FCC set for hearing mutually exclusive applications of Edward G. Atsinger III and L and L Broadcasting Co. for new AM's at Owensboro, Ky., and of Hancock County Broadcasters for new AM at Hawesville, Ky. Action Oct. 21.

## Existing AM stations

### Applications

■ KBYR Anchorage, Alaska—Seeks CP to change frequency to 700 khz, decrease N power to 500 w. Ann. Oct. 23.

■ KSUN Bisbee, Ariz.—Seeks CP to increase D

# PROFESSIONAL CARDS

## JANSKY & BAILEY

Consulting Engineers  
1812 K St., N.W.  
Wash., D.C. 20006 296-6400  
Member AFOEB

## JAMES C. McNARY

Consulting Engineer  
Suite 402, Park Building  
6400 Goldsboro Road  
Bethesda, Md. 20034  
(301) 229-6600  
Member AFOEB

—Established 1926—

**PAUL GODLEY CO.**  
CONSULTING ENGINEERS  
Box 798, Upper Montclair, N.J. 07043  
Phone: (201) 746-3000  
Member AFOEB

## COHEN & DIPPPELL CONSULTING ENGINEERS

Formerly GEO. C. DAVIS  
527 Munsey Bldg.  
783-0111  
Washington, D. C. 20004  
Member AFOEB

## COMMERCIAL RADIO Consulting Engineers

Everett L. Dillard  
Edward F. Lorentz  
PRUDENTIAL BLDG.  
347-1319  
WASHINGTON, D. C. 20005  
Member AFOEB

## A. D. Ring & Associates CONSULTING RADIO ENGINEERS

1771 N St., N.W. 296-2315  
WASHINGTON, D. C. 20036  
Member AFOEB

## GAUTNEY & JONES

CONSULTING RADIO ENGINEERS  
2922 Telestar Ct. (703) 560-6800  
Falls Church, Va. 22042  
Member AFOEB

## LOHNES & CULVER

Consulting Engineers  
1242 Munsey Building  
Washington, D. C. 20004  
(202) 347-8215  
Member AFOEB

## KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000  
WASHINGTON, D. C. 20036  
Member AFOEB

## A. EARL CULLUM, JR.

CONSULTING ENGINEERS  
INWOOD POST OFFICE  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFOEB

## SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.  
Republic 7-6646  
Washington, D. C. 20005  
Member AFOEB

## STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS

2029 K Street N.W.  
Washington, D. C. 20006  
(202) 223-4664  
(301) 827-8725  
Member AFOEB

## HAMMETT & EDISON CONSULTING ENGINEERS

Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFOEB

## JOHN B. HEFFELFINGER

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

## JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.  
1145 19th St., N.W., 659-3707  
Washington, D. C. 20036  
Member AFOEB

## CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road  
Cleveland, Ohio 44141  
Phone: 216-526-4386  
Member AFOEB

## VIR N. JAMES CONSULTING RADIO ENGINEERS

Application and Field Engineering  
345 Colorado Blvd.—80206  
Phone: (Area Code 303) 333-5562  
Data Fone (303) 333-7807  
DENVER, COLORADO  
Member AFOEB

## E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220  
Coldwater, Michigan—49036  
Phone: 517-278-6733

## ROSNER TELEVISION SYSTEMS

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

## ORRIN W. TOWNER

Consulting Engineer  
11008 Beech Road  
Anchorage, Kentucky 40223  
(502) 245-4673

## GUY C. HUTCHESON

817-261-8721  
P.O. Box 808  
1100 W. Abram  
Arlington, Texas 76010

## TERRELL W. KIRKSEY

Consulting Engineer  
5210 Avenue F.  
Austin, Texas 78751  
(512) 454-7014

## RALPH E. EVANS ASSOCIATES

Consulting Radio Engineers  
AM-FM-FM/MPX  
TV-CATV-MATV-AUTOMATION  
3500 N. Sherman Blvd.  
Milwaukee, Wis. 53216  
Phone: (414) 442-4210

## SPOT YOUR FIRM'S NAME HERE

To Be Seen by 100,000\* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. \*ARB Continuing Readership Study

# SERVICE DIRECTORY

## COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.  
Lee's Summit, Mo. 64063  
Phone (816) 524-3777

## CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.  
Cambridge, Mass. 02138  
Phone (617) 876-2810

## A. PROSE WALKER ASSOCS. TELECOMMUNICATION CONSULTANTS

Domestic—International  
Terrestrial—Satellite  
12200 Pendercrest Court  
Fairfax, Virginia 22030  
703-591-4642  
Assoc. Member AFCEE

power to 1 kw and install new trans., Gates BC-1000G. Ann. Oct. 23.

■ WSTU Stuart, Fla.—Seeks CP to increase D power to 1 kw and install new trans., Gates BC-1000G. Ann. Oct. 23.

### Final actions

■ WMOB Mobile, Ala.—Broadcast Bureau granted license covering aux. trans.; remote control permitted. Action Oct. 19.

■ WEYY Talladega, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to Highway 21 on east edge of Talladega. Action Oct. 20.

■ WGUN Atlanta—Broadcast Bureau granted CP to install alt. main trans. during critical hours and aux. trans. during remaining time. Action Oct. 16.

■ WMLT Dublin, Ga.—Broadcast Bureau granted license covering use of trans. for aux. purposes only; granted license covering use of main trans. D and N. Action Oct. 16.

■ WFBM Indianapolis—Broadcast Bureau granted CP to change MEOV. Action Oct. 20.

■ WLKS West Liberty, Ky.—Broadcast Bureau granted CP to change ant.-trans. location to just north of Wells Hill and Licking Road on west edge of West Liberty. Action Oct. 20.

■ WMT E Manistee, Mich.—Broadcast Bureau granted CP to install new trans. for aux. use. Action Oct. 16.

■ KONE Reno—Broadcast Bureau granted license covering use of former main trans. for alt.-main N trans. Action Oct. 20.

■ KENN Farmington, N.M.—Broadcast Bureau granted license covering new aux. trans.; operation by remote control from main studio location. Action Oct. 19.

■ KKAT Roswell, N.M.—Broadcast Bureau granted license covering new alt.-main N and aux. D trans. Action Oct. 19.

■ WTHE Mineola, N.Y.—Broadcast Bureau granted license covering new aux. trans. to be operated at main trans. location. Action Oct. 19.

■ WHAZ Troy, N.Y.—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw and operate by remote control. Action Oct. 16.

■ WISE Asheville, N.C.—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw; remote control permitted. Action Oct. 16.

■ WMPO Middleport, Ohio—Broadcast Bureau granted license covering installation of trans. for aux. purposes only. Action Oct. 16.

■ WIZE Springfield, Ohio—Broadcast Bureau granted license covering new alt.-main trans. Action Oct. 16.

■ WEEP Pittsburgh—FCC granted application by Golden Triangle Broadcasting Inc., licensee, for program test authority for new 50 kw facilities. Action Oct. 21.

■ KSFA Nacogdoches, Tex.—FCC denied request by Texas Broadcasting Inc., licensee, for waiver of rules regarding N service to areas and populations not having AM primary service and returned application as not acceptable for filing. Action Oct. 21.

### Actions on motions

■ Acting Chief, Office of Opinions and Review, in Media, Pa. (Brandywine-Main Line Radio Inc.), renewal of licenses of WXUR-AM-FM, granted petition by applicant and extended through Nov. 2 time to reply to oppositions to WXUR's petition for reconsideration filed by intervenors and Broadcast Bureau (Doc. 17141). Action Oct. 16.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt et al.), AM proceeding, granted motion by WUVA and received into evidence WUVA exhibit which refers to agreement between WUVA and Charlottesville Broadcasting Corp. (Docs. 18585-7). Action Oct. 19.

### Fine

■ KJET Beaumont, Tex.—FCC notified KJET Inc., licensee, that it has incurred apparent liability for \$2,000 forfeiture for willful or repeated failure to observe provisions of station license, presunrise service authorization and rules (operation with excessive power prior to sunrise). Action Oct. 21.

### Rulemaking petition

■ WKND Windsor, Conn.—Requests amendment of rules to add ch. 252A to Enfield, Conn.; add ch. 257A and delete ch. 252A at Greenfield, Mass., and add ch. 265A and delete ch. 257A at Northampton, Mass. Ann. Oct. 23.

### Call letter applications

■ KSOL, KSAN Inc., San Francisco—Requests KEST.

■ KYND, Burlington Broadcasting Co., Burling-

ton, Iowa—Requests KKUZ.

### Designated for hearing

■ WLUX Baton Rouge, La.—FCC set for hearing application of Capital City Communications Inc., licensee, for renewal of license of WLUX. Action Oct. 21.

## New FM stations

### Applications

■ Riviera Beach, Fla.—Francis Kegel. Seeks 94.3 mhz, 1.59 kw. Ant. height above average terrain 300 ft. P.O. address 892 Arlington Drive, West Palm Beach, Fla. 33404. Estimated construction cost \$35,125; first-year operating cost \$35,000; revenue \$50,000. Principals: Francis C. Kegel (sole owner). Mr. Kegel is president and general manager of bank equipment manufacturer. Ann. Oct. 15.

■ Rochelle, Ill.—Rochelle Broadcasting Co. Seeks 102.3 mhz, 3 kw. Ant. height above average terrain 181 ft. P.O. address 4200 11th St., Rock Island, Ill. 61201. Estimated construction cost \$23,750; first-year operating cost \$8,500; revenue \$18,000. Principals: Theodore D. Viahos, president, Chris Chickrick, secretary, et al. Ann. Oct. 16.

■ Picayune, Miss.—Tung Broadcasting Co. Seeks 106.3 mhz, 3 kw. Ant. height above average terrain 177 ft. P.O. address Kild Road, Picayune 39466. Estimated construction cost \$33,239; first-year operating cost \$22,130; revenue \$24,000. Principals: Hugh O. Jones (75%), James O. Jones II (12.5%), et al. Mr. M. Jones has interest in WRJW(AM) Picayune, WPMP-AM-FM Pascagoula, Miss., and CATV franchise in Pascagoula and Moss Point, Miss.; Mr. J. Jones is son of Hugh O. Jones and holds interest in same concerns. Ann. Oct. 16.

■ Columbia, Mo.—Mikro-Dawn Inc. Broadcast Bureau granted 98.3 mhz, 3 kw. Ant. height above average terrain 100 ft. P.O. address P.O. Box 1460, St. Charles, Mo. 63301. Estimated construction cost \$31,339; first-year operating cost \$72,000; revenue \$60,000. Principals: Michael S. Rice, president-treasurer (60%), Malcolm R. Rice, vice president (40%). Michael Rice is general manager of KTRL(AM) St. Charles, Mo.; Malcolm Rice is president and director of construction firm. Action Oct. 15.

■ McKean, Pa.—Broadcast Bureau granted 102.3 mhz, 1.55 kw. Ant. height above average terrain 110 ft. P.O. address 1800 Oliver Building, Pittsburgh 15222. Estimated construction cost \$15,096; first-year operating cost \$80,550; revenue \$90,280. Principals: Donald L. Mikovch, president (89.5287%), et al. Mr. Mikovch is physicist. Action Oct. 15.

■ Columbia, S.C.—South Carolina Educational Television Commission. Seeks 91.3 mhz, 20 kw. Ant. height above average terrain 854 ft. P.O. address 2712 Millwood Avenue, Columbia 29205. Estimated construction cost \$79,635.40; first-year operating cost \$44,500; revenue none. Principals: Henry J. Cauthen, general manager, et al. Ann. Oct. 1.

### Start authorized

■ WMAD-FM Middleton, Wis.—Authorized program operation on 106.3 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Oct. 9.

### Final actions

■ Salida, Colo.—William J. Murphy—Broadcast Bureau granted 92.1 mc, 3 kw. Ant. height above average terrain minus 1,218 ft. P.O. address Box 538, Salida 81201. Estimated construction cost \$19,874; first-year operating cost and revenue to be assimilated into AM operation. Principals: William J. Murphy, sole owner. Mr. Murphy owns and manages KVRH(AM) Salida. Action Oct. 16.

■ Syracuse, N.Y.—FCC denied petition by Progressive People Inc., non-profit organization to improve race relations in Syracuse area, for waiver of rules to permit it to file late application for authority to construct new FM at Syracuse. Action Oct. 21.

### Actions on motions

■ Chief, Broadcast Bureau, on request of Rantoul Broadcasting Co., extended through Nov. 9 time to file responses to petition for rulemaking by PrairieLand Broadcasters in amendment of FM table of assignments (Decatur, Ill.). Action Oct. 21.

■ Acting Chief, Office of Opinions and Review, in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, granted petition by Pacifica and extended to Oct. 23, time to file reply to Broadcast Bureau's opposition to Pacifica's application for review of review board's memorandum opinion and order released Sept. 15 (Docs. 18634-5). Action Oct. 14.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broad-

casting Inc.), FM proceeding, as result of pre-hearing conference held Oct. 20, set procedural dates and scheduled supplemental hearing for Jan. 19, 1971 (Docs. 17916-7). Action Oct. 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Scottsdale, Pa. (Quality Radio Inc. and L. Stanley Wall), FM proceeding, designated Hearing Examiner Forest L. McClenning as presiding officer and scheduled prehearing conference for Dec. 2 and hearing for Jan. 11, 1971 (Docs. 19053-4). Action Oct. 16.

### Other actions

■ Review board in Wailuku, Hawaii, FM proceeding, granted petition for extension of time, filed Oct. 19 by Kirk Munroe (Docs. 18991-18992). Action Oct. 21.

■ Review board in Donaldsville, La., FM proceeding, granted petition for extension of time to file opposition, filed Oct. 19 by La Fourche Valley Enterprises Inc. (Docs. 19004-19005). Action Oct. 21.

■ Review board in Harriman, Tenn., FM proceeding, granted to extent indicated and denied in all other respects petition to enlarge issues, filed Aug. 3 by Harriman Broadcasting Co. (Docs. 18912-18913). Action Oct. 23.

■ Review board in Seattle, FM proceeding, granted to extent indicated and denied in all other respects motion to clarify and enlarge issues, filed Sept. 9 by Jack Straw Memorial Foundation (Doc. 18943). Action Oct. 19.

### Rulemaking petition

■ Munster, Ind.—John Meyer. Requests rulemaking to assign FM ch. 280A to Crown Point, Ind. Ann. Oct. 23.

### Call letter applications

■ Superior Broadcasting Corp., Helena, Ark.—Requests KCRI(FM).

■ Kent School Inc., Kent, Conn.—Requests \*WKS(FM).

■ Perry Broadcasting Co., Perry, Iowa—Requests KDLS-FM.

■ Multi-Com Inc., Muskegon, Mich.—Requests WMSS-FM.

■ Northwestern Pennsylvania Broadcasting Co., Franklin, Pa.—Requests WVEN(FM).

■ Mikro-Dawn Inc., McKean, Pa.—Requests WMDI(FM).

### Call letter actions

■ Gateway Broadcasters Inc., Porterville, Calif.—Granted KIOO(FM).

■ Charles H. Cooper, Ocean Springs, Miss.—Granted WOSM(FM).

### Designated for hearing

■ Corona, San Bernardino and Upland, all California—FCC set for hearing mutually exclusive applications for FM CP's in California on 95.1 mhz filed by Major Market Stations Inc., Corona; Newel Broadcasting Systems Inc., Manuel G. Martinez and Dick Clark Productions Inc., all San Bernardino, and Kipcco, Upland. Actions Oct. 21.

## Existing FM stations

### Final actions

■ KOST(FM) Los Angeles—Broadcast Bureau granted license covering aux. trans. Action Oct. 19.

■ K1D-FM Idaho Falls, Idaho—Broadcast Bureau granted request for SCA on 67 khz. Action Oct. 19.

■ WBYU(FM) New Orleans—Broadcast Bureau granted CP to change trans. and studio location to 1001 Howard Avenue; delete remote control; install new trans. and ant.; make changes in ant. system—ERP 100 kw horizontal, 67 kw vertical, ant. height 570 ft. Action Oct. 19.

■ WGER-FM Bay City, Mich.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Oct. 16.

■ WJW-FM Detroit—Broadcast Bureau granted license covering alt.-main trans. Action Oct. 16.

■ WZZM-FM Grand Rapids, Mich.—Broadcast Bureau granted mod. of license covering change in studio and remote control location to 645 3 Mile Road, Walker, Mich. Action Oct. 19.

■ WBEA(FM) Elyria, Ohio—Broadcast Bureau granted license covering changes of ant. system. Action Oct. 19.

■ WVAN-FM Altoona, Pa.—Broadcast Bureau granted CP to install new ant. Action Oct. 19.

■ WIOV(FM) Ephrata, Pa.—Broadcast Bureau

(Continued on page 186)

# 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 remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Sales oriented station manager wanted for absentee owned small market FM. Good potential for growth. Previous management experience not necessary, but previous sales experience a must. Box K-247, BROADCASTING.

Spanish format. Need experienced manager for new California AM daytimer. Box L-13, BROADCASTING.

Black or white general manager and sales manager wanted for up and coming Negro oriented station in a top 25 market in South. Unusual opportunity for men with experience. Send resume with complete details, background and salary expected to Box L-17, BROADCASTING.

Assistant general manager. Northeast medium market. Strong background in sales and programming. You'll sell and oversee sales and operations. \$9500 base salary plus incentive bonus. Send resume and current earnings. Box L-40, BROADCASTING.

Station manager. Strong sales for daytimer in small northeast market. Minimum 7 years experience. \$9000 salary. Car allowance and percentage of profits. Send resume and current earnings. Box L-58, BROADCASTING.

Assistant manager for sunny south Texas daytimer . . . 1st ticket required . . . mail resume and full particulars to: Joe Taylor, P.O. Box 309, Falfurrias, Texas 78355.

### Help Wanted Sales

Well rounded radio salesman, great recreation and sports country. Good money for right man. We'll train for sales if you know radio. Get on the ground floor of fast growing organization. Contact Kennard Christiansen, Manager, KFLI Radio, Mountain Home, Idaho. Phone (208) 587-4425. No collect calls.

2 experienced time salesmen wanted now. Track record will be checked. 1KW in state capital \$15K easily yours. Free family insurance other benefits. Send full resume to KSPD, Box 2298, Boise, Idaho 83702.

Aggressive, productive salesman with FM contemporary experience. Good track record a must. Superior opportunity with Waller Media Group. Base salary to \$800.00 commensurate with past performance. Plus commission. Live and work in the sparkling city by the sea. Contact Don Durden, Jr., KZFM Radio 1718 Six-Hundred Building, Corpus Christi, Texas 78401.

San Jose FM. Sales manager, salesman. Excellent salary, commission. New contemporary stereo FM starting soon. Write Ron Cutler, 1775 Los Gatos-Almaden Road, San Jose, Calif. 95124.

Beautiful Colorado. Live in the all-American city of Grand Junction. Expanding company has immediate opening for mature, energetic, creative salesman. Apply only if you have management potential and desire a broadcasting career. Call General Manager (303) 243-1230.

## Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

First phone announcer. Looking for a job where you can use your creative ability? Tired of the boss constantly breathing down your neck? Want benefits such as insurance and paid vacations? Want to live near, but not in, a big city? Let's get together. I have a morning opening. Call 703-368-3108 or write: Box K-212, BROADCASTING.

Needed immediately MOR and contemporary jocks for expanding midwest radio group. Both beginners and men with experience will be considered. Salary dependent on talent and experience. Your letter must include tape, resume, salary requirements, and references (which will be checked). A recent picture would be helpful. These men are needed now. Box K-232, BROADCASTING.

Spanish format. Need first phone announcer for new California AM daytimer. Box L-14, BROADCASTING.

KDTH, Dubuque, Iowa needs experienced, professional morning man. Good production spots necessary.

## Announcers continued

Radio announcer. Position open in Colorado or New Mexico. Experienced in announcing, copy, sports. Salary more than \$500.00 plus extras. You are now at a small station and deserve an opportunity. Darrel Burns, KRNS-AM-FM, Los Alamos, New Mexico. An equal opportunity employer.

Need intelligent, mature, personable, experienced announcer for night show on up-tempo MOR. Send resume and tape to Eliot Kohen, KVOR, P.O. Box 966, Colorado Springs, Colorado 80901.

Need announcer with first class license. Must be experienced with country music format. Send tape, resume and salary desired to general manager, WISZ Radio, P.O. Box 159, Glen Burnie, Maryland 21061. An equal opportunity employer.

News director—wake up announcer, cooperative, full voiced young man. Call WMCR, Oneida, N.Y. 315-363-6050.

Announcers-salesman for soul-rock station. Must have proven sales record and be ready to take over important account list in this delightful Florida coastal market of 50,000. Only soul-rock station in four county area. Sales from 1:00 to 5:00 p.m. and board from 6:00 a.m. to 10:00 a.m. Monday through Friday. Play on the beaches or fish Saturday and Sunday. Opportunity to advance with this aggressive group. Send tape and resume, detailing sales background and monthly sales for the past two years to Hudson C. Miller, Jr., WOYV, Fort Pierce, Florida 33450, an Airmedia station.

Phila. MOR FM/stereo station is adding to staff, need mature news and commercial announcers. Broadcast experience required \$150.00 per week. Send complete resume and tape containing news, to: John Bewty, WQAL, 1230 East Mermaid Lane, Philadelphia, Pa. 19115.

Excellent opportunity for quality announcer in resort center, 90 miles from N.Y.C. Call or write S. Lubin, WVOS, Liberty, N.Y.

Two-way talk personality, of conservative bent required for 5 KW CBS affiliate daytimer in midwest. Top pay and fringes to intelligent, experienced communicator. Send tape, photo, and resume C/O Bill Thomas, 3702 Gridley Road, Shaker Heights, Ohio.

Greensboro top-40 station needs announcer with first ticket to do 10:00 AM to 3:00 PM air shift. Must be top flight jock who can pull high ratings. Call 919-299-0346 collect and ask for General Manager.

## 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 complete with references, photograph and salary requirements. Reply Box J-198, BROADCASTING.

Board operator for major midwest FM station. Experience and license required. Box L-39, BROADCASTING.

Immediate opening—chief engineer 5 KW D-DA plus FM. STL planned. In N.Y.'s pleasant Hudson Valley. Box L-54, BROADCASTING.

Chief engineer—Metropolitan New York station. Thoroughly experienced. AM-FM. Send all details to Box L-59, BROADCASTING.

Here is your great opportunity as chief engineer in medium market radio. We are looking for an extremely qualified man to have full technical responsibility for AM and FM plus Gates ATC automation, two production studios and other up-to-date equipment in this progressive mid-Wisconsin station. Must have strong technical experience in radio and anxious to make this his career in broadcasting. Will pay top salary for the right man. Fringe benefits include pension program, complete family hospitalization, life insurance. Must have strong references. Professional with experience only. Contact Jack R. Gennaro, Gen. Manager, WFHR/WWRW radio, Wisconsin Rapids, Wisconsin or write with complete resume. Area code 715-423-7200.

Engineer-announcer for modern MOR S.C. coastal daytimer. Send resume and salary requirements to Tad Fogel, WINH Radio, P.O. Drawer W, Georgetown, S.C. 29440.

## News

Fast paced, authoritative newsman sought by major market East Coast rocker. Must be mature, dependable and able to offer excellent references. DJs interested in news will be considered. No floaters please; send tape, resume and pic to Box K-159, BROADCASTING.

News position open—KSO radio, Des Moines, Iowa. Business phone 515-265-4251 or home 515-244-4854. Contact Perry St. John.

Lansing, Michigan is an ideal place to really learn news. Excellent opportunity for young eager newsman with six station group offering stock and management as goal. Send tape and resume to Manager, WITL.

News director—wake up announcer, cooperative, full voiced young man. Call WMCR, Oneida, N.Y. 315-363-6050.

## Programming, Production, Others

Copywriter. Experienced. Send full details and references. N.E. Pennsylvania Station. Good opportunity. Good living. Box K-183, BROADCASTING.

Program director—chief engineer—with up-beat MOR music background—Midwest daytimer in 100,000 plus market—regular 6 day board shift in 40 hour week—knowledgeable about directional operation and equipment maintenance—good salary, benefits and working conditions in aggressive organization. Box K-213, BROADCASTING.

Spanish format. Need experienced program director for new California AM daytimer. Box L-15, BROADCASTING.

Operations director with first class license. Automated station in southeastern Michigan. Generous fringe benefits and opportunity for advancement. Salary open. Send resume to Box L-18, BROADCASTING.

Chicagoland AM . . . no numbers . . . just listeners . . . seeks national rep. Box L-44, BROADCASTING.

## Situation Wanted, Management

Young aggressive general manager-sales manager presently employed. Strong leadership, heavy sales. Excellent record. Background will stand rigid investigation. Box K-207, BROADCASTING.

Managerial, twenty years experience as top executive, radio, TV. Prefer Michigan-Ohio-Illinois. Best references. Box L-9, BROADCASTING.

For station needing more than a salesman for management. Three years manager top-30 market. Fond of small markets, too. Age 33. Box L-16, BROADCASTING.

I understand radio . . . inside and out . . . what makes it tick and how to make it tick; sales, programming, engineering, management . . . looking for position in larger market or firm. Box L-38, BROADCASTING.

Manager/sales motivator/consultant level programmer available with reasonable notice. Employed by top ownership. 20 years competitive experience medium and major markets. Family man desires outdoor influence for small children. Northern tier preferred. \$15,600 plus 3 percent stock conversion. Box L-55, BROADCASTING.

20 years experience radio-TV, all phases, including 9 manager. M.A. speech plus college teaching. Interested teaching or radio management, college-owned or commercial. Presently employed. Bob Hess, 1501 Fannin, Amarillo, Texas 79102, 806-374-4813.

Operations-program manager available now for small or medium market northeast station. Will relocate. Box 235, Oceanside, New York 11572.

## Sales

Ambitious young announcer with B.A. in Mass communications looking for break into sales. South Florida or Northeast. Married. Details. Box K-250, BROADCASTING.

Experienced southeast sales manager-announcer, strong play-by-play. Can invest, manage. Box L-8, BROADCASTING.

## Radio Situations Wanted

### Sales continued

Radio-TV creative man available. Solid background and performance in local and national sales campaigns, copy/contact, promotion. Experience in radio production and TV film work, editorial areas. Married, late 30's. Box L-10, BROADCASTING.

Available: Selling sales manager or salesman. National, regional, local. AM or FM. Large or small. Box L-33, BROADCASTING.

Sales manager, southeast desired, metro market, adult oriented, proven sales record, excellent references. Box L-57, BROADCASTING.

### Announcers

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 to the Black and General Markets. I'm number one here! Box K-150, BROADCASTING.

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

Over 30 (slightly) but can be trusted to do a thoroughly professional job. Versatile, ten years experience, first phone. Interested in solid opportunity to show what I can do. Prefer MOR or news & sports oriented stations but will consider all reasonable offers. Willing to travel. Will furnish tapes, brief resume on request. Let's make a deal. Box K-255, BROADCASTING.

7 years experience—top forty-available. Box L-2, BROADCASTING.

Two man team needs break doing telephone talk-news-interview show. Each four years radio experience—bright, informed, young. Opportunity, willing station important. Box L-4, BROADCASTING.

Radio/TV play-by-play announcer wants to relocate before basketball season. Box L-12, BROADCASTING.

Professionally trained announcer. Prefer news. Will relocate. Box L-19, BROADCASTING.

Available immediately, comprehensively trained, authoritative news, three months experience, college and military complete, third. Box L-20, BROADCASTING.

Experienced professional, college town preferred, married, 27, year of college, third ticket, radio, CC-CATV experience, will relocate. Box L-22, BROADCASTING.

Young veteran. Provocative, interesting professional. Two years experience, will travel. Box L-23, BROADCASTING.

Young black beginner wants chance. Limited experience, broadcast school grad., third endorsed, will relocate, dependable, any format. Box L-24, BROADCASTING.

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

Near Chicago, veteran, college graduate, 3E, 1st soon. (312) 282-0621. Box L-36, BROADCASTING.

Mature announcer. Deep voice best suited to news, commercials, better music. Currently doing personality program. Prefer switching back to non-personality quality format. Presently employed. Box L-37, BROADCASTING.

First phone top 40 jock . . . 4 yrs. experience . . . married . . . stable. Looking for permanent position . . . prefer medium . . . now music director/DJ drive time. Box L-45, BROADCASTING.

Available immediately—first class wanting midwest small market station, preferably rock. Ten months board, news and copy writing experience. Good personality, willing to work. Contact Dennis Meehan, 1979 Crary St., Pasadena, Calif. 91104.

Take a chance! Young, creative, draft exempt jock would like to work for you. Suitcase packed. Will relocate anywhere in U.S. or Canada. Prefers top 40 rock or underground. Have necessary style, voice, appearance etc. . . Professionally trained, 3rd endorsed. Everything needed for success, except a break. Contact Bruce Hildebrand, 33 Long St., Vandalia, Ohio 45377, 513-898-2928.

3rd phone—broadcasting school graduate—Navy—veteran—21-go-getter. Phone (301)-662-6773 after 6 PM EDT.

Talk show host—MOR d.j. unique, repeat, unique format, no fights, no hassles, makes friends for sponsors, station, northeast preferred, will relocate for right offer. Proven track record, references, major market calibre. M. Sandler, 292 Smith St., Perth Amboy, N.J. 08861. Call collect (201)442-3488.

## Announcers continued

Experienced drama, broadcasting school grad. College student. Seeks work N.Y.C. area. Eric Peterson, 20 West 83rd, Apt. 1, New York City.

Announcer—three years experience with classical station. Willing to relocate, prefer metropolitan area. Write Gary Williams, 619 Surry Street, Portsmouth, Virginia.

Top 40 jock seeks good job. One year experience; news OK, tight board, good production. Sports background also. Draft exempt and will relocate. Phone 607-734-9919.

First phone—B.W.S. grad., married, 24, vet., relocate, tight board, sports. Call Rich 714-284-6749 Ruppert, 4264 Euclid, San Diego, Calif. 92115 or 714-281-5131.

Top 40/contemporary/mod. country; program director/D.J.; 10 years experience; commercial writing experience; 28; 3rd-class; available now. 513-271-5171.

1st phone—top 40, limited exp., mil. complete, 24, married, tight board, play-by-play, sales . . . one thing God left before He left was one who can rap! Ed Monroe, 1-714-224-2814.

College grad., broadcasting major with 3rd endorsed seeking position combining announcer with management. Will relocate. 212-359-0003.

13 months experience as D.J. and assistant sports director. Top 40 or MOR. 1st class license. Hours not important. Arnold Koenig, 73-50 Bell Blvd., Bay-side, N.Y. 11364. Call 212-HO8-5267 after 7:00 p.m.

California—north or south—broadcast school trained beginner—hungry for experience. 27, single, unattached, 2 years college, USAF veteran wants good C&W, MOR or news start. Relocate at own expense. Contact D. W. Helne, 9730 Millard, Evergreen Park, Ill. (312) 422-8474. Will be vacationing on coast after Nov. 6. Available for personal interview on request.

7 years radio/TV personality; midwest, resume, 3rd. R. L. Jung, 616-674-8581.

For hire: Announcer with first class lic., 1 yr. experience in rock and easy listening. Also experience in sales. Will move to work in Va., Md., Del. or Pa. Martin J. Gilden, 4 Stewart Ave., Annapolis, Maryland 21401, 269-0085 or 269-0368.

1st phone. Broadcasting school graduate. Relocate. Randall Fresier, 2994 Reynard Way, San Diego, California 92103, 714-298-5869.

Rocker, first phone, 24, experienced, graduate, heavy personality, former P.D., responsible, will relocate, available. Call Elvis 617-334-3865.

For hire: First phone looking for a station in Md., Va., Pa. or Del. 1 year experience in announcing and sales. Michael G. Legum, 3 Stewart Ave., Annapolis, Md. 21401, 269-0598, 263-9022.

The Ken Sebring thing—now available, mono only. Flexible as RCA lps. MOR-non screaming rock. Almost two years experience, third. 2109 1/2 W. Capitol, Grand Island, Neb. 308-382-5420 after noon.

### Technical

Twenty years broadcasting five TV breaking my back for other guys. Want supervisory or desk job 12K. Box L-11, BROADCASTING.

### News

Meteorologist now in top major market desires change of location. Salary and area open. Member A.M.S. Holds their seal of approval in TV. Over seven years experience on camera. If you want permanency and to humanize a professional approach to weather forecasting, I am your man. VTR available on request. Box L-46, BROADCASTING.

News mania, experienced newsmen/announcer (sports), family, univ. TV&R B.A., inventive, versatile. Box L-52, BROADCASTING.

Experienced newsmen, sports oriented. Married, vet. B.A. broadcast journalism. Currently working in L.A. area. Box L-56, BROADCASTING.

Bill St. John is available for your news department. Experienced, family, service completed. 3211 W. 32nd St., Cleveland, Ohio 44109. Ph. 216-234-6290.

Newsmen, 10 years experience, with right credentials. Currently in major market, seeking the same in midwest. Family man. Call John, 317-639-4111.

### Programing, Production, Others

Copywriter, prefers New England area. 203-658-6196 or Box K-140, BROADCASTING.

Experienced PD with ideas for making money looking for right FM station in medium or major market. Management must be receptive to new concepts. Box L-31, BROADCASTING.

## Programing, Production,

### Others continued

Experience, flexibility and production know-how! I'm looking for a secondary market up tempo MOR or rocker to do my thing for you. Third endorsed, college and professional. If interested call (212) 241-7108 for air check and resume.

Experienced program director and announcer seeks either position, offers bright air sound, creative production, plus brand new programing concept if desired. Write Rich Evans, 300 East Main, Washington, Iowa or call collect 1-319-653-5683.

## Television Help Wanted

### Sales

Chicago television station has opening for local salesman experienced in radio or TV sales. Proven sales record essential. Please include a short resume with reply. Box L-50, BROADCASTING.

Experienced local TV salesman call Mr. K. Babb for interview, WISH-TV, Indianapolis 317-924-4381.

### Technical

Color video man, thoroughly experienced Norelco and/or Marconi needed by top-flight production facility. Good pay. Man must be willing to travel. This company does a lot of remotes. Box K-193, BROADCASTING.

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

TV studio engineer upstate New York Educational production center. Production operations, videotape editing, VR1200 editor/aditec and maintenance. FCC 1st phone and two years broadcast experience required. Small vacation city environment. Salary: \$10,700 plus generous retirement and benefits. Box K-254, BROADCASTING.

Staff technician: Needed for a middle Western TV station. Full color operation, new equipment, top one hundred market area, fine city. Must have first phone, experience desirable, but not absolutely necessary. Reply to Box L-5, BROADCASTING.

Director of engineering: New VHF full color public television station in mid-west. Responsible for 3 VTR, 3 color cameras, microwave and all studio and transmitter gear. First phone and 5 years TV experience required. Aggressive types only! Immediately. Write Box L-27, BROADCASTING.

Studio operations engineer . . . for new full color VHF in mid-west. First phone, studio operation and maintenance experience required! Box L-28, BROADCASTING.

### News

TV news reporter, large, midwestern mkt. stand ups, some air work, and writing. Good appearance, growth potential & attitude more important than experience. Salary open. Send tape and resume to: Box L-41, BROADCASTING.

Immediate opening for experienced newsmen 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.

Reporter major eastern affiliate seeks top flight sports director and reporter. Send resumes to Box L-6, BROADCASTING. An equal opportunity employer.

Production manager, southeastern, network VHF. Responsible for program execution and creative style. Seeking man with creative producer-director experience and some administration background. An equal opportunity employer. Box L-32, BROADCASTING.

### Television

### Situations Wanted Management

TV station sales management position wanted. Background includes 21 years of selling and supervising at TV sales reps, large and small stations. Box L-29, BROADCASTING.

I'm a production manager in a top five market looking for a new challenge. I'm 30, MA degree, good track record in administration and supervision. Heavy directing experience in commercial work and sports remotes. Box L-42, BROADCASTING.

## Announcers

Personality talk show hostess, reporter. Three years experience. Two years in England. Will relocate anywhere. Box L-43, BROADCASTING.

## Technical

Audio engineer, first phone. Fourteen years experience including N.Y. network. Resume on request. Box L-48, BROADCASTING.

Experience first phone television engineer specializing in audio production, wants employment and attending classes at university. Box L-49, BROADCASTING.

## News

News director. Top-rated newscaster and experienced, efficient news administrator. Record of successful involvement with community problems. Imaginative special events producer with thorough knowledge of production techniques. VTR, resume, and best professional, personal and business references. Box K-143, BROADCASTING.

On-camera/radio newscasting experience . . . journalism degree . . . good writing ability. Box K-217, BROADCASTING.

Definitely anchor. Can direct. Responsible, accurate, fair. News, prestige, image, experience at your request. Box K-256, BROADCASTING.

This reporter, 3 years in top 50 market, wants to move up. TV; radio newscasts, SOF reports; specials. Journalism; English degrees. Prefer N.Y. or New England. Resume, etc. on request. Box K-261, BROADCASTING.

Assignment editor or news director, can manage your news gathering or direct your department. Major market experience. Anchorman for 11 years. Excellent references including present Detroit employer. Box L-3, BROADCASTING.

What price experience? 11 years news-sports-commercials. No prima donna, just a good, believable, personable airman. No brag, just fact. Looking for final home. Currently employed. Excellent references. Box L-34, BROADCASTING.

## Programing, Production, Others

Experienced major network radio production/technician—1st phone, RCA graduate production/direction, excellent professional TV credits both technical and creative. Desire first, full-time job as TV director. Prefer South. Box K-241, BROADCASTING.

Producer-director, 31, married, hard worker, seeks bigger market. Experience in directing news and live shows, with M.A. in RTF. Will consider teaching. Box L-51, BROADCASTING.

## Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: AM field strength meter, Nems-Clarke type 120 or RCA type WX-2. State age, condition, and price. Box K-147, BROADCASTING.

We need used self supporting TV tower around 200 feet, capable of supporting a low channel, 3 bay batwing antenna at 40 pounds—wind loading. No junk. Contact Mr. Pedro Perret De La Paz, P.O. Box 393, Eagle Pass, Texas.

16 inch discs wanted containing old radio programs, comedy, drama, children's shows, news, mystery, etc. or taped copies of the disc. Don Maris, 1926 Cherokee, Norman, Okla. 73069.

Wanted: One used studio-type Vidicon black and white camera with viewfinder, minimum 100 feet cable. Call Jack Schuser, WBSA-TV, York, Pennsylvania, 717-843-0043 (collect).

Wanted—Two each neutral density light controls for installation in RCA TP-6 projectors. Contact Dick Palmer, Educational Television, Western Kentucky University, Bowling Green, Kentucky 42101.

## FOR SALE Equipment

Rigid Transmission Line—6 1/8" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

Customized T.V. mobile vans includes: GE Pell B&W cameras, 2-Sync generators, 1-Dynair VS 121 B solid state switcher, 8 video monitors, 1-Taylor Hobson 10-1 (40-400mm) lens, 1-Tektronix model 453 portable scope, 1-RCA TR-5 VTR w/spare head. Includes 3000 ft. camera cable, audio and power cable and mixing equipment all housed in a custom made 1967 (GMC) truck with new engine. Box K-78, BROADCASTING.

AM transmitter RCA BTA-1L, 1kw-250, now on air, available after Nov. 1, \$995. Dave Kelly WTIG, Manistique, Michigan 341-2024.

## For Sale

### Equipment continued

Overhead too high? Price breakthrough Newsroom brand recording tape. Try dozen reels, satisfaction guaranteed. 7" dozen, \$11 or 5" dozen, \$9. Newsroom Products, 1602 Dunterry-McLean, Virginia 22101. Dealers welcomed.

Used color studio equipment for broadcast and CATV. GE PC-10A2 3/I.O. studio cameras, complete with monitoring equipment and R-T-H Veratol Lens. Bargain, make offer! GE PC-250 4/Plumbicon studio cameras, complete. Make offer! Norelco PC-60 3/Plumbicon studio camera, complete. Priced to sell, make offer! Other equipment (Inc. Eastman 16-mm projectors) available soon. Write stating need. Will negotiate best possible deal. Box L-7, BROADCASTING.

Hickok model 539 C lab type tube tester, mint, \$200. Also antique radios, etc. Box L-21, BROADCASTING.

For sale—two Sparta cartridge playback decks and one Sparta record-playback deck. In excellent condition. Best offer WMSR, Millersville State College, Millersville, Pa.

2 Ampex 350-1 tape recorders. Excellent condition. Harry O'Connor, 1680 Vine Street, Hollywood, Calif. 90028 (213) 461-3393.

Any type tower, can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven \$5.00. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Deejay Manual—A collection of one-liner comedy pieces for sparking DJ's, \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

Automation operations!!! Top market announcer will record your spots for one dollar per minute. Box L-1, BROADCASTING.

## INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. ELKINS INSTITUTE in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

## Instructions continued

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programing, production, newscasting, sportscasting, console operation, disc locking and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC License Broadcasting in 18 weeks. Approved for veterans\* and accredited member of NATTS\*\*. Write or phone the location most convenient to you. ELKINS in Dallas\*\*\* — Atlanta\*\*\* — Chicago\*\*\* — Houston\*\*\* — Memphis\* — Minneapolis\*\* — Nashville\* — New Orleans\*\*\* — San Francisco\*\*\*.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studies, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 6 & Apr. 14, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

REI-FCC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For Instant Information call toll free: 1-800-237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213-244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2 1/2 to 3 1/2 weeks. New classes start every Monday. Housing can be arranged for \$12-15 per week. Total tuition \$330. 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 889-2480.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty states. Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Va., N.J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

## Instructions continued

The new school with the building-block concept of electronics, using up-to-date materials, B.E.S.T. may have the course you have been looking for. FCC first preparation in only 4 weeks. B.E.S.T., 304 N. Market St., Frederick, Md. 21701, 301/662-6292. November night classes for students in the Baltimore-Washington-Western Md. area.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVF AM and KSVF FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Educational Classes begin January 2, 1971 and June 2, 1971. Enroll Now! Write . . . Dave Buffon, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

## Radio Help Wanted

### Management

#### The McLendon Corporation

is actively soliciting inquiries from those interested in the position of General Manager at WWWW in Detroit. Please reply to:

**Ken Dowe**  
National Director of Operations  
McLendon Executive Offices  
1917 Elm Street  
Dallas, Texas 75201

### Sales

#### SALES REPS

A few choice territories have just opened for qualified reps who can sell Fairchild's full line of professional audio equipment and custom-built consoles to the broadcast market. Send complete details including area covered and sales record.

**David Bain, Sales Manager**  
Fairchild Sound Equipment Corp.  
10-40 45th Avenue  
Long Island City, N.Y. 11101

## Announcers

### ANNOUNCING POSITION

One of America's foremost radio stations is considering applicants for an announcing position. Southern major market. Experience and versatility essential. Excellent salary and benefits. Send resume with references and tape.

**BOX L-30, BROADCASTING**

## Announcers continued

### KLIF—DALLAS

has an immediate position available for a morning personality who is:

- 1) topical
- 2) witty
- 3) warm and sincere

If you can satisfy any or all of the above criteria, rush your aircheck and resume to:

**Ken Dowe**  
National Director of Operations  
McLendon Executive Offices  
1917 Elm St.  
Dallas, Texas 75201

## 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**

## Programing, Production, Others

### ASSISTANT TRAFFIC MANAGER

Top 20 midwestern major station with network affiliations has an immediate opening for an Assistant Traffic Manager. Position offers good starting salary and fringe benefits, plus excellent chance for promotion. Please send complete resume in confidence to

**Box L-47, BROADCASTING**

## Situations Wanted

### Programing, Production, Others

### SPORTSCASTER

Major league baseball and College football and basketball. Available December 1. Call 201-486-6523.

## Television Help Wanted Management

### BROADCAST EQUIPMENT SALES MANAGER WANTED

Major television equipment manufacturer has immediate opening for national broadcast sales manager. Should have experience in selling sophisticated equipment to independent and network broadcasters and be able to supervise national broadcast sales force. Apply at NAEB exhibit booth number 20, Sheraton Park Hotel, Washington, D.C. 9-11 or call 801-486-7564 and ask for VP Marketing, Telemation Inc.

## Television

### Help Wanted Sales

### \$40,000 PER YEAR FOR TOP SALESMEN

We need 10 men who are self-starters to cover the entire continental U.S. Each man will have approximately 20 customers to sell and service. Minimum commission should run \$40,000 per year. We are a new company in the TV advertising field. Previous TV time sales experience is desired. Please send resume to Tek-n-mation Co., 953 East Sahara Ave., Las Vegas, Nevada 89105.

## Technical

### TRANSMITTER SUPERVISOR

Transmitter Technicians  
Studio Control Room Technicians  
Studio Maintenance Technicians

Immediate openings for transmitter supervisor, transmitter technicians, studio control room technicians and studio maintenance technicians in a major market television station. Although the I.B.E.W. is now striking us, we are still operating and have the above jobs available for men and women who are looking for steady, permanent employment with a future.

### (WE DO NOT WANT STRIKE BREAKERS)

We do want people who are interested in good jobs, fine wages and top fringe benefits on a permanent basis. Our group-owned station is located in southeastern New England. Send complete resume to:

**BOX L-35, BROADCASTING**  
An Equal Opportunity Employer

## Situations Wanted Management

### EXECUTIVE ENGINEER — TV

Richard R. Hayes

**AVAILABLE**

December 1970

Presently

**President**

**Teldex Corporation**

[closing operations & offering  
sale of assets]

**R&D Electronic**  
Subsidiary of Intercontinental  
Mfg. Company Inc.  
P.O. Box 949  
Garland, Texas 75040  
(214) 276-5131

Direct Inquiries to Teldex Corporation



NOW OPEN

# PHOENIX

2505 North Central  
Phone 602/258-2930

**RON BAILIE**

School of Broadcast  
\*F.C.C.

First Class Radio Telephone License

5 WEEKS

\*The nation's Finest and most complete  
course in

**Announcing—Production**

studios also located

Seattle San Francisco Spokane

Portland Salt Lake City

San Jose Lake Tahoe

### Miscellaneous

**JAMES C. HIRSCH**

Television Consulting Services  
Advertising Marketing Public Affairs  
Programs • Projects

845 Third Ave., N.Y., N.Y. 10022  
(212) 421-2266

### LIVE COVERAGE FOR RADIO

THE GATOR BOWL GAME

from

JACKSONVILLE, FLORIDA

2 P.M., E.S.T.

2nd January, 1971

Delivered, complete—for local sales

Write, call or wire:

Robert K. Lynch  
Post Office Box 45  
Atlantic Beach, Fla. 32233  
904-249-4602

### COMMUNICATIONS INDUSTRY FOR PEACE AND FREEDOM

Is now accepting memberships (\$2) per  
year. We are an organization of commu-  
nicators who have decided to get off our  
apathy. Come join us.

CIPF

116 S. Michigan Ave.  
Chicago, Illinois

enclosed \$2  
 I want more info.

Name \_\_\_\_\_

Address \_\_\_\_\_

Affiliation \_\_\_\_\_

### INSTRUCTIONS

# A Ω

THE ALPHA OMEGA COMPANY  
Post Office Box 1015  
SAPULPA, OKLAHOMA 74066

## POST TURKEY

#### It takes . . . BRASS

Basic Radio Advertising Sales School is one week of fifteen hour days spent on the fundamentals of selling radio. Things that should be known before hitting the street. It is an end to the old style "training" for salesmen . . . namely, here's-a-rate-card-and-there's-the-door, kid!

Our next class begins November 29 in Tulsa, Oklahoma. It will be over at noon the following Friday. Over fifty hours of basics will be offered through our custom text, lectures, speakers bureau, tapes, films and actual presentations. On-site tutor plans available at certain times.

Complete cost for the class, room and all meals is \$290.00. Write for enrollment details in care of our ALPHA DIVISION at the address shown above.

#### It takes . . . GUTS

Guidance Under Trying Situations is needed by both new stations and older firms in distress. Our consultant-in-coveralls actually lives in your market for the period needed to do all things skilled management needs to do to get results. Only after working on your job will we accept consultant tasks.

Your investment buys hard work backed by a track record of having been in other tough situations. Write a confidential inquiry in care of our OMEGA DIVISION to the address shown above.

#### It takes . . . IDEAS

Intelligently Different Extra Assist Service like . . . the URC—Universal Rate Card, the RRSP—Residential Radio Sales Plan, the FCCI—FCC Inspection Insurance, the CSIL—Custom Sales Idea Lab and other interesting ideas. Write care of our SPECIAL DIVISION for details to the address shown above.

*We are a broadcast service organization . . . from beginning to end!*

### FOR SALE STATIONS

#### LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH  
NEW YORK, N.Y.  
265-3430

#### LARSON/WALKER & COMPANY Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006  
1801 Ave. of the Stars 1725 Eye St., N.W.  
Century City, Suite 501 Suite 714  
213/277-1567 202/223-1553

For sale, Texas Radio Station with good  
profit history. Cash-flow \$40,000 annually.  
Price, \$300,000.

**BOX L-53, BROADCASTING**

#### STATIONS FOR SALE

- CALIFORNIA. Metro. Daytimer. \$50,000 down.
- CALIFORNIA. Regional fulltimer serving multi-million market. Price \$550,000. 29% down.
- PACIFIC NORTHWEST. Exclusive daytime. \$15,000 down.
- TEXAS. Exclusive daytime. \$30,000 down.

## Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113  
P.O. Box 550  
Los Angeles, California 90028  
Area Code 213-464-7279

#### FOR SALE

Non-directional northeast daytime AM in  
top sixty market. Good growth and  
profits and excellent potential. Owner  
has other interests. \$400,000 on terms.

**BOX K-249, BROADCASTING**

Fla.	small	daytime	53M	29%	Tex.	small	AM & FM	100M	cash
Penn.	small	FM	50M	15M	South	small	CATV	22.5M	cash
N.Y.	med	daytime	270M	29%	W. Va.	med	fulltime	230M	terms
MW	med	TV	1.1MM	cash	NW	metro	daytime	135M	nego
MW	metro	FM	65M	50%	East	metro	daytime	525M	29%



**CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 180)

granted license covering use of former main trans. for aux. purposes only. Act. Oct. 19.

■ \*WDOM(FM) Providence, R.I.—Broadcast Bureau granted CP to change trans. location; change studio location to Joseph Hall, River Avenue and Eaton Street, Providence; operate by remote control from proposed studio site; make changes in ant. system. Action Oct. 20.

■ \*WDYN(FM) Chattanooga—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on 89.7 mhz for aux. purposes only. Action Oct. 19.

### Rulemaking petitions

■ WPBC-FM Richfield, Minn.—Requests amendment of rules to eliminate short-spacing for ch. 267 at Richfield. Ann. Oct. 23.

■ WBBS(FM) Jacksonville, N.C.—Requests rulemaking to amend FM table of assignments to add ch. 253C at Jacksonville. Ann. Oct. 23.

### Call letter applications

■ WNHC-FM, Metro Connecticut Media Corp., New Haven, Conn.—Requests WPNN(FM).

■ WMAS-FM, Masscom Broadcasting Corp., Springfield, Mass.—Requests WHVY-FM.

■ KRAV(FM), Boston Broadcasting Co., Tulsa, Okla.—Requests KFMJ-FM.

■ KBFM(FM) Corbin Broadcasting Co., Lubbock, Tex.—Requests KLLL-FM.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and co-ponding aux.: KLBS-FM Los Banos, Calif.; WTVK(TV), Knoxville, Ky.; WNAT(AM) and WQNX(FM), both Natchez, Miss.; WMGS(AM) Bowling Green, Ohio; WGUS(AM) North Augusta, S.C.; and WHHM(AM) Henderson and WTRB(AM) Ripley, both Tennessee. Actions Oct. 19.

■ WRBC(AM) Jackson, Miss.—Broadcast Bureau granted renewal of license. Action Oct. 20.

■ WHTN-TV Huntington, W. Va.—FCC renewed license of WHTN-TV. Denied petition by Mr. Paul Crabtree opposing renewal. Action Oct. 21.

### Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WKWL(FM) Belvidere, Ill., to Jan. 26, 1971; WEAW-FM Evanston, Ill., to Dec. 15, 1971; WFIL-FM Peoria, Ill., to Feb. 5, 1971; KFJL-FM Preston, Minn., to Feb. 1, 1971; \*WNJC-FM Senatobia, Miss., to Dec. 1; KLIQ-FM Portland, Ore., to Dec. 1; Board of Trustees-Student Activity Association, East Stroudsburg State College, East Stroudsburg, Pa., to Dec. 26; \*WLIU(FM) Lincoln University, Pa., to Dec. 1; and \*WYMS(FM) Milwaukee to March 30, 1971. Actions Oct. 20.

■ KSDO(AM) San Diego—Broadcast Bureau granted mod. of CP to extend completion date to April 14, 1971. Action Oct. 20.

■ Valley Broadcasting Co., Clinton, Iowa—Broadcast Bureau granted mod. of CP to change trans. and ant. of new FM. Action Oct. 19.

■ \*KCCM-FM Moorhead, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to April 15, 1971. Action Oct. 20.

■ WNCI-TV Columbus, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to April 16, 1972; granted engineering data submitted in keeping with report and order adopted Jan. 14 to specify ch. 28 in lieu of ch. 47 and change ERP to vis. 912 kw, aur. to 182 kw; trans. location to Ohio Route #3 2.5 miles north of Westerville, Genoa township, Ohio; studio location to be determined; Columbus; change type trans. and type ant.; ant. height 1050 ft.; condition (engineering data). Actions Oct. 16.

### Other actions, all stations

■ FCC ruled that AM, FM and TV's may, without further authorization, rebroadcast weather transmissions originated by weather bureau on 162.55 and 162.4 mhz. Ann. Oct. 21.

■ FCC Complaints and Compliance Chief William Ray denied request on behalf of Task Force for Peace asking that commission issue declaratory ruling that any station accepting "spot ads during last two weeks of election campaign which employ inflammatory, fraudulent or libelous claims (or in any way attack candidate's integrity, character or patriotism) against a candidate" must provide advance notice to attacked candidate or his spokesman in order to allow time to prepare "adequate reply"; and afford time under the per-

sonal attack provision of fairness doctrine for "immediate response" by appropriate spokesman for candidate who is opposed in ads. Action Oct. 21.

■ Chicago—FCC denied request by Illinois Citizens' Committee for Broadcasting, asking that FCC instruct 32 Chicago radio and television stations to grant Committee free broadcast time "to explain citizen's rights and to solicit public opinion" on question of whether licenses of stations should be renewed. Action Oct. 21.

### Ownership changes

#### Application

■ WNYN-FM Canton, Ohio—Seeks assignment of license from Keyes Corp. to Radio Akron Inc. for \$212,500. Sellers: Donald C. Keyes, president, et al. Mr. Keyes has controlling interest in WNYN(AM) Canton, and will continue to operate WNYN(AM). Buyers: Susquehanna Broadcasting Co. (90%), Louis J. Appel, president-treas. (8.8%), et al. Susquehanna Broadcasting Co. owns WSBA-AM-FM-TV York, Pa., and WQBA(AM) Miami; Mr. Appel is president-director of Susquehanna Broadcasting Co. and has 3.68% interest in firm, has interest in WARM(AM) Scranton, Pa., WMLO(AM) Akron, Ohio, WICE(AM) Providence, R.I., and WGBB(AM) Freeport, N.Y. Ann. Oct. 1.

#### Actions

■ WLNR-FM Lansing, Ill.—Broadcast Bureau granted transfer of control of Lilliana FM Broadcasters Inc. from Gordon Boss (50% before, none after) and John M. Van Der Aa (50% before, 20% after) to Arthur G. Karmgard, none before, 40% after; Wendell H. Borriink (none before, 20% after) and Robert A. Cook (none before, 20% after). Consideration \$100,000. Principals: Mr. Karmgard is engineer at WMBI(AM) Chicago, and WYCA(AM) Hammond, Ind., runs electronic service and owns and manages income property with wife; Mr. Borriink has interest in audio-visual production firm; Mr. Cook is president of Kings College, Briarcliff Manor, N.Y., where he produces daily radio program syndicated on 8 stations. Action Oct. 9.

■ WCTW-AM-FM New Castle, Ind.—FCC granted assignment of licenses from WCTW Inc. to Hall Communications of Indiana Inc. for \$225,000. Sellers: Walter S. Chambers Jr., president, Tom M. Green, Scott Chambers, Mrs. Adaline C. Bailey, Mrs. Harriet C. Edan and Mrs. Virginia Chambers. Sellers own 75% of *The New Castle Courier Times*. Buyer: Robert M. Hall, sole owner. Mr. Hall owns WBVP-AM-FM Beaver Falls, Pa., WMMW(AM) Meriden, Conn.; WNBH-AM-FM New Bedford, Mass., and WICH-AM-FM Norwich, Conn. He is also buying WUSJ(AM) Lockport, N.Y., subject to FCC approval. Action Oct. 21.

■ WBBR(AM) Travelers Rest, S.C.—Broadcast Bureau granted transfer of control of Piedmont Broadcasting Co. from John B. Burns (50% before, none after) to William H. Kirby (50% before, 100% after). Consideration \$60,000. Mr. Kirby previously handled day-to-day affairs of WBBR in partnership with Mr. Burns. Action Oct. 15.

■ KGA(AM) Spokane, Wash.—Broadcast Bureau granted transfer of control of Liddle Broadcasting Corp. from Grady A. Sanders, William J. Liddle and Edward B. Brownstein (as a group, 90% before, none after), to Monroe Broadcasting Co. (10% before, 100% after). Consideration: \$1,040,116 (aggregate). Principals of Monroe: Wesley L. Monroe, president (17%), Grady A. Sanders (11.1%), et al. Mr. Sanders is president of WHEL(AM) New Albany, Ind. Action Oct. 22.

### CATV

#### Final actions

■ KN-9321 Birmingham, Ala.—Cable Television Bureau granted license covering new relay pickup station to be used with CATV in Birmingham area. Action Oct. 22.

■ WDU-34 Redding, Calif.—Cable Television Bureau granted CP for new relay station to bring distant signal of KTXL(TV) Sacramento, Calif. to CATV in Redding. Action Oct. 15.

■ WDV-68 and WDV-69, both Columbus, Ga.—Cable Television Bureau granted CP's for new community relay stations to bring TV's from Atlanta and Anniston, Ala. to Columbus and Bibb City, both Georgia. Action Oct. 20.

■ WDW-70 North Hempstead, N.Y.—Cable Television Bureau granted CP for new relay (studio-head end link) to be used with CATV in Hempstead and North Hempstead. Action Oct. 22.

■ Falls Township, Pa.—FCC denied request by Bucks County Cable TV Inc., operator, for special authority to continue to carry signals of four independent New York TV's (Docs. 18140 et al., and 18432). Action Oct. 21.

■ WDU-35 Hobart, Okla.—Cable Television Bureau granted CP for new relay station to bring

distant signals of KWTV(TV) and WKY-TV, both Oklahoma City, to CATV at Hobart. Action Oct. 15.

■ Meadville, Pa.—FCC denied motion to stay FCC order requiring Meadville Master Antenna Inc., Meadville, to provide program exclusivity to WICU-TV Erie, Pa., pending court decision. Action Oct. 21.

■ Millcreek, Harborcreek, Lawrence Park and Westleyville townships, all Pennsylvania—Cable Television Bureau dismissed petition for relief of Jet Broadcasting Co. filed June 9. Action Oct. 23.

■ WDU-36 Ozona, Tex.—Cable Television Bureau granted CP for new relay station to bring distant signals of KMID-TV Midland, KMOM-TV Monahans and KOSA-TV Odessa, all Texas, to CATV at Ozona. Action Oct. 15.

#### Other action

■ FCC granted in response to joint request by Corp. for Public Broadcasting and Ford Foundation, 60-day extension of time to file comments on various proposals to amend CATV rules. Action Oct. 21.

#### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Berwick, Foundryville, and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding, on motion by Cable TV Co., extended to Nov. 6 time to file answers or objections to interrogatories by WBRE-TV Inc., Scranton Broadcasters Inc., and Taft Broadcasting Co. (Doc. 18986). Action Oct. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding, continued without date Oct. 22 hearing (Doc. 18779). Action Oct. 16.

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 27. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ *North Little Rock, Ark.*—A 25-year franchise has been granted to Television Inc.

■ *Fullerton, Calif.*—Franchise has been granted to Cablecom General, subsidiary of RKO General, New York (multiple-CATV owner).

■ *Santa Clara, Calif.*—Franchise has been awarded to San Jose Cable TV, San Jose, Calif.

■ *Lantana, Fla.*—Installation rates have been lowered by Teleprompter Inc., New York (multiple-CATV owner) from \$4.95 for the first set in a multiple family dwelling and \$2.50 for each additional set to \$3.95 and \$1 for each additional set.

■ *Lafayette, Ind.*—Franchise has been granted to Mountain States Video. Non-exclusive franchise provides for 15 ch's.

■ *Richmond, Ind.*—Clearview Cable Inc. of Richmond has applied for a monthly rate increase from \$3.95 to \$4.95.

■ *Andover, N.J.*—Garden State Cable Television of Sparta, N.J., has applied for a franchise. Installation fee would be \$20 and monthly rate would be \$5.

■ *High Bridge, N.J.*—A 20-year franchise has been granted to Washington Cable Co. Borough will receive 5% of the gross revenue. Monthly rate is \$5 for first set and \$1 for each additional set. Free service will be provided to schools, the municipal building and firehouses.

■ *Lyons, N.Y.*—The Village Board has granted franchise to Information Transfer Inc. of Newark and Palmvra, both New York. Village will pal building and fire department will receive free hookups. Firm said installation will be about \$20 and monthly rate will be about \$6 for the first set and \$1 for each additional set in a home.

■ *Doylestown, Pa.*—CATV Systems, subsidiary of American Electronics Laboratories Inc., Montgomeryville, Pa., has applied for a franchise. Estimated installation fee is \$15 for first set in a building and \$1 for each additional set.

■ *Chattanooga*—Chattanooga TV Cable Co. has been granted a non-exclusive franchise. The city will receive 5% of the gross revenue up to \$250,000, 6½% above \$250,000 and 9½% above \$500,000.

■ *Sun Prairie, Wisc.*—Franchise has been granted to Viking Media Inc. of Stoughton, Wisc.

Franklin Delano Roosevelt and radio were made for each other. He had a natural flair for the medium. Through his use of it he changed the course of history.

That evaluation comes from Cox Broadcasting's J. Leonard Reinsch, who should know. Mr. Reinsch handled the radio affairs of the Democratic convention in Chicago in 1944, when Mr. Roosevelt was nominated for his fourth, and what turned out to be his last and unfinished, term. Mr. Reinsch also worked in that campaign and has been a broadcasting adviser to the Democratic party in every succeeding presidential campaign.

Changing the course of history through the use of radio? That's a supposition of considerable weight. Yet former U.S. Senator Burton K. Wheeler, who was present and accounted for, making history of his own through most of the Roosevelt years, thinks that without radio there may have been a different occupant of the White House beginning in 1936. "If it wasn't for radio, Roosevelt would have had a hard time being elected the second time," the one-time senator from Montana believes. Now 88 and still carrying on a law practice in Washington, Mr. Wheeler, first an ally then an adversary of the Roosevelt administration, makes no equivocations about Roosevelt the radio performer. "He did the most marvelous job that anybody's ever done on radio," in the senator's opinion.

It's curious. FDR has been dead 25 years, half of broadcasting's existence. Yet bat around the names that have had worldwide impact over the 50-year history of audio and visual broadcasting, and, given the criteria of universal recognition, historical import, long-lasting effect, only those of David Sarnoff and Franklin Roosevelt consistently keep cropping up.

President Roosevelt was surely more than a highly effective broadcast performer. His recognition of radio's power, his masterful use of it would in themselves deserve historical acclaim. Beyond his personal role was the dominating world event during his time. World War II turned radio into a primary news medium.

Carleton Smith, ex-vice president for both NBC and RCA and also former general manager of WRC-AM-FM-TV, the NBC-owned stations in Washington, announced introductions for FDR's radio addresses. It was Mr. Smith's responsibility to deliver a brief description of the site and circumstances of the address and then to say: "Ladies and gentlemen, the President of the United States."

According to Mr. Smith, of all the political practitioners of radio during the momentous nineteen-thirties and

## The man who mastered radio to make history

forties—an age of hypnotic radio voices—the world's champ was the American President.

"At that same time," Mr. Smith recently observed, "you had Mussolini and Hitler and Churchill and Roosevelt, all great persuaders and all using radio effectively with different styles. But I don't think anyone could compete with Roosevelt on radio."

The fireside chat was President Roosevelt's invention—a disarming and direct incursion into the homes, the hearts, the political determinations of millions of Americans. But "fireside chat," the term itself, was invented by Harry Butcher, then director of the CBS Washington bureau, later naval aide for three years during World War II to General Eisenhower, after the war a radio and TV broadcaster in Santa Barbara, Calif., and now a cable-TV operator on the West Coast. The story has it that Mr. Butcher, knowing that the President after his first inauguration in March 1933 wanted to make an informal speech to the people and knowing, too, that there was a fireplace in the room in the White House where the speech was to be delivered (the old diplomatic reception room) suggested that CBS Newsman Bob Trout use the "fireside chat" phrase on the air in referring to the speech. FDR liked the description, and it became part of the language.

---

### Week's Profile

---



*Franklin Delano Roosevelt—32d President of U.S.; b. Jan. 30, 1882, Hyde Park, N.Y.; state senator, New York, 1910-1913; assistant secretary of Navy, 1913-1921; Democratic nominee for Vice Presidency (on ticket with James M. Cox), 1920; governor of New York, 1928-1932; elected President, 1932; re-elected 1936, 1940, 1944; died, April 12, 1945, Warm Springs, Ga.*

President Roosevelt broadcast his first fireside chat on March 12, 1933. The subject: his declaration of a bank holiday. Again in May, July and October of that same year he took to the air in appeals for support from the people.

"My friends," he would say in that cultured, warm and reassuring voice. And he would make friends by the millions as his enemies helplessly fumed.

It was under the Roosevelt administration that the late James Lawrence Fly, then chairman of the FCC, conducted an inquiry into newspaper ownership of broadcast facilities.

There were suggestions that President Roosevelt was incensed at the massive and persistent opposition he encountered in newspaper editorials and resolved to keep the contagion from spreading to jointly owned radio stations.

Paul Porter, now a leading Washington attorney, was a first-hand party to some of the newspaper proceeding. In 1944 he succeeded Larry Fly as FCC chairman ("a job for which I didn't volunteer") and inherited the newspaper inquiry. Recalls Mr. Porter: "The only thing, to my knowledge, that President Roosevelt ever felt strongly about in regard to broadcast regulation was newspaper ownership of broadcast facilities. He constantly pressured Larry Fly and later me: 'What are you doing about newspaper ownership?' But to say that what he did was a reprisal: I find no justification for that."

If FDR failed to break up the cross-ownerships, he succeeded in neutralizing newspaper editorials by his own radio appearances.

J. Leonard Reinsch has an indelible memory of how President Roosevelt took to radio. "When I first worked on the so-called fireside chats," Mr. Reinsch remembers, "FDR would be chatting before the signal came to go on the air. When the signal came, his face lit up and his whole manner wrapped around that microphone. He loved it."

Eleanor Roosevelt, too, had memories of Franklin Roosevelt, radio performer. She once wrote what must be the definitive critique of his radio style and impact: "Franklin had a gift for simplification. He often insisted upon putting in simple stories drawn from conversations with visitors or friends to Warm Springs or Hyde Park, where his opportunity was greatest for close contact with people who talked to him as a human being and not as a public official. These illustrations, I think, helped him to give many people a feeling that he was talking to them in their own living rooms and they knew and understood the complicated problems of government. His voice lent itself remarkably to the radio. It was a natural gift."

## A half-century of progress?

The temptation is to ruminate about the "good old days" when radio was adventurous, uncomplicated and a mildly rewarding but proud way of life.

That 50-year span, which began as a romance, is recounted in all its remarkable nuances in more than half of the editorial pages of this anniversary issue. Both the first generation and the emerging second generation of broadcasters and friends know it all hasn't been fun and games.

For example:

Fifty years ago (without belaboring who was first) the *Detroit News* launched a radio station with the then experimental call 8MK. What has happened since then to prove that this newspaper ownership was a mistake?

Fifty years ago Westinghouse launched KDKA in Pittsburgh. What has happened in the intervening half-century to prove that this licensee was wrong when the Westinghouse stations shine so brightly, just as do the *Detroit News* stations, most newspaper-affiliated stations, or owned stations of other groups, or the stations operated by big corporate entities?

These interests pioneered broadcasting. Newspapers got in early because they saw in radio an extension of their medium and of business enterprise the American way.

RCA, created at the behest of the government itself in 1919 to develop international "wireless" communications, became what is now known as a conglomerate when it pioneered radio stations to stimulate markets for receivers and transmitters and expanded its horizons with the creation of two NBC networks to sell "circulation" so others could sell goods and services. It set the world standard.

When you peruse the chronology in this issue you must wonder, as did we, what indeed has happened in the half-century of remarkable progress to prove that newspaper owners, corporate licensees that have become conglomerates and other pioneers have stifled development. How could this be when our broadcasting is free, and the best anywhere in the world with a programing bill that must exceed that of all other nations combined? Moreover, there is intense competition among stations and networks and other media. Broadcasting monopolies exist almost everywhere else.

This being true, why waste the taxpayers' money and civil servants' time that should be devoted to such painfully distressing life-and-death problems as drug control, crime on the streets, campus unrest, pollution, and unemployment? Banning newspaper ownership, one-to-a-customer, the contrived conglomerate inquiry, and program controls are illusory, make-work, non-essentials.

If those activists in government were completely dedicated and honest, they would stop this malicious nonsense and get back to the basic needs of the people.

## Koop "surprise"

One of the worst kept secrets in Washington for the past decade has been the identity of the standby censor—the man in the slot in a national emergency to interdict dissemination of information that would give aid and comfort to an enemy.

That man is and has been Theodore Koop, Washington vice president of CBS, Inc., one of the nation's best-known journalists. Mr. Koop served as deputy to Byron Price, the respected director of censorship during World War II, and was named standby successor by President John F. Kennedy

on the gifted Mr. Price's recommendation. Mr. Koop was kept in that post by President Lyndon B. Johnson who placed the classified label on this sensitive assignment, which carried over to the Nixon administration.

Lately there has been political byplay about the security classification which probably would have been dropped anyway when the President got around to it. But for the record, eight years ago, when the Cuban missile crisis erupted, Mr. Koop's status was disclosed in this businessweekly ("Closed Circuit," Oct. 29, 1962). And it has been known in the best journalistic circles ever since.

If everyone on standby in Washington for the national emergency that we hope will never come were as well qualified as Ted Koop, there would be less reason to worry. He is the consummate journalist, having served in every branch of his profession. He is the past president of Washington's National Press Club and of Sigma Delta Chi, the professional journalism society.

Like all pure journalists, Mr. Koop hates censorship. But he recognizes the necessity for voluntary restraints in times of national stress.

Even as a standby, classified or not, Mr. Koop's stewardship under three Presidents sets some kind of record. The reason is easy to discern: Ted Koop is the best qualified man for the job.

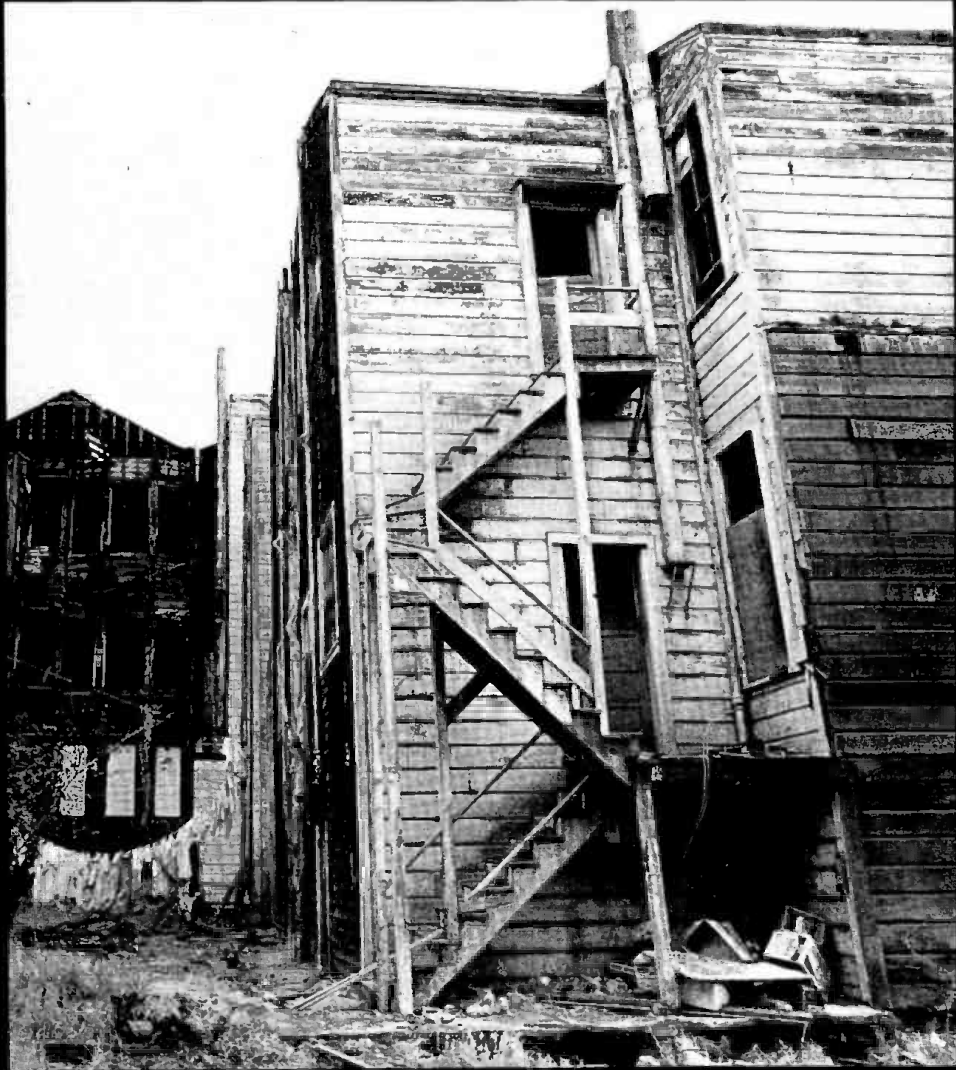
## The affirmative way

When Congress reconvenes after the elections, broadcasters may expect a revival of the campaign to override the President's veto of the political-broadcasting bill. The National Committee for an Effective Congress, which did much to lobby the bill through both houses, is sending propaganda by the mile to newspaper editors, who will no doubt respond with more of those editorials assailing Mr. Nixon.

What are broadcasters doing, besides wringing their hands and crying to their congressional delegations? As we have suggested before, the creative way to back the President would be with an offer to sponsor a draft of legislation to attain the aims that the vetoed bill falsely promised. True campaign-spending reform is undeniably needed; broadcasters should take the leadership in getting it.



Drawn for BROADCASTING by Sid Hix.  
"I hope they don't quit running that antismoking spot about smoking only half a cigarette . . . it's been a bonanza for us!"



"Cities are the sink of the human race." *Jean Jacques Rousseau-1762*

**COLUMBIA SCHOOL OF BROADCASTING**  
NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,  
OR ANY OTHER INSTITUTION.





WE'RE A  
LONG WAY FROM  
WOODSTOCK

But our viewers have been there and back, on WBAP-TV.

The action in Dallas-Fort Worth is right here—because we take our million plus market where the action is, anywhere in the world. It keeps them in tune with today. And your advertising is in tune with Dallas-Fort Worth on WBAP-TV.



Represented Nationally by  
Peters, Griffin, Woodward, Inc.